



PROSPECTUS

ITB Berlin 2027



Version 1



3 September 2026

Kia ora,

Tourism New Zealand (TNZ) is pleased to invite representatives of the New Zealand tourism industry to participate in ITB Berlin 2027, *"The World's Leading Travel Trade Show"* that will be held by Messe Berlin, Germany from 16 – 18 March 2027.

In 2026, ITB successfully brought back over 5,600 exhibitors from 166 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.

ITB Berlin will continue taking place over three successive days from Tuesday to Thursday with a focus on exhibiting companies, trade visitors, buyers and the media. TNZ will have a dedicated stand for New Zealand industry partners, located next to Tourism Australia. Once again, TNZ is working closely with Tourism Australia to ensure alignment in approach and jointly creating the maximum pulling power for buyers to attend.

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 2027. 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

Applications open	3-Sept-2026
Applications close	18-Sept-2026
New Zealand delegation confirmed	By 23-Sept-2026
50% cancellation period begins	11-Dec-2026
100% cancellation period begins	8-Jan-2027

WHAT NZ SELLERS NEED TO BOOK

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

ITB Berlin 2027

EVENT DETAILS

Event type	Third party trade event
Event format	Trade show
Target markets	• Germany • Rest of Europe
First day of official event programme	16-Mar-2027
Last day of official event programme	18-Mar-2027
Event location	Berlin, Germany
TNZ event listing	https://www.tourismnewzealand.com/events/itb-berlin-2027/
Official event website	https://www.itb.com/en/
Event objectives	• 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	This event provides New Zealand organisations with an opportunity to: • 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 June 2026, Germany remained one of New Zealand's highest-value long-haul markets. New Zealand welcomed 55,700 Holiday arrivals, and 73,600 visitors in total. 75% were first time visitors.
- German holiday visitors are characterised by their long stays, with 62% staying 15 days or longer and an average holiday length of stay of 16 days.
- German visitors contributed more than NZ\$500 million to the New Zealand economy, including NZ\$352 million from holiday travel. German holidaymakers are among New Zealand's highest-spending visitors, averaging NZ\$8,540 per trip (June Yr End).
- German holidaymakers are New Zealand's most geographically dispersed visitors. Nearly two-thirds (64%) visit both islands, and almost four in ten (39%) visit seven or more regions during their trip. Auckland is the most visited destination, followed by Christchurch and Queenstown.
- German travellers are highly motivated by exploration and outdoor experiences, with itineraries that typically span multiple regions across both islands. Their travel behaviour reflects a strong preference for extended journeys and in-depth discovery of New Zealand.
- German visitors value New Zealand's combination of natural landscapes, authentic cultural experiences, and opportunities for active engagement with the destination.
- Germany represents a significant future growth opportunity for New Zealand, with approximately 11 million Active Considerers. Of these, 43% rank New Zealand as their preferred destination, and 60% would consider travelling during off-peak periods.
- German visitors most commonly travel as couples (48%), although solo travel is also popular (26%), reflecting the market's strong appetite for independent and immersive travel experiences.
- 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: Tourism New Zealand Germany Market Snapshot, July 2026. Find out more at:

<https://www.tourismnewzealand.com/insights/tourism-data/>

NZ TNZ contact

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Events and Experience Specialist
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UK/DE TNZ Contact

Fenja Schiebuhr
Trade Manager – UK and Europe
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EVENT PARTICIPATION

Types of NZ sellers suited to this event	• Qualmark endorsed Inbound tourism operators (ITOs) • Qualmark endorsed National transport providers • Qualmark endorsed accommodation or activity operators • Airlines
Comments	Only Qualmark endorsed product can be represented and presenting at Tourism New Zealand events.
Minimum number of sellers	N/A
Maximum number of sellers	10
Preferred type of NZ sellers if capacity is reached	In the event of being oversubscribed, priority will be given to those who meet the participation criteria (on page 9) and have previously exhibited on Tourism New Zealand's stand at ITB.
Maximum number of delegates per company	2
Event participation fee per company (incl. 1 delegate)	\$9,500.00 NZD
Extra (2 nd) delegate fee	\$2,375.00 NZD
Items included in participation fee	• Event participation for 3 days, including lunch • Joint buyer function with Tourism Australia
Comments	• The second delegate will work in conjunction with the first delegate and will not have their own table. • TNZ will only accept seller registrations for full three-day delegate attendance. Requests to participate for a reduced duration cannot be accommodated. • TNZ is committed to delivering a high-value event while keeping costs manageable for participants. To support broader seller participation and minimise participation fee increases, several event offerings have been refined, including a simplified stand design. Catering will also be simplified compared to previous years, with grab and go lunch bowls available for stand partners.

