

ITB Asia 2023

25 – 27 October 2023 in Singapore



PRESS RELEASE

ITB Asia 2023 Kicks Off with a Record – Breaking Growth of 35% Increase in International Exhibitors

Key players in the global travel industry come together to celebrate Asia’s leading travel trade show. With over 1,838 international exhibitors, 35% increase in new exhibitors, 38% increase in MICE, and more 200% growth in travel technology. Over 1,300 global top-tier buyers, and over a hundred conference speakers participating, ITB Asia 2023 is off to a strong start.

Berlin/ Singapore, 25 October 2023 – ITB Asia, Asia’s leading travel trade show, opened its doors at the iconic Marina Bay Sands in Singapore today. Co-located with MICE Show Asia and Travel Tech Asia, the event promises three full days of networking opportunities with international exhibitors, complemented by insightful conference sessions. Guest of Honour **Alvin Tan, Minister of State, Ministry of Trade and Industry, Singapore**, opened the show together with **Melissa Ow, Chief Executive, Singapore Tourism Board** and **David Ruetz, Senior Vice President, Messe Berlin**, did the honour of inaugurating the show.



ITB Asia 2023 Opening Ceremony

“I am delighted about the noticeable rise in the number of international exhibitors. The ITB global brand family is making a strong case in 2023 as the travel industry resurges. Coming back to the live format in 2022, ITB Asia has established itself as a trendsetter for the entire branch. As the world keeps changing at an unprecedented pace, we expect it to become the cradle for the industry’s cutting-edge trends, the cultivating space of free idea exchange and sustainable cooperations”, says Mr Ruetz.

Focus on Destinations

This year’s ITB Asia exhibition boasts an impressive selection of **over 80 National Tourism Organisations (NTOs) and Regional Tourism Organisations (RTOs)**. Headlined by the exhibition sponsors, including **Busan Tourism Organization, Japan National Tourism Organization, Korea Tourism Startup Center, Penang Global Tourism, Sentosa Development Corporation, Tourism Promotions Board**

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Philippines, and Visit Finland, the show will foster hundreds of cooperations between destinations, buyers, and service providers.

You can find the complete list of exhibitors [here](#).



Business Appointments at Visit Finland Booth

ITB Asia Conference – thousands of insightful minutes

Adopting the theme “**Accelerating Growth: Paving the Way for New Opportunities in Travel & Tourism**”, the ITB Asia Conference will become a hotspot for new ideas and networking. **Over 160 speakers** will deliver **4,000 minutes** of speeches in **over 100 sessions** spanning 3 days. The attendees will discuss topics critical to the future of MICE, corporate travel, leisure travel, and travel technology.

Hermione Joye, Sector Lead, Travel and Vertical Search APAC, Google, and **James Liang, Co-founder and Executive Chairman of the Board, Trip.com Group** will deliver the opening keynotes of the conference. The **Knowledge Theatre** conference track runs in parallel with **MICE Show Asia** and **Travel Tech Asia**.



James Liang, Co-founder and Executive Chairman of the Board, Trip.com Group delivering the Keynote Speech

You can find the complete conference agenda [here](#).

The **Startup Arena** within the Travel Tech Asia Hall will offer an exciting opportunity for startup exhibitors to showcase their innovations to the expert audience.

Looking beyond 2023

The booth registration for ITB Asia 2024 is open now, with Super Early Bird rates available until 31 October 2023. Registration is available [online](#) as well as at the Sales Booth during the show.

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. The ITB global brand family follows the trend of leading trade shows returning to their pre-pandemic on-site formats and locations in 2023. ITB Berlin, the world's leading B2B trade show for the travel industry, is taking place from 5-7 March 2024, followed by ITB India, ITB China, and ITB Asia later in 2024.