

**ITB Asia 2019**  
**16 – 18 October 2019**

**PRESS RELEASE**

**ITB Asia returns with its highest ever number of participating National Tourism Organisations (NTOs)**

- *Messe Berlin's travel trade show has already seen a 24.4% increase in exhibition demand from NTOs and Regional Tourism Organisations (RTOs) compared to 2018.*

**Singapore, 3 June 2019** – ITB Asia is back and with four months to go before it opens its doors on 16 October 2019, it is already attracting unprecedented exhibition demand from National Tourism Organisations (NTOs) and Regional Tourism Organisations (RTOs). With a total of **58 NTOs and RTOs**, this represents a **year-on-year growth of 23.8% and 25% respectively** in the securing of exhibition space compared to 2018. This surpasses previous levels set for ITB Asia by this stage in the year.

Building on the 2018 trade show's record-breaking number of attendees of over 11,000, the 2019 event will see at least 19 new NTOs and RTOs. Thus far, the three contingents with the largest exhibition spaces registered are from Indonesia, Russia and South Korea.

The strongest participation comes from Asia, with Southeast Asia well represented, and newcomers Myanmar and RTO, Jakarta, taking part. North Asia will see an expanded South Korean contingent with RTOs from Gyeonggi, Jeju and Seoul securing their own booths. South Asia will also see a larger presence as new exhibitors such as Bhutan, the Maldives, and Sri Lanka join India while Central Asia is represented by Uzbekistan which will be taking part for the first time.

Europe has seen a 37.8% increase in the number exhibitors buoyed by an increase in interest from Southern and Eastern Europe. The Balkan states of Macedonia, Montenegro and Serbia will be taking part for the first time along with the Czech Republic and Estonia. Compared to previous years, Hungary and Russia will also bring larger contingents. New RTOs from East Bavaria, Franconia, Frankfurt and Magdeburg will also be part of a larger German contingent with existing destinations like Berlin and Saxony, present at ITB Asia 2019.

"We had a remarkable turnout in 2018 and all the signs point to ITB Asia 2019 being even more successful. NTOs and RTOs are the backbone for creating established inbound and outbound travel. The increased interest and high confirmed demand for exhibition space from NTOs and RTOs at ITB Asia 2019 affirms the value associated with ITB Asia as the leading travel trade show for Asia and beyond," said Katrina Leung, Managing Director, Messe Berlin (Singapore), organiser of ITB Asia.

The stunning growth in exhibitor demand is fuelled by growth in tourism globally. The World Tourism Organization (UNWTO), highlighted that tourism is one of the most powerful drivers of economic growth and development. The predicted target of 1.4 billion international tourist arrivals by 2020 was reached in 2018.<sup>1</sup> The Asia-Pacific region contributed 343 million international tourist arrivals into the region for 2018, a growth of 6% compared to the previous year.<sup>2</sup>

**Organised by:**



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<sup>1</sup> <https://www.e-unwto.org/doi/pdf/10.18111/9789284419876>

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ITB Asia 2019 will return to its familiar venue of the Sands Expo & Convention Centre as part of its partnership with Marina Bay Sands as the Official Partner Hotel. This year will see oneworld, taking part as the Official Airline Alliance for the first time.

As with other ITB shows, exhibitors will also be drawn from a wide range of companies and representatives from travel agencies and operators, business travel and MICE, travel technology, accommodation, and transport. The eleventh edition of ITB Asia last year saw more than 127 countries represented, making ITB Asia the most international travel trade show in the region. The show proved to be an especially effective business platform, with one in two buyers signing contracts with exhibitors.

For more information on ITB Asia 2019, visit <http://www.itb-asia.com/>.

### **About ITB Asia 2019**

ITB Asia 2019 will take place at the Sands Expo and Convention Centre, Marina Bay Sands, from 16 - 18 October 2019. It is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau. The annual three-day 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 all expected to attend.

Now in its twelfth year, 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. Last year's edition saw its huge success with over 1,000 exhibitors, over 1,000 quality buyers, more than 7,000 minutes of conference, more than 11,000 attendees and more than 25,000 business appointments were made.

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