

**ITB Asia 2019**  
**16-18 October 2019**

**PRESS RELEASE**

**Stellar line up of industry giants will headline ITB Asia 2019 keynote sessions**

- *Keynote sessions to explore practical applications for businesses to keep pace with technological developments in the travel industry*
- *Keynote session on Day Three will also highlight evolving opportunities presented by the new Chinese traveller*

**Singapore, 4 September 2019** – ITB Asia, 'Asia's Leading Travel Trade Show' is set to deliver a series of keynote presentations over the event's 16-18 October dates, in line with 2019's conference theme, '*Bold Thoughts, Bold Moves.*' The keynote sessions will focus on sharing innovative ideas, where attendees can expect to gain knowledge on practical applications to keep pace with industry changes. Recognising the revolutionary impact of technology on the travel industry, speakers from leading online travel agencies (OTA), travel-related partners and technology companies will share their perspectives on how businesses can innovate and leverage on technology as they tackle the challenges of this era. Prominent keynoters include senior representatives from the likes of **Bedbank, Hotelbeds Group, Booking.com, Expedia, IBM, KAYAK, OYO Hotels & Homes, TripAdvisor, Tujia** and more.

"By bringing together leading industry experts in the keynote sessions, ITB Asia will get to the heart of today's complex travel issues. We will discuss major game-changing issues within the industry and strategies on innovating business models in order to remain competitive. As the industry continues to evolve, attendees want to gain more than just insights of what leading businesses do to remain at the top. Through our sessions, they will be equipped with actionable steps on how to drive their business forward," said Katrina Leung, Managing Director of Messe Berlin (Singapore), the organiser of ITB Asia.

**ITB Asia 2019 to open with keynote session on managing industry's biggest pain points**

The first keynote session on 16 October brings together experts from **Bedbank, Hotelbeds Group, Booking.com** and **IBM**. They represent three of the biggest pillars in the travel industry – accommodation, distribution and technology. Addressing the industry's common challenges, topics will include how businesses can ready themselves for the next wave of growth; rethinking and reinventing distribution strategies; and how the travel industry can capitalise on the digital revolution to succeed.

"Technology plays a critical role at every phase of a personalised traveller journey, helping to deliver a seamless, connected trip by enabling localisation and consumer insights," said Angel Lluï Manca, Vice President and Managing Director for Asia-Pacific for **Booking.com**. "Constant innovation in how we optimise the customer experience will be key to continued growth and expansion in the highly competitive and diverse Asian Market."

**Day Two's keynote panel to discuss actions to adapt to evolving industry**

ITB Asia 2019's keynote panel on 17 October, 'The Future of Travel Distribution,' will identify business solutions for challenges faced by the sector during a time of uncertainty. The discussion will be led by senior executives from **Agoda, Expedia Group, Hotelbeds, KAYAK,** and **TripAdvisor**. They will answer the big "where to next?" question, as they explore the rapidly changing travel industry, new technological advancements, and implement diverse distribution strategies to improve the consumer experience.

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"People make up to 50 searches before deciding on a flight, and shopping around for value is the norm for many global leisure and business travellers. Making it simpler to compare fares, understand inclusions, recognise value adds while also delivering unique ways to save remains core to our technology development. As an industry we're working towards a more personalised experience for travellers, and a more integrated and seamless supply-distribution relationship ahead," said Demi Kavaratzis, Partner Marketing Director, Commercial Strategy and Services, **Expedia Group**.

### **Maximising opportunities from the new Chinese traveller**

In addition to the discussions of the travel industry's three pillars, ITB Asia 2019 will also feature a keynote panel on 18 October focused on the new Chinese traveller, of which their overseas consumption is predicted to grow as large as \$120 billion as preferences evolve. Titled, 'The New Chinese Travellers,' industry leaders will examine the growing significance of this market. Amongst notable industry experts are **Booking.com, OYO Hotels & Homes, Thomas Cook China** and **Tujia**, who will analyse the preference shift in the range of destinations, products and brands of interest, as well as maximising opportunities from this market.

### **Themed sessions as part of ITB Asia's full conference programme**

Aside from the keynote sessions, ITB Asia 2019's conference will also deliver a series of themed sessions, including Corporate Travel, Destination Marketing, Muslim Travel and Travel Technology. Attendees will have the opportunity to experience over 200 sessions led by more than 260 speakers. Alongside this event, ITB Asia 2019 will share the Sands Expo and Convention Centre at the Marina Bay Sands with its inaugural co-event, MICE Show Asia. At MICE Show Asia, attendees will get to hear about forecasts for the global meeting and events industries in 2020, and how the industry is transforming.

For more information on ITB Asia 2019, visit <https://www.itb-asia.com/>

For more information on MICE Show Asia 2019, visit <https://www.miceshowasia.com/>

For more information on the conference, visit <https://www.itb-asia.com/conference-programme>

For media accreditation, visit <https://www.itb-asia.com/media-accreditation>

### **About ITB Asia 2019**

ITB Asia 2019 will take place at the Sands Expo and Convention Centre, Marina Bay Sands, from 16 - 18 October 2019. 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.

Now in its twelfth 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. Last year's edition saw its huge success with over 1,000 exhibitors, over 1,000 quality buyers, more than 7,000 minutes of conference, more than 11,000 attendees and more than 25,000 business appointments were made.

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## **About MICE Show Asia 2019**

MICE Show Asia 2019 will take place at the Sands Expo & Convention Centre at Marina Bay Sands, Singapore from 16-18 October 2019. 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 will feature 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 2019, now in its twelfth year. Last year's edition saw huge success with over 1,000 exhibitors, over 1,000 quality buyers, more than 7,000 minutes of conference, more than 11,000 attendees and more than 25,000 business appointments. It is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau.

## **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](mailto: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.