

# GLOBAL TRAVEL BUYER INDEX

by Dr. Fried & Partner and ITB Berlin

## REPORT ON THE FIRST RESULTS

Munich & Berlin, 04. March 2024

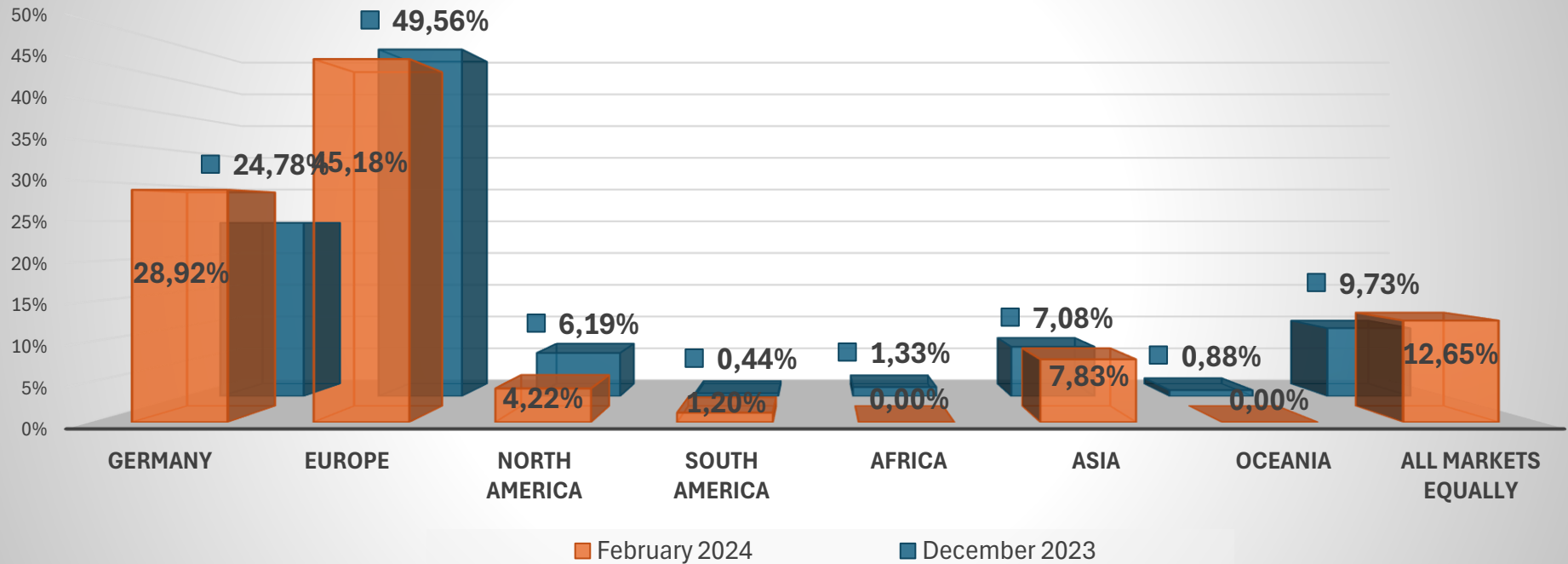
Dr. Fried & Partner  
MANAGEMENT CONSULTING



