



PROSPECTUS

ITB Berlin 2026

Version 1



1 August 2025

Kia ora,

Tourism New Zealand (TNZ) is pleased to invite representatives of the New Zealand tourism industry to participate in ITB Berlin 2026, “*The World’s Leading Travel Trade Show*” that will be held by Messe Berlin, Germany from 3 – 5 March 2026.

In 2025, ITB successfully brought back approximately 5,600 exhibitors from 190 countries to network, negotiate and do business in person. The show has proven to be a well-established platform for one-on-one meetings and networking opportunities with buyers from Germany as well as wider Continental Europe.

Despite its size and uniquely diverse range of products and services, ITB Berlin is structured by geographical breakdown by destination, and halls are also divided by market segments e.g. Business Travel, MICE, Travel Technology / Mobile Travel Services, Technology, Tours & Activities (TTA), Cultural Tourism, LGBTQ+ Travel, Youth & Adventure Travel, Responsible Tourism, Medical Tourism, Luxury Tourism and Career in Tourism. The 100% PURE New Zealand stand, along with Tourism Australia and neighbouring Pacific islands are located in Hall 5.2.

ITB Berlin will continue taking place over three successive days from Tuesday to Thursday with a renewed focus on exhibiting companies, trade visitors, buyers and the media.

Once again, TNZ is working closely with Tourism Australia to ensure alignment in approach, pricing and jointly creating the maximum pulling power for buyers to attend. TNZ has requested a bigger stand size for 2026 in an effort to accommodate all registrations.

TNZ is further committed to continuously assessing the commercial impact that ITB can achieve for New Zealand and participating businesses. On that basis we require all participating NZ exhibitors/sellers to share information relating to the commercial value of their participation. This is compulsory for any seller wanting to join the Tourism New Zealand stand.

The following prospectus outlines further details and key information on ITB Berlin 2026. Please read this prospectus carefully and take note of the event dates and deadlines.

Please note that final participation is at Tourism New Zealand’s discretion and is subject to the guidelines outlined in the event terms and conditions.

Should you have any questions on this event, please contact Salina Sos at events@tnz.govt.nz

Yours sincerely,
Salina Sos
Events & Experience Specialist
Tourism New Zealand

Event checklist

KEY DATES

| | |
|----------------------------------|------------------------------------------|
| Registration opens | 14 August 2025 |
| Registration closes | 5 September 2025 |
| New Zealand delegation confirmed | Upon receipt of Messe Contract |
| New Zealand delegation invoiced | 3 weeks after confirmation of attendance |
| Participation fee payment due | 2 weeks after invoice date |
| 50% cancellation period begins | 10 December 2025 |
| 100% cancellation period begins | 12 January 2026 |

WHAT NZ SELLERS NEED TO BOOK

You can find more details on what NZ sellers need to book on page 8.

WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

You can find more details on what information NZ sellers need to provide on pages 9.

ITB Berlin 2026

EVENT DETAILS

| | |
|---------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Event type | Third party trade event |
| Event format | Trade show |
| Target markets | <ul style="list-style-type: none"> Germany Rest of Europe |
| First day of official event programme | 03-Mar-2026 |
| Last day of official event programme | 05-Mar-2026 |
| Event location | Berlin, Germany |
| TNZ event listing | https://www.tourismnewzealand.com/events/itb-berlin-2026/ |
| Official event website | https://www.itb.com/en/ |
| Event objectives | <ul style="list-style-type: none"> Build the New Zealand brand – B2B, and promote our new 100% Pure New Zealand campaign to grow arrivals Lead generation - Provide a platform for NZ Sellers to facilitate new business relationships, expand network of engaged buyers and negotiate new and existing contracts with buyers Increase general destination & product knowledge of buyers |
| Event benefits | <p>This event provides New Zealand organisations with an opportunity to:</p> <ul style="list-style-type: none"> Connect with buyers who play a large role in the development, promotion and purchasing process of New Zealand tourism experiences Raise buyers' awareness of NZ tourism services and what they have to offer to the buyers' clients so that they are in a better position to sell New Zealand Gain market intelligence, insights and advice on European markets Benefit from economies of scale and TNZ investment – TNZ organised or facilitated events require a fraction of the investment and time required for individual sales calls. |

