



**ITB  
ASIA**

Asia's Leading  
Travel Trade  
Show



# EVENT AT A GLANCE

**21 - 23 OCTOBER 2026**  
**Marina Bay Sands, Singapore**  
**[itb-asia.com](http://itb-asia.com)**

Co-located with:

**mice**  
SHOW ASIA

**TRAVEL  
TECH  
ASIA**

A brand of

**MESSE BERLIN**  
Asia Pacific

ITB Asia 2026 • 21 - 23 October 2026, Singapore



**ITB**  
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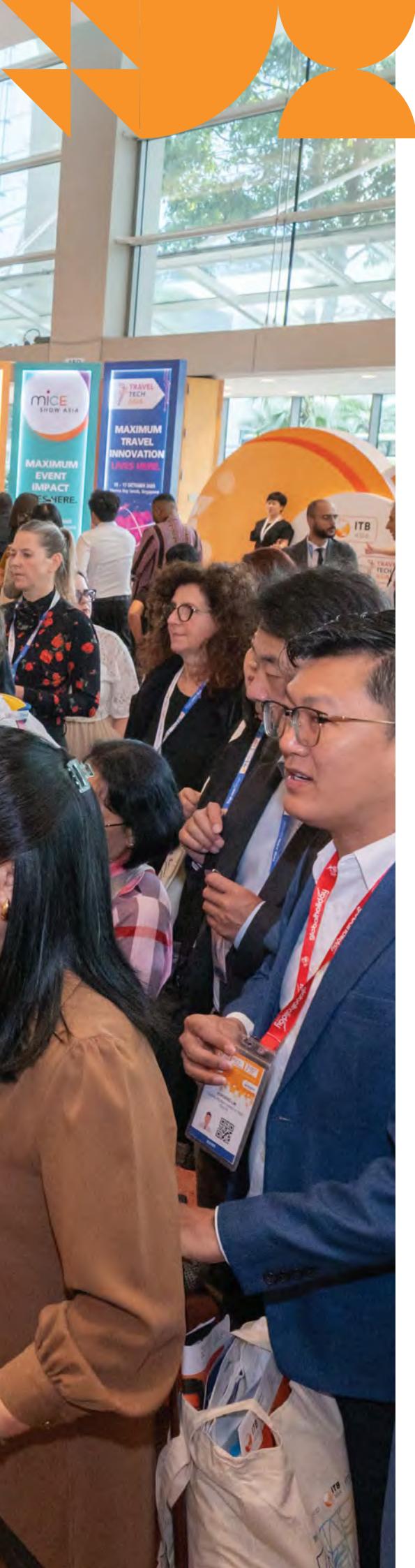
## Introducing **ITB ASIA**

ITB Asia, Asia's Leading Travel Trade Show, is an annual 3-day B2B trade show and convention designed to bring together the key travel industry leaders in the region. It convenes international exhibitors and buyers from the MICE, Leisure and Corporate segments.

Today, ITB Asia is the premier meeting place for the travel trade industry for forging new partnerships and strengthening existing business relationships with the most important players in the region.

ITB Asia 2026 will be held in Marina Bay Sands in Singapore from 21 - 23 October 2026. The show is organised by Messe Berlin Asia Pacific.

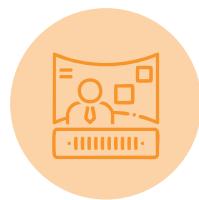




## ITB ASIA IN NUMBERS



More than  
**18,000**  
Participants



More than  
**1,000**  
Exhibitors



More than  
**1,500**  
Quality Buyers



Over  
**60,000**  
Business Appointments



Over  
**4,500**  
Conference Minutes

# EXHIBITORS

## 1 Asia's Leading Travel Trade Show

Bringing more than 18,000 attendees from the MICE, Corporate, Leisure sectors

## 2 Optimal Buyer & Exhibitor Ratio

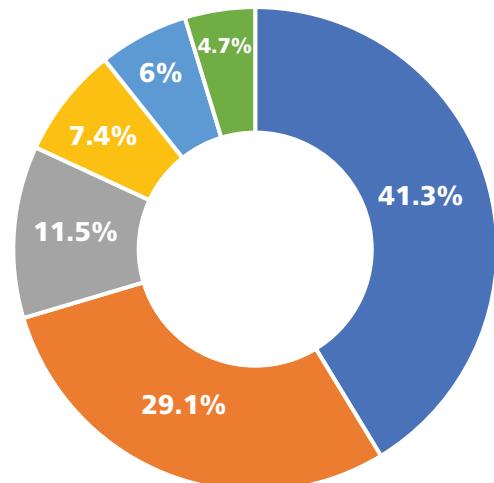
Approximately 1:1 ratio between buyers and exhibitors

