



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



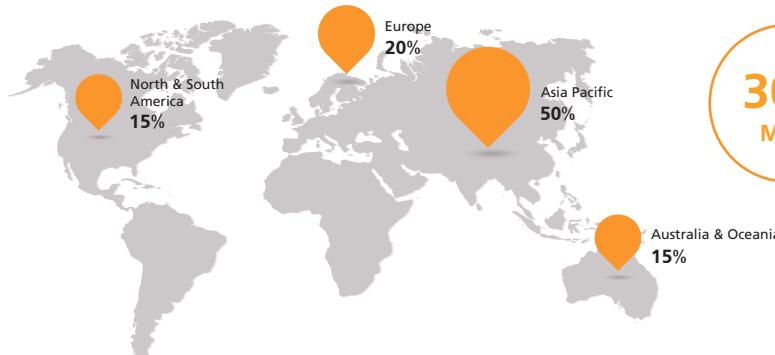
45,000+
Business
Appointments



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.

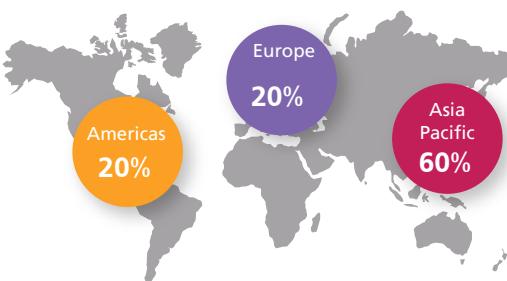


mice
SHOW ASIA

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%



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



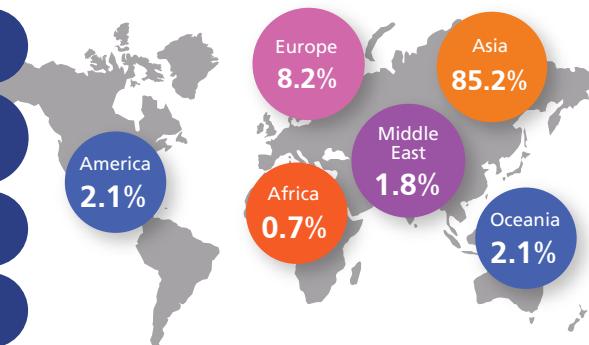
Travel Tech Asia is where latest technologies, emerging trends, leading travel brands and innovative startups are all at one place to create the new possibilities of travel.

- 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

Why attend Travel Tech Asia?



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.

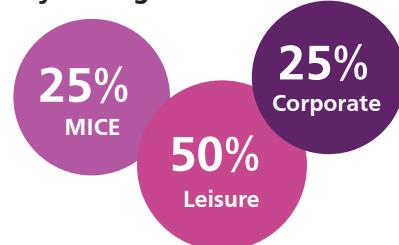
EVENT OVERVIEW

**ITB
INDIA****100+**
Exhibitors**400+**
Quality Buyers**3000+**
Attendees

Buyers Source Markets



Buyers Segment



Exhibitors Profile

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



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

Visitors Profile

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

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

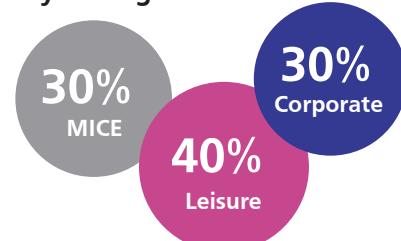


Exhibitors Profile

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%



Buyers Segment



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%



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