



BEA

Best Exhibitor Award



ITB
BERLIN

CBS

INTERNATIONAL
BUSINESS SCHOOL

CO:COMPASS
TOURISMUSBERATUNG

BEST EXHIBITOR AWARD

ITB Berlin 2023 - Travelling connects people

DIRK HOFFMANN

**Managing Director of
Messe Berlin**





WHEN DID THE BEA START?

- **Since 2000**, CBS International Business School has been presenting the Best Exhibitor Award (BEA) at ITB Berlin.
- It has become **one of the most coveted prizes awarded** and has established itself as a firm benchmark in the industry.
- After a break of a few years, we are happy to be back in **ITB Berlin 2023!**

HOW DOES THE BEA PROCESS WORK?

- The evaluators are a team of **15 students** from CBS International Business School
- Each exhibitor gets sorted into one of the **10 categories** developed
- There were **TWO evaluation rounds** to ensure transparency and objectivity
- The final stand **top-10 exhibitors** were re-evaluated by another team of evaluators to come up with the final three winners in each category

10 categories



CATEGORY

TRAVEL TECHNOLOGY



RANK 4 - 10

4

Planet

5

Shiji Group

6

Go Global Travel Ltd.

7

Cendyn

8

Flexkeeping

9

DidaTravel

10

Sabre Hospitality



BEA

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HOTELPARTNER REVENUE MANAGEMENT



BECAUSE...

- Unique design
- Pleasant waiting area with assortment of refreshments
- Well-trained and informed staff



SPHERIE GMBH



BECAUSE...

- Very welcoming booth
- Digital experience
- Hands-on prototypes



ORACLE HOSPITALITY



BECAUSE...

- Interactive booth
- Really well-trained staff
- Berlin Bear designed by the staff

CATEGORY

TRAVEL SUPPORT AND MEDIA



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Best Exhibitor Award

RANK 4 - 10

4

SIMsKultur

5

MyPostcard.com GmbH

6

WYSE Travel Confederation

7

Kiran Nadar Museum of Art

8

**URV - Union
Reiseversicherung AG**

9

UNESCO Sites in Crete

10

**HanseMerkur
Reiseversicherung AG**



CULTURE LOUNGE



BECAUSE...

- Many events during ITB Berlin
- Engaging design
- Mixed digital and press resources



NEOM



BECAUSE...

- Impressive design
- Really committed staff
- 100% digital



THE RED SEA



BECAUSE...

- Zero plastic policy
- 100% digital
- Very good service
- Luxurious ambience

CATEGORY

TRAVEL ORGANIZATIONS



BEA

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RANK 4 - 10

4

Poseidon Expeditions

5

**Al-Rafidain Company for
Travel and Tourism**

6

Airbnb Germany GmbH

7

ATR Touristik Service

8

ANEX Tour GmbH

9

WORLD 2MEET,S.LU

10

Schauinsland Reisen



TRIP.COM GROUP



BECAUSE...

- Recycled materials
- Very innovative design
- Very welcoming and highly approachable staff



HOMETOGO GMBH



BECAUSE...

- Actively promoting sustainability
- Exceptional budget optimisation
- Very motivated staff



BOOKING.COM



BECAUSE...

- Huge variety of events
- Very modern design
- Very good use of digital resources
- Environmentally friendly

CATEGORY

CARRIERS



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RANK 4 - 10

4

Qatar Airways

5

Turkish Airlines

6

SIXT

7

Condor Flugdienst GmbH

8

Hertz Rent A Car

9

Southwind Airlines

10

**Europcar Mobility Group
SA**



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SUNEXPRESS AIRLINES



BECAUSE...

- Reusable booth since 2010
- Engaged staff
- Recognizable booth concept



LUFTHANSA GROUP



BECAUSE...

- Informative
- Many different events and business talks
- very interactive booth



DEUTSCHE BAHN AG



BECAUSE...