## 3 Most International Travel Trade Show

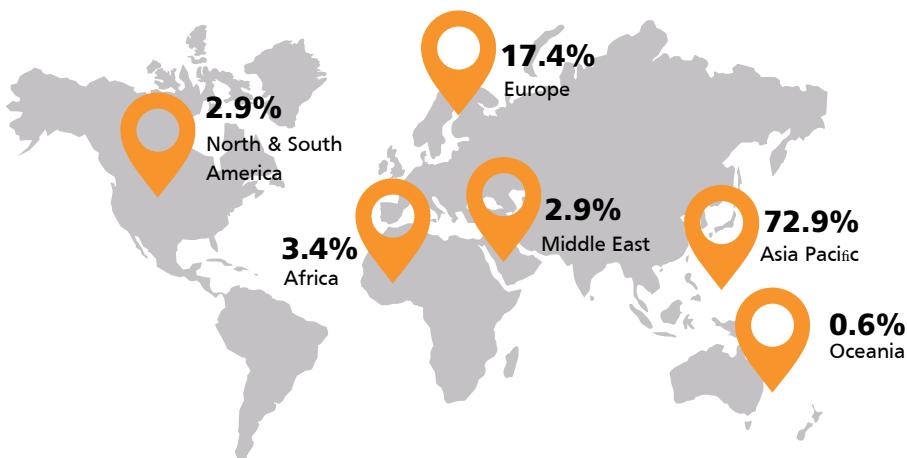
Over 132 countries & territories represented; the most international travel trade show in the region

## EXHIBITORS PROFILE

- Travel Agent/Tour Operator
- Accommodation
- Business Travel/MICE
- NTO/CVB
- Travel & Technology
- Transport



