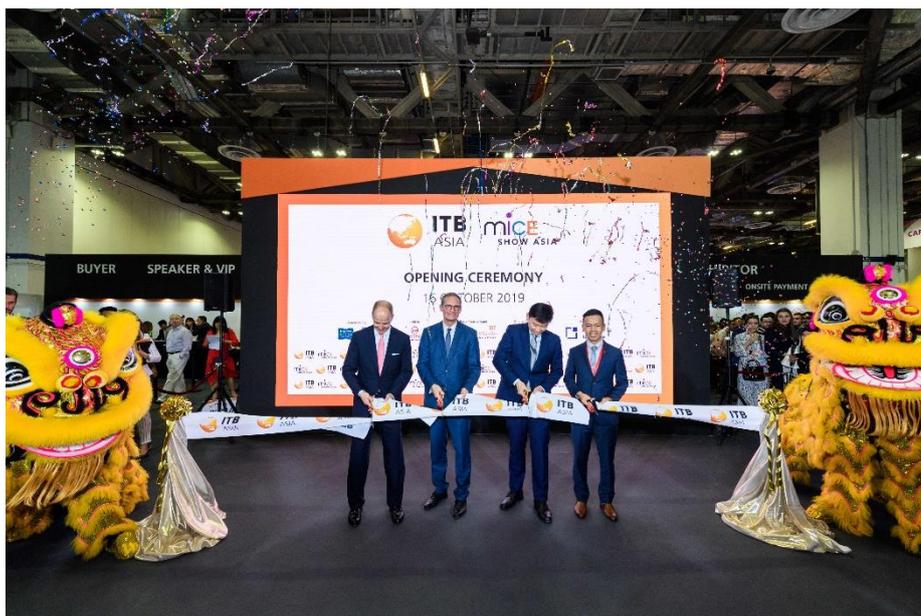


ITB Asia 2019
16-18 October 2019

PRESS RELEASE

ITB Asia continues to break records with exhibitor numbers at all time high

- *To meet demand, Asia's leading trade travel show opens with an expanded two floors and introduced a dedicated MICE Show Asia 2019*
- *Record number of over 1,300 exhibitors and more than 1,250 buyers at this year's show*



Singapore, 16 October 2019 – ITB Asia, 'Asia's leading travel trade show' opened its doors today at the Sands Expo and Convention Centre in Marina Bay Sands, Singapore. Over the next three days from 16 - 18 October 2019, the show will see organisations from across the travel industry gathering to establish high-quality contacts and conduct business.

The opening ceremony today was graced by four guests-of-honour: **Mr Chee Hong Tat**, Senior Minister of State, Ministry of Trade and Industry and Ministry of Education, Republic of Singapore, who was attending for the second year running; **Mr Michael Müller**, the Governing Mayor of Berlin, Federal Republic of Germany, who is attending ITB Asia for the first time; **Dr Christian Göke**, Chief Executive Officer (CEO), Messe Berlin GmbH and **Mr Keith Tan**, Chief Executive of Singapore Tourism Board.

Commenting on this year's show, Katrina Leung, Managing Director of Messe Berlin (Singapore), ITB Asia's organiser, said, "ITB Asia continues to maintain its position as the leading travel trade show in the region. Working in close collaboration with international exhibitors, travel companies and international buyers from across the MICE, leisure and corporate travel markets, we look forward to unveiling this year's engaging and exciting programmes that will benefit all. With the expansion of the show and the launch of MICE Show Asia, we're delighted to welcome our visitors to this 2019's edition!"

Show expanded to meet sustained growth and demand

Now in its twelfth year, ITB Asia has continued to enjoy support from destinations and businesses from across the world, with over 1,300 exhibitors and more than 1,250 buyers

Organised by:



Held In:



Supported by:



Official Partner Hotel:



Official Airline Alliance:



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welcomed at this year's show. To accommodate its growth, ITB Asia 2019 has expanded its space and will now occupy two floors of the Sands Expo and Convention Centre.

www.messe-berlin.com
Twitter: [@MesseBerlin](https://twitter.com/MesseBerlin)

Emphasising the global reach of ITB Asia, this year's show has attracted ever widening international interest and participation. Over 110 National Tourism Organisations (NTO) and Regional Tourism Organisations (RTO) are exhibiting this year, including first-time appearances for NTOs from Armenia, Czech Republic, Malta, Russia and the Balkan States – Macedonia, Montenegro and Serbia, and RTOs from Busan, Frankfurt, Los Angeles and more.

ITB Asia / ITB Berlin / ITB China / ITB India

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In addition, with the fast-growing demands of the MICE and corporate travel sectors, ITB Asia has this year launched the inaugural MICE Show Asia, a MICE-dedicated show to which all ITB Asia attendees have full access. Launched by Messe Berlin (Singapore), the team behind ITB Asia, it will strengthen the MICE component of the show. Attendees will hear about forecasts for the global meeting and events industries in 2020, as well as how digital transformation is impacting the industry.

