

Travel Tech Asia 2020
21-23 October 2020

PRESS RELEASE

Messe Berlin (Singapore) launches Travel Tech Asia 2020 to meet growing travel tech sector

- *New show is expected to see majority of Tech Buyers coming from Asian countries, marking demand for travel technology in the Asian travel market*
- *Travel Tech Asia 2020 will be co-located with ITB Asia 2020 and MICE Show Asia 2020.*

Singapore, 8 October 2019 – Messe Berlin (Singapore), one of the world’s leading trade fair companies, announced that it will be organising the inaugural Travel Tech Asia 2020 in Singapore. The 3-day conference will take place from 21 to 23 October 2020 at the Sands Expo & Convention Centre at Marina Bay Sands. Travel Tech Asia is under ITB Asia’s umbrella of events and will be co-located with ITB Asia and MICE Show Asia in 2020, bringing together the largest travel showcase yet in Asia.

“In recent years, we have seen a remarkable development in travel technology and the integral role it is playing for the travel industry. Travel Tech Asia 2020 aims to provide the community with a platform for in-depth discussions on how technology can disrupt and transform the travel landscape,” said Katrina Leung, Managing Director of Messe Berlin (Singapore), the organiser of Travel Tech Asia 2020.

Travel Tech Asia will bring together a fresh set of buyer participants, the Tech Buyers. These Tech Buyers are heads of Distribution, Sales and Marketing, E-Commerce and IT from Hotels, Travel Agencies, Airlines, Tours and Activities - the key decision makers in evaluating and selecting the best travel tech in the market that best fit the industry needs.

Conference speakers will share emerging technologies, trends, ideas and applicable case studies that will set the stage for new possibilities in travel. Innovations surrounding e-commerce, internet of things in hospitality, transportation, AI, VR and AR, big data and cloud, payment solutions and revenue management and optimisation, will also be featured at the show to showcase the possibilities in travel tech and how it is set to revolutionise the industry.

Exhibitors at the show will include industries such as artificial intelligence, booking, reservations and metasearch, hotel tech, virtual reality and augmented reality, voice and biometrics, data, personalisation and mobile marketing, revenue management and optimisation and more. As technologies continue to fuel record growth in the travel industry, Travel Tech Asia 2020 will see new exhibitors specifically catered for the travel tech industry.

Super Early Bird rates for exhibiting at Travel Tech Asia 2020 will run from now till 31 October 2019. For more information on Travel Tech Asia 2020, visit www.traveltechasia.com/.

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.



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