

## ITB Asia 2025

15 – 17 October 2025 in Singapore

### PRESS RELEASE

#### ITB Asia 2025 Expands to Five Halls in Singapore, Marking Its Largest Edition Yet

**Asia's leading travel trade show opens with record participation: 1,500 top buyers (7% increase compared to 2024), five halls, and the most diverse regional representation to date, including stronger Central Asia, largest-ever Africa presence, growing Indian states, and an expanded Singapore Zone.**

*Berlin/Singapore, 15 October 2025* – The 18th edition of ITB Asia officially opened today at the Sands Expo and Convention Centre in Singapore. Running from 15 to 17 October, the event is organised by Messe Berlin (Asia Pacific) and brings together international exhibitors, over 1,500 top buyers and key leaders from the Corporate, Leisure, MICE, hospitality and travel technology sectors.

This three-day B2B trade show serves as the essential platform covering all key aspects of the travel trade industry, offering attendees valuable insights and practical takeaways to improve their business operations. Alongside the exhibition, insightful conference sessions are held across three dedicated theatres, fostering business, networking, partnership building, and knowledge exchange.

#### A Record-Breaking Milestone Year

This year marks a major milestone: For the first time, ITB Asia 2025 spans five exhibition halls, an expansion from three halls last year, across two levels, offering a record exhibition footprint and welcoming over 1,500 top buyers, the highest participation in the show's history.

Among the new destinations joining the line-up are the **City of Monreale (Sicily, Italy), Lithuania Travel, Visit Hungary, the Government of Tamil Nadu, Da Nang Tourism Promotion Center, the Kaohsiung City Government, and Visit Alatau**, further broadening the show's international diversity.

#### Debut: The Experience & Attractions Highlight Zone

New for this year, the **Experience & Attractions Highlight Zone** brings an extra layer of excitement, showcasing an impressive lineup of global and regional leaders such as **Resorts World Sentosa (Official Integrated Resort Sponsor), AMA Waterways, Cruise Wonders, Disney Cruise Line, HX Expeditions, Mandai Wildlife Reserve, Merlin Entertainments Group, and Universal Destinations & Experiences**. This vibrant new zone is where destinations, themed attractions, and immersive experiences come to life. From captivating cultural showcases to hands-on, interactive highlights, the area is curated to inspire and engage, offering industry



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[www.travelmeetasia.com](http://www.travelmeetasia.com)  
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professionals direct access to the innovations and experiences redefining the future of global travel.

### Official Opening Ceremony

The Official Opening Ceremony was graced by **Mr Alvin Tan, Minister of State, Ministry of Trade and Industry & Ministry of National Development, Singapore**, who officiated the opening with a symbolic ribbon-cutting ceremony accompanied by the rhythmic beats of a traditional lion dance, setting a vibrant tone for the days ahead.

“ITB Asia continues to grow from strength to strength, reflecting both the dynamism of the global travel industry and the increasing importance of the Asia-Pacific region. With record participation, expanded exhibition space, and an ever more diverse representation of destinations and buyers, we are proud to provide a platform where industry leaders can connect, share insights, and drive the future of travel forward”, said **David Ruetz, Senior Vice President, Messe Berlin**.



From left to right: Ms Katrina Leung (Managing Director and Vice President Asia Pacific, Messe Berlin), Mr David Ruetz (Senior Vice President, Messe Berlin), Mr Alvin Tan (Minister of State, Ministry of Trade and Industry & Ministry of National Development), Mr Poh Chi Chuan (Executive Director, Exhibitions & Conferences, Singapore Tourism Board) © ITB Asia 2025



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### **Resorts World Sentosa: The Official Integrated Resort Partner of ITB Asia 2025**

Located on Singapore's resort island of Sentosa, Resorts World Sentosa spans 49 hectares and is home to award-winning attractions including Universal Studios Singapore, the Singapore Oceanarium, Dolphin Island, and Adventure Cove Waterpark. In partnership with Resorts World Sentosa, the Official Integrated Resort Partner, attendees can look forward to an elevated networking experience that seamlessly combines world-class hospitality, iconic attractions, and premium event space, further strengthening Singapore's position as a premier global destination for both business and leisure.



© ITB Asia 2025 - VIP Tour at Official Integrated Resort Partner, Resorts World Sentosa

### **Exhibition Highlights: Tourism Organisations see Growth Across all Regions**

The 2025 exhibition presents the most diverse regional representation to date, featuring **stronger participation from Central Asia**, the **largest-ever presence from Africa**, and a **growing contingent from India's state tourism boards**, alongside an **expanded Singapore Zone**. Exhibitors represent every segment of the global travel ecosystem.

This year, the show welcomes over **96 Tourism Organisations and Convention Bureaus**, with the largest increase coming from the **European region**, up **67%** compared to last year, followed by growth from the **Central Asia and Africa region** at over **50% growth**, and **38% from South Asia**.