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

- ITB is a major trade show that does not offer pre-scheduled appointments; therefore, sellers must proactively prepare in advance to ensure effective engagement.
- 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 2026, 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. Tourism New Zealand will also share seller details directly with our buyer database.

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 applications are closed.

EVENT PROGRAMME

Item	Date	Time
Pre-departure webinar	W/C 22 Feb 2027	TBC
Latest that NZ sellers can arrive in-market	15-Mar-2027	N/A
Trade Show opens	16-Mar-2027	10:00 AM
Trade Show closes	18-Mar-2027	6:00 PM
Earliest that NZ sellers can fly home	19-Mar-2027	Based on buyer visitation in 2026, 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, flight, accommodation and ground transfer bookings will be up to the registered attendee to arrange and confirm themselves.
- Tourism New Zealand will provide sellers with accommodation recommendations.

WHAT NZ SELLERS NEED TO PROVIDE

Seller information required

Once registrations have been confirmed, sellers will be asked to provide the following:

- Flight and accommodation details
- Company logo
- Hero video
- Digital trade collateral/website URL
- Appointment schedule

Application information

EVENT APPLICATION AND CANCELLATION

How to apply

You will be able to apply for this event on the [event listing](#) once applications open.

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

Code of professional conduct

All delegates must act in accordance with Tourism New Zealand's code of professional conduct to ensure the safety of all personnel and that high professional standards are met.

A copy of the code of professional conduct can be downloaded here: www.tourismnewzealand.com/events

Participation criteria

Your application to participate at the event will be assessed using one or more of the following criteria:

- All sellers must be Qualmark endorsed.
- The consistency of your application and your product/service with the objectives of the event and Tourism New Zealand.
- The availability of information about your product/service over the internet and by email and the quality of such information.

- All sellers must be International Market and Trade Ready – as defined using [the TRENZ Seller Criteria as listed](#) and as listed below.
- Evidence of international marketing of your product/service in relevant markets by you or via offshore travel sellers.
- Your financial and industry performance; and
- Any other criteria that TNZ considers relevant to the selection of products and services for promotion at the event.

International Market and Trade Ready means:

- Evidence the product is well accepted in the domestic marketplace.
- An identified target for international visitor markets and an understanding of their needs and expectations.
- Set pricing for a 12-18 month period, and understanding of net rates and commission structures at the appropriate industry levels.
- Evidence of a high standard of service, which meets the expectations of the most demanding international visitors, e.g. You have well trained staff, high safety standards, sound operational plans (including crisis plans), your product enables the visitor to learn and become engaged.
- Appropriate booking mechanisms in place which make it easy for the international markets to book.
- Confidence the product meets the requirements of wholesalers and inbound tour operators.

Consideration and acceptance of applications is at the sole discretion of TNZ. Meeting the criteria does not guarantee acceptance, as demand for participation may exceed availability. TNZ is not obliged to provide any reasons for their acceptance or rejection of applications.

Cancellation by delegates

Following acceptance of your application you may cancel your participation in the Event by providing written notice of such cancellation to events@tnz.govt.nz. Please take note of the cancellation periods noted on page 3.

Cancellation by TNZ

Tourism New Zealand may, in its sole discretion, by notice in writing, withdraw its acceptance of your application and cancel your right to participate in the Event without incurring any liability to you or any third party if:

- Tourism New Zealand considers that you cease to satisfy any of the criteria or have otherwise breached these terms and conditions
- Tourism New Zealand reasonably considers that it is no longer appropriate for you to participate in the Event

- You fail to pay the Participation Fee to Tourism New Zealand by the due date for payment specified by Tourism New Zealand
- TNZ does not meet the minimum number of applications required for the Events to proceed.

Cancellation of your participation will have immediate effect on receipt of such notice.

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.

Pandemic Travel Terms and Conditions Be prepared for disruption to your travel.

It is important you understand and accept the circumstances in which you travel and the associated risks. Tourism New Zealand does not take responsibility and is not liable for any pandemic related travel disruptions.

You should also be prepared for safe travel zones status of a state or region to change at short notice.

In the event of a government-imposed restriction which causes disruption to your scheduled travel Tourism New Zealand will work with you to adhere to government guidance and this may mean a change to the planned itinerary.

Tourism New Zealand does not cover any associated costs if you are required to quarantine in your home region, this cost is at the expense of the participant and/or their organisation. Tourism New



Zealand does not cover any medical costs for participants, you should have adequate travel insurance in place.

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)