- Sustainability as the spotlight of the booth
- Modern and innovative design
- Focused on hospitality

CATEGORY

HOTEL BUSINESS



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RANK 4 - 10

4

ACCOR

5

**Steigenberger Hotels
AG**

6

Titanic Hotels

7

Jin Jiang International

8

Swandor Hotels & Resorts

9

Yalago

10

Miramare Hotels



NH HOTEL GROUP PART OF MINOR HOTELS



BECAUSE...

- Very structured and well organized by segments
- Brand identity
- Cozy environment



BWV HOTEL GROUP



BECAUSE...

- Green-focused decoration
- Very open and inviting staff



MARITIM HOTELGESELLSCHAFT MBH



BECAUSE...

- Authenticity towards brand design
- Excellency in the business environment
- No single-use products for catering purposes

CATEGORY

EUROPE



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4

Bayern

8

Estonia

5

Georgia

9

Rhodes

6

Greece

10

Ibiza

7

Bremen



TURKEY



BECAUSE...

- Excellent promotion events
- Welcoming staff
- Modern design
- Authentic Turkish cuisine and traditions



HESSEN



BECAUSE...

- CO2 neutral stand for three years
- Hospitality oriented
- Excellent representation of the region



CANARY ISLANDS

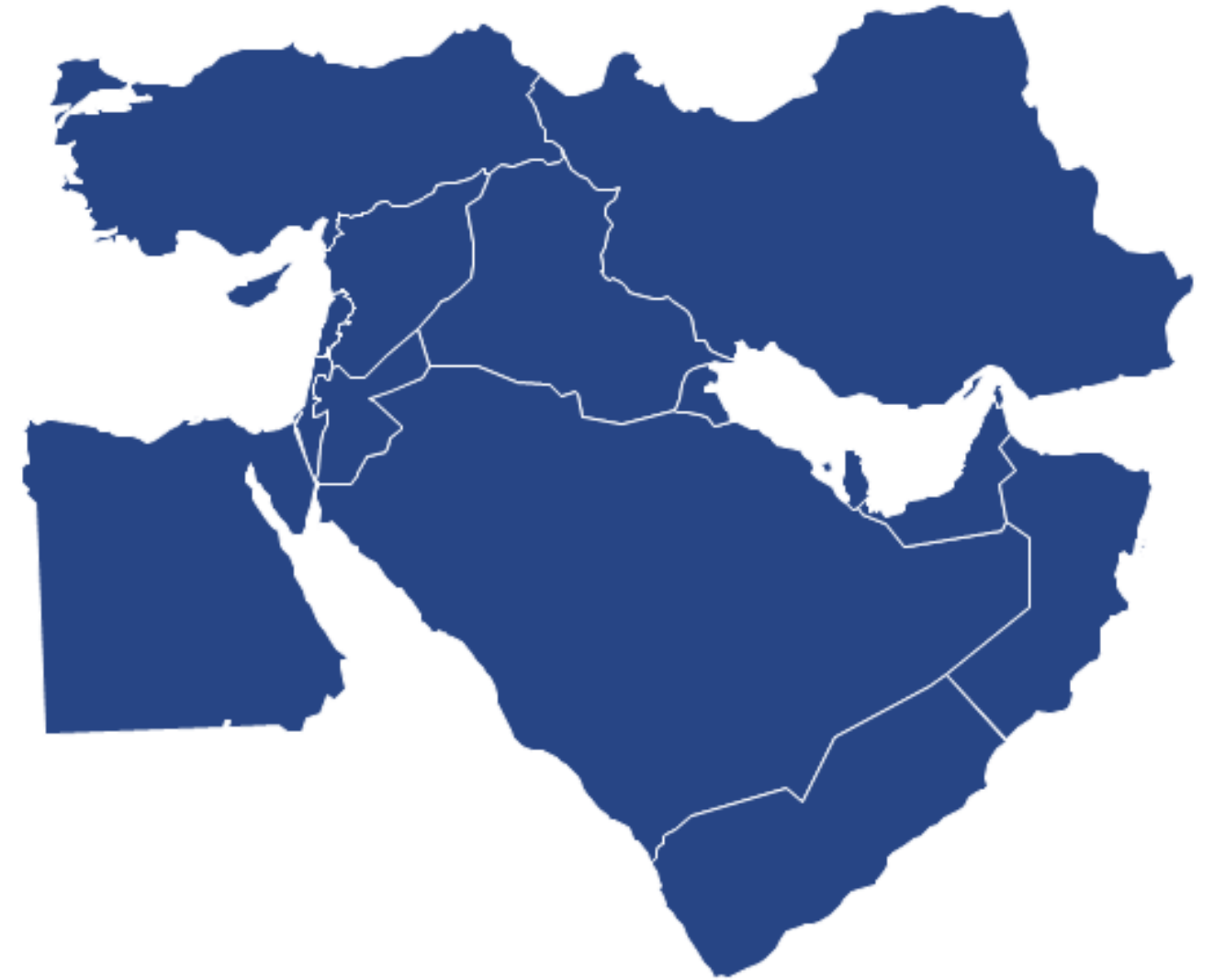


BECAUSE...

- Typical gastronomy representation
- Innovative design
- Great business environment
- Strong effort to reduce carbon emissions

CATEGORY

**NEAR /
MIDDLE EAST**



RANK 4 - 10

4

Dubai

8

Bahrain

5

Ras Al Khaimah

9

Ajman

6

Abu Dhabi

10

Israel

7

Oman



SHARJAH



BECAUSE...

- Digital booth (virtual reality and robots)
- Traditional events
- Dates tasting area



QATAR



BECAUSE...

- Traditional clothing
- Entirely recycled booth
- Eye-catching elements along the whole booth



SAUDI ARABIA



BECAUSE...

- Five senses experience
- Visit Saudi in the Metaverse
- Fully reusable catering

CATEGORY

**ASIA / AUSTRALIA /
OCEANIA**



BEA

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RANK 4 - 10

4

India

8

Japan

5

Bangkok

9

Singapore

6

Malaysia

10

Phuket

7

Indonesia



KOREA



BECAUSE...

