

ITB Asia 2016

19 – 21 October 2016

PRESS RELEASE

## ITB Asia cements commitment to Asia Pacific through three-year partnership with the Singapore Tourism Board

2016 show closed today with more than 10,876 attendees over three days



*Dr. Christian Goke, CEO, Messe Berlin GmbH and Ms. Melissa Ow, Deputy Chief Executive of the Singapore Tourism Board at the MOU Signing Ceremony*

**Singapore, 21 October 2016** – Singapore will continue to be home to the next three editions of the region's leading travel trade show – ITB Asia. Messe Berlin (Singapore), the organisers of the event, have announced the extension of its milestone partnership with the Singapore Tourism Board (STB) from 2017 – 2019, as it looks to continue supporting ITB Asia's impact in the region, bringing a full range of innovative travel products, services and high powered content that cater to new and growing segments in corporate, leisure and MICE travel.

This also marks Singapore as the official partner country for 2017, acting as a platform designed to showcase the best of the country to thousands of travel industry leaders from Asia and around the world. Singapore commands an enormous presence in the world today and is lauded as one of the most influential and fastest growing travel market. ITB Asia's well-known existence here over the past eight years will continue to see the creation of seamless business connections for the industry.

The next three editions of ITB Asia will take place from 25 – 27 October 2017, 17 – 19 October 2018 and 16 – 18 October 2019.

**MBS** Messe Berlin  
Singapore



Supported by:



Held in  
(Official Partner Country):



Official Hotel Partner:



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For additional details

[www.itb-asia.com](http://www.itb-asia.com)

“Next year, ITB Asia will be momentous as we celebrate the show’s 10<sup>th</sup> anniversary. Visitors, delegates and partners can expect a dedicated ‘Corporate Travel Day’ and ‘Hotel Day’, lined up with an exciting full day of conference programmes catered to these fast-growing sectors. Our partnership with STB comes at an opportune time and we are extremely pleased to be working in collaboration with them to boost our efforts in continually making ITB Asia the region’s go-to think tank and networking platform for all players in the travel value chain,” said Dr. Martin Buck, Senior Vice President, Messe Berlin GmbH.

“We share a common vision with Messe Berlin for ITB Asia, which is to create opportunities for the Asia-Pacific travel trade industry to collaborate and grow,” said Ms. Melissa Ow, Deputy Chief Executive of the Singapore Tourism Board (STB). “ITB Asia has grown well since its inaugural show in 2008, delivering strong content and memorable experiences for delegates over the past nine years. We look forward to working with Messe Berlin to further entrench it as the leading travel tradeshow in the Asia-Pacific region.”

The ninth edition of ITB Asia came to a close today at the Sands Expo and Convention Centre, Marina Bay Sands in Singapore, with 846 exhibitors from 110 countries, and 895 buyers. The show also attracted more than 10,876 attendees.



*Delegates and visitors at ITB Asia 2016*

For more information on ITB Asia 2016, visit [www.itb-asia.com](http://www.itb-asia.com).

High-res images can be downloaded via this link: <https://www.sendspace.com/file/y2llhi>

### **About ITB Asia 2016**

ITB Asia 2016 will take place at the Sands Expo and Convention Centre, Marina Bay Sands, from 19 - 21 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](http://www.itb-asia.com).



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### **About Singapore Tourism Board**

The Singapore Tourism Board (STB) is a leading economic development agency in tourism, one of Singapore's key service sectors. Known for partnership, innovation and excellence, STB champions tourism, making it a key economic driver for Singapore. We aim to differentiate and market Singapore as a must-visit destination offering a concentration of user-centric and enriching experiences through the "YourSingapore" brand. For more information, visit [www.stb.gov.sg](http://www.stb.gov.sg) or [www.yoursingapore.com](http://www.yoursingapore.com) or follow us on Twitter @STB\_sg ([https://twitter.com/stb\\_sg](https://twitter.com/stb_sg)).