

ITB Asia 2023
25 – 27 October 2023 in Singapore

PRESS RELEASE

ITB Asia 2023 Unveils Top Exhibitors and Introduces New Hall for Travel Tech Asia 2023

Asia’s leading travel trade show brings together the leading exhibitors such as BWH Hotels, Hotelbeds, Japan National Tourism Organization, Jordan Tourism Board and Visit Norway in the travel and tourism industry, and features a brand-new hall dedicated to Travel Tech Asia - the most exclusive travel technology marketplace for digital travel leaders in Asia. Super Early Bird trade visitor rates are available until 3 September 2023.

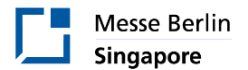
Singapore, 27 June 2023 – ITB Asia, Asia’s leading travel trade show, is pleased to announce the top exhibitors for its highly anticipated 16th edition, set to take place from 25 – 27 October 2023 in Singapore. Co-located with MICE Show Asia and Travel Tech Asia, this year’s event promises three full days of networking opportunities with international exhibitors, complemented by insightful conference sessions at the three conference theatres located at the Sands Expo & Convention Centre in Singapore.

Well ahead of the show in October, many exhibitors confirmed their participation with expansion at ITB Asia 2023. With an impressive line-up of **National Tourism Organisations (NTOs)** including **Brand USA, Croatian National Tourist Board, Czech Tourism Authority, Japan National Tourism Organization, Jordan Tourism Board, Korea Tourism Organization, Malta Tourism Authority, Marianas Visitors Authority, PROMPERU, Singapore Tourism Board, Taiwan Tourism Bureau, Tourism Authority of Thailand, Tourism Promotions Board Philippines, Tourism Seychelles, Visit Estonia, Visit Finland, Visit Iceland, Visit Maldives, Visit Monaco, Visit Norway**, and more. Attendees can expect a comprehensive showcase of global destinations and tourism products. Latest floorplan can be found on: itb-asia.com/floorplan



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In addition to the NTOs, the show also welcomes further **Regional Tourism Organisations (RTOs)** and **Tourism Associations**, such as **Busan Tourism**



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“At ITB Asia attendees can feel the pulse of innovation, network with global trailblazers and boost their business growth to seize the opportunity to shape the future of the travel industry. By expanding the Travel Tech segment with another hall, we're opening doors to limitless possibilities, ensuring we stay ahead in this rapidly evolving industry”, says **Katrina Leung, Managing Director of Messe Berlin (Singapore), the organiser of ITB Asia, MICE Show Asia and Travel Tech Asia.**

Trade visitors are invited to join the event with an all-access pass, granting entry to all three shows - ITB Asia, MICE Show Asia, and Travel Tech Asia. They can take advantage of the **Super Early Bird rate** available until 3 September 2023 by registering at www.itb-asia.com/visit-register.

New hall dedicated to Travel Tech Asia

In conjunction with ITB Asia, **Travel Tech Asia** will expand its exhibition and conference theatres at Level 1 of Marina Bay Sands Expo & Convention Centre. Travel Tech Asia is the most important travel technology marketplace for digital travel leaders. Building on its successful comeback last year, the show will feature exhibitors from the travel technology sector, including renowned companies like **Amerilink International Corporation, DerbySoft, Go Global Travel, Hotelbeds, Infor, Korea Tourism Startup Center, Rakuten Travel Xchange, SUNRATE, Trip.com, TBO Holidays,** and **UNIFIFI Group.**

Travel Tech buyers who are sourcing for travel technology systems may apply for a free pass on: www.traveltechasia.com/visitor

For visitors specifically interested in travel technologies, the **Travel Tech Asia Visitor Pass** offers exclusive access to the Travel Tech Asia exhibition and conferences. The **Super Early Bird rate** is available now, visitors may register before 3 September 2023 at: www.traveltechasia.com/visitor.

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 ITB Global Brand Family

For more than 50 years the name ITB has stood worldwide for industry knowledge 365 days a year, networking and trendsetting events - in a virtual, in-person or hybrid format alike. The ITB global brand family follows the trend of leading trade shows returning to their pre-pandemic on-site formats and locations in 2023. ITB China, the marketplace for China's travel industry, is scheduled for 12- 14 September in Shanghai. ITB Asia in Singapore, which takes the broader regional market into scope, returned as an in-person show last year and will be held again in Singapore from 25- 27 October 2023. ITB Berlin, the world's leading B2B trade show for the travel industry, is taking place from 5-7 March 2024, followed by ITB India later in 2024.