- Combination of tradition and modernity
- Emphasis on cultural heritage
- Awareness of carbon emissions while building the booth
- Trying to showcase all tourist activities in Korea



THAILAND



BECAUSE...

- Traditional clothing for all booth representatives
- Booth giveaways are handcrafted from small communities
- Reused elements from previous fairs
- Incentivising and supporting regions for potential tourists



MALDIVES



BECAUSE...

- Storytelling and traditional culture
- Traditional dances and food in the booth
- Sustainability measures like QR Codes, and avoidance of plastic

CATEGORY

AMERICAS & THE CARIBBEAN



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4

Dominican Republic

5

Jamaica

6

Chile

7

Peru

8

Barbados

9

Costa Rica

10

Guatemala



ECUADOR



BECAUSE...

- Aesthetically pleasing
- Huge variety of traditional events
- Traditional dancers and cultural shows at the booth



COLOMBIA



BECAUSE...

- Really accessible and technologically advanced
- 100% digitalized and sustainable
- Efficiently minimalistic



BRAZIL



BECAUSE...

- Practical structure
- Authenticity through traditional catering
- Very kind staff
- Engaging booth for potential tourists

CATEGORY

AFRICA



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4

Botswana

5

Tunesien

6

Mauritius

7

Gambia

8

Ethiopia

9

Insel La Réunion

10

Sierra Leone



SOUTH AFRICA



BECAUSE...

- Variety of catering services
- Art shows
- Highly committed staff



EGYPT



BECAUSE...

- Unique design
- Uniqueness in portraying the Egyptian culture
- Quality catering service



MOROCCO



BECAUSE...

- Traditional clothing
- Cultural elements throughout the booth
- Live traditional cooking classes

CATEGORY

BEST OF BEST



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BEST OF BEST CANDIDATES

Brazil

Oracle Hospitality

**Maritim
Hotelgesellschaft**

Canary Islands

Morocco

Deutsche Bahn

The Red Sea

Maldives

Saudi Arabia

Booking.com



SAUDI ARABIA





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