ITB  
BERLIN

# DISTRIBUTION OF SOURCE MARKETS FOR WHICH TOURISM SERVICES ARE PURCHASED

## Q1: WHAT SOURCE MARKET ARE YOU BUYING FOR?

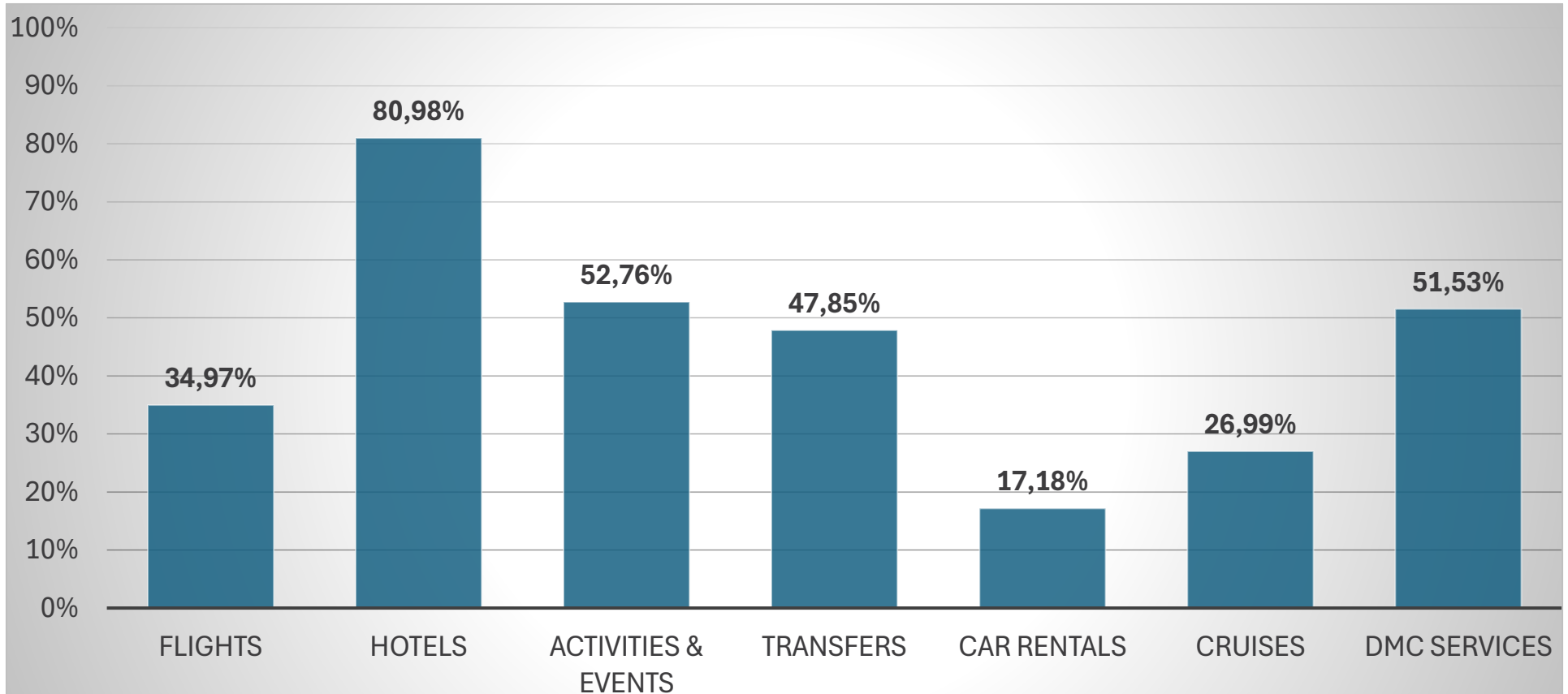


Source: 'December 2023' data series: Global Travel Buyer Index | survey period: 23 November - 14 December 2023; basis: ITB Buyer Circle | question: Q1; n=226  
 Source: 'February 2024' data series: Global Travel Buyer Index | survey period: 02 February – 16 February; basis: ITB Buyer Circle | question: Q1; n=166

\*If buying for multiple markets, please select the one that represents the largest portion of your purchases