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Conference keynoters and partners to push boundaries of the travel industry

Under the overarching theme of "Bold Thoughts, Bold Moves," key industry leaders will share innovative ideas and knowledge on practical applications to keep pace with industry changes.

List-ITBAsia@klarecocomm.com

As part of today's (16 October) keynote line up, **Booking.com** and **IBM** will address the industry's common challenges such as readying businesses for their next wave of growth; rethinking and reinventing distribution strategies; and how the travel industry can capitalise on the digital revolution to succeed. Tomorrow (17 October), attendees can look forward to hearing from **Agoda**, **Expedia**, **Google**, **TripAdvisor** and **Wego**, who will discuss actions to adapt to the ever-evolving market. On Friday (18 October), the final day of the show, **Booking.com**, **OYO China**, and **Tujia** will lead the conversation on maximising opportunities to meet the needs of a new generation of Chinese travellers.

For additional details

<http://www.itb-asia.com/>

Other noteworthy sessions during the show include those led by ITB Asia's partners in the Destination Marketing and Muslim Travel conference tracks.

<http://www.miceshowasia.com/>

The Destination Marketing track will feature a series of tours and activities led by **iVenture Card**, **Rezgo**, **TourRadar** and **Trip Ninja**. They will discuss topics ranging from multi-city travel, what experiences can learn from hotel distribution and how to get the most for brands via online travel agencies (OTAs).

<http://www.traveltechasia.com/>

In the Muslim Travel track, **CrescentRating**, in its fourth year of partnership with ITB Asia, presents "Halal In Travel Asia Summit". Attendees of ITB Asia 2019 will gain key insights from the official release of **Mastercard** and **CrescentRating's** Muslim Women in Travel Report, and **CrescentRating's** report on Gen Z Muslim Travelers.

For enquiries
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New initiatives in response to the travel industry's ever-growing demands

In addition to the launch of MICE Show Asia, ITB Asia 2019 has also introduced the Buyers Elite Partner Programme. 41 partners are part of the programme that provides a forum to develop stronger trade ties with recommended buyers and to maximise business opportunities together.

Finally, ITB Asia has announced that it will launch Travel Tech Asia in 2020. A complement to the existing ITB Asia and MICE Show Asia, it will be part of Asia Pacific's largest travel trade show dedicated to travel technology. New buyers in charge of purchasing travel technology will be introduced to the latest innovations, emerging trends, leading industry

brands and innovative startups that are gathered at one place to create new possibilities of travel.

For more information on ITB Asia 2020, visit www.itb-asia.com

For more information on MICE Show Asia 2020, visit www.miceshowasia.com

For more information on Travel Tech Asia 2020, visit www.traveltechasia.com

For more information on the conference, visit www.itb-asia.com/conference-programme

About ITB Asia 2019

ITB Asia 2019 will take place at the Sands Expo and Convention Centre, Marina Bay Sands, from 16 to 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.

About MICE Show Asia 2019

MICE Show Asia 2019 will take place at the Sands Expo & Convention Centre at Marina Bay Sands, Singapore from 16 to 18 October 2019. MICE Show Asia is where the incentive travel, meetings and events industries come together to connect and build the future of MICE. The annual three-day business-to-business trade show and convention will feature industry suppliers, meetings & events professionals to up-and-coming MICE innovators from a wide range of disciplines, sectors and all levels of seniority. The show is co-located with ITB Asia 2019.

About Travel Tech Asia 2020

Travel Tech Asia 2020 will take place at the Sands Expo & Convention Centre at Marina Bay Sands, Singapore from 21 to 23 October 2020. Organized by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau, the inaugural three-day conference will feature leading travel brands and innovative start-ups to attendees from all levels of seniority across a wide range of disciplines and sectors in the travel industry. The conference will be co-located with ITB Asia 2020 and MICE Show Asia 2020.

Information About the Data Protection Law

Under the data protection law the organisation responsible for this email is Messe Berlin GmbH, Messedamm 22, 14055 Berlin, represented by its management: Dr. Christian Göke (CEO), Dirk Hoffmann; Chairman of the Supervisory Board Wolf-Dieter Wolf; Data protection officer: postal address as for Messe Berlin GmbH, email: datenschutz@messe-berlin.de. The email address used for the dispatch of this information has been obtained for the purpose of sending press releases. Section 6, Subparagraph 1, Letter f, DSGVO forms the legal basis for this purpose and for the dispatch of press releases to press representatives. The justified interest is that of notifying media representatives about current and future trade fairs and similar events. This email address will not be passed on to third parties. You may remove your email address from the press mailing list at any time.