

**ITB Asia 2022**  
**19 – 21 October 2022**

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**More than 27,000 business appointments recorded at ITB Asia, MICE Show Asia and Travel Tech Asia 2022**

- ITB Asia cements commitment to Asia Pacific by extending its partnership with Singapore Tourism Board to continue anchoring ITB Asia in Singapore
- Next ITB Asia scheduled for 25 to 27 October 2023
- Huge exhibitor interest for next year's show, including Best Western Hotels and Resorts, Israel Pavilion, Jordan Tourism Board, Meliá Hotels International, Penang Tourism Board, Sabah Tourism Board, Sarawak Tourism Board, Saudi Tourism Authority, Singapore Tourism Board, TBO Holidays, Tourism Authority of Thailand, Tourism Promotions Board Philippines, Trip.com, USA Pavilion, Visit Finland, Visit Iceland and many more

**Singapore, 21 October 2022** – The 15<sup>th</sup> edition of ITB Asia, Asia's Leading Travel Trade Show', came to a successful close today with over **27,000 business appointments and meetings** recorded. The success of the first face-to-face ITB Asia since the beginning of the pandemic signals returning confidence that travel industry professionals have in the recovery of the tourism sector in Singapore and the region.

"The positive feedback from all attendees showed us how important personal exchange is after two years of holding a purely digital event. As a leading trade fair for Asia's travel industry, ITB Asia once again provided a unique opportunity and platform for the industry to rebuild, reconnect and give answers to questions about how the MICE industry is making a huge comeback", said **Martin Ecknig, CEO, Messe Berlin**.

**Stellar line up of industry giants headlined ITB Asia Conference sessions**

Under the theme "Go Big & Go Forward: Travel Industry on the Road to Recovery and Growth", ITB Asia 2022 also had a large conference line-up including the co-located MICE Show Asia and Travel Tech Asia. This year's conference sessions ended with over 3950 minutes of high-powered content over 100+ sessions where over 180 leading industry heavyweights and innovators in three conference theatres discussed topics critical to the future of MICE, corporate travel, leisure travel and travel technology. Prominent speakers included senior representatives from **Agoda, Amadeus, Corporate Travel Management (CTM), Expedia Group, FCM Travel, IHG Hotels & Resorts (IHG), International SOS, George P Johnson, Marriott International, Saudi Tourism Authority, Travelport** and many more.

"The successful turnout for the three shows indicates a positive return of MICE events in Asia Pacific as the travel industry gains momentum on the route to recovery", added **Katrina Leung, Managing Director of Messe Berlin (Singapore), the organiser of MICE Show Asia, Travel Tech Asia and ITB Asia**.

**The Singapore Tourism Board extends strategic partnership with ITB Asia**

Messe Berlin (Singapore), the organiser of the 3-in-1 show, has announced the extension of its milestone partnership with the Singapore Tourism Board (STB) from 2023 to 2025.



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The two parties announced at this year's ITB Asia that they have signed a Memorandum of Understanding (MoU) to extend the collaborative partnership for the next three years.

**Mr Keith Tan, Chief Executive, Singapore Tourism Board** said, "Messe Berlin's commitment to anchor ITB Asia in Singapore for the next three years is testament to Singapore's ability to deliver quality MICE events. We are excited that tourism businesses in Singapore and the region will continue to benefit from the opportunity to forge new partnerships and exchange knowledge and ideas."



The next in-person edition of ITB Asia, MICE Show Asia and Travel Tech Asia will take place from 25 to 27 October 2023 at the Sands Expo and Convention Center, Marina Bay Sands, Singapore.

Huge interest is already being expressed for next year's show **including Best Western Hotels and Resorts, Israel Pavilion, Jordan Tourism Board, Meliá Hotels International, Penang Tourism Board, Sabah Tourism Board, Sarawak Tourism Board, Saudi Tourism Authority, Singapore Tourism Board, TBO Holidays, Tourism Authority of Thailand, Tourism Promotions Board Philippines, Trip.com, USA Pavilion, Visit Finland, Visit Iceland and many more.**

### **Super Early Bird Rates for ITB Asia, MICE Show Asia & Travel Tech Asia 2023**

Interested exhibitors may register at [itb-asia.com/exhibiting](http://itb-asia.com/exhibiting) by **31 October 2022** for Super Early Bird rates.

For more information on ITB Asia, visit [www.itb-asia.com](http://www.itb-asia.com)

For more information on MICE Show Asia, visit [www.miceshowasia.com](http://www.miceshowasia.com)

For more information on Travel Tech Asia, visit [www.traveltechasia.com](http://www.traveltechasia.com)

For more information on the conference programme, visit [www.itb-asia.com/conference-programme](http://www.itb-asia.com/conference-programme)

### **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 MICE Show Asia**

MICE Show Asia is the premier MICE event in Asia where incentive travel, meetings and events industries come together to connect and build the future of MICE. The annual B2B trade show and convention features industry suppliers, meetings & events professionals to up-and-coming MICE innovators from a wide range of disciplines, sectors and all levels of seniority. The show is co-located with ITB Asia and Travel Tech Asia.

### **About Travel Tech Asia**

Travel Tech Asia is the premier travel technology show in Asia. The trade show is where latest technologies, emerging trends, leading travel brands and innovative start-ups are all at one place to create the new possibilities of travel. From travel tech suppliers, innovative start-ups to leading travel brands who are at the forefront of the industry transformation, Travel Tech Asia welcomes attendees from all levels of seniority across a wide range of disciplines and sectors in the travel industry. The show will be co-located with ITB Asia and MICE Show Asia.

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