



ITB
ASIA

Asia's Leading
Travel Trade
Show

EVENT AT A **GLANCE**

21 - 23 OCTOBER 2026
Marina Bay Sands, Singapore
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
ASIA

Asia's Leading
Travel Trade
Show

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

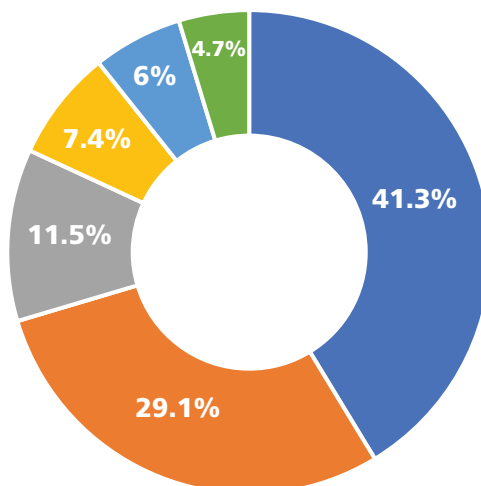
Approximately 1:1 ratio between buyers and exhibitors

3

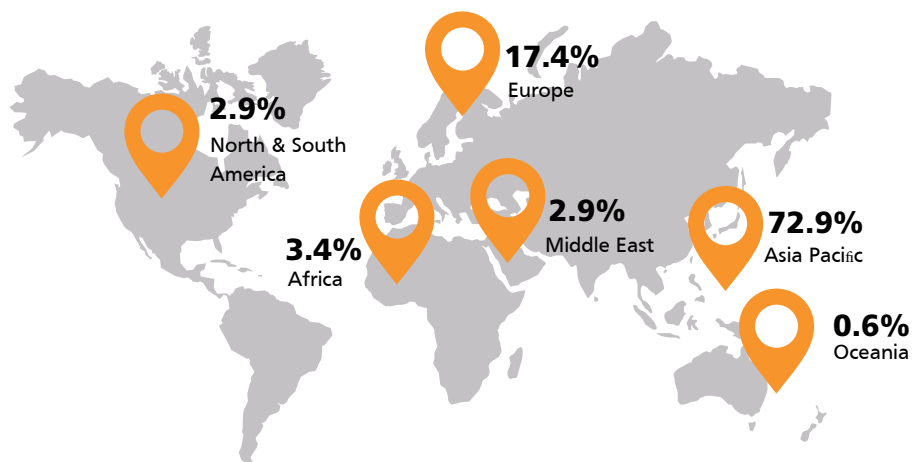
Most International Travel Trade Show

