

47th edition of ITB BERLIN

concludes today

The 47th edition of ITB Berlin which concludes today. With over 10,086 companies from 188 countries presented their products and services at a display area covering 160,000 square metres. Consisting of 26 halls, on the Berlin Exhibition Grounds. A record number of exhibitors represented on two-tier stands.

The focus was on Indonesia, the official partner country of ITB Berlin, who took part with 120 exhibitors. Indonesia was represented in Hall 26 and 4.1, where visitors witnessed colourful spectacles performed on stage. South Sudan, an independent state since 2011, was a newcomer to ITB Berlin.

For the first time, exhibitors and travel agencies offered direct tours to the consumers for the weekend show.

Once again, the demand from Asia was particularly high at this year's ITB Berlin. Countries such as Indonesia, the Philippines, Taiwan and China were represented on larger stands. Indonesia, the partner country, where India was represented, also booked up, exhibitors from this country occupied Hall 5.2a. Destinations such as Nepal, Sri Lanka and Bhutan are becoming

increasingly popular. Regulars at the ITB Berlin included North Korea, who also attended last year. African countries represented Halls 20 and 21, among them were South Sudan, who gained independence from Sudan in 2011 and was a newcomer to ITB Berlin 2013. Arab countries such as Egypt, Jordan, Israel, Morocco, Tunisia and the United Arab Emirates had also booked their places at the world's largest travel trade show. Iraq occupied an even larger stand compared to last year stand. Yemen and Libya

were back after an absence from the ITB Berlin. All country from South America represented this year's show.

This is the fourth year that companies exhibiting lesbian, gay, bisexual and transgender tourism (LGBT) products were represented in their own section in Hall 2.1. 56 companies from around the world were represented in the Pink Pavilion, including the International Gay and Lesbian Travel Association (IGLTA) and many co-exhibitors.



Shirajiv Sirimane in Berlin. Sponsored by...



Some HIGHLIGHTS for the ITB

Pictures by Shirajiv Sirimane

