



ITB
ASIA

Asia's Leading
Travel Trade
Show



POST SHOW REPORT

15 - 17 OCTOBER 2025 | ITB-ASIA.COM

Co-located with:



A brand of



EVENT OVERVIEW

The 18th edition of ITB Asia, co-located with MICE Show Asia and Travel Tech Asia, held from 15 to 17 October, was organised by Messe Berlin Asia Pacific and brought together international exhibitors, top buyers, and key leaders from the Corporate, Leisure, MICE, hospitality, and travel technology sectors.

Over three days, the B2B trade show served as a key platform encompassing all major segments of the travel trade industry, offering attendees valuable insights and practical takeaways to enhance their business strategies. In addition to the exhibition, a series of thought-provoking conference sessions were held across three dedicated theatres, facilitating business opportunities, networking, partnership building, and knowledge exchange.



ITB ASIA 2025 IN NUMBERS



5 halls, more than
20,000 sqm



18,000+
Participants



1,000+
Exhibitors



1,500+
Quality Buyers



60,000+
Business Appointments



David Ruetz

Senior Vice President,
Messe Berlin

“ITB Asia continues to grow from strength to strength, reflecting both the dynamism of the global travel industry and the increasing importance of the Asia-Pacific region. With record participation, expanded exhibition space, and an ever more diverse representation of destinations and buyers, we are proud to provide a platform where industry leaders can connect, share insights, and drive the future of travel forward”

OPENING CEREMONY



The Official Opening Ceremony was graced by Mr Alvin Tan, Minister of State, Ministry of Trade and Industry & Ministry of National Development, Singapore, who officiated the opening with a symbolic ribbon-cutting ceremony accompanied by the rhythmic beats of a traditional lion dance, setting a vibrant tone for the days ahead.



From left to right: Ms Katrina Leung (Managing Director and Vice President Asia Pacific, Messe Berlin), Mr David Ruetz (Senior Vice President, Messe Berlin), Mr Alvin Tan (Minister of State, Ministry of Trade and Industry & Ministry of National Development), Mr Poh Chi Chuan (Executive Director, Exhibitions & Conferences, Singapore Tourism Board) at ITB Asia 2025

VISIONARY KEYNOTES ON TRAVEL TRENDS AND TRANSFORMATION

The conference opened with a series of thought-provoking keynotes, designed to showcase the latest developments in the travel, tourism, MICE, and Travel Technology sectors in the Asia Pacific region, while encouraging discussions about innovative strategies that are propelling the industry forward.



Michael Shoory, Head of APAC Tourism Analysis at Tourism Economics, delivered the keynote address, **“What Does the Future Hold for Travel in APAC? Navigating Growth in a Dynamic Global Market.”** His presentation explored projected growth trajectories, evolving source markets, and emerging opportunities across the Asia-Pacific region.



Followed by **Nick Lim, CEO (Asia) of The Travel Corporation**, who presented **“Charting a New Course for Travel Experiences.”** Nick discussed how Asia can transform its rapid tourism growth into long-term success through sustainable development and authentic, community-driven experiences.

EXHIBITION OVERVIEW

The exhibition floor across five halls buzzed with energy as global brands, national tourism boards, and tech innovators showcased the latest in travel experiences, technology, and services. From established industry leaders to emerging startups, the event served as a dynamic hub for business and partnership-building, connecting Asia with the rest of the world.

This year's edition featured the most diverse regional representation to date, with stronger participation from Central Asia, the largest-ever presence from Africa, and a growing contingent from India's state tourism boards, alongside an expanded Singapore Zone. In total, over 96 Tourism Organisations and Convention Bureaus took part, led by a 67% increase in exhibitors from Europe, followed by growth from Central Asia and Africa at over 50%, and 38% from South Asia.



MORE THAN 30 COUNTRY PAVILIONS PARTICIPATED



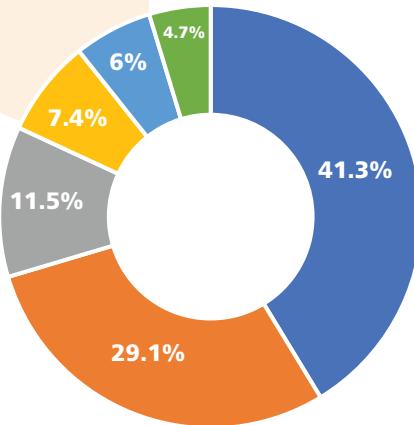
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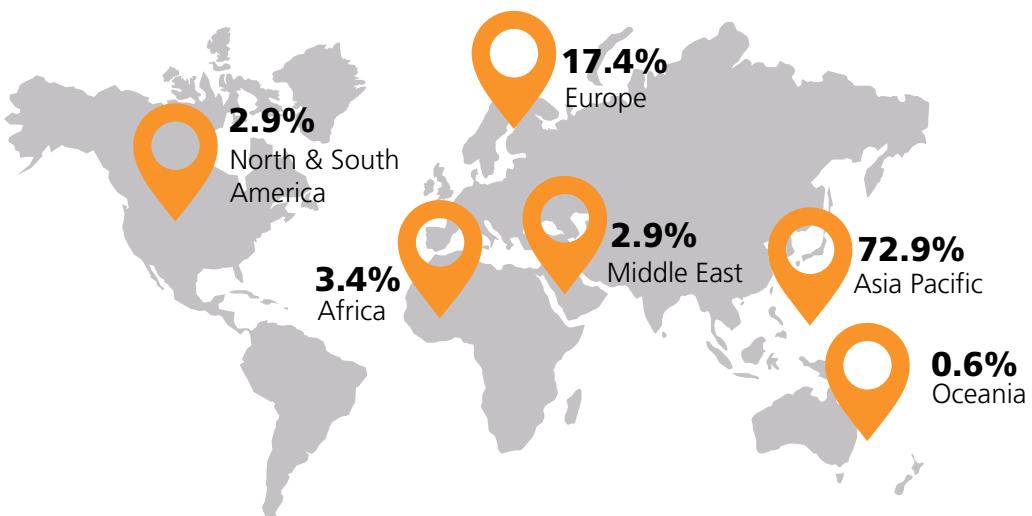
 exhibitor@itb-asia.com

