

ITB Asia 2024

23 – 25 October 2024 in Singapore

PRESS RELEASE

Travel Meet Asia 2024 Concludes with 80% growth and sold-out exhibition spaces

Travel Meet Asia 2024, held at the Indonesia Convention Exhibition (ICE) in Jakarta, successfully concluded with a remarkable year-on-year growth of 80%, attracting over 1,300 attendees, over 140 exhibitors, and over 180 quality top buyers scheduling over 7,507 business appointments for 2 days. Key exhibitors included the Singapore Tourism Board, Czech Tourism Authority, Korea Tourism Organisation, Royal Caribbean International, among others. Notable speakers from Agoda, Cathay Pacific, FCM Indonesia, Intrepid Travel, SABA Hospitality, tiket.com, and many more.

Berlin/ Singapore, 4 July 2024 –Travel Meet Asia 2024 has developed into a comprehensive 2-days travel trade show and convention, connecting Southeast Asia’s expanding travel market to global opportunities. The sold-out B2B event aims to provide a robust platform for travel industry stakeholders to break into new markets in the Southeast Asia region, gather critical industry insights, and explore the rich possibilities the region offers.



Events:



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Photo Credit: Travel Meet Asia, Indonesia 2024

This year's exhibition saw numerous business appointments and participation from key exhibiting companies like **Singapore Tourism Board, Czech Tourism Authority, Korea Tourism Organisation, Business Events Sarawak, Royal Caribbean International, AYANA Hospitality, Frasers Hospitality, Meliá Hotels International, ONYX Hospitality Group, Pullman Hotels and Resorts, NagaWorld Limited, Rembrandt Hotel & Suites Bangkok, Bintan Resorts, Jambuluwuk Hotels & Resorts, Golden Lotus Hotel Group, Munduk Moding Plantation Nature Resort, Nandini Jungle by Hanging Gardens, Global Destination Management Corporation, ONLYONE Africa, Vio Travel, Smailing Tour DMC, VM Travel, come2indonesia.com, GMTC, DidaTravel Technology, SiteMinder, and SUNRATE.**

The conference featured **560 minutes of high-powered content across 22 sessions.** The conference is led by **38 industry leaders** including **Enric Casals Brufau**, Regional AVP, **Agoda**; **Johanes Chang**, Founder & CEO, **BiztripsEvents**; **Tony Sham**, Country Manager Indonesia, **Cathay Pacific**; **Fazal Bahardeen**, CEO, **Crescentrating & HalalTrip**; **Yusno Yunos**, CEO & Founder, **Evenesis**; **Staphine Suwardjo**, Head of Operation, **FCM Indonesia**; **Askar DG KAMIS**, CEO, **IDHotelier**; **Arief Gunawan**, Chairman, **Indonesia Luxury Travel & Hospitality Association**; **Brett Henry**, President Director, **MG Group**; **Andy Khen**, Owners Representative and Corporate Director of Revenue & Distribution, **PMG Hotels & Resorts**; **Stefan Renziehausen**, Executive Director - Operations, **SABA Hospitality**; **Alpha Poh**, CEO & Co-Founder, **The Moment Collective**; **George Hendrata**, CEO, **tiket.com**, and **Adam Piperdy**, Founder and Chief Experience Officer, **Unearthed Productions.**

Travel Meet Asia 2025

Looking ahead, **Travel Meet Asia 2025** will return to Jakarta, Indonesia, on **11-12 June 2025.** The event will continue to foster regional and global business ties through strategic partnerships and high-level networking opportunities.

Five heavyweight travel associations have already pledged their support for Travel Meet Asia 2025, recommending top travel agents from regional markets to Travel Meet Asia, Jakarta. The **Association of the Indonesian Tours and Travel Agencies (ASITA)** and the **Indonesian Travel Agents Association (ASTINDO)** will bring

key decision-makers and **top outbound travel trade buyers** from across Indonesia, leveraging their extensive networks and industry expertise to connect stakeholders and promote cross-border business opportunities and deals. Additionally, the **Malaysian Association of Tour and Travel Agents (MATTA)**, the **National Association of Travel Agents Singapore (NATAS)**, and the **Thai Travel Agents Association (TTAA)** will bring **Southeast Asian outbound travel trade buyers from Malaysia, Singapore, and Thailand**. These collaborations will foster global business ties through networking and knowledge sharing, further cementing Southeast Asia and Indonesia travel potential.



Photo Credit: Travel Meet Asia, Indonesia 2024

Early bird rates for booth registration for **Travel Meet Asia 2025** are now open. For more information, visit travelseeetasia.com/exhibitor or download the prospectus [here](#).

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. Travel Meet Asia 2025 will return to Jakarta, Indonesia, on **11-12 June 2025**. For more information, visit travelseeetasia.com/

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. For more information, visit itb-asia.com/.

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.