



TRAVEL MEET
Asia



ITB
INDIA

mice
SHOW ASIA



ITB
ASIA

YOUR

TRAVEL TRADE SHOWS IN ASIA



Messe Berlin
Asia Pacific

Why attend ITB Asia?



>1,300 Exhibitors



>13,000 Attendees



>7,000 Conference Minutes



>27,000 Business Appointments



>1,250 Quality Buyers

Buyers Geographic Breakdown

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



Buyers Segment

30%
MICE

30%
Corporate

40%
Leisure

Exhibitors Profile

Accommodation	23.6%
Travel agent / Tour Operator	23.6%
NTO / CVB	10.7%
Business Travel / MICE	22.0%
Travel & Technology	7.0%
Transport	8.1%



Scan the QR code to get more information about ITB Asia.

Why attend MICE Show Asia?

**YOUR
PLATFORM
FOR THE ASIA
MICE
INDUSTRY**



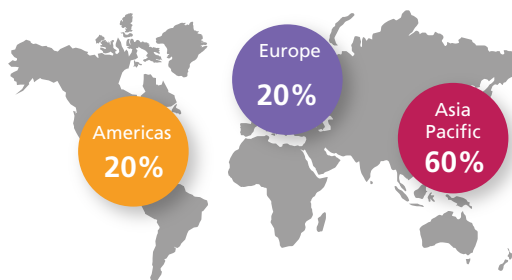
mice
SHOW ASIA

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.

Buyers Profile

Association Buyers	9%
MICE Agencies	47%
Corporates	26%
Professional Conference / Exhibition Organisers	15%
Independent Planners	3%

Buyers Region



Scan the QR code to get more information about 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



Why attend Travel Tech Asia?

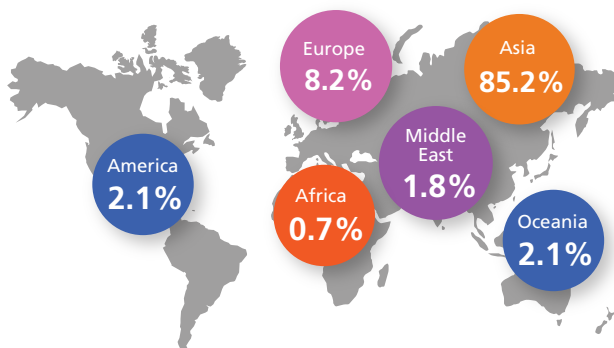
Travel Tech Asia is where latest technologies, emerging trends, leading travel brands and innovative startups are all at one place to create the new possibilities of travel.



Key Participating Profiles

- Artificial Intelligence
- Booking, Distribution & Metasearch
- Hotel Tech
- Virtual & Augmented Reality
- Voice & Biometrics
- Data, Personalisation & Mobile Marketing
- Digital Payment & Blockchain
- Revenue Management & Optimisation
- Transportation & Mobility Solutions
- Airline Tech

Percentage by Region



Scan the QR code to get more information about Travel Tech Asia.

Why attend ITB India?



ITB
INDIA



>400 Exhibitors



>500 Quality Buyers



>150 Speakers



>8,000 Attendees

Buyers Source Markets



Buyers Segment

25%
MICE

25%
Corporate

50%
Leisure

Buyers Split

India 80%

South Asia 20%



Scan the QR code to get more information about ITB India.



Interested in exhibiting, contact our exhibitor team

✉ exhibitor@itb-india.com

Co-located with





Why attend Travel Meet Asia?

Travel Meet Asia is a series of 2-day B2B events in many Asian countries. The trade show comprises of exhibitions, conference and networking opportunities for the travel trade

01 Access to exhibitor directory and establish contacts for potential business opportunities

02 Access conferences and content by industry bellwethers and trade partners

03 Reconnect with industry peers and share insights through conferences.

Profiles of Buyers

C-level Executives

Corporate companies with incentive programmes

Destination Management Companies (outbound)

Event Planners

Incentive / Motivation houses

International associations

Meeting planners

Professional conference organisers (PCO)

Professional event organisers (PEO)

Travel Agents

Buyers Segment

30%
MICE

30%
Corporate

40%
Leisure



Scan the QR code to get more information about Travel Meet Asia.

Interested in exhibiting, contact our exhibitor team at sales@messe-berlin.asia