

# EVENT AT A GLANCE

19 - 21 October 2022, Singapore  
[itb-asia.com](https://itb-asia.com)



**ITB**  
ASIA

Asia's Leading  
Travel Trade  
Show



Supported by:



Held in:



Official Partner Airport:



Official Partner Hotel:



Official Partner Country:



Organised by:





**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 2022 will be held in Marina Bay Sands in Singapore from **19 - 21 October 2022**. The show is organised by Messe Berlin (Singapore) Pte Ltd.

## ITB ASIA PAST SHOW STATISTICS



More than

**1,300**

Exhibitors



Over

**7,000**

Conference Minutes

**>27,000**

More than

**1,250**

Quality  
Buyers

More than

**13,000**



attendees

Business  
Appointments





# EXHIBITORS

## Asia's Largest & Only Travel Show

Bringing more than 13,000 attendees from the MICE, Corporate, Leisure sectors

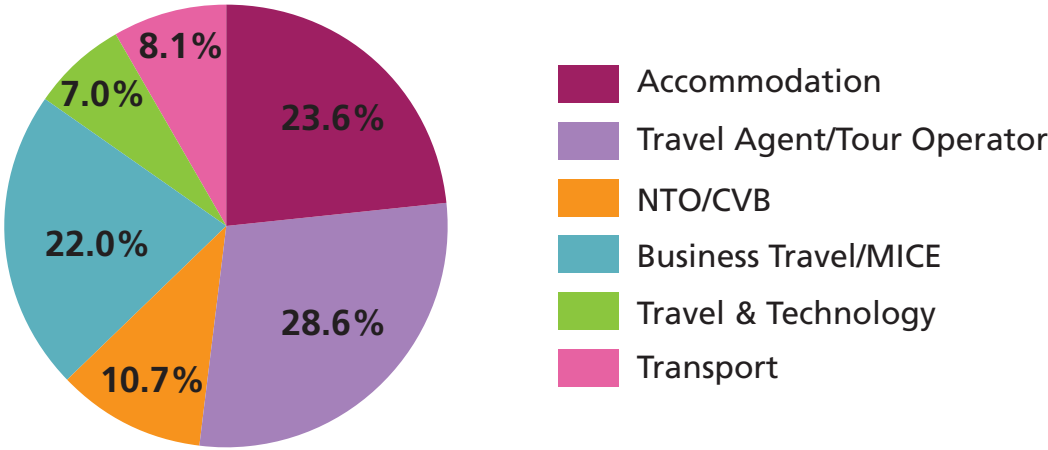
## Optimal Buyer & Exhibitor Ratio

Approximately 1:1 ratio between buyers and exhibitors

## Most International Travel Trade Show

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

## EXHIBITOR PROFILE



## EXHIBITOR GEOGRAPHIC BREAKDOWN



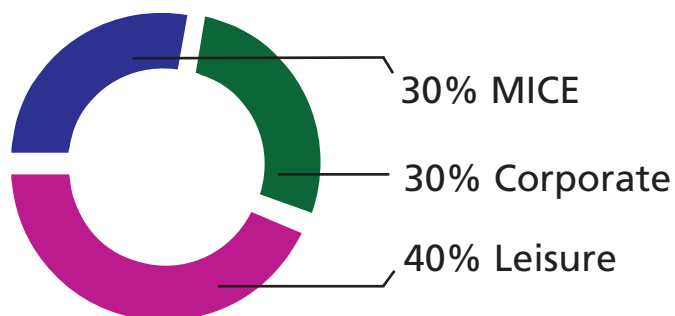
|                       |       |
|-----------------------|-------|
| Asia Pacific          | 66.7% |
| Europe                | 27.1% |
| Middle East           | 2.2%  |
| Africa                | 2.0%  |
| North & South America | 1.6%  |



# BUYERS

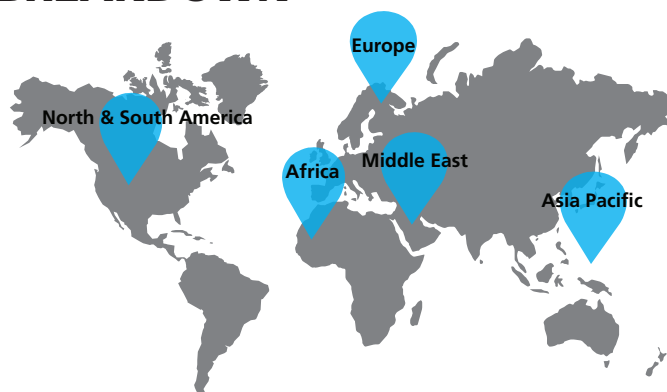
## BUYER PURCHASING POWER (USD)

