

ITB Asia 2025

15 – 17 October 2025 in Singapore

PRESS RELEASE

ITB Asia 2025 Unveils Top Exhibitors and Elite Buyer Networking

Now in its 18th year, ITB Asia will return to Marina Bay Sands from 15 to 17 October 2025, alongside MICE Show Asia and Travel Tech Asia. Asia's premier travel event is already attracting unprecedented exhibition demand from National Tourism Organisations (NTOs) and Regional Tourism Organisations (RTOs) such as Singapore Tourism Board, Visit Finland, Malta Tourism Authority, Sabah Tourism Board, Tourism Authority of Thailand, Seoul Tourism Organisation, Visit Berlin, Sarawak Tourism Board, and more. Exclusive Buyer Elite Programme offers priority one-to-one meetings and unique branding opportunities. Media accreditation is now live, media may pre-register by 13 October to guarantee all-access pass.

Berlin/ Singapore, 5 May 2025 – Over three days, Asia's leading travel trade show brings together leading destination experts, suppliers, top-tier buyers and influential thought leaders to explore the full spectrum of Leisure, Corporate Travel, MICE and Travel Technology, and to shape the future of the industry across the Asia-Pacific region.

The exhibition floors of both, ITB Asia and MICE Show Asia, will feature an impressive roster of key industry players. Among companies and airlines, **Flughafen Berlin Brandenburg (BER), Disney Cruise Line, Mandai Wildlife Reserve, Resorts World Sentosa and Sentosa Development Corporation** will be on hand to showcase their latest offerings. Leading hotel groups, including **Banyan Group, Best Western Hotels and Resorts, Marina Bay Sands, Meliá Hotels International and Pan Pacific Hotels Group**, will present their newest properties and loyalty programmes. **Business Events Perth Convention Bureau** will highlight Western Australia as a premier meetings and events destination.



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A rich selection of national tourist boards will also be in attendance. Delegations from the **Czech Tourism Board, Lithuania Travel, Malta Tourism Authority, Philippines Tourism Promotions Board, Singapore Tourism Board, Taiwan Tourism Administration, Tonga Tourism Authority, Tourism Association of Sarajevo Canton, Tourism Authority of Thailand, Tourism Seychelles, Visit Estonia, Visit Finland, Visit Iceland** and **Visit Norway** will share insights into their latest marketing initiatives and travel incentives.

Regional tourist boards, including **Jakarta Tourism** and **Creative Economy Department, Pattaya Variety, Penang Tourism Board, Phuket Tourist Association, Sabah Tourism Board, Sarawak Tourism Board, Seoul Tourism Board, Visit Almaty, Visit Rovaniemi** and **visitBerlin**, will demonstrate how they are driving growth in their respective markets.

Meanwhile, **Travel Tech Asia** will host a world-class lineup of technology providers. **Trip.com, Korea Tourism Startup Center, Juniper Travel Technology, Go Global Travel, Rakuten Travel Xchange, Wego, DerbySoft, RateHawk, Worldline, Flywire, RESTEL S.A., SiteMinder** and **SUNRATE** will unveil innovations in booking platforms, payments and guest-experience management that are set to revolutionise the travel ecosystem.

The **Buyer Elite Partner Programme** continues to be a cornerstone of ITB Asia's value proposition. In partnership with associations and agencies such as **Association of the Indonesian Tours & Travel Agencies (ASITA), ASTINDO, BWH Hotels, Cambodia Tourism Association (CATA), Enterprising Travel Agent's Association (ETAA), EVINTRA, IME Consulting, Malaysian Association of Tour & Travel Agents (MATTA), Millennium Hotels and Resorts (MHR), Network of Indian MICE Agents (NIMA), Outbound and Tour Operators Association of India (OTOAI), Philippine Travel Agencies Association (PTAA), Thai Travel Agents Association (TTAA), United Travel Agencies and Operators Association (UTAOA), Vietnam Society of Travel Agents (VISTA)** and **Vietnam Tourism Association (VITA)**, ITB Asia will deliver a hand-picked cadre of MICE, Leisure and Corporate buyers. Partners can recommend both existing clients and new prospects - ensuring high-quality, pre-arranged meetings that translate into real business outcomes.

Exhibition space is filling fast. Companies eager to secure a presence at ITB Asia 2025 should register now at itb-asia.com/exhibiting.

Trade visitors can take advantage of our **Early Bird rate**, available **until 12 September 2025**, by registering at itb-asia.com/visit-register.

Media registration now open

Media professionals are invited to apply for accreditation now via itb-asia.com/media-accreditation. The online pre-registration link closes on **13 October 2025 at 12:00 pm GMT +8**, and on-site accreditation will not be offered. All media applications are subject to approval by the ITB Asia press team.

For further information on ITB Asia 2025, please visit itb-asia.com or contact media@itb-asia.com. We look forward to welcoming you to Singapore this October.

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 China, the premier marketplace for China's travel industry, is scheduled for 27 to 29 May 2025, in Shanghai. ITB India will take place in Mumbai from September 2 to 4, 2025. ITB Berlin, the world's leading B2B trade show for the travel industry, will take place in Berlin from March 3 to 5, 2026. The inaugural ITB Americas will be held in Guadalajara, Mexico, from 10 to 12 November 2026, covering the American market.