## EXHIBITORS GEOGRAPHIC BREAKDOWN



# VISITORS

## NATURE OF BUSINESS OF ATTENDING VISITORS

Travel Agents / Tour Operators / DMCs **38.28%**

Hotel / Accommodation **20.34%**

Business Travel / MICE **13.08%**

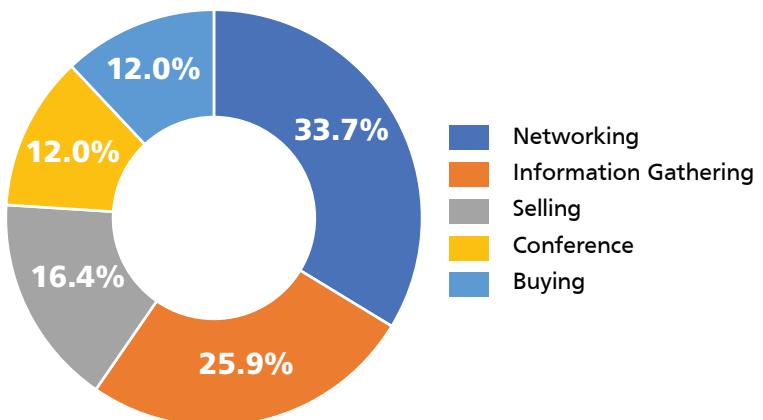
Travel Technology **9.53%**

Tourist Attractions **8.2%**

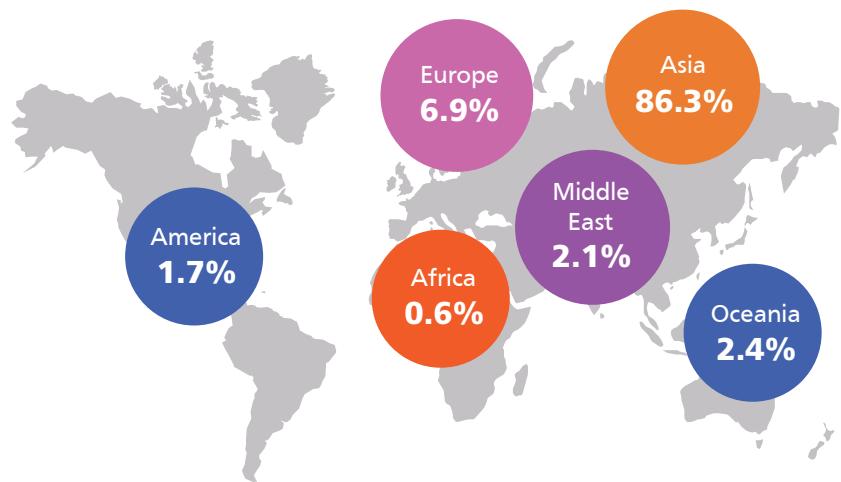
NTOs **6.95%**

Airlines / Transport **4.87%**

## PURPOSE OF VISITING



## PERCENTAGE OF VISITORS BY REGION

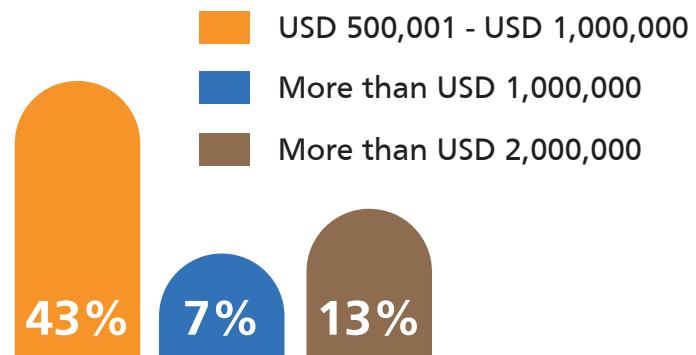


# BUYERS

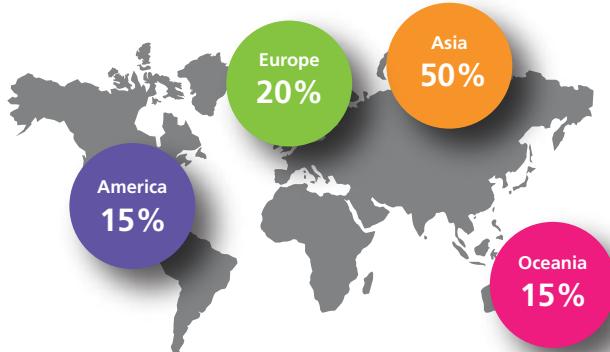
## BUYERS PROFILE



## BUYER PURCHASING POWER (USD)

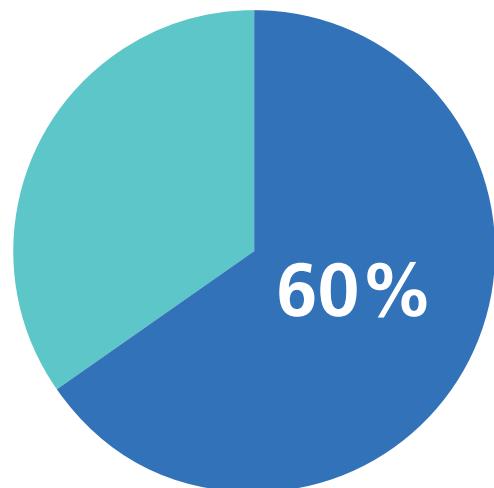


## BUYERS GEOGRAPHIC BREAKDOWN



Asia	50 %
America	15 %
Australia & Oceania	15 %
Europe	20 %

## STRONGEST BUYER PARTICIPATION



Coming from Asia Pacific  
Outside of Asia Pacific





# BUYERS ELITE PARTNER PROGRAMME



Join us in the Buyers Elite Partner Programme (BEPP)! As a BEPP Partner, you will be given priority meetings with your approved recommended buyers. You may recommend MICE, Leisure and Corporate buyers, and these buyers can either be your existing clients or buyers whom you wish to meet at ITB Asia.

## BENEFITS OF BEING A BEPP PARTNER



Priority meetings with your recommended buyers during business matching



Accommodation and flight reimbursements of recommended buyers handled by ITB Asia team



