

**ITB Asia 2021 Virtual  
25 – 29 October 2021**

**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

## **High demand from International Travel Exhibitors and Sponsors sets tone for ITB Asia 2021 Virtual**

- Welcoming Elite Partners - **Berlin Brandenburg Airport** and **Saudi Tourism Authority**
- Asia's Largest Travel Trade Show with over **900 buyers** expected to be in attendance for the 5 days all-virtual show co-located with [MICE Show Asia](#) and [Travel Tech Asia](#)

**Singapore, 15 September 2021** – The countdown to ITB Asia Virtual 2021 has begun. The show, which takes place from 25 – 29 October 2021 virtually, is seeing a high demand from tourism organisations and partners. As the tourism industry shows promising signs of recovery, the event sees increasing uptake of travel trade buyer registrations, as more trade professionals are looking to explore business opportunities and to connect with travel trade suppliers and partners.

### **Elite Partners Announced**

For the first time, Berlin Brandenburg Airport and Saudi Tourism Authority are announced as Elite Partner of this year's ITB Asia 2021 Virtual, Asia's leading travel trade show. As Elite Partners, both organisations will be represented at ITB Asia 2021 Virtual with several sessions including live webinars exclusively curated for the Asian travel trade market and a welcome speech. Digital visitors will be able to connect with the partners via live chat functions during their session(s).

### **Strong Tourism Organisation participation for 2021**

The premier meeting place for the travel trade industry, ITB Asia is seeing strong participations from the National Tourism Organisations (NTOs) like **Azerbaijan Tourism Board, Japan National Tourism Organisation, Maldives Marketing Tourism Promotion, Ministry of Tourism and Creative Economy of the Republic of Indonesia, Saudi Tourism Authority, Singapore Tourism Board, Tourism Authority of Thailand (TAT), Tourism Promotions Board Philippines** and **Visit Scotland**.

In addition to the NTOs, the show welcomes other key Tourism Organisations including **Busan Tourism Organisation, Business Events Perth, Jeju Convention & Visitors Bureau, Karnataka State Tourism Development Corporation, Los Angeles Tourism & Convention Board, Penang Global Tourism, Sabah Tourism Board, Saint Petersburg Convention Bureau, Sapporo Convention Bureau, Sarawak Tourism Board, Shibuya Convention Bureau, Suruga Marketing & Tourism Bureau, Visit Ise-Shima Bureau, Yokohama Convention & Visitors Bureau** and **Zagreb Tourist Board**.



**Events/  
Communities:**



### **Press Contacts Messe Berlin GmbH**

Emanuel Höger  
Spokesman  
Senior Vice President  
Corporate  
Communication  
Messe Berlin Group  
Messedamm 22  
14055 Berlin  
[www.messe-berlin.com](http://www.messe-berlin.com)  
Twitter: [@MesseBerlin](https://twitter.com/MesseBerlin)

### **ITB Asia/ ITB Berlin / ITB China / ITB India**

Julia Sonnemann  
PR Manager  
Messedamm 22  
14055 Berlin  
T: +49 30 3038-2269  
[julia.sonnemann@messe-berlin.com](mailto:julia.sonnemann@messe-berlin.com)  
[www.messe-berlin.com](http://www.messe-berlin.com)

### **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>

**For enquiries**  
[info@messe-berlin.asia](mailto:info@messe-berlin.asia)

Participating Tourism Organisations will be showcasing their latest products and services for the travel industry. A number of them will be sharing key insights and presenting travel trends in the conference of ITB Asia 2021 Virtual. The tourism organisations, with their co-exhibitors will be available online to network with virtual trade visitors and buyers. Attendees can also conduct virtual business appointments via social video and messaging functions. (From 25 – 29 October, 5 full days)

### **Exhibiting hotels and resorts at ITB Asia 2021 Virtual**

Among this year's exhibiting hotels and resorts at ITB Asia 2021 Virtual are **Best Western Hotels & Resorts Asia, Far East Hospitality, Frasers Hospitality, Meliá Hotels International, Park Hotel Group, WorldHotels Collection, Worldwide Hotels** and **Wyndham Hotels & Resorts**.

The latest exhibitor list can be found [here](#). Early bird rate for Virtual Trade Visitor ticket ends on 30 September 2021, and interested delegates may click [here](#) to register.

For more information on ITB Asia 2021 events and conferences, visit [itb-asia.com](http://itb-asia.com). For enquiries on virtual booth participation, please email [sales@messe-berlin.asia](mailto:sales@messe-berlin.asia).

**--END--**

### **About ITB Asia**

ITB Asia, Asia's leading travel trade show, is organised by Messe Berlin (Singapore) Pte Ltd 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 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.

### **About MICE Show Asia**

MICE Show Asia is where the incentive travel, meetings and events industries come together to connect and build the future of MICE. The annual business-to-business trade show and convention featured industry suppliers, meetings & events professionals to up-and-coming MICE innovators from a wide range of disciplines, sectors and all levels of seniority. The show is co-located with ITB Asia.

### **About Travel Tech Asia**

Organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau, the trade show and conference will feature leading travel brands and innovative start-ups to attendees from all levels of seniority across a wide range of disciplines and sectors in the travel industry. The conference will be co-located with ITB Asia and MICE Show Asia.

**[Information About the Data Protection notice](#)**