

## ITB Asia 2023

25 – 27 October 2023 in Singapore



### PRESS RELEASE

#### ITB Asia 2023 Marks a Major Success With a 42% Growth in Attendance, Paving the Way for a Promising Show in 2024

Asia's leading travel trade show concluded today, boasting a remarkable 42% surge compared to 2022. With over 1,838 exhibitors and more than 1,300 top-tier industry buyers, ITB Asia 2023 served as a platform for over 35,000 business appointments, fostering long-term cooperations in the global travel industry.

*Berlin/ Singapore, 27 October 2023* – ITB Asia, Asia's leading travel trade show, came to a successful end today. Thousands of industry experts came together to celebrate travel and forge new connections at ITB Asia, co-located with MICE Show Asia and Travel Tech Asia, and enriched by a multi-track conference.

"The 2023 edition of ITB Asia sent a clear signal – the global travel industry is back on track. We were happy to see so many new players, so many fresh faces – that's the guarantee of a sustainable future for the entire industry. I hope a lot of them will join the ranks of recurring ITB Asia guests, as we are starting preparations for the next year already", says **Katrina Leung, Managing Director of Messe Berlin (Singapore), the organiser of MICE Show Asia, Travel Tech Asia and ITB Asia.**



*Business Appointments at Travel Tech Asia 2023*

### ITB Asia Conference – thousands of insightful minutes

The rich conference agenda augmented the experience that attendees could get in the busy exhibition halls. Adopting the motto "**Accelerating Growth: Paving the Way for New Opportunities in Travel & Tourism**", the ITB Asia Conference gathered global thought leaders from the entire industry, sparking lively discussions on topics critical to the future of MICE, corporate travel, leisure travel and travel technology. **Over 160 speakers delivered more than 4,000 minutes of speeches in over 100 sessions** spanning 3 days in 3 conference theatres: the **Knowledge Theatre, MICE Show Asia, and Travel Tech Asia.**

### Events/ Communities:



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### For additional details

[www.travelmeetasia.com](http://www.travelmeetasia.com)  
[www.itb-asia.com](http://www.itb-asia.com)  
[www.miceshowasia.com](http://www.miceshowasia.com)  
[www.traveltechasia.com](http://www.traveltechasia.com)

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## **ITB Asia will return in 2024**

The preparations for the next year's show are underway, with the 17th edition of ITB Asia scheduled on 23 – 25 October 2024 in Singapore. The booth registration for ITB Asia 2024 is open [online](#), with Super Early Bird rates available till 31 October 2023.

### **About ITB Asia**

ITB Asia, Asia's leading travel trade show, is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau. The annual B2B trade show and convention will feature hundreds of exhibiting companies from the Asia-Pacific region, Europe, the Americas, Africa, and the Middle East, covering not only the leisure market, but also MICE and corporate travel. Exhibitors from every sector of the industry, including destinations, airlines and airports, hotels and resorts, theme parks and attractions, inbound tour operators, inbound DMCs, cruise lines, spas, venues, other meeting facilities, and travel technology companies are expected to attend.

ITB Asia is the premier meeting place for the travel trade industry to forge new partnerships and strengthen existing business relationships with the most important players in the region.

### **About ITB Global Brand Family**

For more than 50 years the name ITB has stood worldwide for industry knowledge 365 days a year, networking and trendsetting events - in a virtual, in-person or hybrid format alike. ITB Berlin, the world's leading B2B trade show for the travel industry, is taking place from 5-7 March 2024, followed by ITB China (27- 29 May) in Shanghai, ITB India (11- 13 September) in Mumbai, and ITB Asia (23- 25 October) in Singapore.