

TRAVEL MEET

*Asia*



**ITB**  
INDIA

 **TRAVEL  
TECH  
ASIA**

**mice**  
SHOW ASIA



**ITB**  
ASIA

**YOUR**

**TRAVEL TRADE  
SHOWS IN ASIA**

Brands of

 **MESSE BERLIN**  
Asia Pacific

# EVENT OVERVIEW



**1,000+**  
Exhibitors



**18,000+**  
Attendees



**4,500+**  
Conference Minutes



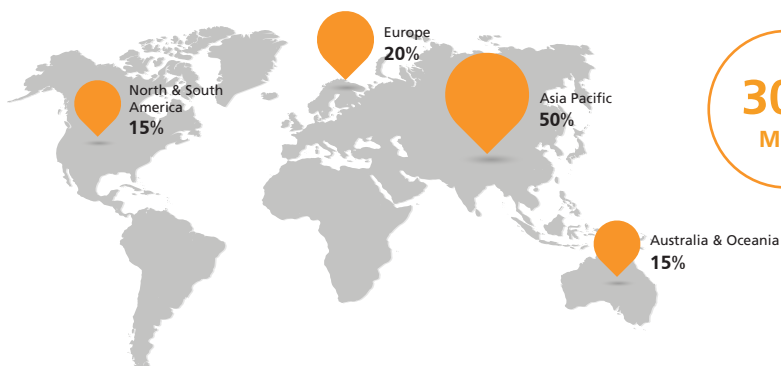
**60,000+**  
Business Appointments



**1,500+**  
Quality Buyers



## Buyers Geographic Breakdown



## Buyers Segment



## Visitors Profile

Travel Agents / Tour Operators / DMCs	<b>38.28%</b>
Hotel / Accommodation	<b>20.34%</b>
Business Travel / MICE	<b>13.08%</b>
Travel Technology	<b>9.53%</b>
Tourist Attractions	<b>8.2%</b>
NTOs	<b>6.95%</b>
Airlines / Transport	<b>4.87%</b>

## Exhibitors Profile

Travel agent / Tour Operator	<b>41.3%</b>
Accommodation	<b>29.1%</b>
Business Travel / MICE	<b>11.5%</b>
NTO/CVB	<b>7.4%</b>
Transport	<b>6%</b>
Travel & Technology	<b>4.7%</b>



Scan the QR code to get more information about ITB Asia.

# Why attend MICE Show Asia?



**mice**  
SHOW ASIA

**YOUR PLATFORM FOR THE ASIA MICE INDUSTRY**

MICE Show Asia provides you with the best platform to present your latest products and services offering to MICE planners, through business appointments, networking and educational conferences.

**01** | A focused event on MICE with key industry players attending

**02** | Business and networking through 1-to-1 meetings

**03** | 100% pre-scheduled appointments

**04** | Guaranteed 1:1 ratio between exhibitors and buyers

**05** | Dedicated MICE conference discussing latest issues on today's complex travel market

## Exhibitors Profile

Event & Destination Services

Event Technology

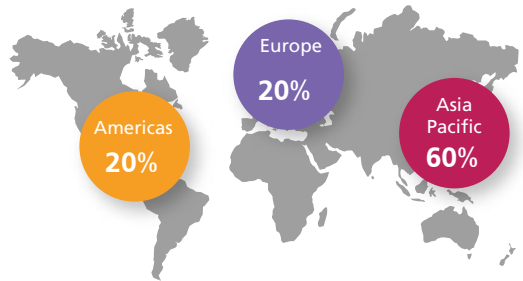
Hotels & Accommodation

MICE Venues

National Tourism Organisations/  
Convention & Exhibition Bureaus

Professional Congress Organisers (PCO)

## Buyers Region



## Buyers Profile

MICE Agencies	47%
Corporates	26%
Professional Conference / Exhibition Organisers	15%
Association Buyers	10%
Independent Planners	2%



Scan the QR code to get more information about MICE Show Asia.



# Why attend Travel Tech Asia?

Travel Tech Asia is where latest technologies, emerging trends, leading travel brands and innovative startups are all at one place to create the new possibilities of travel.



