

PRESS RELEASE

Börsenverein des Deutschen Buchhandels cooperates with ITB BookAwards

Berlin, 24 August 2017 – In the future, ITB Berlin will award the ITB BookAwards in cooperation with Börsenverein des Deutschen Buchhandels. This new concept means the travel publication awards will receive valuable exposure through marketing and communications support. For example, they will become part of the Börsenverein book marketing campaign entitled 'JETZT EIN BUCH!'. Furthermore, two representatives of the book industry have agreed to act as patrons of the awards: Lothar Wekel from the publisher Verlagshaus Römerweg and Martin Riethmüller from the RavensBuch bookstore. A new category has been established under the heading of the ITB BookAwards: the 'Frankfurt Book Fair Guest of Honour'. This award will be presented by the jury of the ITB BookAwards at the Frankfurt Book Fair 2018.

Every year, an independent jury presents awards honouring outstanding travel and tourism publications. The presentation of the ITB BookAwards 2018 will take place at the Palais am Funkturm on Friday, 9 March 2018 at 4 p.m.

About ITB Berlin and the ITB Berlin Convention

ITB Berlin 2018 will be taking place from Wednesday, 7 to Sunday, 11 March, and from Wednesday to Friday will be open to trade visitors only. ITB Berlin is the World's Leading Travel Trade Show. In 2017 a total of 10,000 companies and organizations from 184 countries exhibited their products and services to around 169,000 visitors, who included 109,000 trade visitors. Parallel with the show the ITB Berlin Convention, the largest event of its kind, will be held from Wednesday, 7 to Saturday, 10 March. Admission to the ITB Berlin Convention is free for trade visitors and exhibitors. For more information please visit www.itb-berlin.com, www.itb-convention.com and the [ITB Social Media Newsroom](#).

About Börsenverein des Deutschen Buchhandels e.V.

Börsenverein des Deutschen Buchhandels (the German Publishers and Booksellers Association) represents the interests of Germany's book industry in the political and public spheres. Founded in 1825, it currently has roughly 5,000 members, including booksellers, publishers, wholesalers and other media companies. Börsenverein runs the annual Frankfurt Book Fair, awards the annual Peace Prize of the German Book Trade and the German Book Prize and works continuously to foster reading and to defend the right to freedom of expression.

Contact – Börsenverein des Deutschen Buchhandels e.V.:

Press contacts:

Messe Berlin GmbH
Emanuel Höger
Press Spokesman and
Press and Public Relations
Director
Corporate Communication
Messe Berlin Group
Messedamm 22
14055 Berlin
www.messe-berlin.com
Twitter: @pr_messeberlin

**ITB Berlin / ITB Asia /
ITB China:**
Julia Wegener
PR Manager
Messedamm 22
14055 Berlin
T: + 49 30 3038-2269
j.wegener@messe-berlin.de
www.messe-berlin.com

Additional information:
www.itb-berlin.com
www.itb-convention.com

Management board:
Dr. Christian Göke (CEO),
Dirk Hoffmann (CFO)
Chairman of the Supervisory
Board: Wolf-Dieter Wolf
Commercial Register:
Amtsgericht Charlottenburg
(District Court)
HRB 5484 B
(Commercial Code)

No.10e

Thomas Koch
Press and Public Relations director / press spokesman
Börsenverein des Deutschen Buchhandels e.V.
Braubachstrasse 16
D-60311 Frankfurt am Main
Tel.: +49 69 13 06 29 3
www.boersenverein.de | www.facebook.com/boersenverein

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