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

EXHIBITORS PROFILE



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%

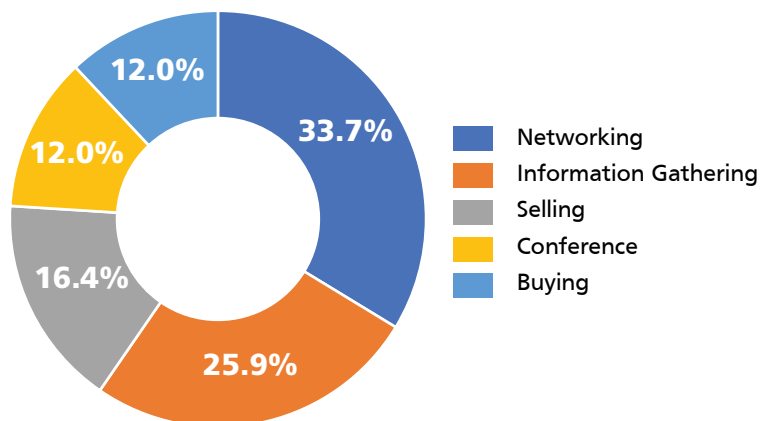
NTOs

6.95%

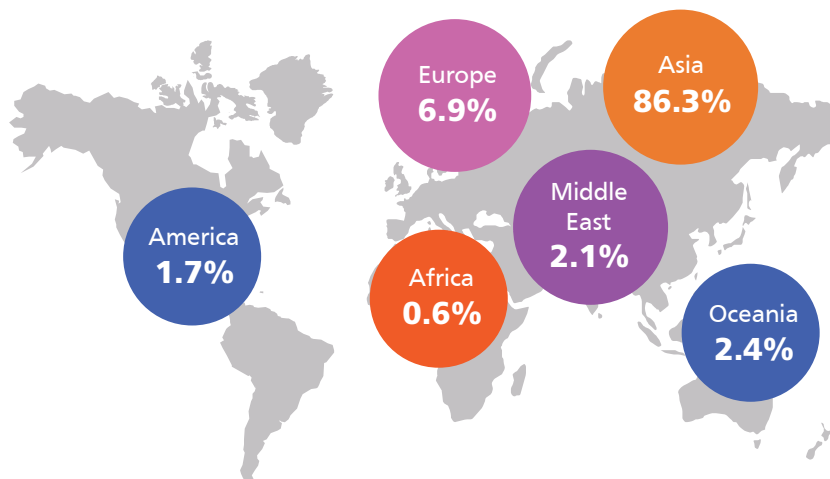
Airlines / Transport

4.87%

PURPOSE OF VISITING

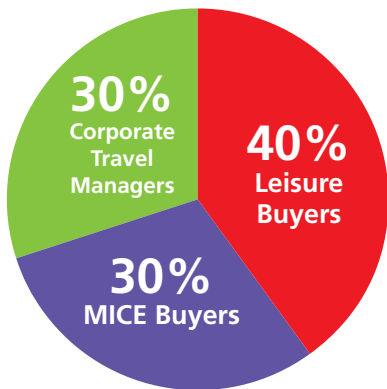


PERCENTAGE OF VISITORS BY REGION

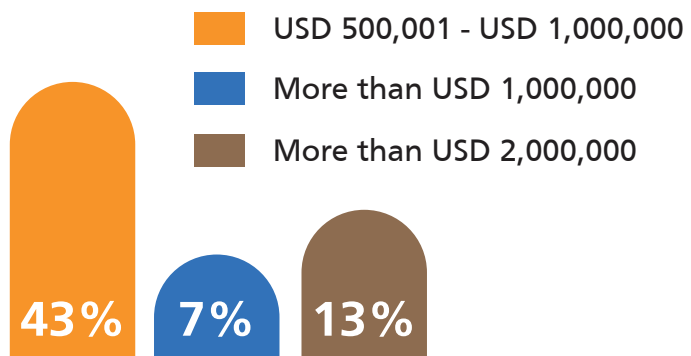


BUYERS

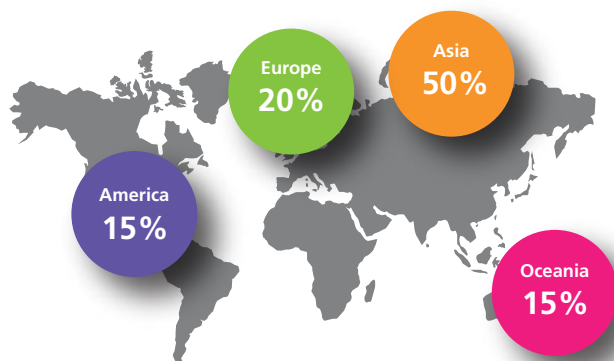
BUYERS PROFILE



BUYER PURCHASING POWER (USD)