Market importance

Germany:

- In the year ending May 2025, 72,705 German travellers (2.2% of all arrivals) visited New Zealand, with 53,982 (74%) of them being holiday visitors. Germans are among the travellers who tend to stay the longest when visiting New Zealand, whether for holidays or other purposes.
- In the year ending March 2025, German visitors spent \$512.3 million in New Zealand, with \$385 million by holidaymakers. The average spend per trip was \$8,102, rising to \$8,648 for holiday visitors. 26% of spending was on accommodation, and visitors were most likely to travel with their significant other.
- German holiday visitors spent an even amount of time in the North Island (56% of nights), and the South Island (44% of nights). Among them, 54% visited four or more regions, with Auckland being the most popular destination.
- Most visitors favoured natural attractions like mountains and lakes, beaches, hiking, and national parks. Over 9 in 10 German visitors went for a walk, hike, trek, or tramp in New Zealand.
- They appreciate New Zealand's mix of natural wonders and cultural attractions and seek an active encounter with the environment and culture.
- There are around 9 million Active Considerers in Germany, with 42% identifying New Zealand as their top destination choice.
- Historically, a large proportion of German visitors into New Zealand book through travel agents, using a mix of online and traditional agents to buy their tickets.

Sources:

Statistics New Zealand International arrivals: June 24- May 25

International Visitors Survey: April 24 – March 25

Active Considerer Monitor: June 25 (6MRA)

NZ TNZ contact

Salina Sos
Events and Experience Specialist
Events@tnz.govt.nz

EVENT PARTICIPATION

| | |
|---------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Types of NZ sellers suited to this event | <ul style="list-style-type: none"> • Qualmark endorsed Inbound tourism operators (ITOs) • Qualmark endorsed National transport providers • Qualmark endorsed accommodation or experience operators • Airlines |
| Comments | ITB is a major trade show that does not offer pre-scheduled appointments; therefore, sellers must proactively prepare in advance to ensure effective engagement. |
| Minimum number of applications | 8 |
| Maximum number of applications | 10 |
| Preferred type of NZ sellers if capacity is reached | In the event of being oversubscribed, priority will be given to those who have previously exhibited on Tourism New Zealand's stand at ITB. |
| Maximum number of delegates per application | 2 |
| Event participation fees per company (incl. 1 delegate) | \$8,812.00 NZD |
| Extra delegate fee | \$2,125.00 NZD |
| Items included in participation fee | <ul style="list-style-type: none"> • Event participation for 3 days, including registration fee • Buyer engagement opportunities at the TNZ stand/wider event (TNZ will create the agenda in partnership with NZ Sellers that are accepted onto the TNZ stand) • Joint buyer function with Tourism Australia |
| Comments | As space is extremely limited, we might not be able to accommodate requests to exhibit for a reduced amount of time. Applications for 1 or 2 days only will be considered once registrations have closed and be allocated if space remains available. Alternatively, operators may consider sharing a table for the entire show and split the time as they see fit. |
| Can delegates bring pull up banners with them? | No |
| Preferred collateral type | Digital |

EVENT ATTENDEES

Primary types of in-market attendees attending the event

- Product Managers
- Senior travel agents
- Other senior decision-makers

Comments

Event attendees/buyers might not want to commit to their ITB attendance until closer to the event date, so all sellers are strongly encouraged to touch base with their existing databases well ahead of the event to secure appointments and create an incentive to visit ITB. Based on ITB 2025, we would recommend reaching out as early as December.

Will an attendee contact list be made available to NZ sellers following the event?

No; TNZ is not legally allowed to provide databases. However, ITB Berlin offers an exhibitor portal where sellers can connect with buyers. In the past only a limited number of buyers have made use of this portal, so we do recommend getting in touch with your databases directly.

EVENT FORMAT

Appointment schedule

There is no automated appointment schedule, so it is each individual seller's responsibility to make their own appointments. Sellers are requested to provide Tourism New Zealand with a calendar of appointments so reception staff can manage people on the day. Drop-ins can be accommodated by TNZ reception staff.