# THE MAJORITY OF ITB BUYER CIRCLE MEMBERS SPECIALISE IN PURCHASING VARIOUS TRAVEL SERVICES

## Q2: WHAT SERVICES ARE YOU BUYING?

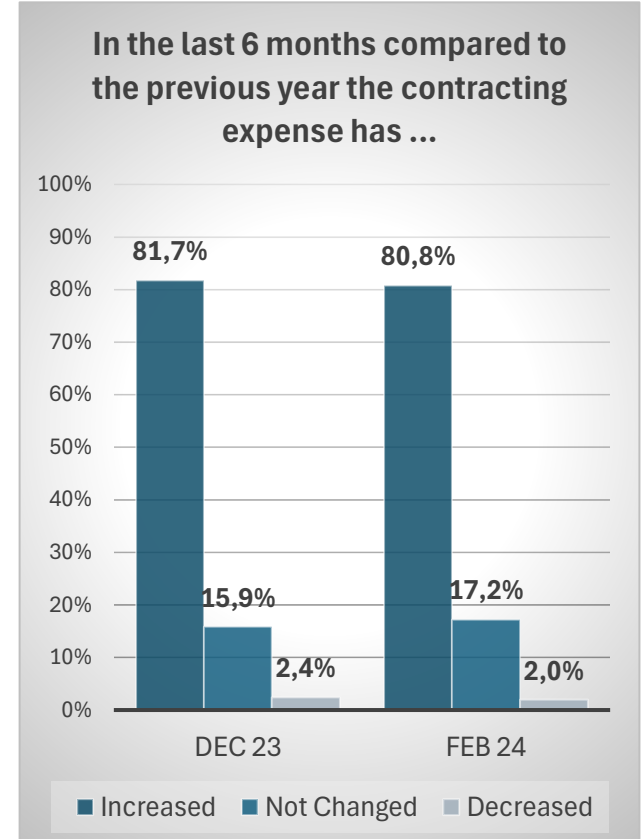
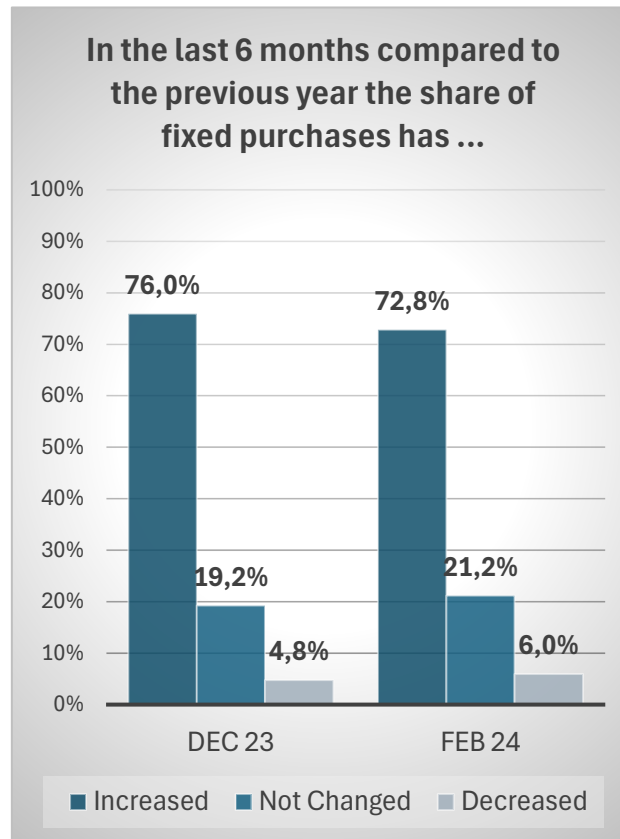
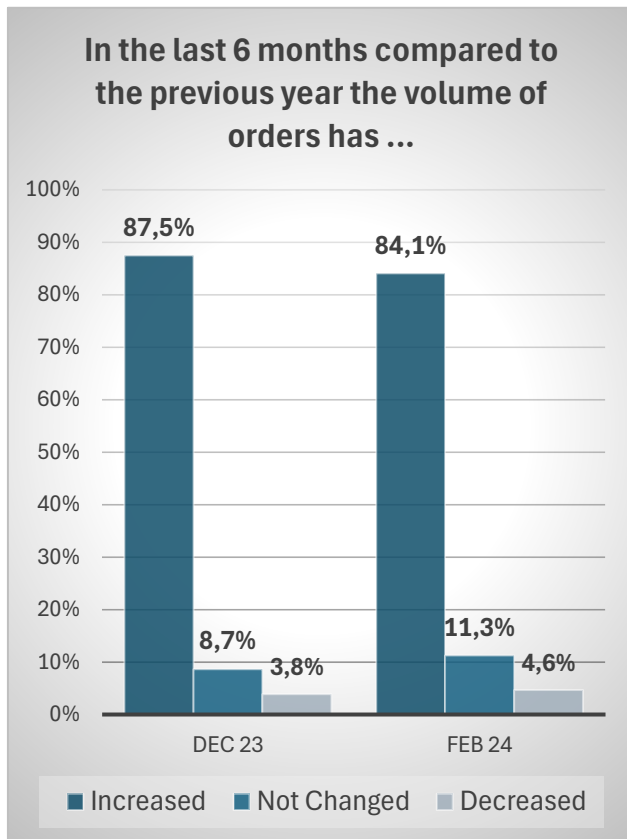


Source: Global Travel Buyer Index | survey period: 02 February – 16 February; basis: ITB Buyer Circle | question: Q2; n=163