### BUYERS PROFILE

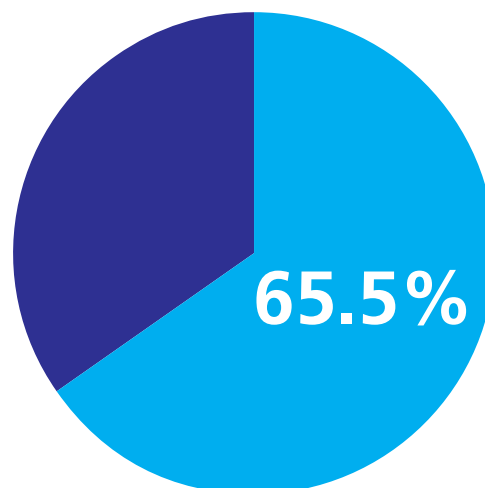


### STRONGEST BUYER PARTICIPATION

### BUYERS GEOGRAPHIC BREAKDOWN



|                       |        |
|-----------------------|--------|
| Asia Pacific          | 65.5 % |
| Europe                | 15.5 % |
| Middle East           | 3.5 %  |
| Africa                | 1.0 %  |
| North & South America | 14.5 % |



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 15 approved 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 Year's BEPP Partners

ACTE  
GLOBAL

win  
global  
travel network  
...without boundaries

AMARA  
HOTELS & RESORTS

AMERICAN  
EXPRESS

GLOBAL  
BUSINESS  
TRAVEL

CONFERENCE  
AGENCY

ASTINDO  
Empowering Travel Agents

ATTA  
ASSOCIATION OF THAI TRAVEL AGENTS

BW | Best Western  
Hotels & Resorts

C.A.T.A.

ctm

DISCOVER HOLIDAYS  
(ASIA)

EVINTRA  
EVENT • INCENTIVE • TRAVEL

FAR EAST  
HOSPITALITY

FATA  
FEDERATION OF ASEAN TRAVEL ASSOCIATIONS

Visit Finland

hata  
HONG KONG ASSOCIATION OF TRAVEL AGENTS

HB  
HELMSBRISCOE

GLOBAL DMC  
NETWORK by JTB Group

Korea MICE Association

LILY  
TOURS

MARINA BAY Sands  
SINGAPORE

MAAZA  
MALAYSIAN ASSOCIATION OF  
TOUR & TRAVEL AGENTS  
The National Travel Association

MELIA  
HOTELS  
INTERNATIONAL

NATAK 40  
NATIONAL ASSOCIATION OF  
TRAVEL AGENTS SINGAPORE  
1979-2019

OTOAI  
Darkwood Tour Operators Association of India  
Strengthening the pillars of Trust

PAGEOS  
Philippine Association of Convention/Exhibition  
Organizers and Suppliers, Inc.

