



ITB
ASIA

Asia's Leading
Travel Trade
Show



EVENT AT A **GLANCE**

23 - 25 OCTOBER 2024 | [ITB-ASIA.COM](https://itb-asia.com)

SUPPORTED BY:



HELD IN:



OFFICIAL PARTNER HOTEL:



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 2024 will be held in Marina Bay Sands in Singapore from **23 - 25 October 2024**. 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

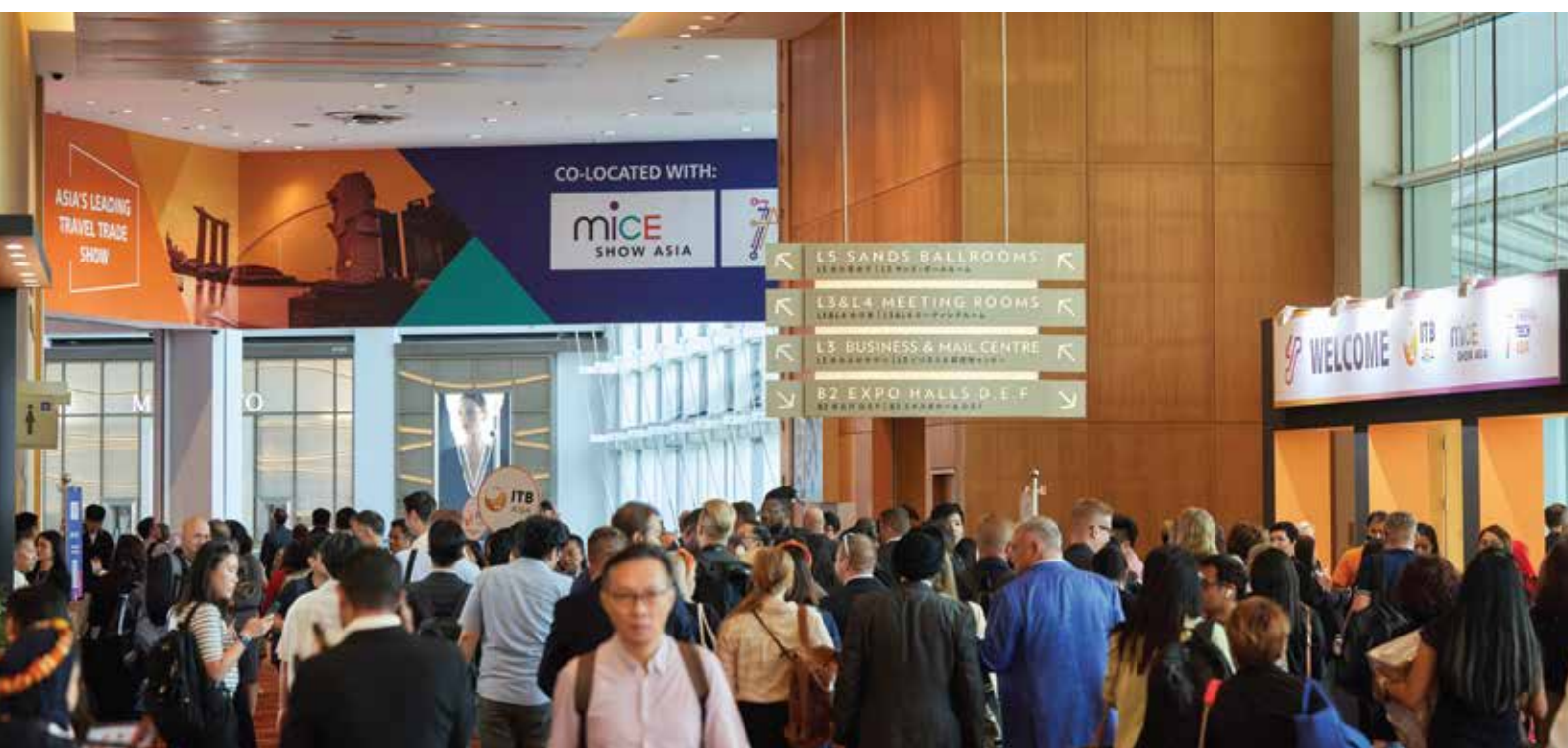
More than

13,000



attendees

Business
Appointments



Interested in exhibiting in our shows?
Contact Exhibitor team at exhibitor@itb-asia.com

