

ITB NOW 2021

Activities: Trade activities

Suitable for: Accommodation groups and associations, Outdoor activity providers / Wellness, Air and Sea carriers, Attraction groups and associations, DMC, Individual accommodation properties, Individual attractions, Market tour operators, Tourism networks

Location: VIRTUAL

Spaces: 50

From: 09/03/2021

To: 12/03/2021

Sign up by: 14/01/2021

Website: www.itb.com/BrandEvents/ITBBERLINNOW/

For More Info: [Christian Ruebel](#) Tourism Ireland Austria & Switzerland

Register: ROI Industry contact: <https://tradeportal.failteireland.ie/upcoming-events>, NI Industry: contact Tourism Ireland colleague above

Map: www.itb.com/BrandEvents/ITBBERLINNOW/

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In place of the usual live event, ITB Berlin NOW will take place as a completely virtual event over four days from the 9th- 12th March 2021 from 09:00 – 17:00 (GMT)

This event is a platform for Industry who have already had contact with the German market. You will have a platform on the virtual Ireland stand where you can make appointments with the Trade. You will actively need to reach out to your Trade contacts to make appointments. They can also find you at the show and ask for an appointment. The ITB also has a profile matching system to generate ad-hoc appointments, should you have a free slot. A knowledge of the German market is necessary but appointments may be conducted in English.

The main aim of the virtual event is to help recover, rebuild and shape the travel trade at a time when it needs it the most. The event will focus on restoring and developing business connections and growing your network.

The event will be attended by key trade buyers looking to source products from exhibitors, network and discuss business opportunities. The event will also be attended by international media, including bloggers, journalists and consumer media.

There will not be 3D animated booths and animated avatars at ITB Berlin NOW. Exhibitors have the opportunity to present their company using so-called Brand-Cards. These Brand-Cards showcase your company profile and provide the platform on which to present your products and to network with your trade contacts. It is of course also possible for trade visitors to contact you via your Brand Card.



