

ITB Asia 2022
19 – 21 October 2022

PRESS RELEASE
FOR IMMEDIATE RELEASE

ITB Asia 2022 reports strong international presence and key anchor partners signaling high demand from the industry

Asia's Leading Travel Trade Show, held as an in-person event in Singapore from 19-21 October, reports promising registration numbers and a strong international presence.

Trade visitor registration is open at: itb-community.com/itbasia2022/visit/

Singapore, 26 July 2022 – Now in its 15th year, ITB Asia will once again be held as an in-person event at the Sands Expo and Convention Centre in Marina Bay Sands, Singapore from 19 – 21 October. The leading trade fair for Asia's travel industry will bring together global leading brands and companies across MICE, Corporate, Leisure and Travel Technology, providing a unique opportunity and platform for the industry to rebuild, reconnect and give answers to questions about how the travel industry is restarting. The three-day conference and exhibition is co-located with MICE Show Asia and Travel Tech Asia.

ITB Asia can count on strong anchor partners in the revival of travel trade

The organisers announced **Saudi Tourism Authority** as **Official Partner Country** and **Berlin Brandenburg Airport** as **Official Partner Airport**. The organisers are also delighted to have **Marina Bay Sands** as **Official Partner Hotel**. As part of the collaboration, these anchor exhibitors take very prominent booths at the show and bring key outbound buyers to ITB Asia. They will also be represented with several sessions for ITB Asia Conference curated for the Asian travel trade market.

Asia's Leading Travel Trade Show is in strong demand

Three months ahead of the show, leading companies, NTOs and organisations from around the world have already confirmed their participation in the event. ITB Asia is once again seeing strong participations from the National Tourism Organisations (NTOs), Regional Tourism Organisations (RTOs) and Convention Bureaus (CVBs) who will be showcasing their latest travel & tourism products and services. Among this year's exhibitors are **Busan Tourism Organization, Business Events Perth, Chonburi Provincial Administration Organization, Czech Tourism Authority, Dubrovnik Tourist Board, Gyeonggi Tourism Organization, Istanbul Airport, Japan National Tourism Organization, Korea Tourism Organization, Latvian Investment and Development Agency, Malta Tourism Authority, MEET Taiwan, Papua New Guinea Tourism Promotion Authority, Penang Global Tourism, Rovaniemi, Sabah Tourism Board, Sapporo Convention Bureau, Sarawak Tourism Board, Saudi Tourism Authority, Saxony Tourism Germany, Seoul Tourism Organization, Singapore Tourism Board, Taipei City Government, Tourism Authority of Thailand (TAT), Tourism Promotions Board Philippines, Vanuatu Tourism, visitBerlin, Visit Brussels, Visit Estonia, Visit Finland, Visit Guam, Visit Iceland, Visit Maldives, Visit Monaco, Visit Sarajevo, and Zagreb Tourist Board.**

In addition to the NTOs and RTOs, the show also welcomes hotels & resorts including **Arctic Hotel Collection, BWH Hotel Group, Far East Hospitality Management**



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(S) Pte Ltd, Frasers Hospitality Pte Ltd, Ishin Hotels Group Co.,Ltd, Meliá Hotels International, Pan Pacific Hotels Group, Radisson Hotel Group, Tokyu Hotels, Vega Hotels, Worldwide Hotels Pte Ltd and Wyndham Hotels & Resorts, Inc.

The show is expected to attract more than **13,000 travel professionals** at Asia's largest travel trade show, bringing attendees from the MICE, Corporate, Leisure and Travel Technology sectors together for business, networking and top-notch conferences.

For **more information** on ITB Asia 2022, visit www.itb-asia.com.

Floorplan and **exhibitor list** can be found on: itb-community.com/itbasia2022/floorplan/

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About ITB Asia

ITB Asia, Asia's leading travel trade show, is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau. The annual B2B trade show and convention will feature hundreds of exhibiting companies from the Asia-Pacific region, Europe, the Americas, Africa and the Middle East, covering not only the leisure market, but also MICE and corporate travel. Exhibitors from every sector of the industry, including destinations, airlines and airports, hotels and resorts, theme parks and attractions, inbound tour operators, inbound DMCs, cruise lines, spas, venues, other meeting facilities and travel technology companies are expected to attend.

ITB Asia is the premier meeting place for the travel trade industry to forge new partnerships and strengthen existing business relationships with the most important players in the region.

About MICE Show Asia

MICE Show Asia is the premier MICE event in Asia where incentive travel, meetings and events industries come together to connect and build the future of MICE. The annual business-to-business trade show and convention features industry suppliers, meetings & events professionals to up-and-coming MICE innovators from a wide range of disciplines, sectors and all levels of seniority. The show is co-located with ITB Asia and Travel Tech Asia.

About Travel Tech Asia

Travel Tech Asia is the premier travel technology show in Asia. The trade show is where latest technologies, emerging trends, leading travel brands and innovative start-ups are all at one place to create the new possibilities of travel. From travel tech suppliers, innovative start-ups to leading travel brands who are at the forefront of the industry transformation, Travel Tech Asia welcomes attendees from all levels of seniority across a wide range of disciplines and sectors in the travel industry. The show will be co-located with ITB Asia and MICE Show Asia.

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