EXHIBITORS

Asia's Largest & Only Travel Show

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

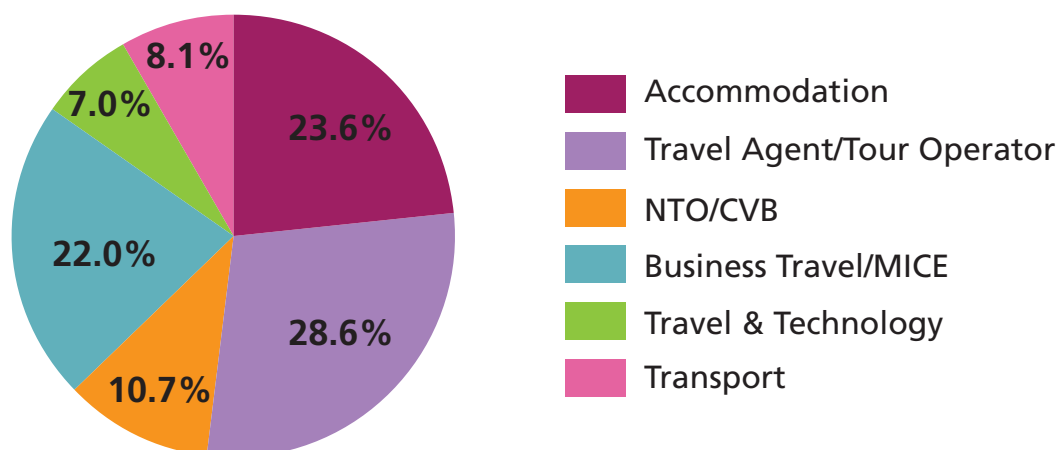
Optimal Buyer & Exhibitor Ratio

Approximately 1:1 ratio between buyers and exhibitors

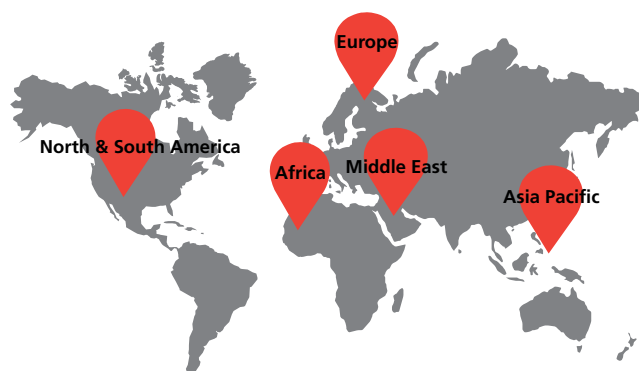
Most International Travel Trade Show

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

EXHIBITOR PROFILE



EXHIBITOR GEOGRAPHIC BREAKDOWN

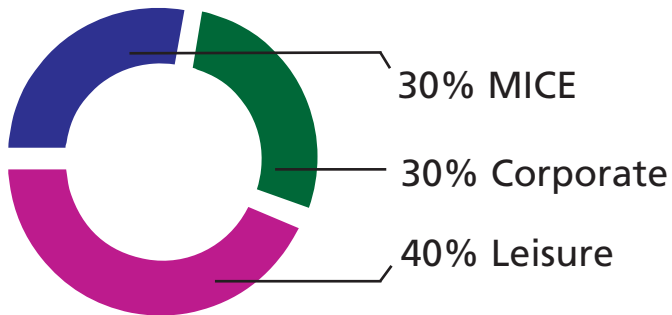


Asia Pacific	66.7%
Europe	27.1%
Middle East	2.2%
Africa	2.0%
North & South America	1.6%

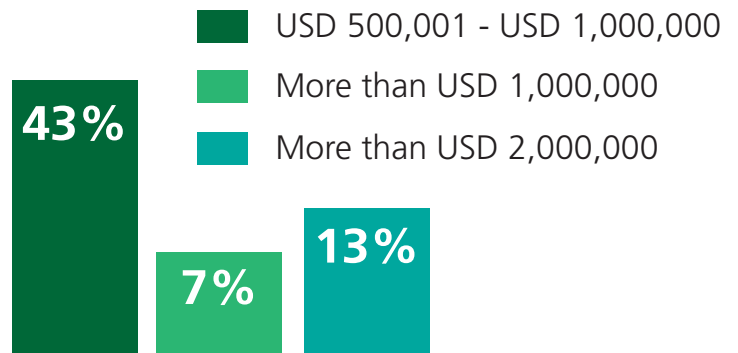


BUYERS

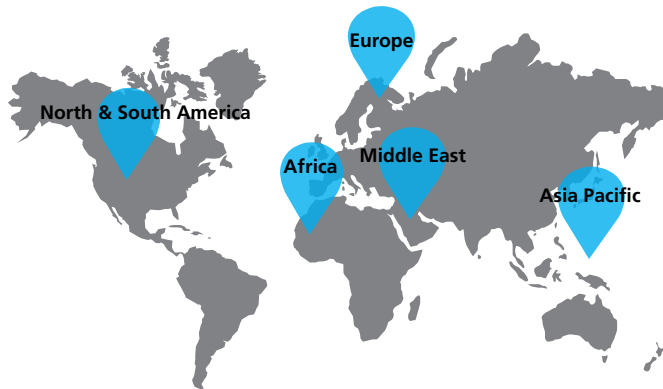
BUYERS PROFILE



BUYER PURCHASING POWER (USD)

