

**Messe Berlin (Singapore)  
PRESS RELEASE  
FOR IMMEDIATE RELEASE**

## **Messe Berlin (Singapore) receives “Outstanding Event Organiser” award at the Singapore Tourism Awards 2021**

**Singapore, 23 July 2021** – Messe Berlin (Singapore) wins “**Outstanding Event Organiser**” award at the Singapore Tourism Awards 2021 for successfully organising **TravelRevive**, the first international travel tradeshow to take place physically in Asia Pacific during COVID-19, with both local and foreign attendees and exhibitors.

The **Singapore Tourism Awards** celebrates and recognises individuals and organisations in the tourism sector for delivering outstanding experiences and demonstrating enterprise excellence. The award is an integral part of the Singapore Tourism Board's (STB) efforts to enhance the competitiveness of Singapore's tourism sector by motivating organisations and individuals to create compelling experiences and adopt best practices.

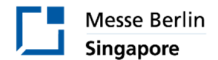
Powered by ITB Asia and STB, **TravelRevive** was the first pilot tradeshow to trial the newly developed ‘hybrid event’ tradeshow prototype for safe business events, safe itineraries, and digital enablers in Singapore. The event was part of a public-private alliance among various government agencies that aimed to bring to life Singapore’s vision for safe, trusted and innovative business events. The two-day event brought together local and international attendees on-site to exchange ideas, bridge knowledge gaps, and reimagine the future of travel. It featured conference sessions, an exhibition, as well as opportunities for one-on-one buyer-seller appointments. It was complemented by virtual conference sessions which enabled a wider global audience to connect with regional travel businesses.

“Messe Berlin (Singapore) has been providing our industry with event excellence for over 14 years by delivering all-rounded experiences for attendees in both our physical exhibitions and virtual events. We are very grateful to receive this important award, which recognises our proven record in organising and running quality exhibitions. It has been a difficult year of hard work for our team. Event experience is what we strive for. Our team continues to adapt, change and excel in bringing an unparalleled platform for industry stakeholders to do business, learn and network. With TravelRevive, we did our part to help pave the way for a positive future for trade shows during and post-pandemic”, said **Katrina Leung, Managing Director of Messe Berlin (Singapore), the organiser of ITB Asia and TravelRevive.**

### **ITB Asia Virtual as flagship event in 2021**

For 2021, Messe Berlin (Singapore) is set to host its annual flagship event, ITB Asia, Asia’s Leading Travel Trade Show in October 2021. ITB Asia will be an all-virtual show co-located with **[MICE Show Asia](#)** and **[Travel Tech Asia](#)** from **25 – 29 October 2021**.

The event will bring the travel industry a virtual experience like no other with five quality days of business appointments and three exclusive days of conference programme with thought-leaders and leading brands.



**Events/  
Communities:**



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### **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>

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## **ITB Asia 2022**

ITB Asia 2022 physical exhibition will be returning to Singapore on 19 – 21 October 2022 once again at Sands Expo & Convention Centre. For more information on booth participation, please email [sales@messe-berlin.asia](mailto:sales@messe-berlin.asia).

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### **About ITB Asia**

ITB Asia 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.

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 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.

### **About Travel Tech Asia**

Organised 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 and MICE Show Asia.

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