

TRAVEL MEET

Asia



ITB
INDIA



mice
SHOW ASIA



ITB
ASIA

YOUR

**TRAVEL TRADE
SHOWS IN ASIA**

Brands of



MESSE BERLIN
Asia Pacific

EVENT OVERVIEW


ITB
ASIA

1,000+
Exhibitors

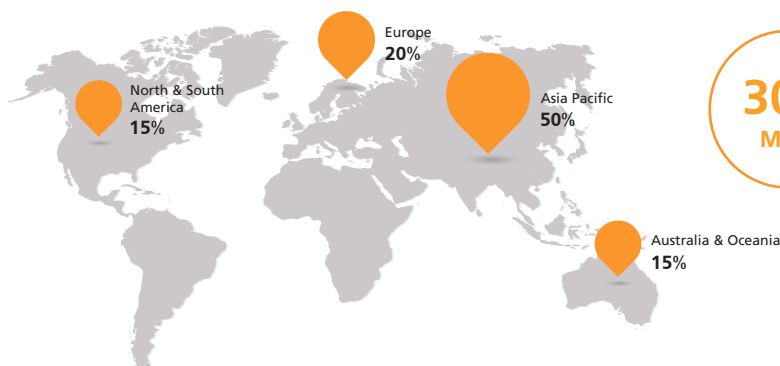
18,000+
Attendees

4,500+
Conference Minutes

45,000+
Business
Appointments

1,500+
Quality Buyers


Buyers Geographic Breakdown



Buyers Segment



Visitors Profile

Travel Agents / Tour Operators / DMCs	24.5%
Hotel / Accommodation	22.3%
Travel Technology	11.8%
Business Travel / MICE	9.6%
Others	8.5%
Airlines / Transport	8.3%
Tourist Attractions	8.2%
National Tourism Organisations	6.8%

Exhibitors Profile

Travel agent / Tour Operator	28.6%
Accommodation	23.6%
Business Travel / MICE	22.0%
National Tourism Organisations/ Convention & Exhibition Bureaus	10.7%
Transport	8.1%
Travel & Technology	7.0%



Scan the QR code to get more information about ITB Asia.

Why attend MICE Show Asia?

MICE Show Asia provides you with the best platform to present your latest products and services offering to MICE planners, through business appointments, networking and educational conferences.



YOUR PLATFORM FOR THE ASIA MICE INDUSTRY

01 | A focused event on MICE with key industry players attending

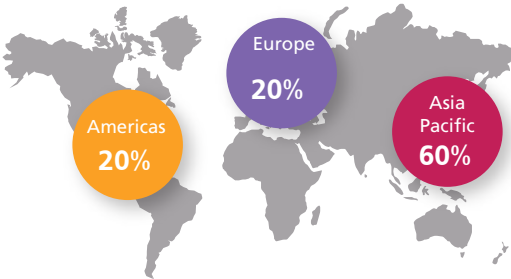
02 | Business and networking through 1-to-1 meetings

03 | 100% pre-scheduled appointments

04 | Guaranteed 1:1 ratio between exhibitors and buyers

05 | Dedicated MICE conference discussing latest issues on today's complex travel market

Buyers Region



Buyers Profile

MICE Agencies	47%
Corporates	26%
Professional Conference / Exhibition Organisers	15%
Association Buyers	10%
Independent Planners	2%

Exhibitors Profile

Event & Destination Services
Event Technology
Hotels & Accommodation
MICE Venues
National Tourism Organisations/ Convention & Exhibition Bureaus
Professional Congress Organisers (PCO)



Scan the QR code to get more information about MICE Show Asia.



Why attend Travel Tech Asia?

Travel Tech Asia is where latest technologies, emerging trends, leading travel brands and innovative startups are all at one place to create the new possibilities of travel.



