

# ITB ASIA 2017 FACT SHEET



**ITB**  
ASIA

Asia's Leading  
Travel Trade  
Show

## ITB ASIA 2018 DATE & VENUE:

- 17 - 19 October 2018
- Sands Expo & Convention Centre, Marina Bay Sands, Singapore

## KEY HIGHLIGHTS

- 22,000 confirmed business meetings recorded during the show
- Buyer Split: 40% Leisure, 35% MICE, 25% Corporate



### Exhibitor Profiles

National Tourism Organisation,  
Accommodation, Travel Agents,  
Tour Operators, Transport,  
Travel & Technology



### Buyer Groups

Corporate, MICE, Leisure

- **79.5%** from Asia Pacific & Oceania
- **90%** of confirmed buyers are recommended by partners and exhibitors



### Event at a Glance

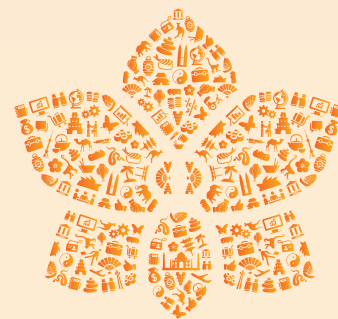
- **6,140** conference minutes
- **250+** travel trade medias
- **>200** high level speakers

## 2017 STATISTICS

**940** Exhibitors from **113** Countries

**951** Quality Buyers from MICE, Corporate & Leisure

More than **11,000** attendees



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

Tel: +65 6635 1188 | E-mail: [exhibitor@itb-asia.com](mailto:exhibitor@itb-asia.com)

Supported by:



Held in:



Official Partner Hotel:



Official Partner Airline:



Organised by:

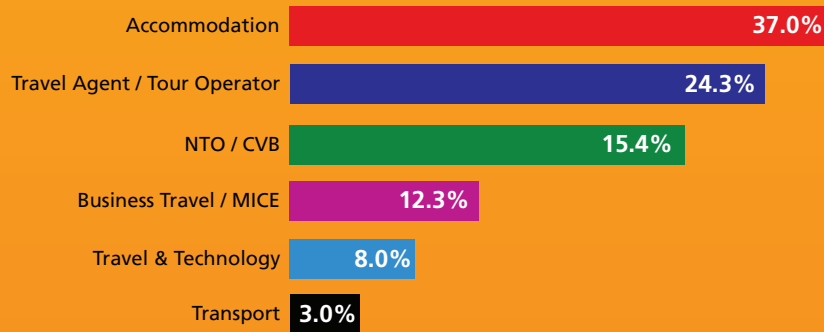


Messe Berlin  
Singapore

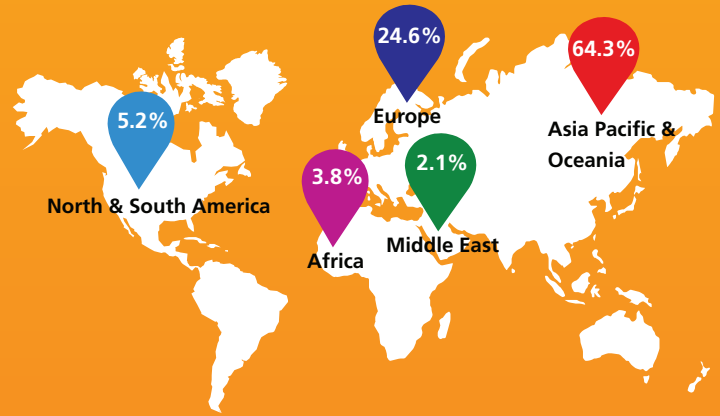
# 940 Exhibitors

# 22,000 BUSINESS APPOINTMENTS

## EXHIBITOR PROFILES



## EXHIBITORS GEOGRAPHIC BREAKDOWN



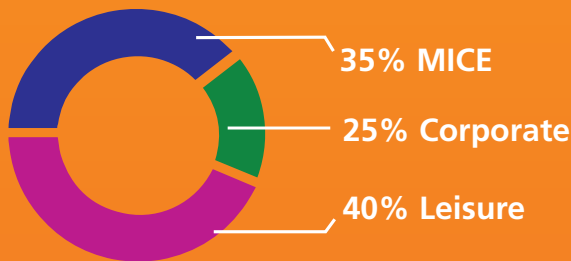
# 11,000 Trade Delegates

# 99.0%

would recommend ITB Asia to business partners



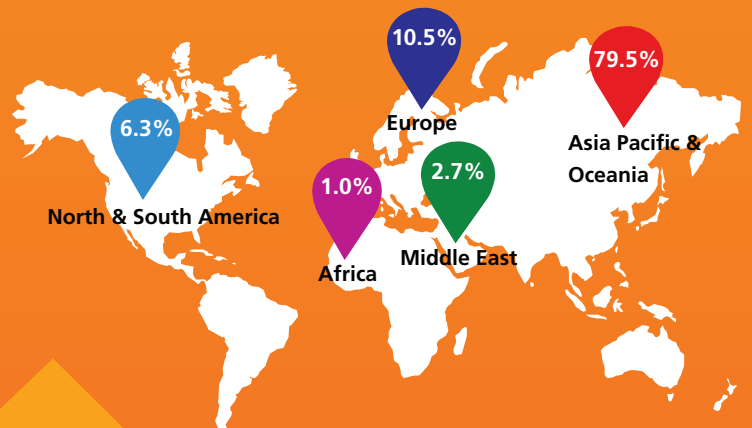
## PROFILE OF BUYERS



# 90%

of attending buyers are c-level / key decision makers in travel procurement / contracting

## BUYERS GEOGRAPHIC BREAKDOWN



# 98.0%

of all delegates confirm that ITB Asia is the most international travel trade show in Asia Pacific

# 90%

of confirmed buyers are recommended by exhibitors and partners

# 951 Buyers