

ITB Asia 2024

23 – 25 October 2024 in Singapore



PRESS RELEASE

Travel Tech Asia 2024 records highest exhibition space sold and unveils stunning line of bellwether speakers

Travel Tech Asia 2024, co-located with ITB Asia and MICE Show Asia, will take place from 23 to 25 October 2024 at Sands Expo and Convention Centre, Singapore. The show has already sold more exhibition spaces than last year with bigger and more Travel Tech exhibitors. Key exhibitors include Hotelbeds, Agoda, Go Global Travel, TBO Holidays, Korea Tourism Startup Center, Juniper Travel Technology, Convergent International Travel, Travel Compositor, SiteMinder, DerbySoft, Archipelago International, 11-Infotech System, LY.com, Airalo, Guangdong Qiyouji International Travel, Green Motion International, LianLian Pay and YeePay. And top bellwether speakers from Agoda, D-EDGE Hospitality Solutions, Sabre Corporation, Booking.com and Millennium Hotels and Resorts.

Berlin/ Singapore, 24 July 2024 – **Travel Tech Asia** has already sold more exhibition spaces than last year's show with a stunning line up of exhibitors and speakers. With its dedicated hall space at Level 1 of Sands Expo and Convention Centre, **Travel Tech Asia 2024** is the ultimate platform where established tech giants, experts, and innovative startups converge to share their expertise and latest digital trends.

This year's Travel Tech Asia brings together key tech exhibitors including **Agoda**, which is this year's **Official Sponsor** of the **Travel Tech Asia delegate bags**. Other key companies showcasing their products and solutions include **Hotelbeds, TBO Holidays, Go Global Travel Ltd, Archipelago International, Convergent International Travel Development Co., Ltd, LY.com, SiteMinder, STAAH, DerbySoft, Juniper Travel Technology, Korea Tourism Startup Center, Travel Compositor, YeePay, Guangdong Qiyouji International Travel Co. Ltd, CRUISEHOST Solutions, GroundK Co., Ltd, Airalo** and many more.

"Participating in Travel Tech Asia 2024 allows HBX Group to connect with leaders and innovators in the travel technology sector. The event offers a unique opportunity to showcase our expertise in leveraging technology to offer travel solutions and engage with a diverse audience of industry professionals. It provides a platform for us to connect with forward-thinking partners, share insights on the latest industry trends, and explore new opportunities for collaboration. We look forward to forging new relationships and driving the future of travel technology together", says **Pippa Williamson, VP Commercial APAC, HBX Group**.



Photo credit: Travel Tech Asia 2023

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This year's conference highlights sessions on pivotal travel technology topics

Some of the key discussion topics include: "Travel Technology 2025: The Next Essential Ingredient for the Future of Tourism" explores future innovations. "Embracing the Digital Era: How Technology is Transforming the Future of Travel" examines the digital revolution's impact. "Overcoming Challenges in Travel Tech Adoption – Bridging the Digital Divide" tackles tech integration barriers and solutions. Lastly, "Transforming Travel in the World of Mobile, Data, and AI" delves into how mobile tech, big data, and AI are revolutionising travel experiences.

Industry leaders speaking at Travel Tech Asia 2024 include **Amy Read**, Vice President of Innovation at **Sabre Corporation**, who will discuss strategies for unlocking the full potential of mobile payments in her talk titled "**Beyond Conventional Transactions: Strategies for Unleashing the Full Potential of Mobile Payments.**" She will cover the latest trends in payment innovation within the hospitality sector and how mobile payments can be leveraged to drive significant growth.

Emilie Couton, Managing Director for Asia Pacific at **D-EDGE Hospitality Solutions**, will delve into the "**The Real Cost of Direct Bookings at the Dawn of AI.**" Couton will provide insights on how advancements in AI can enhance operational efficiency and drive incremental business, presenting recent data and strategies for adapting to these technological changes.

Andy Tan, Senior Vice President of Global Sales, Food & Beverage, Partnerships & Operations at **Millennium Hotels and Resorts**, will address the evolving landscape of customer expectations in his session titled "**Hospitality 2.0: Navigating the Future of Customer Expectations.**" Tan will discuss the latest trends in travel preferences among the next generation of guests and how the hospitality industry can adapt to meet these rapidly changing expectations.

Nuno Guerreiro, Regional Director of Global Accounts & Oceania at **Booking.com** will share his insides on the transformative impact of AI on the travel experience, including personalised recommendations, seamless booking processes, enhanced safety protocols, and efficient customer service in the **panel discussion** titled "**Unpacking AI's Role in the Travel Landscape**".

Andrew Smith, Senior Vice President of Supply at **Agoda**, will speak about the latest travel tech trends and insights. He will also share insights on leveraging technology for revenue optimisation, providing valuable strategies for maximising profitability in the ever-evolving travel industry. This conference promises to offer a wealth of knowledge and forward-thinking strategies from some of the leading minds in the industry.

Attractive Booth Packages and Startup Opportunities Available

Travel Tech Asia 2024 offers a **wide range of booth packages** to suit various business objectives, including a **newly introduced Startup package** for emerging travel tech startups. Booth registration is ongoing: [Exhibitor Registration](#)

Trade visitor passes are available complimentary until 22 September 2024 at [Visitor Registration](#).

For more information, please visit traveltechasia.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.

About ITB Global Brand Family

For more than 50 years the name ITB has stood worldwide for the travel industry knowledge 365 days a year, networking and trendsetting events - in a virtual, in-person or hybrid format alike. As the travel industry resurges, the ITB brand family is among the first to come back to offering on-site in-person events. ITB India will be held in Mumbai from September 11 to 13, 2024, followed by ITB Asia in Singapore from October 23 to 25, 2024, covering the broader regional market. ITB Berlin, the world's leading B2B trade show for the travel industry, will take place in Berlin from March 4 to 6, 2025. ITB China, the premier marketplace for China's travel industry, is scheduled for 27 to 29 May 2025, in Shanghai.