

ITB Asia 2024

23 – 25 October 2024 in Singapore



PRESS RELEASE

ITB Asia 2024 Kicks Off: The Largest and Most Diverse Edition Ever

Bringing together over 85 tourism organisations and convention bureaus from across the globe, the 17th edition of ITB Asia promises to be the most expansive and diverse yet. The 3-in-1 show features a 75% increase in African exhibitors and 25% growth from Europe. This year, attendees will gain insights from 160 expert speakers and 100 sessions across three conference tracks, all centered on the theme "Innovating for Tomorrow: Strengthening Future Resilience in Travel and Tourism."

Berlin/Singapore, 23 October 2024 - Co-located with MICE Show Asia and Travel Tech Asia, 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 business days, travel industry professionals will be able to look forward to the largest and most diverse exhibition event and conference programme to date.

Spanning across three massive halls, **ITB Asia** and **MICE Show Asia** will showcase a diverse range of exhibitors from destinations, attractions, airlines, hotels, cruises, and the MICE industry. Meanwhile, **Travel Tech Asia** will host the latest travel technology suppliers and startups in an additional hall dedicated to Travel Technology companies, displaying their most innovative tech solutions.

With over 85 tourism organisations and convention bureaus, a 75% growth in African representation, and a 25% increase from Europe, the event will offer attendees unmatched opportunities to explore new markets, build partnerships, and gather key takeaways for business growth.

The official opening was graced by Mr. Alvin Tan, Singapore's Minister of State, Ministry of Trade and Industry, Ms Melissa Ow, Chief Executive, Singapore Tourism Board, Dr Mario Tobias, CEO, Messe Berlin and Mr David Ruetz, Senior Vice President, Messe Berlin, who led the symbolic ribbon-cutting ceremony amidst the vibrant beats of a traditional lion dance.

Mario Tobias, CEO of Messe Berlin, remarked on this year's event: "ITB Asia has grown beyond just a marketplace; it's now a global hub for travel innovation and industry development. ITB Asia 2024 offers a comprehensive platform, addressing every facet of the travel trade, ensuring attendees leave with actionable insights to enhance their business. The increased presence on the exhibition floor mirrors the industry's confidence and the rising demand for travel."

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ITB Asia 2024 Opening Ceremony

Attendees will also benefit from an inspiring Opening Keynote organised in partnership with **The Ascott Limited, the Official Partner Hotel**. This will set the tone for three days of high-level networking, with the Official Evening Gathering providing a unique opportunity to connect with industry leaders, decision-makers, and experts from across the global travel trade ecosystem.

New Markets and Breakthrough Innovations on Display

This year's exhibition is expected to be the largest and most diverse yet, with participation from key tourism authorities such as the **Ministry of Heritage and Tourism of the Sultanate of Oman, Visit Norway, Tourism Armenia, Visit Jordan, Ministry of Tourism Government of India**, and many others.

Asia and Oceania will account for 56% of exhibitors, while Europe, the Americas, Africa, and the Middle East will contribute the remaining 44%. Exhibitors span the entire tourism supply chain, including Tourism Promotion Boards (28%), Tour Operators & Attractions (34%), Accommodation (27%), and Transportation & Travel Tech (11%).

Participating Tourism Organisation and Convention Bureaus, representing the full spectrum of the global travel industry, include **Bangladesh Tourism Board, Business Events Perth, Czech Tourism, Guam Visitors Bureau, Ho Chi Minh Tourism Promotion Centre, Hokkaido Tourism Organisation, Johor Tourism Board, Malta Tourism Authority, Marianas Visitors Authority, Ministry of Heritage and Tourism of Sultanate of Oman, Ministry of Tourism Government of India, Penang Tourism Board, Philippines Tourism Board, Sabah Tourism Board, Sapporo Convention Bureau, Sarawak Tourism Board, Seoul Tourism**

Organisation, Singapore Tourism Board, Taiwan Tourism Administration, Tourism Authority of Thailand, Tourism Armenia, Visit Almaty, Visit Anchorage, VisitBerlin, Visit Finland, Visit Iceland, Visit Jordan, Visit Rovaniemi, Visit Sarajevo, Zagreb Tourist Board.



VIP Tour – The Ascott Limited



VIP Tour – HBX Group



VIP Tour – Tourism Authority of Thailand

Industry Leaders Unveil Next-Gen Strategies at ITB Asia Conference

ITB Asia 2024 sees strong support and participation from several new and established industry partners, including the **Adventure Travel Trade Association (ATTA)**, the **China Business Event Industry Committee (CBEIC)**, the **Global Destination Sustainability Movement**, the **Global Sustainable Tourism Council (GSTC)**, the **Global MICE Collaborative**, the **Singapore Tourism Board**, **Tourism Economics**, and the **World Tourism Cities Federation (WTCF)**.

Running parallel with the show, the conference programme of the **ITB Asia Conference** will be equally comprehensive, offering over **4,000 minutes of industry-leading content** delivered by **160 expert speakers across 100 sessions**. With three dedicated conference tracks - Knowledge Theatre, MICE Show Asia, and Travel Tech Asia - the sessions will focus on the theme **"Innovating for Tomorrow: Strengthening Future Resilience in Travel and Tourism."** Attendees can expect in-depth discussions on key topics such as the future of MICE, corporate travel, leisure travel, and the latest travel technology advancements.

Super Early Bird rates for 2025 booth registration is open, register online at itb-asia.com/exhibiting before **31 October 2024** or visit our Sales Booth onsite.

For more information on ITB Asia, MICE Show Asia, or Travel Tech Asia, visit www.itb-asia.com, www.miceshowasia.com, and 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 23 to 25 October 2024, 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.