Participating tourism organisations and convention bureaus include **Azerbaijan Tourism Board, Busan Tourism Organization, Business Events Perth, City of Monreale (Sicily, Italy), Da Nang Tourism Promotion Center, Daejeon Tourism Organisation, Department of Tourism, Government of Goa, Gangneung City in Korea, Government of Tamil Nadu, Ho Chi Minh City Tourism, Hokkaido Tourism Organization, Johor Economic Tourism and Cultural Office, Kaohsiung City Government, Lithuania Travel, Madhya Pradesh Tourism Board, Malta Tourism Authority, Ministry of Heritage and Tourism, Pattaya Variety, Penang Tourism Board, Philippines Tourism Promotions Board, Phuket Tourist Association, Sapporo Convention Bureau, Sarawak Tourism Board, Seoul Tourism Organization, Shiretoko Nemuro Tourism Federation, Singapore Tourism Board, Taiwan Tourism Administration, Tonga Tourism Authority, Tourism Association of Sarajevo Canton, Tourism Authority of Thailand, Uttar Pradesh Tourism, Visit Alatau, Visit Estonia, Visit Finland, Visit Greater Palm Springs, Visit Hungary, Visit**

**Iceland, Visit Norway, visitBerlin, Zagreb Tourist Board**, and more, reflecting the event's truly global scope.

### **Conference Programme: Future Forward – Transforming Travel & Tourism in a Changing World**

Running alongside the exhibition, the ITB Asia Conference 2025 features three dynamic tracks: the Knowledge Theatre, MICE Show Asia, and Travel Tech Asia, delivering three days of insights and discussions on topics shaping the future of MICE, corporate travel, leisure tourism, and travel technology.

In total, the programme encompasses 4,500 conference minutes, 160 speakers from global leaders **such as Tripadvisor, Frasers Hospitality, Jack Morton Worldwide, and many more** and over 100 sessions, providing delegates with a comprehensive understanding of where the industry is headed.

Under the 2025 theme **"Future Forward: Transforming Travel & Tourism in a Changing World,"** the conference explores the latest developments in the travel, tourism, MICE, and travel technology sectors across Asia Pacific. Attendees will gain first-hand insights into innovative strategies that are driving the industry forward, as well as discussions on challenges, market opportunities, and upcoming trends that will shape the next era of travel.

### **Visionary Keynotes on Travel Trends and Transformation**

The conference opens with a series of thought-provoking keynotes, designed to showcase the latest developments in the travel, tourism, MICE, and Travel Technology sectors in the Asia Pacific region, while encouraging discussions about innovative strategies that are propelling the industry forward.

The first keynote begins on **15 October at 9:00 a.m.** with **Michael Shoory**, Head of APAC Tourism Analysis at **Tourism Economics**, delivering the keynote address, **"What Does the Future Hold for Travel in APAC? Navigating Growth in a Dynamic Global Market."** His presentation explores projected growth trajectories, evolving source markets, and emerging opportunities across the Asia-Pacific region.

At **9:15 a.m.**, he is followed by **Nick Lim**, CEO (Asia) of **The Travel Corporation**, who presents **"Charting a New Course for Travel Experiences."** Nick discusses how Asia can transform its rapid tourism growth into long-term success through sustainable development and authentic, community-driven experiences.

### **Stellar-Line-up of Conference Partners**

This year's ITB Asia Conference is supported by an impressive line-up of international and regional conference partners, including the **Adventure Travel Trade Association (ATTA), China Business Event Industry Committee, EVINTRA, Global MICE Collaborative, Global Sustainable Tourism Council (GSTC), International Association of Exhibitions & Events (IAEE), Meeting Professionals International (MPI), Singapore Hospitality & Tourism**

**Conference (SHTC), Society for Incentive Travel Excellence (SITE), STR, Tourism Economics, Uncommon Conferences, and the World Research Travel Organisation.** Their expertise and participation reinforce the event's role as the premier platform for collaboration and knowledge exchange in the global travel industry.

### **Looking Ahead to ITB Asia 2026**

Following a record-breaking opening, ITB Asia continues to set the benchmark for the international travel trade community. **Exhibitor rebooking for ITB Asia 2026** and **Early Bird booth registration** are now open.

For more information, visit:

[www.itb-asia.com](http://www.itb-asia.com)

[www.miceshowasia.com](http://www.miceshowasia.com)

[www.traveltechasia.com](http://www.traveltechasia.com)

### **About ITB Asia**

ITB Asia, Asia's leading travel trade show, is organised by Messe Berlin Asia Pacific and supported by the Singapore Exhibition & Convention Bureau. The annual B2B trade show and convention will feature hundreds of exhibiting companies from the Asia-Pacific region, Europe, the Americas, Africa, and the Middle East, covering not only the leisure market, but also MICE and corporate travel. Exhibitors from every sector of the industry, including destinations, airlines and airports, hotels and resorts, theme parks and attractions, inbound tour operators, inbound DMCs, cruise lines, spas, venues, other meeting facilities, and travel technology companies are expected to attend.

ITB Asia is the premier meeting place for the travel trade industry to forge new partnerships and strengthen existing business relationships with the most important players in the region.

### **About ITB Global Brand Family**

For more than 50 years the name ITB has stood worldwide for the travel industry knowledge 365 days a year, networking and trendsetting events - in a virtual, in-person, or hybrid format alike. As the travel industry resurges, the ITB brand family is among the first to come back to offering on-site in-person events. ITB Asia will be held in Singapore from 15 to 17 October 2025, covering the broader regional market. ITB Berlin, the world's leading B2B trade show for the travel industry, will take place in Berlin from March 3 to 5, 2026. ITB China, the premier marketplace for China's travel industry, is scheduled for 26 to 28 May 2026, in Shanghai. ITB India will take place in Mumbai from September 2 to 4, 2026. The inaugural ITB Americas will be held in Guadalajara, Mexico, from 10 to 12 November 2026, covering the American market.