

ITB ASIA 2018 FACT SHEET



ITB
ASIA

Asia's Leading
Travel Trade
Show

ITB ASIA 2019

16 - 18 October 2019
Sands Expo & Convention Centre
Marina Bay Sands, Singapore

2018 STATISTICS

Over **1,000** Exhibitors from **127** Countries/Territories

Over **1,000** Quality MICE, Corporate & Leisure Buyers

>25,000 Confirmed Business Meetings at the show

More than **11,000** attendees



Exhibitor Profile

National/Regional Tourism Organisations, Convention Bureaus, Airlines, Accommodation Providers, Travel Agents, Tour Operators, Transport Providers, Travel & Technology



Buyer Profile

- Corporate, MICE & Leisure
- **79.5%** from Asia Pacific
- **90%** of confirmed buyers are recommended by partners and exhibitors



Event at a Glance

- **>7,000** Conference Minutes
- **>260** Heavyweight Speakers
- **>280** Trade Media

For more information, please visit www.itb-asia.com

Tel: +65 6635 1188 | E-mail: exhibitor@itb-asia.com

Supported by:



Held in:



Official Partner Hotel:



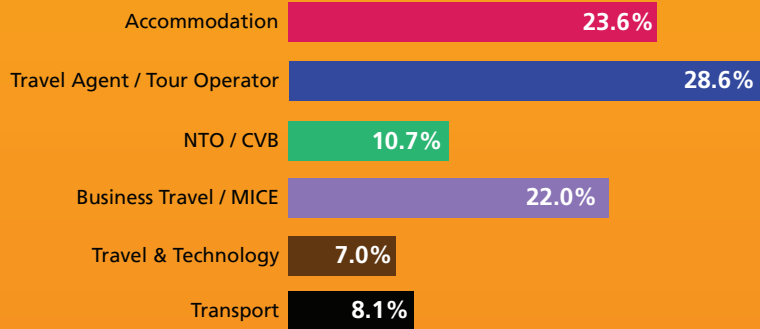
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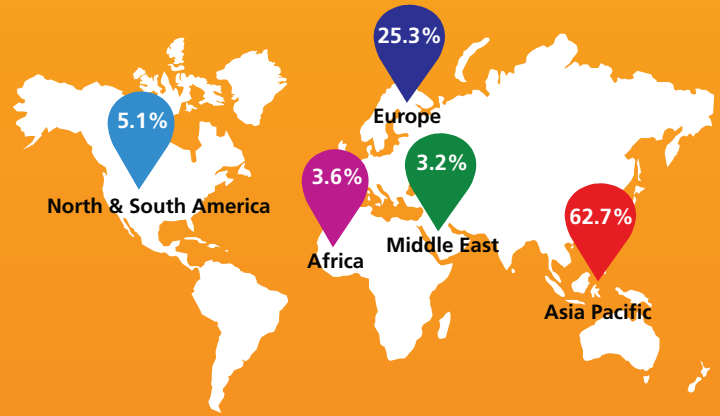
Over
1,000
Exhibitors

>25,000 BUSINESS
APPOINTMENTS

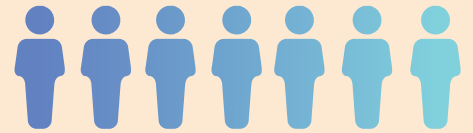
PROFILE OF EXHIBITORS



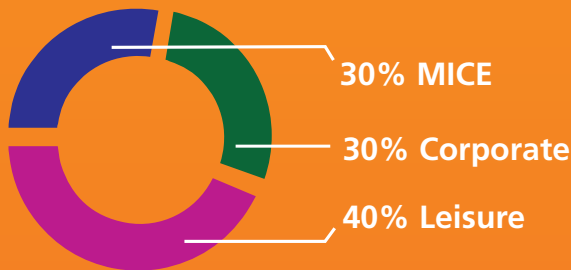
EXHIBITORS GEOGRAPHIC BREAKDOWN



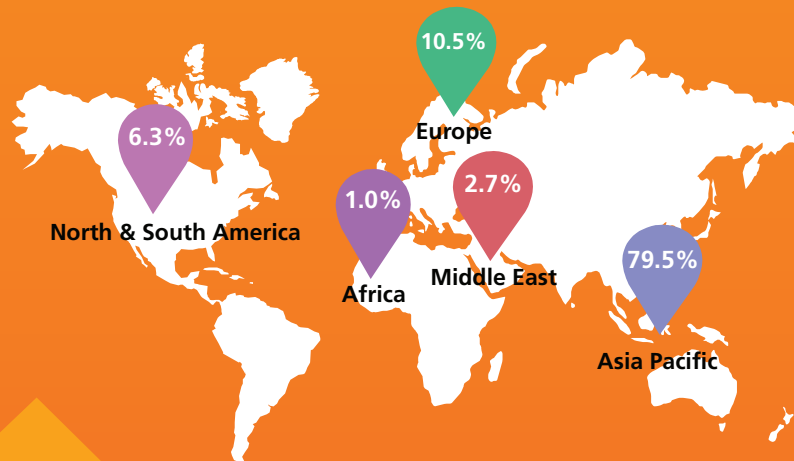
99% would recommend ITB Asia
to business partners



PROFILE OF BUYERS



BUYERS GEOGRAPHIC BREAKDOWN



90% of attending buyers are
C-level / key decision makers
in travel procurement /
contracting

98%

of delegates confirm that ITB
Asia is the most international
travel trade show in Asia Pacific

90%

of confirmed
buyers are
recommended
by exhibitors
and partners

Over
1,000
Buyers