

**ITB Asia 2021**  
**27 – 29 October 2021**

**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**

## **ITB Asia to gear up for a physical international travel trade show in October 2021**

- Asia's Leading Travel Trade Show will be happening as scheduled in Singapore from 27 – 29 October, implementing the current COVID-19 hygiene and safety protocols
- Over **600** international exhibitors have already registered for the annual three-day B2B trade show and convention, signalling their confidence in the industry
- ITB Asia team to facilitate entry of short-term international MICE travelers into Singapore
- [MICE Show Asia](#) and [Travel Tech Asia](#) will be co-located

**Singapore, 28 April 2021** – ITB Asia is back and on track for a physical event from 27 – 29 October 2021 at the Sands Expo and Convention Centre, in Singapore. The annual three-day B2B trade show and convention is designed to connect the key travel industry leaders in the region from the **MICE, Leisure, Corporate Travel** and **Travel Technology** segments. The in-person event will bring travel industry professionals back for meaningful business, networking and learning through face-to-face interactions. The organiser will ensure a trade show with robust safe management measures in place to provide a safe environment for all ITB Asia attendees.

With six months to go before it opens its doors, the show is attracting unprecedented demand from a total of over 600 international exhibitors from Tourism Organisations, Hospitality and Travel Technology companies.

### **Confirmation from over 600 international exhibitors till date**

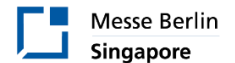
Celebrating its return to an in-person event, the trade show already records high demand for exhibition space from industry **Tourism Organisation** heavyweights. Participants can look forward to seeing key industry players including **Azerbaijan** Tourism Board, Inspired by **Iceland**, **Korea** Tourism Organization, **Malta** Tourism Authority, **Moscow** Project Office for Tourism and Hospitality Development, Ministry of Tourism and Creative Economy of the **Republic of Indonesia**, **Penang** Global Tourism, **Saudi** Tourism Authority, **Shizuoka** Prefectural Government, **Singapore** Tourism Board, Visit **Finland**, Visit **Maldives**, Visit **Monaco**, **Zagreb** Tourist Board and more.

ITB Asia 2021 will also welcome a number of leading companies from the **Hospitality** and **Travel Technology** sectors, including **Bangkok Airways Public Company Limited**, **BWH Hotel Group**, **Juniper**, **Meliá Hotels International**, **Oakwood Worldwide Asia**, **Open Destinations**, **PKFare**, **Qtech Software**, **Traveloka Services**, **Trip.com Group**, **Wyndham Hotels & Resorts, Inc.** and more.

**MICE Show Asia 2021** and **Travel Tech Asia 2021** will take place in parallel to the show.

"It has been a difficult year, but the travel industry is best known for its resilience. More and more signs of the industry's return are emerging. With the worldwide vaccination roll-outs, the industry is right to be optimistic. After ITB Asia went completely virtual for the first-time last year, I am more than pleased that we are returning to an in-person event this October. Drawing from the lessons and past experiences, the ITB Asia Team

**Organised by:**



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**For additional details**

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

<http://www.miceshowasia.com>

<http://www.traveltechasia.com>

<https://www.itb-india.com>

<https://www.itb-community.com>

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will ensure a trade show with robust safe management measures in place to provide a safe environment for all ITB Asia attendees.”, said **Katrina Leung, Managing Director of Messe Berlin (Singapore), the organiser of ITB Asia.**

### **Prioritising safety without compromising on the event experience**

ITB Asia 2021 is set to be among the various business events with an international audience to help pave the way for the gradual resumption of larger-scale trade shows and leisure travel in Singapore. The ITB Asia Team will work with the Singapore Tourism Board to facilitate the entry of short-term international MICE travelers to attend ITB Asia 2021 in Singapore. Health and safety measures will be put in place for all attendees.

Under the Ministry of Health’s current guidelines, selected groups of travellers are allowed to enter for essential business, official or work purposes and will not be required to serve a Stay Home Notice (SHN). However, they are required to undergo COVID-19 tests during their stay, including before departure and upon arrival, and to follow a strict, controlled itinerary, limiting interactions with the wider community for the first 14 days.

Key Safe Management Measures (SMM)\* in place at ITB Asia 2021:

- Dedicated transport provided for overseas attendees upon arrival and departure at Changi Airport and between locations within the event itinerary
- All attendees are required to download the TraceTogether Mobile App for contact tracing and Safe Entry purposes
- All attendees are required to practice 1 metre safe distancing between individuals at all times
- Temperature screenings will be conducted at venue and event entrances.
- All attendees are required to wear a face mask at all times, except when eating and drinking

*\*The above guidelines are subject to changes as the COVID-19 situation develops globally.*

Registration for ITB Asia 2021 is available through [this link](#). For more information on ITB Asia 2021, download the sales brochure here: <https://bit.ly/ITBA2021Flyer>.

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### **About ITB Asia**

ITB Asia 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.

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. ITB Asia 2020 Virtual concluded with a record-breaking participation of almost 35,000 travel professionals.

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