

ITB Asia 2024

23 – 25 October 2024 in Singapore

PRESS RELEASE

ITB Asia 2024 Achieves Record Breaking Business Appointments, solidifying its position as the must-attend event for travel professionals in APAC

Asia's leading travel trade show concluded with remarkable success, hosting over 45,000 business appointments, attracting more than 18,500 attendees from 85 countries, and featuring 1,950 exhibitors. Additionally, over 1,400 high-quality buyers contributed to a dynamic business and networking environment. 160 top speakers shaped the future of travel at the ITB Asia Conference.

Berlin/ Singapore, 25 October 2024 – This year's edition broke records with unprecedented growth and innovation, setting the stage for a groundbreaking 2025 edition. ITB Asia is poised to expand its highly popular **Travel Tech Asia** cluster next year, providing deeper insights into cutting-edge hotel technology. The dedicated platform will showcase the latest advancements in **reservation systems, equipment, AI tools, CRM platforms, design, and sustainability initiatives** — set to redefine the future of accommodation and guest experiences.

National Tourism Organisations Reflect on ITB Asia's 2024 Success

Exhibitors from around the globe praised ITB Asia for its ability to bring together the travel industry's key players under one roof. **Ingunn Sakshaug**, Market and Travel Trade Specialist at **Visit Norway**, expressed her enthusiasm: "ITB Asia provides us with a unique opportunity to connect with travel organisers from multiple countries in one place, and this year's event exceeded our expectations". Similarly, **Thorleifur Thor Jonsson**, Senior Manager, Trade Delegations, at **Visit Iceland**, stated: "ITB Asia is an invaluable platform for Iceland to engage with the Southeast Asian market. The highly efficient meeting system ensures we maximize results." **Xiaolong Wu**, Marketing Manager – APAC and MENA Market, at the **Malta Tourism Authority**, added: "ITB Asia is one of the best platforms for connecting with Asia-Pacific travel trade partners. We look forward to deepening these relationships further."

Joyce Wang, Executive Director of Messe Berlin Asia Pacific, stated: "ITB Asia remains the leading platform for the travel industry in the Asia-Pacific region. The remarkable growth and innovation displayed this year highlight the resilience and forward-thinking nature of our global travel community. We are excited to continue shaping the future of travel together, pushing the boundaries of what's possible."



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ITB Asia 2024

ITB Asia 2024 Conference Highlights and Thought Leadership

This year's conference programme was nothing short of extraordinary, with over **4,000 minutes** of high-powered content delivered through **100 sessions** by **160 leading industry figures**. The discussions focused on the future of **MICE, corporate travel, leisure travel, and travel technology**. Among the highlights were keynote speeches by **Liz Ortiguera**, Managing Director Asia Pacific & Sr Advisor to CEO of **World Travel & Tourism Council (WTTC)**, and **Kevin Goh**, CEO of **Lodging, CapitaLand Investment Limited** and **The Ascott Limited**, who shared valuable insights into **sustainability trends** and **technological innovations** reshaping the future of travel.

The conference showcased high-powered discussions over three days in three distinct theatres, featuring impactful content. Esteemed industry leaders and C-suite speakers contributed their insights, making the event a significant platform for knowledge exchange.

Knowledge Theatre: Exploring Travel Trends and Innovations

In the **Knowledge Theatre**, industry leaders engaged in thought-provoking discussions on a range of important topics such as travel behaviour, customer loyalty, sustainability in hotels, or the evolution of extended stay experiences in Asia Pacific:

Scott Wegener, Head of Asia Pacific at **Tripadvisor**, led a session on **How Life Stages Influence Travel Behavior**, exploring how different life stages affect travel decisions, with a special focus on Japanese travellers. In a **Fireside Chat on Customer Loyalty**, **Todd Handcock**, Global Chief Commercial Officer & President Asia Pacific, **Collinson International**, discussed how brands can use travel experiences to drive customer loyalty, revealing key **regional and global travel trends** in Asia Pacific. **Ananth Ramchandran**, Head of Advisory & Strategic Transactions, Hotels & Hospitality, Asia, **CBRE**, presented on **Mainstream and New Hotel Brands Embracing Sustainability**, showing how sustainability has moved from a "nice to have" to a core part of hotel brand identity. **Chew Hang Song**, Deputy COO, **Frasers Hospitality**, and **Sophie Brinsley**, EVP – APAC, SilverDoor, joined a **Fireside Chat on the Evolution of Extended Stay Experiences**, examining the impact of digital transformation and flexible living solutions on the hospitality industry.

