

ITB Asia 2024

23 – 25 October 2024 in Singapore

PRESS RELEASE

ITB Asia 2024: Asia's Premier Travel Trade Show Welcomes Top Exhibitors and The Ascott Limited as Official Partner Hotel

Scheduled from 23 to 25 October 2024 in Singapore, ITB Asia promises three days of unparalleled networking and business opportunities.

Co-located with MICE Show Asia and Travel Tech Asia, ITB Asia boasts an impressive roster of top exhibitors, including Brand USA, Lufthansa City Center, Meliá Hotels International, The Ascott Limited, Tourism Promotions Board Philippines, Trip.com, Visit Berlin and many more. The Official Partner Hotel for the 3-in-1 show is The Ascott Limited. Early Bird rates are available for both exhibitors and trade visitors.

Berlin/ Singapore, 28 March 2024 – As preparations for ITB Asia 2024 are well underway, organisers anticipate a highly successful show, drawing attendees from across the globe. The 3-day-event is set to be the ultimate platform for professionals in the travel industry, covering key verticals such as **Leisure, Corporate Travel, MICE, and Travel Technology**. Attendees can expect to connect with destination experts, industry suppliers, top-tier buyers, and thought leaders, all sharing insights and forging valuable connections.

“After a strong year, tourism is on track to return to pre-pandemic levels. The comeback of outbound travel in Asia was the growth driver in 2023. We are thrilled with the momentum building towards our 17th edition. The calibre of exhibitors, the depth of insights shared, and the opportunities for collaboration make ITB Asia the premier event for the travel industry in the APAC region. We're confident that ITB Asia 2024 will surpass expectations and continue to be the pinnacle of business, networking and innovation”, stated **Joyce Wang, Executive Director of Messe Berlin Asia Pacific, organiser of ITB Asia, MICE Show Asia, and Travel Tech Asia.**



Photo Credit: ITB Asia 2023

The optimistic sentiment in the industry is also reflected at ITB Asia's show floor. Confirmed exhibitors at **ITB Asia** and **MICE Show Asia** include global companies showcasing their latest tourism products and innovations, such as **Banyan Tree, Brand USA, Business Events Perth, BWH Hotels, Czech Tourism Authority, Eva Airways, Explorer Kenya Tours and Travel, Far East Hospitality,**

 **Messe Berlin**
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Flughafen Berlin Brandenburg (BER), Frasers Hospitality, Gyeonggi Tourism Organization, Lufthansa City Center, Malta Tourism Authority, Mandai Wildlife Group, Marina Bay Sands Pte Ltd, Meliá Hotels International, ONYX Hospitality Group, Pan Pacific Hotels Group, Pattaya Variety, Penang Global Tourism, Premium Travel Mongolia, Sarawak Tourism Board, Sentosa Development Corporation, Seoul Tourism Organization, Singapore Tourism Board, Skyscanner, The Ascott Limited, Tourism Authority of Thailand, Tourism Promotions Board Philippines, Trip.com, Visit Berlin, Visit Finland, Worldwide Hotels Pte Ltd, Wyndham Hotel Asia Pacific, and many more.

In partnership with **The Ascott Limited** as Official Partner Hotel, attendees can look forward to an insightful Opening Keynote to kickstart the 3-day conference programme. Attendees can also expect an evening of networking with fellow industry players at their Official Evening Function.

Travel Tech Asia is the most important travel technology marketplace. Taking place parallel with the 3-in-1 show, the event will feature leading brands and startups, including **Korea Tourism Organization, SiteMinder, Smartryde, STAAH, SUNRATE,** and **TBO Holidays,** among others, unveiling the latest technologies and emerging trends shaping the future of travel.

ITB Asia's **Buyer Elite Programme**, in partnership with esteemed organisations such as **American Express, Association of the Indonesian Tours & Travel Agencies (ASITA), ASTINDO, EVINTRA, Malaysian Association of Tour & Travel Agents (MATTA), Philippine Travel Agencies Association (PTAA), Thai Travel Agents Association (TTAA), United Federation of Travel Agents' Association (UFTAA),** and **Vietnam Society of Travel Agents (VISTA),** facilitates meaningful collaborations between service providers and global buyers, ensuring mutually beneficial partnerships.

For **exhibitors**, the **Early Bird Rate** for booth space registration ends in just two days. Exhibitors may register before **31 March 2024** at www.itb-asia.com/exhibiting to secure a space.

Trade visitors are invited to join the event with an all-access pass, granting entry to all three shows—ITB Asia, MICE Show Asia, and Travel Tech Asia. They can take advantage of the **Early Bird rate** available until **22 September 2024** by registering at www.itb-asia.com/visit-register.

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 China, the marketplace for China's travel industry, will take place from 27 to 29 May 2024 in Shanghai, followed by ITB India in Mumbai from 11 to 13 September. ITB Asia in Singapore, which takes the broader regional market into scope, will be held from 23 to 25 October 2024. ITB Berlin, the world's leading B2B trade show for the travel industry, will take place in Berlin from 4 – 6 March 2025.