



ITB
ASIA

Asia's Leading
Travel Trade
Show

EXHIBIT AT ITB ASIA 2026

21 - 23 October 2026
Marina Bay Sands, Singapore



Booth Type	Rebooking Rate (SGD)	Early Bird Rate (SGD)	Listed Rate (SGD)
	Sign up until 31 October 2025, applicable to existing exhibitors only	Sign up until 31 March 2026	

SHELL SCHEME BOOTH

Basic Shell Scheme per 9sqm	7,281	7,763	8,171
Premium Shell Scheme per 9sqm	9,006	9,601	10,106

ENHANCED SHELL SCHEME BOOTH

27sqm Peninsula Basic Package Scheme	28,227	30,093	31,677
27sqm Peninsula Premium Package Scheme	31,121	33,179	34,925
36sqm Island Basic Package Scheme	41,979	44,754	47,109
36sqm Island Premium Package Scheme	43,426	46,297	48,734

RAW SPACE, 18SQM AND ABOVE

Corner Stand per 9sqm	7,659	8,166	8,596
Peninsula Stand per 9sqm	8,852	9,437	9,934
Island Stand per 9sqm	10,297	10,978	11,556

Additional Items: Badge - SGD 190 each | Listing - SGD 205 per listing | Appointment Set - SGD 2,045 per set*
(*Inclusive of entity listing)



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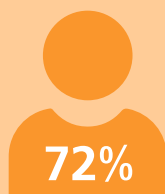
Asia's Leading
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KEY HIGHLIGHTS OF ITB ASIA

- 1 Asia's largest travel trade show, bringing >18,000 participants over three days
- 2 70% of attendees are decision makers
- 3 Over 132 countries represented
- 4 More than 45,000 Business Appointments every year
- 5 More than 1,500 buyers, with 60% based in Asia
- 6 High quality buyers curated from our Buyers Elite Partner Programme
- 7 Guaranteed 1:1 ratio between buyers and sellers
- 8 1 in 2 buyers signs contracts with exhibitors

BUYERS PROFILE

BUYER DECISION LEVEL



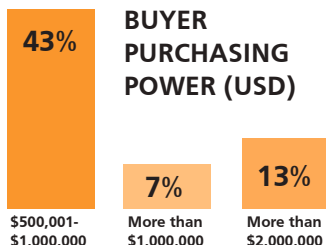
C-Level / Key
Decision
Makers



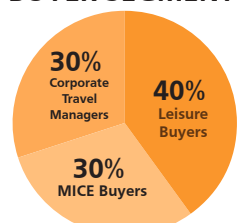
Middle
Management/
Influencers



BUYER PURCHASING POWER (USD)



BUYER SEGMENT



EXHIBITORS PROFILE



Accommodation **23.6%**

Travel Agent /
Tour Operator **28.6%**

NTO / CVB **10.7%**

Business Travel /
MICE **22.0%**

Travel &
Technology **7.0%**

Transport **8.1%**

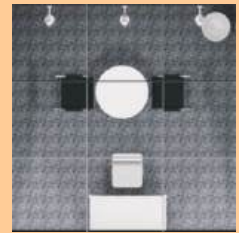
SHELL SCHEME BOOTHS

BASIC SHELL SCHEME



Entitlement (9sqm)

- 1 x Fascia Name
- 1 x 1mH Lockable Information Counter
- 2 x Black Leather Arm Chair
- 1 x Round Discussion Table
- 1 x Wastepaper Basket
- 1 x White Barstool
- 3 x 10W LED Spotlight
- 1 x 13amp /220V Power Socket
- 9 Sqm Grey Needlepunch Carpet



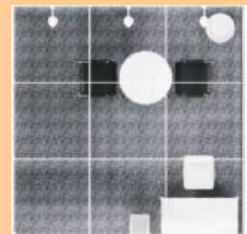
3000mmx3000mm

PREMIUM SHELL SCHEME



Entitlement (9sqm)

- 1 x Fascia Name
- 1 x 1mH Lockable Information Counter
- 2 x Black Leather Arm Chair
- 1 x Round Discussion Table
- 1 x Wastepaper Basket
- 1 x White Barstool
- 1 x Self-standing Brochure Rack
- 3 x 10W LED Spotlight
- 1 x 13amp /220V Power Socket
- 9 Sqm Grey Needlepunch Carpet



3000mmx3000mm

Note: Stand visuals are examples, and may be subject to changes without prior notice

Secure your participation today, contact the ITB Asia team today at exhibitor@itb-asia.com or call +65 6027 7577

ENHANCED SHELL SCHEMES

27SQM PENINSULA BASIC PACKAGE SCHEME



Entitlement (27sqm)
 1 x 1mH Lockable Cupboard
 1 x 0.76mH Reception Counter
 c/w logo on front
 1 x Wastepaper Basket
 10 x Chairs
 2 x Round Discussion Tables
 3 x 10W LED Spotlight
 3 x 13amp /220V Power Socket
 27 Sqm Needlepoint Carpet



9000mmx3000mm



V0916 V4970
 Grijsclair Orange

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9000mmx3000mm

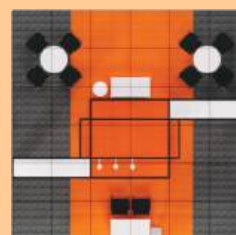


V0916 V4970
 Grijsclair Orange

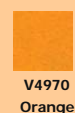
36SQM ISLAND BASIC PACKAGE SCHEME



Entitlement (36sqm)
 1 x 1mH Lockable Cupboard
 1 x 0.76mH Reception Counter
 c/w logo on front
 1 x Wastepaper Basket
 10 x Chairs
 2 x Round Discussion Tables
 3 x 10W LED Spotlight
 4 x 13amp /220V Power Socket
 36 Sqm Needlepoint Carpet



6000mmx6000mm

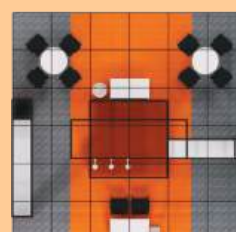


V4970
 Orange
 V0916
 Grijsclair

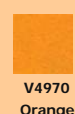
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6000mmx6000mm



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