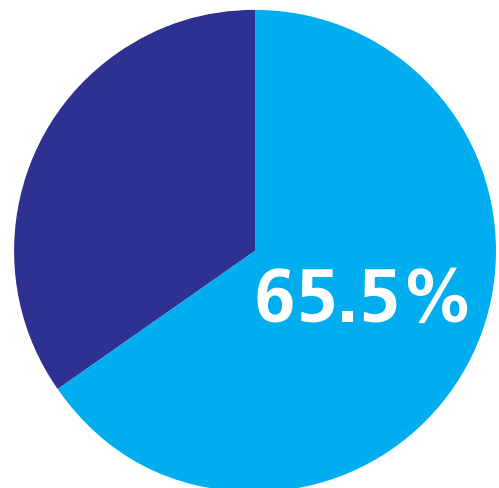


BUYERS GEOGRAPHIC BREAKDOWN



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

STRONGEST BUYER PARTICIPATION



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 to express your interest

Past Year's BEPP Partners



VISITORS

NATURE OF BUSINESS OF ATTENDING VISITORS

Travel Agents / Tour Operators / DMCs

24.5%

Hotel / Accommodation

22.3%

Business Travel / MICE

9.6%

Tourist Attractions

8.2%

Airlines / Transport

8.3%

Travel Technology

11.8%

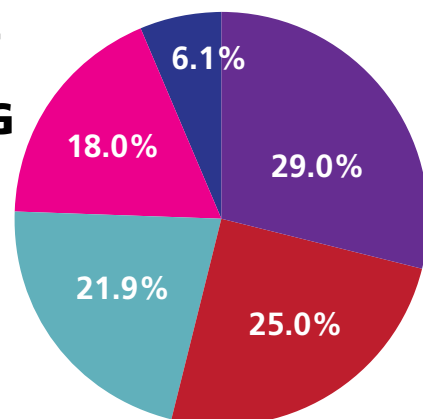
NTOs

6.8%

Others

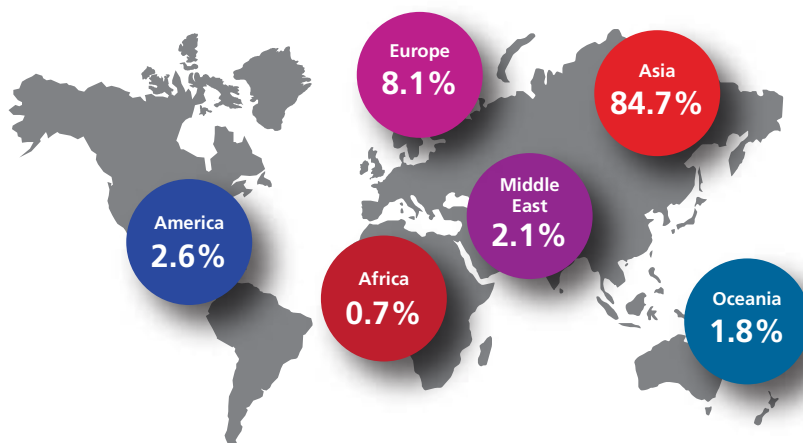
8.5%

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 speaking opportunities, please contact us at conference@messe-berlin.asia

Tel: +65 6635 1188 | Visit www.itb-asia.com

PAST YEAR'S SPEAKERS & PARTNERS

INCLUDE...