Appointment format

One-on-one meetings

Appointment duration (mins)

There is no set appointment duration, and it is at each seller's discretion how much time they want to allow for their meetings. Traditionally, ITB appointments are scheduled for 30 minutes.

Appointment rotation

No

Appointment comments

As per above, it is crucial that sellers are as pro-active as possible to secure appointments, as ITB can get very busy and buyers need to allow time for key partners from different destinations.

Layout

Table set-up

Layout comments

Exact layout and table allocation will be dependent on overall seller numbers and therefore confirmed once registrations are closed.

EVENT PROGRAMME

| Item | Date | Time |
|-------------------------------------------------|-----------------|-----------------------------------------------------------------------------------------------------------|
| Pre-departure webinar + virtual market briefing | W/C 17 February | TBC |
| Latest that NZ sellers can arrive in-market | 02 Mar 2026 | N/A |
| Trade Show opens | 03 Mar 2026 | 10:00 AM |
| Trade Show closes | 05 Mar 2026 | 6:00 PM |
| Earliest that NZ sellers can fly home | 06 Mar 2026 | Based on buyer visitation in 2025, we strongly recommend staying for the entire last day before departing |

EVENT VENUE

| Venue | Event/Function | Address | Phone number | Website |
|--------------------------------------|----------------|------------------------------------------|---------------|-------------------------------------------------------------------------------|
| Messe Berlin/Berlin Expo Centre City | Messe Berlin | Messedamm 26, 14055 Berlin Germany | +49(0)3030380 | https://www.messe-berlin.de/en/ |

WHAT NZ SELLERS NEED TO BOOK

Accommodation, Flights and Ground Transfers

Once your registration has been confirmed, your flight and accommodation bookings will be up to the registered attendee to arrange and confirm. TNZ will be in touch to gather relevant flight and accommodation details.

WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

| Item | Details | Required/Optional | Due date |
|-----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|------------------|
| Accommodation details | Check in date(s), Check out date(s), Hotel addresses(s), Hotel name(s) | Required | 12 December 2025 |
| Flight details | Inbound flight, Outbound flight | Required | 12 December 2025 |
| Logo | PNG or JPEG copy of company logo | Required | 12 December 2025 |
| Digital collateral | The TNZ stand will be entirely brochure free, and we are unable to provide storage for physical collateral. Instead, TNZ will promote a QR code for each partner which will lead to a unique URL containing your collateral (We strongly recommend for this not to be your generic URL, but a bespoke microsite for ITB visitors). | Required | 12 December 2025 |

Registration information

EVENT REGISTRATION AND CANCELLATION

| | |
|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| First day of registration | 14 August 2025 |
| Last day of registration | 5 September 2025 |
| How to register | <p>You will be able to register for this event on the event listing once registration opens:</p> <p>https://www.tourismnewzealand.com/events/itb-berlin-2026/</p> <p>On submission, delegates should receive an email confirming that the application has been received. If you do not receive an email, please contact events@tnz.govt.nz</p> |
| Registration confirmation date | Upon receipt of Messe Contract |
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PASSPORTS, VISA, VACCINATIONS & INSURANCE

NZ delegate passports, visas and vaccinations Passports, visas and vaccinations are the responsibility of the delegates attending the event. Delegates should confirm their individual visa and vaccination requirements for each country prior to departure.

Travel and medical insurance

Please ensure that you arrange your own travel and medical insurance to provide appropriate insurance cover in attending the event. We recommend that you purchase a comprehensive medical and travel policy prior to departure. Tourism New Zealand does not provide indemnity for any loss or injury suffered to participants whilst traveling to or attending the event.

REGISTER YOUR TRAVEL

SafeTravel

All delegates must register their travel online through SafeTravel (www.safetravel.govt.nz). SafeTravel allows the government to contact you if there is an unforeseen crisis, or if you have a family emergency, while you are overseas. If an emergency develops in the country you are in, then the government will do its best to contact you and see if they can provide any assistance.

We also recommend that you check if any travel advisories are in place before departure (www.safetravel.govt.nz/travel-advisories)