

PRESS RELEASE

TravelRevive to bring back the physical MICE experience

Industry players and leaders will come together to share knowledge and network in curated conference sessions, exhibitions and side events

Singapore, 11 November 2020 –TravelRevive, powered by ITB Asia and Singapore Tourism Board (STB), will be held at the Marina Bay Sands Expo & Convention Centre, Singapore, from 25-26 November 2020.

The first pilot tradeshow to trial the newly developed 'hybrid event' prototype for safe business events, safe itineraries and digital enablers in Singapore, TravelRevive expects to welcome foreign delegates based on existing cross-border travel arrangements. At the event, exhibitors and industry experts will form the line-up at conferences, exhibition, and side events.

Ms Katrina Leung, Managing Director, Messe Berlin (Singapore) - organiser of ITB Asia – comments, "We are proud to partner the Singapore Tourism Board (STB) to pave the way and set the benchmark for future hybrid events to redefine the new normal. It is now more important than ever that we provide the opportunity for the travel industry to trial safety measures to prepare us to relaunch physical events. As we continue to move towards bringing people back together safely, we also look forward to resuming and fortifying Singapore's position as a key hub for events and corporate travel."

Mr Andrew Phua, Executive Director, Exhibitions & Conferences, Singapore Tourism Board, said: "TravelRevive is the first major international tradeshow to take place physically in Asia Pacific since COVID-19, and we are delighted to work with Messe Berlin to bring this landmark event to life. Their expertise in managing large-scale MICE events makes them an ideal partner as we resume physical events safely and gradually. We look forward to welcoming our international delegates to TravelRevive and working with industry partners to set Singapore apart as the world's leading destination for safe, trusted and innovative MICE events."

Conferences to reimagine the future of MICE post-pandemic

TravelRevive's conference will feature a hybrid format with live and on-demand components available on [ITB Community in Asia](#).

The conference will see industry experts across the travel industry come together in two series of panels: The Leaders' Panels and Keynote Panels. Speakers will come together in Singapore to lead the conversation on topics such as preparation for the new MICE business model, rethinking of business travel, and discussions of ways to revive travel in a safe way.

At The Leaders' Panels, heavyweights from hotels, associations and event organisers will share their take on how their respective industries have pivoted in the current-COVID-19 environment. Attendees can look forward to hearing from speakers such as senior executives from **InterContinental Hotels Group, Global Association of the Exhibition Industry (UFI), International Association of Convention Centres (AIPC), International Congress and Convention Association (ICCA), Marriott International** and **Oakwood Worldwide**.

Experts from leading organisations – **Accenture, Amadeus, Expedia, Google, Hilton** and **Travelport** – will lead TravelRevive's keynote panels as well. Topics for discussion will

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For additional details

<https://www.itb-community.com/travel-revive/>

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include surviving and reviving by going against the norm and how travel technologies can truly transform travel post-pandemic.

For enquiries
info@messe-berlin.asia

Rounding off the full tradeshow experience

To facilitate one-to-one meetings between exhibitors and buyers in a safe manner, TravelRevive will feature 18sqm booths complemented with 9sqm meeting pods, and an online diary mobile app. Amongst the main exhibitors are **Capella Hotel Group, Furama Hotels International, Singapore Tourism Board (STB)** and **Sentosa Development Corporation (SDC)**.

Apart from conferences and exhibitions, there are also various live and live-virtual hybrid side events within TravelRevive. These include:

- **MICE MOU Signing Ceremony**
STB and several MICE partners will ink collaborations to add vibrancy to the MICE landscape in Singapore.
- **IAEE Asia Hybrid Forum: Where innovation and imagination meet – the transformation of the exhibitions industry in a post covid-19 world**
For the first time, Singapore will host the IAEE Asia Forum which will showcase the digital capabilities of MICE venues of the future and feature a panel discussion with senior industry leaders on the transformation of the exhibitions industry.
- **SMFX @ MICE Connect**
Co-organised by STB and SACEOS, this special edition of the Singapore MICE Forum (SMF) and MICE Connect will share the latest developments happening in the Singapore MICE and events industry, including the Event Industry Resilience Roadmap which was launched in early October.

These events showcase the resilience of the industry, as well as how MICE players and industry associations in the region are coming together to rethink and pave the way forward for the MICE industry.

Resuming MICE itineraries with safety in mind

As part of the public-private collaboration under the Emerging Stronger Taskforce (EST)'s¹ Singapore Together Alliance for Action on Enabling Safe and Innovative Visitor Experiences², STB is working closely with industry stakeholders to establish a framework to guide tourism businesses, including travel agents, in developing safe itineraries.

TravelRevive will pioneer specially curated safe itineraries for delegates that not only offer them an assurance of safety, but also experiences that are authentic, bespoke and personalised. These include virtual tours with hands-on activities that delegates can participate in from their hotel rooms, private museum site visits, and even a guided site visit to a *Kelong* (an offshore wooden platform used primarily for fish farming).

¹ The Emerging Stronger Taskforce (EST) was formed under the Future Economy Council (FEC) to review how Singapore can stay economically resilient and build new sources of dynamism to emerge stronger from COVID-19. The EST is co-chaired by Minister for National Development, Mr Desmond Lee and Group CEO of PSA International, Mr Tan Chong Meng, and comprises members from various sectors, including businesses and trade associations and chambers.

² The Alliance for Action on Enabling Safe and Innovative Visitor Experiences is co-led by Ms Kwee Wei-Lin of Singapore Hotel Association and Mr Lee Seow Hiang of Changi Airport Group, and comprises industry stakeholders and government agencies to explore and pioneer new ways to facilitate safe and innovative visitor experiences in a COVID-19 environment.

The Safe Travel Concierge (STC), a working prototype developed by Changi Airport Group (CAG) under the auspices of the EST Alliances for Action, will also help travellers manage their visits by customising a travel checklist of pre-entry requirements to fulfil before entering Singapore³, from the SafeTravel Pass application to the arrival swab tests conducted at the airport. The STC will also help to facilitate safe events by helping guests adhere to their cohorts at all times, including when attending post-event safe itinerary activities.

For more information of TravelRevive, please visit <https://www.itb-community.com/travel-revive/>. Interested participants may purchase a ticket online on: <https://www.itb-community.com/travel-revive/visit/> or reach out to the team at info@messe-berlin.asia.

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About TravelRevive

TravelRevive – powered by ITB Asia and STB, from 25 to 26 November 2020, will be a hybrid tradeshow to trial the newly developed prototype for safe business events, safe itineraries and digital enablers in Singapore.

The two-day travel tradeshow will feature conference sessions, exhibition, as well as opportunities for one-on-one buyer-seller appointments. It will also be complemented by virtual interactions which allows a wider global audience to connect with the regional travel businesses.

About ITB Asia

ITB Asia is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau/Singapore Tourism Board. The annual three-day B2B trade show and convention features 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. 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.

This year, ITB Asia 2020 on 21 – 23 October 2020 went virtual. Hosted on the newly developed platform ITB Community, in Asia (ITB Community), it offered a comprehensive user experience, virtual events with business networking opportunities, and knowledge exchange with expansive interactive content. ITB Community is now live and open for subscribers on itb-community.com. Details of the virtual platform can be found in a brochure available for download on <https://bit.ly/ITBA2020ITBCommunity>

About the Singapore Tourism Board

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions.

More: www.stb.gov.sg or www.visitsingapore.com | Follow us: facebook.com/STBSingapore or twitter.com/stb_sg

³ The pre-entry requirements will take into account the travelers port of origin and the various regulations in place.

Information About the Data Protection Law

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