Hosting of one representative with a minimum of 12 confirmed recommended buyers



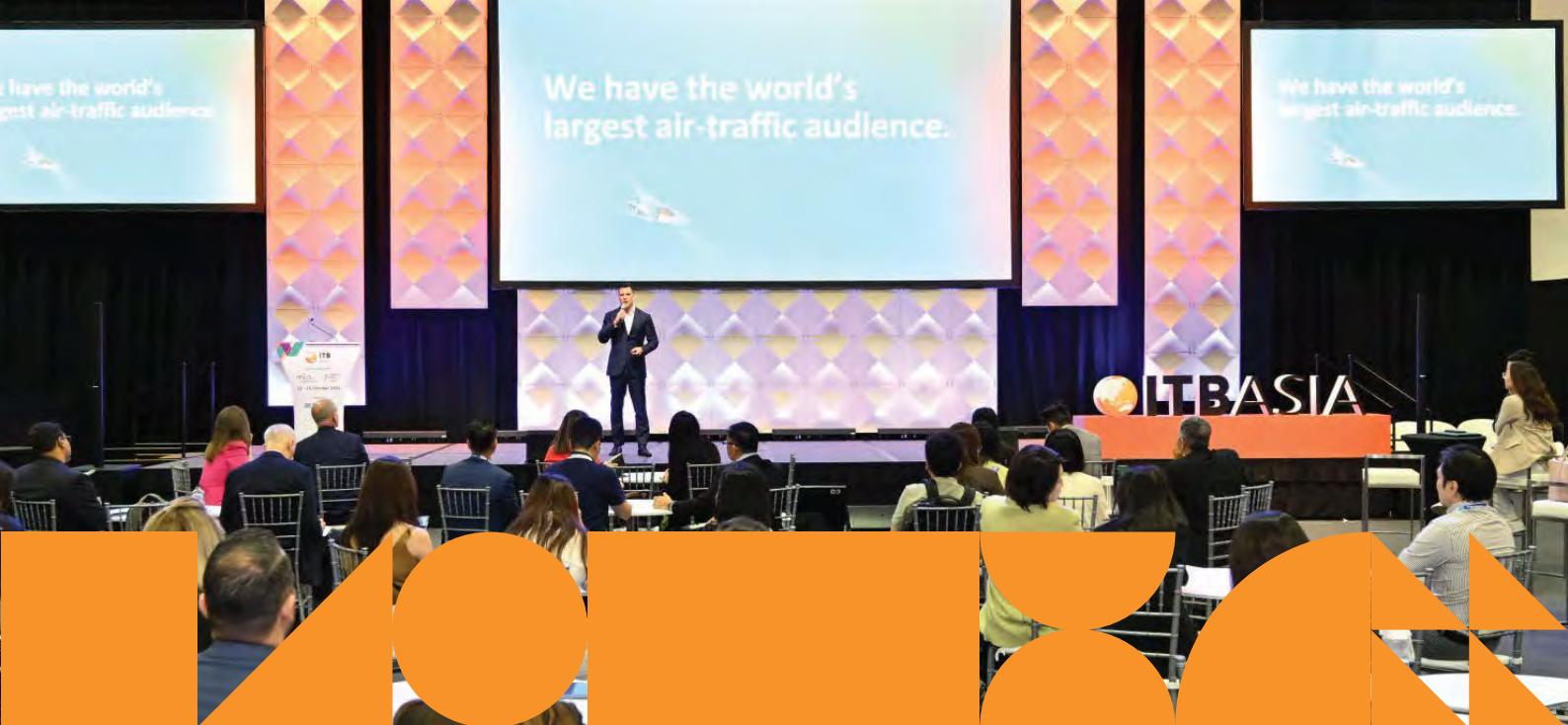
On-site branding and logo to be included in show catalogue

To join the Buyers Elite Partner Programme, email us at [buyer@itb-asia.com](mailto:buyer@itb-asia.com) to express your interest

### Past Years' BEPP Partners



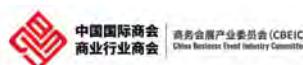
and more...



# CONFERENCE

The ITB Asia Conference Programme features industry speakers within three days, delivering over 4,500 minutes of thought-provoking content from a diverse range of MICE, Corporate, Leisure and Travel Technology topics. ITB Asia is where the leaders of the industry, the disrupters-in-chief and today's agenda setters inspire you, challenge you and amaze you.

## PAST CONFERENCE PARTNERS



For speaking opportunities, please contact us at [conference@itb-asia.com](mailto:conference@itb-asia.com)  
Tel: +65 6027 7577 | Visit [www.itb-asia.com](http://www.itb-asia.com)

# A SELECTION OF PAST YEARS' SPEAKERS

## KNOWLEDGE THEATRE



**Emanuel Lehner-Telic**  
Head of Markets,  
Asia-Pacific  
Austrian National Tourist  
Office



**John Boris**  
President & Chief  
Growth Officer  
Big Red Group



**Todd Handcock**  
Chief Commercial  
Officer and Asia Pacific  
Executive Chair  
Collinson International



**Gabriel Tan**  
CEO  
GUAVA  
International



**Bastien Blanc**  
CEO  
Hashoo Group



**Heiko Brix**  
Managing Director  
Lufthansa City Center  
International



**Song Mei Mei**  
Chief Transformation  
Officer  
Plaza Premium Group



**Brian Ho**  
Vice President of  
Sustainability  
Resorts World Sentosa



**Nikolas Hatz**  
Managing Director,  
HatzConsult, Project  
Director  
Siem Reap Tourism  
Alliance (STA)



**Nick Lim**  
CEO (Asia)  
The Travel  
Corporation



**Michael Shoory**  
Head of APAC Tourism  
Analysis  
Tourism Economics



**Scott Wegener**  
Head of Asia Pacific  
Tripadvisor

## MICE SHOW ASIA THEATRE



**Sheryn Sethoe**  
Head of MICE – Asia  
ATPI



**Gareth Martin**  
CEO  
Business Events Perth



**Anna Fisher**  
Vice President –  
Asia Pacific  
Chase Travel Corporate  
Solutions



**Vicki Parris**  
Managing Director, FCM  
Southeast Asia and Japan  
FCM Travel Asia



**Karen Gonzales**  
Director, Global Business  
Development  
International Association  
of Exhibitions & Events  
(IAEE)



