

ITB ASIA 2024

23 - 25 OCTOBER 2024

MARINA BAY SANDS, SINGAPORE



ITB
ASIA

Asia's Leading
Travel Trade
Show



SECURE YOUR BOOTH NOW!

Contact the Exhibitor team at exhibitor@itb-asia.com.

Booth Type	Super Early Bird Rate (USD)	Early Bird Rate (USD)	Listed Rate (USD)
	Deadline: 31 October 2023	Deadline: 31 March 2024	

SHELL SCHEME

Basic Shell Scheme per 9sqm	5,393.63	5,693.27	5,993.00
Premium Shell Scheme per 9sqm	6,670.84	7,041.44	7,412.00

RAW SPACE

Corner Stand per 9sqm	5,673.56	5,988.76	6,304.00
Peninsula Stand per 9sqm	6,557.11	6,921.40	7,286.00
Island Stand per 9sqm	7,627.28	8,051.02	8,475.00

Additional Items: Badge - USD 140 each | Listing - USD 150 per listing | Appointment Set - USD 1,500 per set*
(*Inclusive of entity listing)



Basic Shell Scheme 9sqm

CORNER STAND
Two (2) sides open

PENINSULA STAND
Three (3) sides open

ISLAND STAND
Four (4) sides open

--- Open sides — Closed sides

Raw Space Configurations

*Selection of open sides may vary based on Organiser's discretion

KEY HIGHLIGHTS OF ITB ASIA



ITB
ASIA

Asia's Leading
Travel Trade
Show

- 01 Asia's largest show, bringing **>13,000 show attendees**
- 02 More than **1,250 buyers**, with **60% based in Asia**
- 03 **100% Pre-scheduled Appointments**
- 04 Guaranteed **1:1 ratio** between buyers and sellers
- 05 **90% of buyers are recommended** from Buyers Elite Programme Partners
- 06 **1 in 2 buyers** signs contracts with exhibitors
- 07 Over **127 countries** represented
- 08 **75% of attendees are decision makers**

BUYERS PROFILE

BUYER DECISION LEVEL

72% 
C-Level/Key Decision Makers

23% 
Middle Management/Influencers

BUYER PURCHASING POWER (USD)

43%

\$500,001-
\$1,000,000

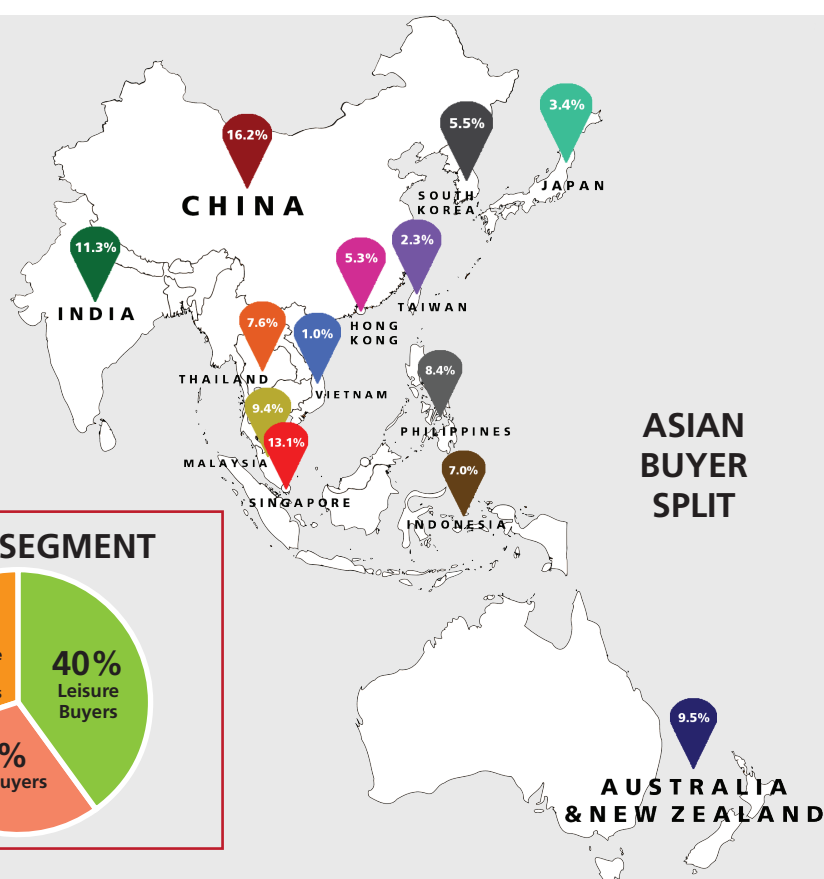
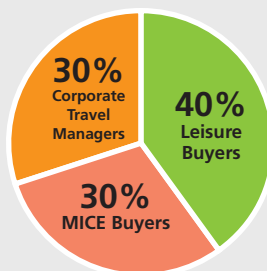
7%

More than
\$1,000,000

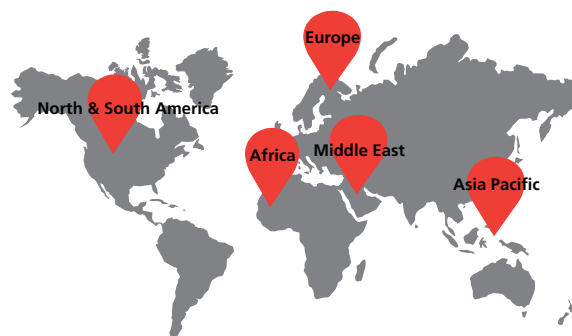
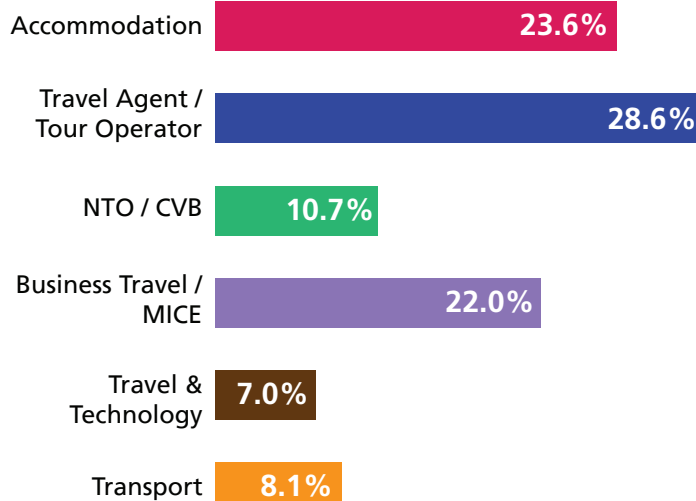
13%

More than
\$2,000,000

BUYER SEGMENT



EXHIBITORS PROFILE



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