

# FACT SHEET 2014



# ITB *Asia*

THE TRADE SHOW FOR THE ASIAN TRAVEL MARKET

## Dates & Venue

- 21–23 October 2015
- Marina Bay Sands, The Sands Expo and Convention Centre

## Exhibition Segments

- MICE, Leisure Travel, Corporate Travel, Travel & Technology and many more
- Exhibitor Search: <http://itbasia.com.sg/ExhibitorSearch>

## Target Groups

- MICE, Leisure, & Business Travel Buyers from Asia, Oceania & Middle East, and selected Buyers from other key markets from US and Europe

## Event at a Glance

- Pre-Scheduled Appointment System for Buyers & Exhibitors
- Exhibition with 14,000 gross floor space
- Conference Programs covering the latest market trends and industry insights from our key partners



Association & Conference Management Group



Robb Report  
SINGAPORE



PROFESSIONAL TRAVEL BLOGGERS ASSOCIATION



## 2014 STATISTICS

**9650** trade delegates from 108 countries

**852** high quality buyers

**744** exhibitors from 73 countries

**16,000+** matched meetings

**14,000** gross floor space

**4,080** minutes of travel conference

Supported By:



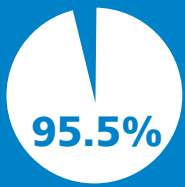
Held in:



Official Event of:



**MBS** Messe Berlin  
Singapore

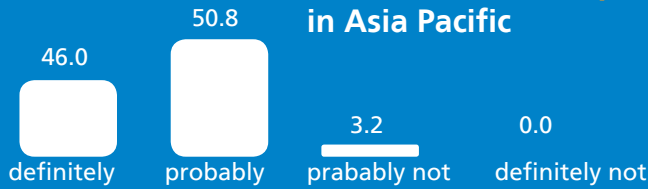


of all delegates confirm that ITB Asia is the **most international travel trade show** in Asia Pacific

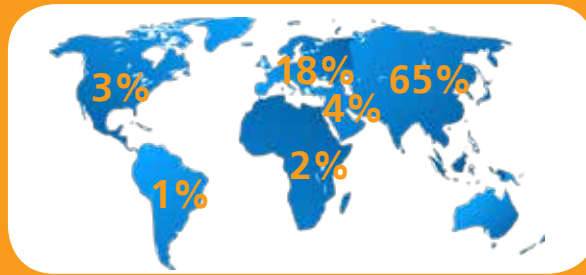


96.8%

of all delegates agree that ITB Asia offers the **most diverse conference program** of any travel trade show in Asia Pacific

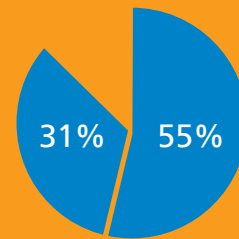


852 buyers



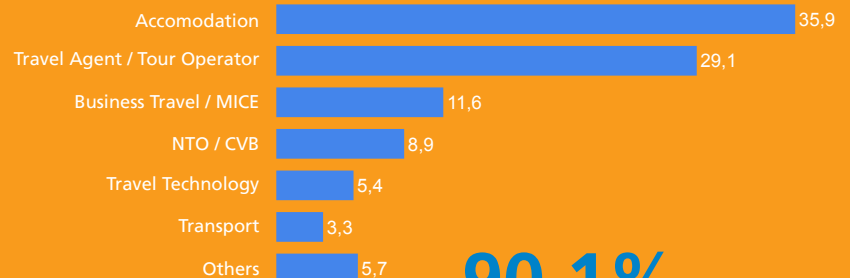
MICE 31%  
Corporate 23%  
Leisure 46%

„We brought over 90 senior corporate buyers to ITB Asia to participate in the inaugural GBTA Business Travel Day. This firmly put corporate travel on the agenda of the leading tourism fair in Asia.“  
*Welf Ebeling, Vice President Asia GBTA*



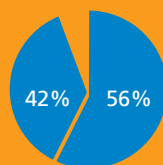
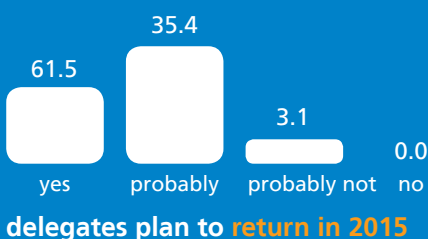
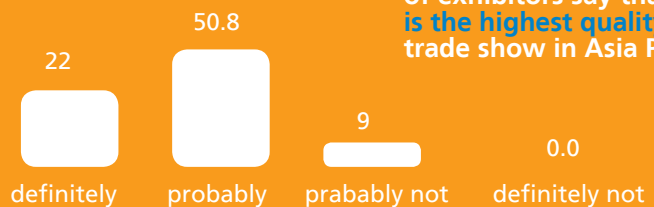
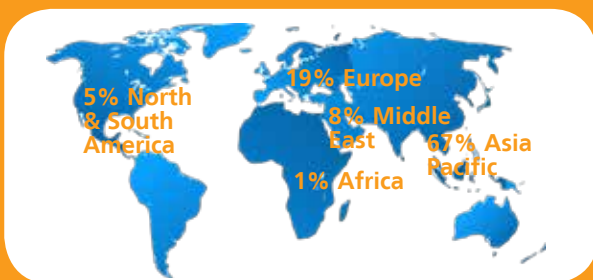
86% of all buyers are **decisive or co-decisive**

744 exhibitors



90.1%

of exhibitors say that **ITB Asia is the highest quality travel trade show** in Asia Pacific



98% of all attendees foresee **vital business opportunities** arising from ITB Asia

94% recommend **ITB Asia** to business partners



trade delegates from **108 countries** from around the world