

ITB Asia 2017
25 October – 27 October

PRESS RELEASE

10th Edition of ITB Asia Looks to the Future of Travel

Milestone event will feature stellar line-up of keynotes and speakers, amidst record participation from international partners

Singapore, 21 September 2017 – Cementing its status as 'Asia's Leading Travel Trade Show', ITB Asia 2017 will celebrate its 10th anniversary with an exciting view to the future of travel and tourism. Under the conference theme "The Future of Travel", ITB Asia 2017 will showcase an extensive programme of key presentations and discussions by industry heavyweights from the travel and tourism sector. This includes global brand names as well as promising travel startups.

"We are proud to have put together such a rich and diverse conference programme, which is only possible with the continued support from the global travel industry. This is testament to the show's expanding role as an important platform to bring all the different stakeholders in the travel and tourism sector together. We believe everyone attending this year's show will enjoy and benefit from engaging with the influential and exciting speakers on the most current and pressing topics in the industry", said Katrina Leung, Executive Director of Messe Berlin (Singapore), the organiser of ITB Asia.

Artificial Intelligence and OTAs to be focus of ITB Asia 2017 keynotes

To kick off the show, headlining keynote speakers on Day 1 include Tony Menezes, Vice President of Industrial and Distribution Sectors at **IBM Asia Pacific**, Rob Torres, Managing Director of Advertising and Marketing at **Google**, and Jane Sun, CEO of **Ctrip**. Both speakers from IBM and Google will focus on Artificial Intelligence while Ms Sun from Ctrip will speak on its global strategy.

On Day 2, the highlight of the keynote panel will focus on the trends and market conditions of the travel trade market and how Online Travel Agents (OTAs) are transforming travel through technology, particularly in Korea, Japan and India. Moderated by Nick Vivion, Editorial Director of **Tnooz**, the panel will include Ike Anand, Vice President at **Expedia**, Min Yoon, CEO of **Tidesquare**, Amit Taneja, Chief Revenue Officer of **Cleartrip**, Ken Mishima, VP of eCommerce Strategy at **iJTB**, and Jose Murta, Global Head of Hospitality at **trivago**.

Showcasing the most current trends and opportunities in virtual reality, Cruise and travel innovation

While VR has mainly been used in promotional and marketing materials, hotel and accommodation visualization and training, disruptive startups Hiverlab and Zebra Design will share their experiences on the exciting realities and opportunities for augmented reality and virtual reality in hospitality and tourism. Savioke, a Silicon Valley startup that makes autonomous indoor delivery robots, will also present key takeaways from its pilot project at M Social, Asia's first deployment of front-of-house service robots.

With younger generations, including the millennials and Generation X, forecast to embrace cruise travel more than ever before¹, ITB Asia 2017 will feature its first Cruise panel. The line-up will feature global cruise operators who will discuss the rise of cruise in Asia Pacific and the growing market and opportunities. Moderated by Christina Siaw, Chief Executive Officer, Singapore Cruises Centre, confirmed panelists include companies such as SkySea

¹ [Cruise Lines International Association, Inc. 2017 Cruise Industry Outlook December 2016](#)



Held In:



Supported by:



Official Partner Hotel:



Official Partner Airline:



Official Medical & Travel Security Partner:



Official Partner Country:



Press contacts

Messe Berlin
Julia Wegener
Press and Public
Relations Manager
Corporate
Communication

ITB Berlin
Press Officer
Julia Wegener
Messedamm 22

Cruise Line, Norwegian Cruise Line Holdings Ltd, Princess Cruises, Carnival Asia and Royal Caribbean Cruises Ltd.

ITB Asia will also for the first time, launch an innovation travel tech track hosted by Israeli startup InnoVel that will connect travel companies with cutting-edge startups. The cross-sharing is designed to address concrete pains in areas such as revenue management, customer engagement, online marketing and more.

Strong global support from Corporate and MICE partners

Corporate and MICE participants at ITB Asia have grown in the past years. To reflect this strong support, ITB Asia will see its first ever Corporate Day on 26 October, with confirmed partners such as the Global Business Travel Association (GBTA), Egencia, Corporate Travel Management, UOB Travel and Airbnb who will deliver presentations and workshops on the corporate sector at ITB Asia.

Following the success and launch in 2016, MICE Day will return for the second edition in 2017 on 25 October. Confirmed partners include American Express, Incentive Conference and Event Society Asia Pacific (ICESAP), International SOS, Meetings Professional International (MPI), The Philippine Association of Convention/Exhibition Organizers and Suppliers, Inc. (PACEOS), Society for Incentive Travel Excellence (SITE), and United Networks of International Corporate Events Organisers (UNICEO).

ITB Asia 2017 is expected to top the success of ITB Asia in 2016, where almost 900 buyers attended the show, leading to a 1:1 ratio between exhibitors and buyers whilst over 50% of buyers signed deals with exhibitors after the event. 43% of attending buyers had purchasing power of USD 500K – USD 1m and 85.7% of attending buyers were direct decision makers.

ITB Asia 2018 is now available for stand booking and interested exhibitors may email exhibitor@itb-asia.com.

For more information on ITB Asia 2017, visit www.itb-asia.com

About ITB Asia 2017

ITB Asia 2017 will take place at the Sands Expo and Convention Centre, Marina Bay Sands, from 25 - 27 October. It is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau. The event 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 corporate and MICE 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 all expected to attend.

D-14055 Berlin
(+49) 30 3038-2275
j.wegener@messe-berlin.de
www.messe-berlin.com

**ITB Asia PR Contact
for the Asian Region**
Amanda Lee / Sabrina
Ghazali
Klareco
Communications
(+65) 6333 3449

alee@klarecomms.com /
sglazali@klarecomms.com