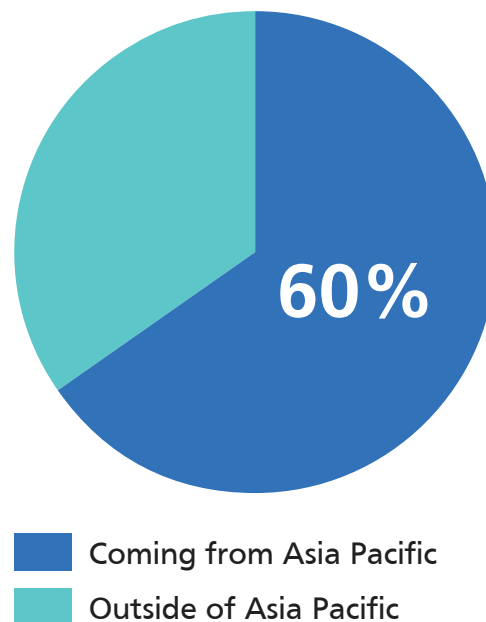


BUYERS GEOGRAPHIC BREAKDOWN



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

STRONGEST BUYER PARTICIPATION



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



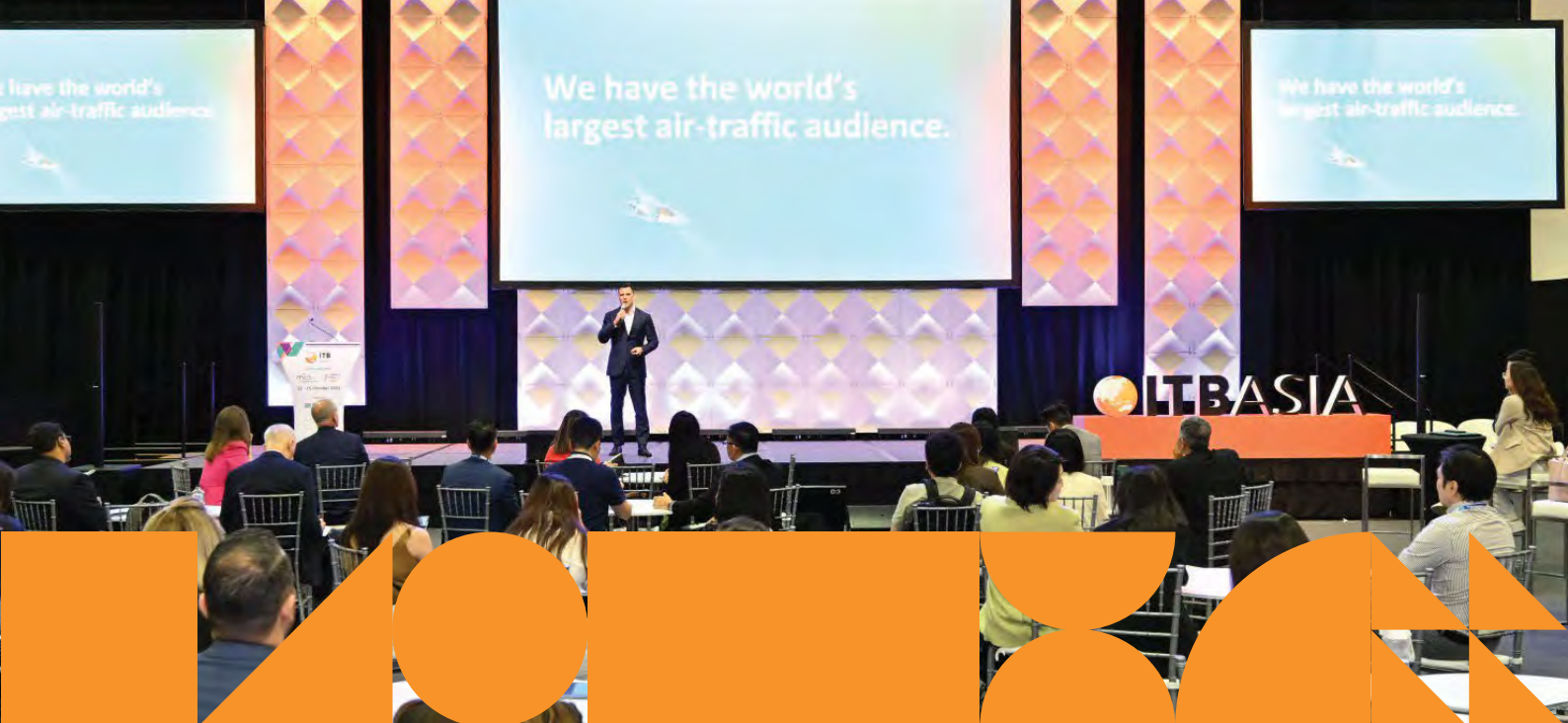
On-site branding and logo to be included in show catalogue

To join the Buyers Elite Partner Programme, email us at buyer@itb-asia.com 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
Tel: +65 6027 7577 | Visit www.itb-asia.com

A SELECTION OF PAST YEARS' SPEAKERS

KN WLEDGE 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
planitwiss 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

7 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

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



TRAVEL TECH ASIA 2026

21 – 23 OCTOBER 2026
Singapore

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



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Asia's Leading
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Your Travel Trade Shows in Asia

TRAVEL MEET
Asia

Powered by:



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ITB
INDIA

Travel Meet Asia

23 - 24 June 2026

Jakarta, Indonesia

travelmeetasia.com



ITB
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Co-located with:

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SHOW INDIA

TRAVEL
TECH
INDIA

ITB India

2 - 4 September 2026

Mumbai, India

itb-india.com



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ITB Asia

21 - 23 October 2026

Singapore

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