**Eugene Ng**  
SVP, Executive Creative  
Director, Asia  
Jack Morton Worldwide,  
Asia



**Michel Huguenin**  
CEO  
planitswiss Group



**J. Grant Caplan**  
President  
Procurigence



**Selina Sinclair**  
CEO, REALM and Vice  
President, Education and  
Research  
SITE Foundation Board



**Henry Yu**  
Managing Director,  
Asia  
Uniworld Boutique  
River Cruise Collection



**David Sand**  
CEO  
Uwin Iwin Incentives



**Colja Dams**  
Owner and Co-CEO  
VOK DAMS Events&Live  
Marketing worldwide

## TRAVEL TECH ASIA THEATRE



**Andrew Smith**  
AVP  
Agoda



**Edward Wright**  
Regional Vice President,  
Asia  
Amadeus



**Demi Kavaratzis**  
Country Manager, Australia  
and New Zealand  
Etraveli Group



**Clive Ashmore Butler**  
Chief Operations  
Officer  
Atlas



**Léa Vernet**  
VP Partnerships &  
Connectivity  
D-EDGE Hospitality  
Solutions



**Bryce Fosdick**  
Chief Technology  
Officer  
Hotelplanner



**Brett Henry**  
President Director  
MG Group



**Damien Cramer**  
Senior Vice President -  
Global Travel  
Nuvei



**Deepshikha Sehgal**  
Head of LGS (Lodging,  
Ground & Sea) - APAC  
Sabre Corporation



**Melinda Yeoh**  
Head, Revenue  
Management  
The Ascott Limited



**Edmund Ong**  
Senior Regional Director,  
SEA and General Manager,  
Singapore  
Trip.com Group



**Jeff Kim**  
CEO  
Yanolja Cloud

# MICE SHOW ASIA

21 – 23 OCTOBER 2026  
Singapore

[MICESHOWASIA.COM](http://MICESHOWASIA.COM)

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.

- ① A focused event on MICE with key industry players attending
- ② Business and networking through 1-to-1 meetings
- ③ 100% pre-scheduled appointments
- ④ Guaranteed 1:1 ratio between exhibitors and buyers
- ⑤ Dedicated MICE conference discussing latest issues on today's complex travel market

## TOPICS TO BE DISCUSSED:

- What are the biggest challenges faced by the meetings industry?
- Winning the hearts of MICE buyers
- Digital transformation of meetings and events

and many more...

## ORGANISATIONS WHO HAVE JOINED US



Interested in participating in MICE Show Asia?  
Contact us at [exhibitor@miceshowasia.com](mailto:exhibitor@miceshowasia.com)



# TRAVEL TECH ASIA 2026

21 – 23 OCTOBER 2026  
Singapore

[TRAVELTECHASIA.COM](http://TRAVELTECHASIA.COM)



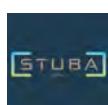
New technology continues to shape the way people travel, and companies across the globe are massively investing in innovations that will upscale their business models, aggregate content and evolve their customer experience to reflect their changing expectations. Experts from across the travel ecosystem will come together at **Travel Tech Asia (TTA)** to share and demonstrate how technology is revolutionising the traveller's journey of tomorrow.

## TOPICS TO BE DISCUSSED:

- Next generation technologies and trends
- The connected trip: Transforming travel through mobile, data and AI
- Super travel tech and the next digital revolution
- and many more.



## ORGANISATIONS WHO HAVE JOINED US



Interested in participating in Travel Tech Asia?  
Contact us at [exhibitor@traveltechasia.com](mailto:exhibitor@traveltechasia.com)



**ITB**  
ASIA

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Show

# Your Travel Trade Shows in Asia



Powered by:



**Travel Meet Asia**

23 - 24 June 2026  
Jakarta, Indonesia

[travelmeetasia.com](http://travelmeetasia.com)



Co-located with:



**ITB India**

2 - 4 September 2026  
Mumbai, India

[itb-india.com](http://itb-india.com)



Co-located with:



**ITB Asia**

21 - 23 October 2026  
Singapore

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