

ITB Asia 2015
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PRESS RELEASE

ITB Asia 2015 builds on partnership with Global Business Travel Association (GBTA)

Association to boost this year's programme with Global Travel Professional Certification

Singapore, 8 September 2015 – Riding on the success of last year's Business Travel Day, ITB Asia, the 'Trade Show for the Asian Travel Market', has bolstered its strategic partnership with Global Business Travel Association (GBTA), the world's premier business association, to provide delegates with its most comprehensive business-focused programme to-date. The eighth instalment of the leading regional trade show, organised by Messe Berlin (Singapore), will take place from 21 – 23 October 2015 at the Sands Expo and Convention Centre, Marina Bay Sands.

The GBTA Business Travel Outlook session will provide delegates with key insights into the current economic conditions in the emerging markets of Brazil, Russia, India and China (BRIC) as well as an outlook on business spending over the next two years.

Another highlight in this year's show is the 2016 Global Travel Price Outlook, which will provide an in-depth understanding of the evolving travel landscape, offering travel buyers the information they need to successfully budget for and negotiate their upcoming travel programs. As China is a key regional market, GBTA will also host a session dedicated to examining the trends emerging in the Chinese meetings.

The latest results of GBTA's Business Traveller Sentiment Index™, created in partnership with American Express will also be unveiled. These findings will offer a glimpse into the complex world of traveller sentiment, focusing on how business travellers feel about their travel experiences, and how these feelings affect their actual behaviour.

"As our partnership with GBTA grows year on year, our robust conference programme showcases our commitment to keeping our delegates at the forefront of the travel industry. Providing timely insights on a wide range of topics such as the current economic opportunities in BRIC economies, and the impact of traveller sentiment, this year's Business Travel Day will be must-attend event for those looking to discover new opportunities in the region." said Katrina Leung, Executive Director of Messe Berlin (Singapore), the organisers of ITB Asia.

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A new element at this year's show will be the inclusion of the Global Travel Professional (GTP) examinations. GTP is the first and only certification for dedicated business travel professionals, which was designed to raise industry standards, enhance work performance and recognise individuals who demonstrate core competencies essential to business travel management. ITB Asia will host the GTP examinations on the second day of the show, bringing together committed industry professionals from all across the region.

"Currently the Asia Pacific region owns the largest share of the business travel spend market, and business travel spend in China is forecast to skyrocket 61 percent in the next five years," said Daphne Bryant, GBTA Foundation Executive Director. "We look forward to again partnering with ITB Asia to offer the GBTA Business Travel Day as part of this must-attend event in the Asian travel trade industry offering key insights into corporate travel trends to support business travel professionals looking to expand in the strong Asian business travel market."

ITB Asia 2015 will play host to its strongest conference line-up to-date, leveraging partnerships from all across the travel industry. These include partnerships with the China Outbound Tourism Research Institute (COTRI), Centre for Aviation (CAPA), DestinationElite and K.I.T Group. Through these partnerships attendees can expect to gain a well-rounded understanding on China's booming outbound travel market, learn more about the latest change drivers that are essential to understanding the future of the aviation industry, trends in the premium travel and hospitality industry in Asia, as well as Asia's unique association landscape.

ITB Asia is a partner event of TravelRave, a premiere travel and tourism week organised by the Singapore Tourism Board. Last year's show attracted close to 750 exhibitors from 76 countries, as well as 850 buyers from 62 countries.

For more information on ITB Asia 2015, visit www.itb-asia.com.

About ITB Asia 2015

ITB Asia 2015 will take place at the Sands Expo and Convention Centre, Marina Bay Sands, from 21 - 23 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. www.itb-asia.com.

About the Global Business Travel Association

The Global Business Travel Association (GBTA) is the world's premier business travel and meetings trade organization headquartered in the Washington, D.C. area with operations on six continents. GBTA's 7,000-plus members manage more than \$345 billion of global business travel and meetings expenditures annually. GBTA

and the GBTA Foundation deliver world-class education, events, research, advocacy and media to a growing global network of more than 28,000 travel professionals and 125,000 active contacts. To learn how business travel drives business growth, visit www.gbta.org.



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