MICE Show Asia: Insights on Digital Transformation and AI

At **MICE Show Asia**, digital transformation took the spotlight with several key discussions:

Errol Lim, COO of **Jublia**, **James Kang**, Managing Director of **MEPS International Korea**, and **Dylan Sharma**, Co-Founder of **TRICOM Events**, explored the **Role of Digital Transformation in MICE**, with a focus on AI-driven tools like personalisation and data analytics that are reshaping event management. **Abel Zhao**, CEO of **Connexus Group Holdings**, discussed **Globalisation and Localisation in Travel Management Companies (TMCs)**, highlighting how organisations can successfully integrate localisation into their global strategies to meet evolving market demands. **Rita Kuan**, Market Development Manager at **GSTC**, **Ian Gan**, Chief Sustainability Officer at **Singapore EXPO**, and **Adam Piperdy**, Founder of **Unearthed Productions**, delivered actionable strategies in **Driving Sustainability: Strategies for a Greener Future in the MICE Industry**, outlining how the industry can adopt sustainability standards and collaborate for long-term impact.



MICE Show Asia 2024

Travel Tech Asia: Shaping the Future of Travel Technology

Innovation was front and center at **Travel Tech Asia**, with sessions highlighting the evolving needs of today's tech-savvy travellers:

Andrew Smith, Senior Vice President of Supply at **Agoda**, delved into **Redefining Travel** with digital and localised solutions, emphasising the need for hyper-localised experiences to meet customer demands and improve satisfaction. **Apo Ozkececi**, Senior Vice President at **Accelya Group**, introduced the **New Distribution Capability (NDC)**, discussing its potential to transform airline retailing and deliver more personalised offers and transparent pricing. **David Hughes**, Managing Director of Asia Pacific at **Uniglobe Travel International**, led an insightful session on **Building a Travel Programme Fit for the Future**, revealing how emerging technologies like **Generative AI** and **Web 3.0** are reshaping the travel management landscape. **Yoshiyuki Takano**, Group Managing Executive Officer at **Rakuten Group**, explored **Japanese Travel Trends** with data-driven insights, showcasing Japan's growing inbound travel market and addressing challenges like overtourism and environmental changes.



Travel Tech Asia 2024

Investment Insights for the Travel and Hospitality Sector

The **Investment Panel** brought together experts like **Rayner Loi**, Co-Founder & CEO of **Lumitics**, **Nicholas Cocks**, Managing Partner at **Velocity Ventures**, and **Bennett Lee**, Partner at **Velocity Ventures**, to discuss **Strategic Outlooks** for the travel and hospitality sector. The panel highlighted key opportunities in data-driven innovations and sustainability, positioning the industry for long-term growth.

Looking Forward to ITB Asia 2025, happening from 15 -17 October

The organisers extend their heartfelt gratitude to all sponsors, partners, and attendees for their continued support of ITB Asia, MICE Show Asia, and Travel Tech Asia. As ITB Asia 2024 comes to a close, excitement is already building for next year's event. The **18th edition** of ITB Asia will take place on **15–17 October 2025** in Singapore. Interested exhibitors may register at itb-asia.com/exhibiting by **31 October 2024** for **Super Early Bird rates**.

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 4 to 6, 2025. ITB China, the premier marketplace for China's travel industry, is scheduled for 27 to 29 May 2025, in Shanghai. ITB India will be held in Mumbai from September 2 to 4, 2025.