PAN PACIFIC  
HOTELS GROUP

PCB  
penang convention &  
exhibition bureau

pcma

RUDYUK  
AGENCY  
Boryspil  
magazine

PHILTOA  
PHILIPPINE TOUR OPERATORS ASSOCIATION

PTAA  
Philippine Travel Agencies Association  
The National Travel Association

RHG RADISSON  
HOTEL GROUP

STAR HOLIDAY  
MART PTE LTD

SG  
singapore  
Passion Made Possible

TTAA  
THAI TRAVEL AGENTS ASSOCIATION

UNICEO  
UNITED NETWORKS OF  
INTERNATIONAL CORPORATE  
EVENTS ORGANIZERS

UFTAA

UMTA  
UNION OF MYANMAR  
TRAVEL ASSOCIATION

WORLDHOTELS™  
COLLECTION

WYNDHAM  
HOTELS & RESORTS

# VISITORS

## NATURE OF BUSINESS OF ATTENDING VISITORS

Travel Agents / Tour Operators / DMCs



Hotel / Accommodation



Business Travel / MICE



Tourist Attractions



Airlines / Transport



Travel Technology



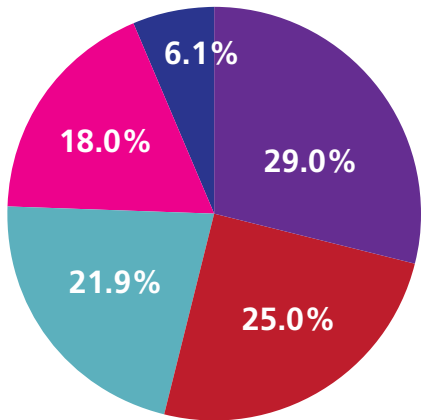
NTOs



Others

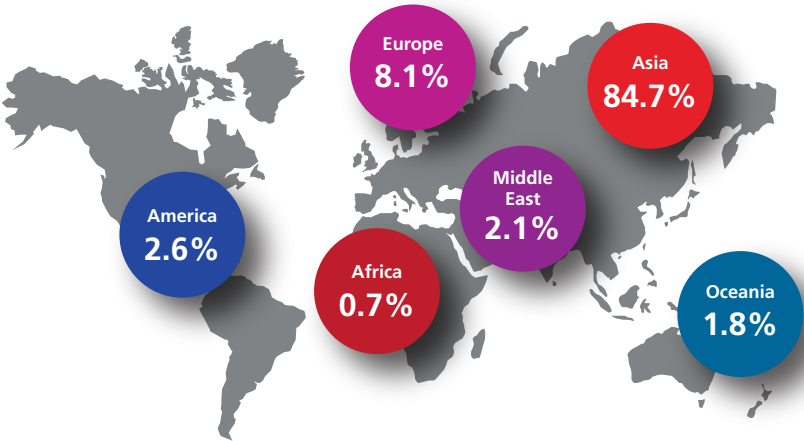


## PURPOSE OF VISITING



|                       |       |
|-----------------------|-------|
| Networking            | 29.0% |
| Information Gathering | 25.0% |
| Buying                | 21.9% |
| Conference            | 18.0% |
| Selling               | 6.1%  |

## PERCENTAGE OF VISITORS BY REGION







# CONFERENCE

The ITB Asia Conference Programme features **over 270 speakers** within three days, delivering **over 7,000 minutes** of thought-provoking content from a diverse range of MICE, Corporate and Leisure 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.

Themes to be covered in the agenda include:



Future of MICE



Travel  
Technology



Travel  
Distribution



OTAs &  
Intermediaries



Direct  
Booking



Corporate  
Travel



Hotels &  
Alternative  
Accommodation



Vacations &  
Tours



Destination  
Marketing



Leadership &  
Inspirations



Airlines & Air  
Travel



Muslim Travel



Cruise



Payment &  
Alternative  
Currencies



Global  
Consumer  
Trends



Social Media &  
Influencer  
Marketing

For any enquiries, please contact us at [exhibitor@itb-asia.com](mailto:exhibitor@itb-asia.com)  
Tel: +65 6635 1188 | Visit [www.itb-asia.com](http://www.itb-asia.com)