\*Multiple answers are possible

# THE ASSESSMENT OF THE CURRENT MARKET DEVELOPMENT IS ABOVE AVERAGE POSITIVE

## SITUATION (CURRENT STATUS)

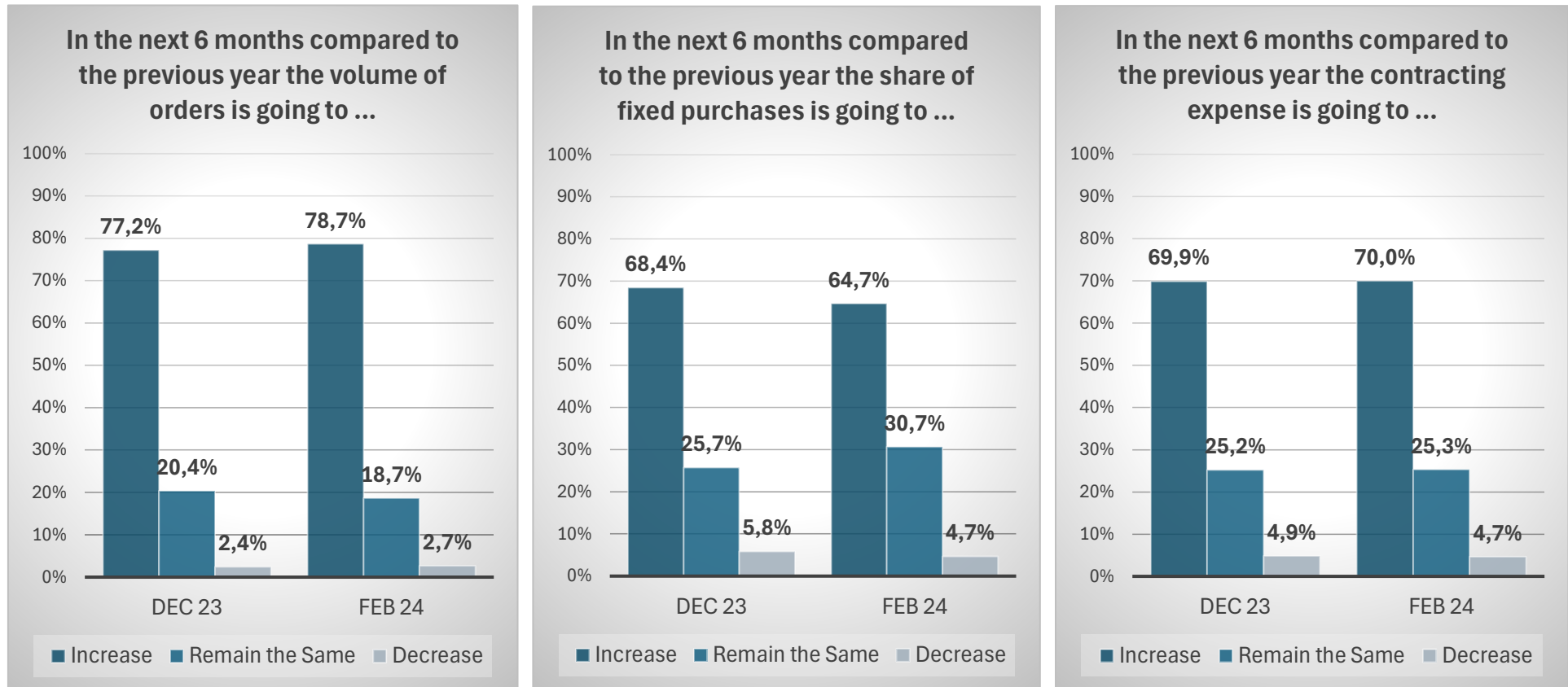


Source: 'December 2023' data series: Global Travel Buyer Index | survey period: 23 November - 14 December 2023; basis: ITB Buyer Circle | question: Q4; n=208

Source: 'February 2024' data series: Global Travel Buyer Index | survey period: 02 February – 16 February; basis: ITB Buyer Circle | question: Q4; n=151

# THE MAJORITY OF BUYERS EXPECT THE MARKET TO DEVELOP POSITIVELY OVER THE NEXT 6 MONTHS

## EXPECTATIONS (FUTURE PREDICTIONS)



Source: 'December 2023' data series: Global Travel Buyer Index | survey period: 23 November - 14 December 2023; basis: ITB Buyer Circle | question: Q5; n=206

Source: 'February 2024' data series: Global Travel Buyer Index | survey period: 02 February – 16 February; basis: ITB Buyer Circle | question: Q5; n=150

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