01

A community space where key industry leaders travel, meet and do business, with technology

02

Guaranteed 1:1 ratio between exhibitors and visitors

03

Dedicated Travel Tech conference where industry giants discuss emerging technologies that are changing the travel industry

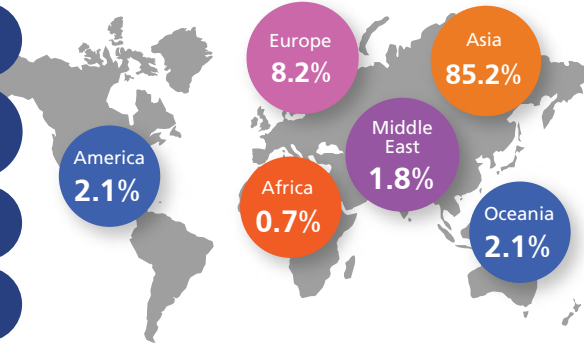
04

Business and networking through 1-to-1 meetings

05

Pre-scheduled appointments with pre-qualified buyers

## Visitors by Region



## Exhibitors Profiles

- Artificial Intelligence
- Booking, Distribution & Metasearch
- Hotel Tech
- Virtual & Augmented Reality
- Voice & Biometrics
- Data, Personalisation & Mobile Marketing
- Digital Payment & Blockchain
- Revenue Management & Optimisation
- Transportation & Mobility Solutions
- Airline Tech

## Visitors Profile

Travel Agents / Tour Operators / DMCs	24.7%
Hotel / Accommodation	19.3%
Business Travel / MICE	10.6%
Tourist Attractions	8.3%
Airlines / Transport	10.7%
Travel Technology	10.6%
National Tourism Organisations	5.9%
Others	10%



Scan the QR code to get more information about Travel Tech Asia.

# EVENT OVERVIEW



**ITB**  
INDIA



**100+**  
Exhibitors



**400+**  
Quality Buyers



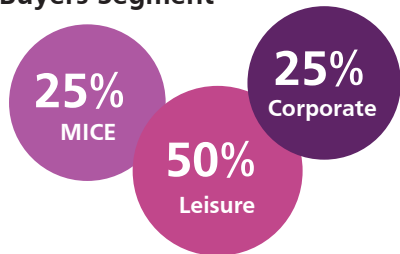
**3000+**  
Attendees



## Buyers Source Markets



## Buyers Segment



## Exhibitors Profile

Travel Agent / Tour Operator	<b>64.2%</b>
Travel Technology	<b>17.0%</b>
Accommodation	<b>13.5%</b>
Transport	<b>3.1%</b>
NTO/CVB	<b>1.7%</b>
Business Travel/MICE	<b>0.4%</b>

## Visitors Profile

Travel Agents/Tour Operators/DMCs	<b>28.1%</b>
Hotel / Accommodation	<b>18.1%</b>
Business Travel/MICE	<b>14.7%</b>
NTOs	<b>12.9%</b>
Others	<b>8.2%</b>
Travel Technology	<b>6.8%</b>
Tourist Attraction	<b>5.9%</b>
Airlines / Transport	<b>5.3%</b>



Scan the QR code to get more information about ITB India.

Interested in exhibiting, contact our exhibitor team

✉ [exhibitor@itb-india.com](mailto:exhibitor@itb-india.com)

Co-located with



# EVENT OVERVIEW



**100+**  
Exhibitors



**200+**  
Quality Buyers



**40+**  
Speakers



**1000+**  
Attendees

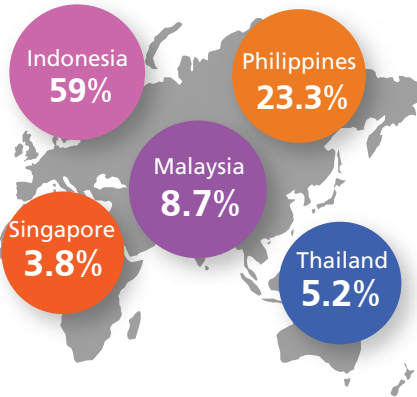


**5,000+**  
Business Appointments

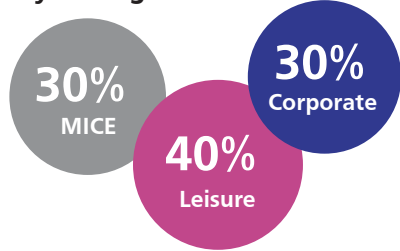


TRAVEL MEET  
*Asia*

## Buyers Geographic Breakdown Map



## Buyers Segment



## Exhibitors Profile

Hotel Groups	27.8%
Travel Agents	23.7%
Travel Technology	17.5%
Tour Operators	11.3%
NTO	8.2%
Transportation Services	7.2%
Others	4.1%

## Visitors Profile

Accommodation	28.1%
Travel Agent/Tour Operator	15.9%
Others	15.5%
Business Travel/MICE	13.5%
Travel Technology	12.3%
NTO/CVB/DMC	11.4%
Transport	3.3%



Scan the QR code to get more information about Travel Meet Asia.