

ITB Asia 2019
16-18 October 2019

PRESS RELEASE

More than 27,000 business appointments made at ITB Asia 2019, exceeding past years' performances

Over 13,000 participants from 132 countries and territories attended the record-breaking show over three days



Singapore, 18 October 2019 – ITB Asia, 'Asia's Leading Travel Trade Show', came to a close today at the Sands Expo and Convention Centre, Marina Bay Sands in Singapore, having attracted a record number of 13,000 attendees from 132 countries and territories. The show saw strong participation this year with over 1,300 exhibitors and more than 1,250 buyers. The three-day exhibition also saw more than 27,000 business appointments made, a 7.4% year-on-year growth.

In its twelfth year running, this year's conference programme brought together thought leaders from across the MICE, Leisure, Corporate, and Travel Tech sectors to explore how businesses can turn creative ideas into bold, yet practical, initiatives to keep pace with technological developments in the travel industry. Across the three days of the conference, attendees were able to hear from more than 270 speakers, including **Booking.com, Expedia, IBM, OYO China, TripAdvisor, Tujia** and more. For the first time, attendees also got a chance to gain detailed understanding of some of the most important practices and trends that are defining the future of MICE events at ITB Asia's inaugural MICE Show Asia. With a turnout that exceeded expectations, the successful debut gives grounds for optimism for the future expansion of this dedicated marketplace.

Dr. Christian Göke, Chief Executive Officer, Messe Berlin said: "After 12 years, ITB Asia experienced strong growth again. This new record clearly demonstrates that the show is well accepted by the industry around the world as the must-attend event in Asia. Messe Berlin is delighted to continue the strategic partnership with Marina Bay Sands and the Singapore Tourism Board (STB) from 2020 to 2022. We very quickly realized that not only

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could we benefit from the extension, but that the whole of the global travel industry stood to benefit as well. I am also pleased to know that every year the team and all partners involved work hard to design ITB Asia to go right to the heart of the industry. At ITB, we build unforgettable emotions that link our industry with its people. Attendees can walk away with new inspiration, cultivating relationships and tangible takeaways.”

Marina Bay Sands will see a renewal of its partnership with Messe Berlin (Singapore) as the show's official partner hotel while the extension of the relationship with STB will see Singapore as the host country for ITB Asia for the next three years of the show.



(L-R) Dr Christian Göke, Chief Executive Officer, Messe Berlin and Mr Keith Tan, Chief Executive, Singapore Tourism Board at the signing of the MOU

Mr Keith Tan, Chief Executive, Singapore Tourism Board, said: “Since its inaugural show in 2008, ITB Asia has strengthened the travel industry in Asia. It has introduced new ideas, challenged prevailing mindsets, and provoked countless important connections and discussions. The travel industry in Singapore and throughout Asia has benefited immeasurably from ITB Asia. With the extension of our partnership with Messe Berlin (Singapore), STB looks forward to growing ITB Asia even further and making it even more relevant to Asia’s travel trade.”

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(L-R) Dr Martin Buck, Senior Vice President Travel & Logistics, Messe Berlin GmbH; Ms Katrina Leung, Managing Director, Messe Berlin (Singapore); Dr Christian Göke, Chief Executive Officer, Messe Berlin GmbH; Mr Mike Lee, Vice President, Marina Bay Sands and Mr Ong Wee Min, Vice President of Conventions & Exhibitions, Marina Bay Sands commemorating the signing of the MOU with MBS

Mr George Tanasijevich, President and Chief Executive Officer, Marina Bay Sands, said: "Building communities is core to what we do at Marina Bay Sands. We are privileged to have contributed to the success of ITB Asia, which has been staged at Marina Bay Sands since 2014. We look forward to another three years of partnership with Messe Berlin, offering creative solutions and flexible venue spaces to elevate the show experience and to enable deeper engagements for all delegates."

The next three editions of ITB Asia will take place from 21 to 23 October 2020, 27 to 29 October 2021 and 19 to 21 October 2022.

Great interest is already being expressed for ITB Asia's 2020 edition with more than 3,500 square metres of exhibition space being booked for next year's show. Among others, these will include **Korea Tourism Organisation, Ministry of Tourism of the Republic of Indonesia, Singapore Tourism Board, Spain Tourism Board** and **Visit Finland**. In addition, ITB Asia 2020 will be introducing Travel Tech Asia as a new show under ITB Asia's umbrella of events. Travel Tech Asia will provide the travel-tech community with a platform to connect, create and enhance the way people travel, meet and do business, with technology.

Interested exhibitors may email exhibitor@itb-asia.com by 31 October 2019 for Super Early Bird rates.

For more information on ITB Asia 2020, visit www.itb-asia.com

For more information on MICE Show Asia 2020, visit www.miceshowasia.com

For more information on Travel Tech Asia 2020, visit www.traveltechasia.com

High-resolution images of ITB Asia 2019 can be downloaded via this link: www.itb-asia.com/gallery

About ITB Asia 2020

ITB Asia 2020 will take place at the Sands Expo and Convention Centre, Marina Bay Sands, from 21-23 October 2020. 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 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.

Progressing into its 13th 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. ITB Asia's 2019 edition saw huge success with over 1,300 exhibitors, over 1,250 quality buyers, more than 7,000 minutes of conference and more than 13,000 attendees.

About MICE Show Asia 2020

MICE Show Asia 2020 will take place at the Sands Expo & Convention Centre at Marina Bay Sands, Singapore from 21-23 October 2020. MICE Show Asia is where the incentive travel, meetings and events industries come together to connect and build the future of MICE. The annual three-day 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 2020.

About Travel Tech Asia 2020

Travel Tech Asia 2020 will take place at the Sands Expo & Convention Centre at Marina Bay Sands, Singapore from 21 to 23 October 2020. Organized by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau, the inaugural three-day 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 2020 and MICE Show Asia 2020.

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: postal address as for Messe Berlin GmbH, email: datenschutz@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.