CONFERENCE PARTNERS



KN[💡]WLEDGE THEATRE



Dean Long
CEO,
Australian Travel Industry
Association (ATIA)



Laura Houldsworth
Managing Director,
Asia Pacific,
Booking.com



Olivier Berrivin
Vice President - APAC,
BWH Hotels



Lim Ching Kiat
Executive Vice President, Air
Hub and Cargo Development,
Changi Airport Group



Catherine Germier-Hamel
CEO,
Destination Mekong



Mark Chan
COO,
Frasers Hospitality



Hermione Joye
Sector Lead, Travel &
Vertical Search APAC,
Google



Reto Kaufmann
CMO, Vice President &
Board Member,
Kuoni Tumlare



Philipp Bonkatz
General Manager Singapore,
Malaysia, and Brunei,
Lufthansa Group



Mohammed Al-Eissa
Chief Corporate Planning &
Communications Officer,
Oman Tourism Development
Co (OMRAN Group)



Choe Peng Sum
CEO,
Pan Pacific Hotels Group



Margaret Heng
Executive Director,
Singapore Hotel Association
(SHA)



Nicholas Lim
CEO - Asia,
The Travel Corporation



Tejveer Bedi
Head of Travel and Tourism,
SEA,
TikTok



James Liang
Co-founder and Executive
Chairman of the Board,
Trip.com Group

For speaking opportunities, please contact us at conference@messe-berlin.asia

Tel: +65 6635 1188 | Visit www.itb-asia.com



PAST YEAR'S SPEAKERS

INCLUDE...

mice
SHOW ASIA

**TRAVEL
TECH
ASIA**



Irene Chan
CEO,
AsiaWorld-Expo
Management Limited



Samrat Roy
Senior Vice President,
Program Management,
Asia Pacific
BCD Travel



Abel Zhao
Co-Founder & CEO,
FREED GROUP, CEO,
Connexus Travel



Andrew Smith
Senior Vice President,
Supply,
Agoda



Diego Heredia
Vice President
Corporate Strategy,
Amadeus



Mary Li
Founder & CEO,
Atlas



Chua Wee Phong
Group CEO,
Constellar



Ian Cummings
Global Head,
CWT Meetings & Events



Mahir Abdulkarim Julfar
Executive Vice President,
Dubai World Trade Centre



Emilie Couton
Managing Director,
Asia Pacific,
D-EDGE Hospitality
Solutions



James Marshall
Vice President, Global Air
Account Management,
Expedia Group



Abdel Abatouy
Chief Technology &
Information Officer (CTIO),
Asia,
FCM Travel



Vivek Neb
Managing Director APAC
& MEA and Global Head,
Travel & Tourism,
Escalent



Leck Chet Lam
Managing Director,
Experia Events



Joost de Meyer
Chairman & CEO,
First Incentive Travel



Tim Hentschel
Co-Founder & CEO,
HotelPlanner



Christine Wang
Managing Director,
Lufthansa Innovation Hub



Brett Henry
President Director,
MG Group



June Kim
MPI Academy South Korea,
Meeting Professionals
International (MPI)



Judith Huisman
Founder, Chief Strategy
Officer,
Meetingselect



Yuthachai Charanachitta
CEO,
ONYX Hospitality Group



Neha Monga
Strategy & Operations
Leader, Data Security, GRC
& Identity Solutions,
Microsoft Asia



Patrick Andres
Regional Vice-President
Hotels JAPAC,
Oracle Hospitality



Scott Wilson
President - Hospitality,
Sabre Corporation



Rebecca Wright
Head of Chapter
Engagement,
Society for Incentive Travel
Excellence (SITE)



David Hughes
Managing Director, Asia
Pacific,
Uniglobe Travel
International



Liz Ortiguera
Managing Director of Asia
Pacific and Sr. Advisory to
the CEO,
World Travel & Tourism
Council (WTTC)



Bradley Haines
Regional Vice President of
Asia Pacific,
SiteMinder



Martin Jones
Chief Supply Officer,
TBO.com



Nicholas Cocks
Managing Partner,
Velocity Ventures

WHAT TO EXPECT FOR 2024?

mice SHOW ASIA

MICE SHOW ASIA 2024

23 - 25 OCTOBER 2024
SINGAPORE

MICESHOWASIA.COM

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.

- 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 biggest challenges faced by the meetings industry?
- Winning the hearts of MICE buyers
- Digital transformation of meetings and events
- and many more...

ORGANISATIONS WHO HAVE JOINED US



Interested in participating in MICE Show Asia?
Contact us at enquiry@miceshowasia.com

WHAT TO EXPECT FOR 2024?



TRAVEL TECH ASIA 2024

23 - 25 OCTOBER 2024,
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.

ORGANISATIONS WHO HAVE JOINED US



Interested in participating in Travel Tech Asia?
Contact us at enquiry@traveltechasia.com

Your Travel Trade Shows in Asia



Travel Meet Asia

3 - 4 July 2024

Jakarta, Indonesia

travelmeetasia.com



Co-located with:



ITB India

11 - 13 September 2024

Mumbai, India

itb-india.com



Co-located with:



ITB Asia

23 - 25 October 2024

Singapore

itb-asia.com