# PAST YEAR'S SPEAKERS

## INCLUDE...

### CORPORATE TRAVEL



**Suzanne Neufang**  
CEO, GBTA - Global  
Business Travel Association



**Michelle McKinney Frymire**  
CEO, CWT



**Jane Warren**  
CEO, APAC & ME,  
Reed & Mackay



**Dr. Carl Jones**  
Vice President, Head of  
Strategy, Asia Pacific,  
SAP Concur



**Brett Thomson**  
General Manager,  
Corporate Travel, FCM  
Travel Asia



**Bertrand Saillet**  
Managing Director, FCM  
Travel Asia

### TRAVEL TECHNOLOGY



**John Brown**  
CEO, Agoda



**Eric Bailey**  
Global Director, Travel, Meetings  
& Payments, Microsoft



**Laura Houldsworth**  
Managing Director & Vice  
President APAC, Booking.com



**Stephen Kaufer**  
President & CEO,  
Tripadvisor



**Daniel Cantorna**  
Vice President Data, Insights  
and Technology, APAC,  
Collinson



**Wolf Paunic**  
President, Trafalgar



**David Schelp**  
CEO, TUI Musement, Member  
of the TUI Group Executive  
Committee



**Axel Hefer**  
Managing Director &  
CEO, Trivago



**Kayee Cheung**  
Vice President of Global  
Innovation, Skyscanner



**Patrick Andres**  
Regional Vice President,  
APAC, Oracle Hospitality

### DESTINATION MARKETING



**Stephan Roemer**  
CEO, Diethelm Travel  
Group



**Enrique Ybarra**  
Founder, President &  
CEO, City Sightseeing  
Worldwide



**Tom Hall**  
Vice President,  
Lonely Planet



**Jean-Michel Petit**  
Co-Founder & CEO,  
Eatwith



**Min Yoon**  
CEO & Founder,  
Tidesquare



**Dana Dunne**  
CEO, eDreams  
ODIGEO



**Donggun Lee**  
Founder & CEO,  
MyRealTrip



**Winnie Tan**  
CEO & Co-Founder,  
Tripzilla



**Luis Garcia**  
CEO, Europamundo



**Berend L. Christian**  
Director Corporate Planning,  
Europamundo | Deputy CEO,  
Europamundo Vacaciones



# PAST YEAR'S SPEAKERS

INCLUDE...

## HOTEL LEADERS



**David Kong**  
President & CEO, **BWH**  
Hotel Group



**Dean Schreiber**  
CEO, **Oakwood**



**John Flood**  
President & CEO,  
**Archipelago International**



**Joon Aun Ooi**  
President, APAC, **Wyndham**  
Hotels & Resorts



**Markland Blaiklock**  
Deputy CEO, **Centara**  
Hotels & Resorts



**Michael Marshall**  
COO, **Minor Hotels**



**Olivier Berrivin**  
Managing Director -  
APAC, **WorldHotels**



**Paul Town**  
COO, **Marina Bay Sands**



**Rainer Stampfer**  
President, Hotel  
Operations - APAC, **Four**  
**Seasons Hotels & Resorts**



**Rajit Sukumaran**  
Managing Director of South  
East Asia and Korea, **IHG**  
Hotels & Resorts

## mice SHOW ASIA



**Anna Patterson**  
Vice President & Managing  
Director, **George P. Johnson**  
(Singapore) Private Limited  
Experience Marketing



**Mike May**  
President, **Brightspot**  
Incentives & Events



**Dan Rivlin**  
CEO, **Kenes Group**



**Dr. Adam Wu**  
CEO, **CBN Travel &**  
**MICE and World Travel**  
Online



**Jeff Guberman**  
CEO, **McVeigh Global**  
Meetings and Events  
(MGME)



**Geoff Donaghy**  
CEO, **International**  
Convention Centre Sydney  
(ICC Sydney)



**David Peckinpaugh**  
President, **Maritz Global**  
Events



**Kai Hattendorf**  
Managing Director / CEO,  
**UFI, The Global Association**  
of the Exhibition Industry



**David Hughes**  
Managing Director, APAC,  
**UNIGLOBE Travel**  
International



**Michael Matthews**  
President, **Association of**  
Australian Convention  
Bureaux (AACB)



**Ashwin Gunasekeran**  
Chair, Asia Pacific Chapter,  
**ICCA - International Congress**  
and Convention Association



**Dato' Vincent Lim**  
President, **AFECA - Asian**  
Federation of Exhibition &  
Convention Associations



**Simon Lomas**  
COO, **Shenzhen World**



**Sanjay Seth**  
Managing Director, APAC,  
**BCD Meetings & Events**



**Carrie Ferenac**  
Chairperson-Elect, **IAEE -**  
International Association of  
Exhibitions and Events

# WHAT TO EXPECT FOR 2022?

## C-SUITE TALKS

ITB Asia's most popular series of C-Suite Talks will provide industry professionals insights into the heart of today's complex travel issues with the expertise and vision that only industry leaders can provide.

Topics to be discussed include:

- The next big thing for Asia's online travel platform
- The engaged travellers
- Driving Asia's next digital revolution



## DESTINATION MARKETING

What are the primary strategies, tools and creative ways to promote your destinations? Expert insights will feature from a stellar line-up of leading social media companies, advertising agencies and consulting firms.

