

ITB Asia 2024

23 – 25 October 2024 in Singapore

PRESS RELEASE

Travel Meet Asia 2024 sets new record of confirming over 300 Top Indonesian and Southeast Asian Travel Buyers at an exclusive B2B tradeshow in Jakarta

The region's premier travel industry event is gearing up for an exceptional edition at the Indonesia Convention Exhibition (ICE) in Jakarta on 3 and 4 July 2024. With an impressive line-up of exhibitors, speakers and strategic partners such as Agoda, ASITA, ASTINDO, Axcell Travel Destination, Cathay Pacific, Korea Tourism Organization, Royal Caribbean International and many more, the event will bring together global suppliers and over 300 buyers from Indonesia and Southeast Asia.

Berlin/ Singapore, 16 May 2024 – Leveraging on Indonesia's growing outbound travel market, Travel Meet Asia 2024 (TMA) is the exclusive B2B platform for international exhibitors to network, learn and connect with key stakeholders and buyers from the Indonesian Archipelago and beyond.

TMA is proud to announce its diverse and esteemed line-up of exhibitors, demonstrating the global industry's strong interest in the Indonesian travel market. Among the key exhibitors are industry giants such as **AYANA Hospitality, Bintan Resorts, Czech Tourism Authority, DidaTravel Technology, Frasers Hospitality, Korea Tourism Organization, Meliá Hotels International, Mize, NagaWorld Limited, ONYX Hospitality Group, Singapore Tourism Board, SiteMinder, SUNRATE,** and **Royal Caribbean International.**

The full list of exhibitors can be found on the event's official website at travelmeetasia.com/exhibitor-list.



Photo Credit: ITB Asia

Travel Meet Asia 2024 partners with the **Association of the Indonesian Tours and Travel Agencies (ASITA)** and **Indonesian Travel Agents Association (ASTINDO)** in inviting key decision makers and travel trade buyers across Indonesia to be hosted in Jakarta for the 2 days networking event. Exhibitors at the show have access to 2 full days of pre-scheduled appointments exclusively with the buyers.

Additionally, partnerships are inked with **Malaysian Association of Tour and Travel Agents (MATTA)**, and the **National Association of Travel Agents Singapore (NATAS)** to invite

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Southeast Asian leading buyers, industry bellwethers and trade delegates for business networking, knowledge sharing and fostering cross-border business ties.

Leading **buyer companies**, including **Axcell Travel Destination, Chan Brothers Travel Indonesia, ERICSSON INDONESIA, G2 Travel, INDO GLOBAL TOUR & TRAVEL, MECA TRAVEL, MG Bedbank, MYDUTA TOUR, Multi Holiday Travel, Smiling Tours, TARA TOUR & TRAVEL** among others, have confirmed the attendance of their top decision makers of their outbound departments. These buyers will be actively engaging with exhibitors to explore new business opportunities and partnerships during the event.

Travel Meet Asia 2024 boasts a powerhouse **line-up of distinguished speakers** set to tackle the pivotal issues defining the future of the travel industry. Highlights include:

Regional Market Outlook: Enric Casals Brufau, Regional Vice President, Southeast Asia, **Agoda**, will provide insights into the trends, strategies, and innovations driving the growth of the Southeast Asia travel and tourism industry.

Hotel Leaders' Panel: Shaping Tomorrow's Stay: Navigating the Challenges and Opportunities in the Hospitality Industry: Industry leaders, including **Norbert Vas**, Managing Director, **Optimum Hospitality, Rio Kondo**, VP Development, Indonesia & Malaysia, **Accor, Satria Wei**, Director of Hospitality Services, **Colliers International Indonesia, Christian Sunjoto**, Founder, **Nakula Villa Management & Rental**, will discuss the challenges and opportunities facing the hospitality sector in shaping the accommodations of tomorrow.

Exploring the Future Landscape of Air Travel in Asia Pacific: Tony Sham, Country Manager Indonesia, **Cathay Pacific**, will explore the evolving landscape of air travel in the APAC region and strategies for sustainable growth.

C-Suite Talk - Adapting to Change: The Role of Technology in Corporate Travel in Indonesia: Johanes Chang, Founder & CEO, **BiztripsEvents** will tackle crucial topics such as the role of technology in corporate travel management.

C-Suite Talk - Unlocking Opportunities: Understanding the Dynamics of the Halal Travel Market: Halal tourism is a rapidly growing sector within the global travel and tourism industry. Industry expert **Fazal Bahardeen**, CEO, **Crescentrating & HalalTrip** will discuss the dynamics of the halal travel market.

The full conference programme can be accessed at: travelmeetasia.com/conference

TMA is the most anticipated travel trade show in Southeast Asia. Delegates attending Travel Meet Asia 2024 can expect business exchange, new partnerships/ clientele and key takeaways that will enhance their business objectives. **Early bird registration** for trade visitors is currently ongoing until **28 June 2024**. For more information and to register, please visit travelmeetasia.com/visitor.

About Travel Meet Asia

The Travel Meet Asia (TMA) was launched by Messe Berlin Asia Pacific in 2019 at regional locations within Asia. Originally organised as a conference and a networking event, TMA had since expanded to a B2B trade show with exhibitions, conferencing, and networking opportunities for the travel trade. TMA brings forth opportunities for Southeast Asia buyers and sellers to unlock key potentials in specific source markets or regions.

About ITB Asia

ITB Asia, Asia's leading travel trade show, is organised by Messe Berlin Asia Pacific 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 expected to attend. ITB Asia is the premier meeting place for the travel trade industry to forge new partnerships and strengthen existing business relationships with the most important players in the region.

About ITB Global Brand Family

For more than 50 years the name ITB has stood worldwide for industry knowledge 365 days a year, networking and trendsetting events - in a virtual, in-person or hybrid format alike. ITB China, the marketplace for China's travel industry, will take place from 27 to 29 May 2024 in Shanghai, followed by ITB India in Mumbai from 11 to 13 September. ITB Asia in Singapore, which takes the broader regional market into scope, will be held from 23 to 25 October 2024. ITB Berlin, the world's leading B2B trade show for the travel industry, will take place in Berlin from 4 – 6 March 2025.