

PRESS RELEASE

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TravelRevive to debut this November in a brand-new format



Powered by ITB Asia & Singapore Tourism Board, TravelRevive will pave the way for the future of MICE events in Singapore



Singapore, 5 October 2020 – *TravelRevive* – which will take place live from 25-26 November, 2020, at Marina Bay Sands Expo & Convention Centre, will bring together the travel industry to exchange ideas, bridge knowledge gaps, and reimagine how the future of travel will look like. TravelRevive will be the first pilot tradeshow to trial the newly developed prototype for safe business events, safe itineraries and digital enablers in Singapore.

A safe, trusted and innovative MICE experience

Developed by the Alliance for Action on Enabling Safe and Innovative Visitor Experiences¹, this prototype will provide delegates with the degree of interaction they would be accustomed to in a regular tradeshow setting – but in a far safer way which minimises infection risks.

For additional details

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

www.itb-asia.com

The prototype includes creative solutions to enhance the health and safety for delegates, as well as digital enablers to allow participants to experience the event safely and seamlessly. Solutions the prototype will adopt include innovations such as touchless technology and automated registration kiosks, as well as safety measures such as plexiglass shields in exhibition booths and meeting pods that serve as an additional measure to reduce droplet transmissions.

www.itb-community.com

For enquiries
info@messe-berlin.asia

Reimagining the future of travel

The two-day event will feature conference sessions, exhibitions, as well as opportunities for one-to-one buyer-seller appointments in a safe manner. The event is expected to welcome 150 hosted buyers from countries across Asia. TravelRevive will also be complemented with virtual interactions which allows a wider global audience to connect with regional travel businesses.

TravelRevive comes off the back of Singapore Tourism Board's (STB) announcement in September on safe and gradual resumption of MICE events. This is in line with the gradual and calibrated lifting of travel restrictions and the implementation of green lanes with various countries. Exhibitors in attendance include Singapore Tourism Board and Sentosa Development Corporation and the event will welcome all travel trade professionals including buyers, sellers, national tourism organisations, media, thought leaders and VIPs. Complementing the live event, TravelRevive will include virtual aspects such as live telecast of conference, on-demand sessions and online exhibitor directory.

The Alliance has also designed safe itineraries, comprising a selection of leisure activities that comply with prevailing safe management guidelines, which will be trialled with the MICE delegates of TravelRevive. These safe itineraries could serve as a model for small groups of international visitors when international travel resumes eventually.

¹ The Emerging Stronger Taskforce (EST) under the Future Economy Council (FEC) was formed to review how Singapore can stay economically resilient and build new sources of dynamism to emerge stronger from COVID-19. It has convened the Singapore Together Alliances for Action ("Alliances"), which are industry-led, government-supported coalitions that act quickly by prototyping ideas on key strategic areas for Singapore to chart a path in the new COVID-19 environment. The Alliance for Action on Enabling Safe and Innovative Visitor Experiences is one of these alliances.

In preparation for TravelRevive, the Alliance is also working with relevant Government agencies and industry stakeholders to deploy digital enablers to facilitate a seamless and safe visitor experience journey from pre-arrival to 14 days post event.

Dr Martin Buck, Senior Vice President Travel & Logistics, Messe Berlin GmbH - organiser of ITB Asia – states “We are proud to be paving the way for the future of tradeshows through *TravelRevive*. The event will allow industry experts to come together in person or virtually to share knowledge, ideas, and reimagine the future of travel. The MICE industry has been one of the key contributors to Singapore’s growth over the years, and we are proud to be working in close partnership with STB to pilot this gradual resumption of events that will kick start the industry and retain Singapore’s position as a hub for business travel and events.”

Mr Yap Chin Siang, Assistant Chief Executive, Singapore Tourism Board, said: “As we gradually resume MICE events safely, we are heartened to partner Messe Berlin to roll out TravelRevive as Singapore’s first pilot tradeshow and to prototype solutions for the entire end-to-end visitor experience. Public health and safety remain our priority and we have worked closely with the industry to create strict protocols, and reimagine what a safe and high-quality business event could look like. Together with our industry, we want to set Singapore apart as the world’s leading destination for safe, trusted and innovative business events.”

For more information of TravelRevive, please visit <https://www.itb-community.com/travel-revive/>. Interested participants may 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 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. 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. 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 happening on 21 – 23 October 2020 is going virtual. The show will be hosted on the newly developed platform ITB Community, in Asia (ITB Community) and will offer 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

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