01

A community space where key industry leaders travel, meet and do business, with technology

02

Guaranteed 1:1 ratio between exhibitors and visitors

03

Dedicated Travel Tech conference where industry giants discuss emerging technologies that are changing the travel industry

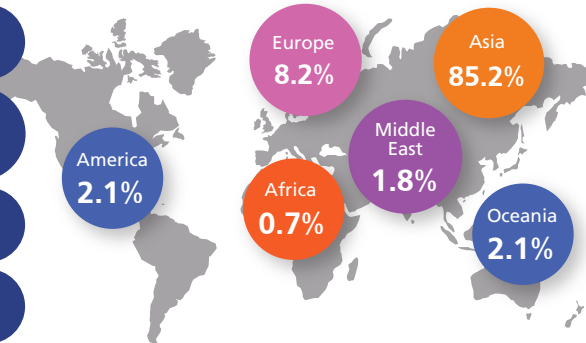
04

Business and networking through 1-to-1 meetings

05

Pre-scheduled appointments with pre-qualified buyers

Visitors by Region



Exhibitors Profile

Artificial Intelligence
Booking, Distribution & Metasearch
Hotel Tech
Virtual & Augmented Reality
Voice & Biometrics
Data, Personalisation & Mobile Marketing
Digital Payment & Blockchain
Revenue Management & Optimisation
Transportation & Mobility Solutions
Airline Tech

Visitors Profile

Travel Agents / Tour Operators / DMCs	24.7%
Hotel / Accommodation	19.3%
Business Travel / MICE	10.6%
Tourist Attractions	8.3%
Airlines / Transport	10.7%
Travel Technology	10.6%
National Tourism Organisations	5.9%
Others	10%



Scan the QR code to get more information about Travel Tech Asia.

EVENT OVERVIEW



ITB
INDIA



100+
Exhibitors



400+
Quality Buyers



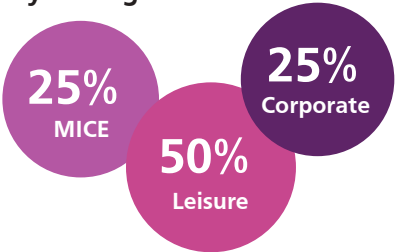
3000+
Attendees



Buyers Source Markets



Buyers Segment



Exhibitors Profile

Travel Agent / Tour Operator	64.2%
Travel Technology	17.0%
Accommodation	13.5%
Transport	3.1%
NTO/CVB	1.7%
Business Travel/MICE	0.4%



Scan the QR code to get more information about ITB India.

Visitors Profile

Travel Agents/Tour Operators/DMCs	28.1%
Hotel / Accommodation	18.1%
Business Travel/MICE	14.7%
NTOs	12.9%
Others	8.2%
Travel Technology	6.8%
Tourist Attraction	5.9%
Airlines / Transport	5.3%

Interested in exhibiting, contact our exhibitor team

✉ exhibitor@itb-india.com

Co-located with



EVENT OVERVIEW



100+
Exhibitors



200+
Quality Buyers



40+
Speakers



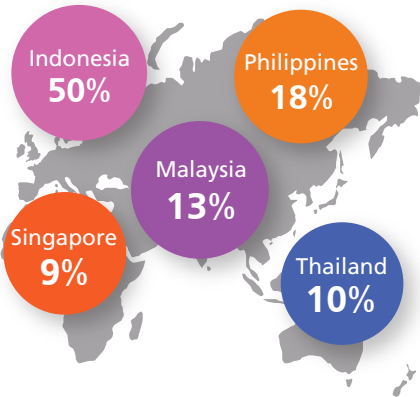
1000+
Attendees



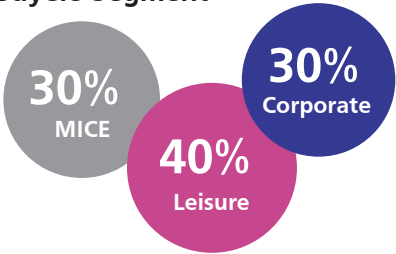
5,000+
Business Appointments



Buyers Geographic Breakdown Map



Buyers Segment



Exhibitors Profile

Hotel Groups	27.8%
Travel Agent	23.7%
Travel Technology	17.5%
Tour Operators	11.3%
National Tourism Organisation	8.2%
Transportation Services	7.2%
Others	4.1%

Visitors Profile

Accommodation	28.1%
Travel Agent/Tour Operator	15.9%
Others	15.5%
Business Travel/MICE	13.5%
Travel Technology	12.3%
NTO/CVB/DMC	11.4%
Transport	3.3%



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