

ITB Asia 2018
17 – 19 October 2018

PRESS RELEASE

Record number of buyers set to attend ITB Asia 2018

- *Nearly 1,000 approved buyers set to attend ITB Asia this year, a 12% increase on last year*
- *New partnerships in place with leading hotel groups and travel associations to help bring in a fresh pool of buyers to the show*
- *Launch of a new MICE & Corporate Hub and dedicated MICE & Corporate Speed Networking session at this year's event*

Singapore, 30 July 2018 – ITB Asia, 'Asia's Leading Travel Trade Show', has seen a record number of buyers registering for this year's show with nearly 1,000 approved buyers set to attend, a 12% increase on last year. Hosted at the Sands Expo and Convention Centre in Marina Bay Sands, the conference will take place from 17 - 19 October 2018.

This year, the top ten source markets for buyers from the Asia Pacific region include China, Oceania, India, Singapore, Malaysia, Philippines, Japan, South Korea, Indonesia and Thailand.

ITB Asia has been working closely with new industry partners to bring in a fresh pool of buyers to the show via the Buyers Programme. New corporate partners on the Buyers Programme this year include Marriott International, InterContinental Hotels Group (IHG), Far East Hospitality, Caissa and Singapore Airlines. ITB Asia is also collaborating with leading travel associations in the region including Association of Corporate Travel Executives (ACTE), The Federation of ASEAN Travel Associations (FATA), Korea MICE Association (KMA), Taiwan Convention & Exhibition Association (TCEA). Confirmed associations under FATA include the Association of Thai Travel Agents (ATTA), Malaysian Association of Tour Travel Agents (MATTA), Association of Travel Agents Indonesia (ASTINDO) and Thai Travel Agents Association (TTAA).

This year sees the launch of new initiatives for the MICE and corporate segments due to increased focus on these areas – the MICE & Corporate Hub, and a brand-new concept, the MICE & Corporate Speed Networking. Dedicated content tailored for the MICE and corporate segment will be featured at the MICE & Corporate Hub, and this allows for the MICE and corporate buyers and exhibitors to meet and network. On the other hand, exhibitors and targeted buyer segments can gather and engage with potential business partners at the MICE & Corporate Speed Networking.

ITB Asia has also been working in partnership with ACTE, the leading corporate travel association, which has recommended its pool of corporate buyers to the show. ACTE will be hosting a one-day conference at ITB Asia with curated content for the corporate buying segment to learn and network with industry leaders.

Top buyer companies to feature at ITB Asia 2018 include Abbot, Accenture, AIA Financial, Apple Inc, BHF Bank, Cook Medical, CTS MICE Service Co Ltd, General Electric, HDFC Standard Life Insurance Co Ltd, IBM, Markets and Markets, Mastercard, Nu Skin Enterprises, OSRAM, PHILIPS, Rotary International, Samsung Asia Pte Ltd, Schlumberger,

Organised by:



Held In:



Supported by:



Official Partner Hotel:



Official Partner Airline:



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"We are delighted to see a record number of buyers registering for ITB Asia this year, driven by our new partnerships with leading corporates and travel associations on the Buyers Programme. We have also increased our focus on the MICE and corporate segments this year and are excited to launch a dedicated MICE & Corporate hub at the show as well as a new MICE & Corporate Speed Networking session. We look forward to welcoming delegates to this year's event and have no doubt that a high volume of business deals will be generated at the show," said Katrina Leung, Managing Director of Messe Berlin (Singapore), organiser of ITB Asia.

Buyers at ITB Asia typically have high purchasing power with more than 40% of buyers making purchases of between USD \$500,000 - USD \$1 million and 20% of buyers spending more than USD 1 million. 40% of buyers at ITB Asia are leisure, 35% are MICE and 25% are corporate. 80% of buyers at ITB Asia are from the Asia-Pacific region, the remaining 20% of buyers come from Europe, North & South America, Middle East and Africa.

For more information on ITB Asia 2018, visit www.itb-asia.com

About ITB Asia 2018

ITB Asia 2018 will take place at the Sands Expo and Convention Centre, Marina Bay Sands, from 17 - 19 October 2018. 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 corporate and MICE 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 eleventh 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. Whilst celebrating a decade of ITB Asia, last year, its huge success saw 940 exhibitors, 951 quality buyers, 6,140 minutes of conference, more than 11,000 attendees and 22,000 business appointments.

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 Mr. Holger van Wanrooy, postal address as for Messe Berlin GmbH, email: datenschutzbeauftragter@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.

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