Topics to be discussed include:

- Disruptions, revolutions and the future of destination marketing
- The innovative strategy: How to tap into multicultural travel markets
- Destination storytelling 2.0: A guide to tell great stories

## TOURS, ACTIVITIES & ATTRACTIONS

A dedicated conference track for the first time, providing the best insights from experts across APAC and beyond on how to create amazing experiences at the destinations, reach more travellers and ultimately grow the business.

Topics to be discussed include:

- Understanding travellers' behaviours and expectations towards tours and activities
- Revolutionising the traditional sightseeing experience through technologies
- "Let me try": Selling tours and activities as a DIY experience



Interested in participating in our showcases and pavilions,  
Contact the Exhibition Team at [exhibitor@itb-asia.com](mailto:exhibitor@itb-asia.com)



# WHAT TO EXPECT FOR 2022?



## CORPORATE TRAVEL

What are the global trends that are emerging in corporate travel and will soon come to Asia? How can you prepare for them from a buyer, TMC and supplier perspective. What needs to change in our thinking to be able to think global but act local. All these questions would be answered at Corporate Travel conference track at ITB Asia.

Topics to be discussed include:

- The future of corporate travel
- Balancing company needs with traveller experience
- Reimagining corporate travel in the digital age: The intersection of technology and the human touch

## mICE SHOW ASIA

MICE Show Asia is an unmissable event for the meeting industry in APAC. It is where the incentive travel, meetings and events industries come together to connect and build the future of MICE.

MICE Show Asia is co-located with ITB Asia and Travel Tech Asia.



## TRAVEL TECH ASIA

Travel Tech Asia is co-located with ITB Asia and MICE Show Asia.

Experts from across the travel ecosystem will come together at Travel Tech Asia to share and demonstrate how technology is revolutionising the traveler's journey of tomorrow.

Interested in participating in our showcases and pavilions,  
Contact the Exhibition Team at [exhibitor@itb-asia.com](mailto:exhibitor@itb-asia.com)

# WHAT TO EXPECT FOR 2022?



**mice**  
**SHOW ASIA**

MICE SHOW  
ASIA 2022

19 - 21 OCTOBER 2022  
SINGAPORE

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

THE PREMIER MICE SHOW IN  
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.

## WHY MICE SHOW ASIA?

- 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

## TOPICS TO BE DISCUSSED:

- What are the meetings industry's biggest challenges?
- Winning the hearts of MICE buyers
- Digital transformation of meetings and events and many more...



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



# WHAT TO EXPECT FOR 2022?



## TRAVEL TECH ASIA 2022

19 - 21 OCTOBER 2022,  
SINGAPORE

[TRAVELTECHASIA.COM](https://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.

### CONFERENCE TRACKS AT TRAVEL TECH ASIA:

#### HOTEL REVENUE

##### DISTRIBUTION SUMMIT

(now part of Travel Tech Asia)

Hotel Revenue & Distribution Summit brings together key industry players to share thought-provoking ideas, solutions and innovations for hotel revenue management and distribution in Asia.

Hear about:

- How hotels and suppliers are changing the game for everyone
- Hotel 2.0: What will the hotel of the future be like?
- Coopetition: Direct booking & working with OTAs

#### AIR TRAVEL

The Air Travel conference track covers content that is not often heard at conferences and events including business success and failure, curiosity and passion, going against the norms and having fun, etc. within the airline industry.

Topics include:

- The (dis)loyalty tipping point
- Our industry would be a better place if...
- In an AI-driven world, what does it mean to be an airline?

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

# PAST YEAR'S HAPPENINGS





# REGISTER FOR ITB ASIA 2022

Over  
1,300  
Exhibitors



Over  
1,250  
Buyers



**ITB**  
ASIA

Asia's Leading  
Travel Trade  
Show



More than  
13,000  
Attendees



More than  
7,000  
Conference  
Minutes &  
>270 Speakers

For enquiries, please contact us at +65 6635 1188 or email us at:

**EXHIBITORS:** [exhibitor@itb-asia.com](mailto:exhibitor@itb-asia.com)

**BUYERS:** [buyer@itb-asia.com](mailto:buyer@itb-asia.com)

**CONFERENCE/PARTNERS:** [info@itb-asia.com](mailto:info@itb-asia.com)