EXHIBITORS PROFILE

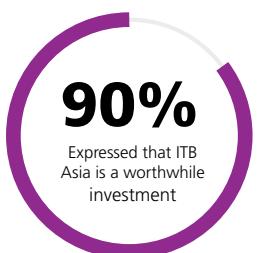
- Travel Agent/Tour Operator
- Accommodation
- Business Travel/MICE
- NTO/CVB
- Travel & Technology
- Transport



EXHIBITORS GEOGRAPHIC BREAKDOWN



EXHIBITORS FEEDBACK





ITB Asia is intriguing and invigorating. It's nice to see everyone in the travel segment come together and innovate and think about the future of travel.

Chief Transformation Officer
Plaza Premium Group



ITB Asia goes very well in terms of connecting people. People get to see what we have to offer, and they show great interest. The quality of buyers is also excellent, and everything is very well organised.

Visit Alatau



Thank you, ITB Asia, for providing this valuable opportunity to connect with the world. The event brings together a wide range of travel professionals from across Asia and beyond, making it a great platform for us to showcase Taiwan.

Director
Taiwan Tourism Administration



It's a great opportunity to be part of ITB Asia 2025, as it allows us to connect with our partners and reconnect with people we haven't seen over the past year. It truly is a wonderful occasion to meet and strengthen relationships.

VP Partnerships & Connectivity
D-EDGE Hospitality Solutions

THE EXPERIENCE & ATTRACTIONS HIGHLIGHT ZONE

New for this year, the **Experience & Attractions Highlight Zone** brought an extra layer of excitement, showcasing an impressive lineup of global and regional leaders such as **Resorts World Sentosa (Official Integrated Resort Sponsor)**, **AMA Waterways**, **Cruise Wonders**, **Disney Cruise Line**, **HX Expeditions**, **Mandai Wildlife Reserve**, **Merlin Entertainments Group**, and **Universal Destinations & Experiences**. This vibrant new zone is where destinations, themed attractions, and immersive experiences come to life. From captivating cultural showcases to hands-on, interactive highlights, the area was curated to inspire and engage, offering industry professionals direct access to the innovations and experiences redefining the future of global travel.



ATTENDEES OVERVIEW

ITB Asia 2025 welcomed a diverse mix of travel professionals from across the globe, bringing together key decision-makers, industry leaders, and buyers from the Corporate, MICE, Leisure, and Travel Technology sectors. The event drew strong participation from both returning and first-time attendees, reflecting its continued relevance as the leading B2B platform for the travel industry in Asia. Attendees engaged in high-quality business meetings, networking sessions, and knowledge-sharing opportunities, underscoring ITB Asia's role in driving connections and shaping the future of travel.

ATTENDEES FEEDBACK

98%

Plan to return next year

96%

Rated that ITB Asia is important for their business

96%

Met their objectives at ITB Asia





NATURE OF BUSINESS OF ATTENDING VISITORS

Travel Agents / Tour Operators / DMCs

38.28%

Hotel / Accommodation

20.34%

Business Travel / MICE

13.08%

Travel Technology

9.53%

Tourist Attractions

8.2%

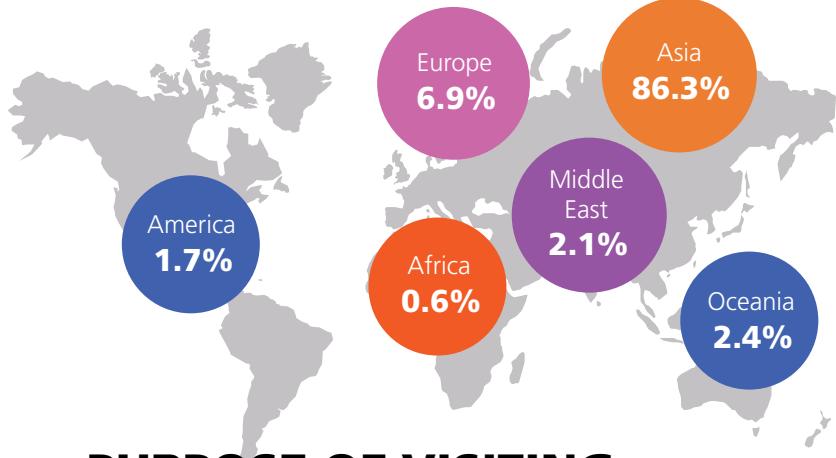
NTOs

6.95%

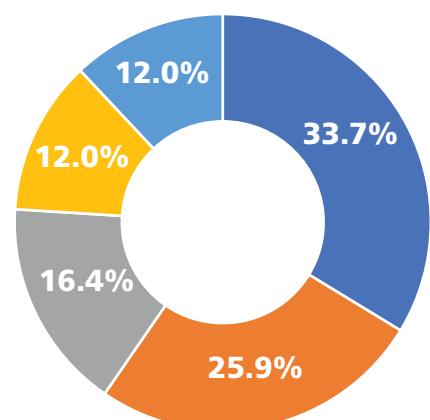
Airlines / Transport

4.87%

PERCENTAGE OF VISITORS BY REGION



PURPOSE OF VISITING



█ Networking
█ Information Gathering
█ Selling
█ Conference
█ Buying

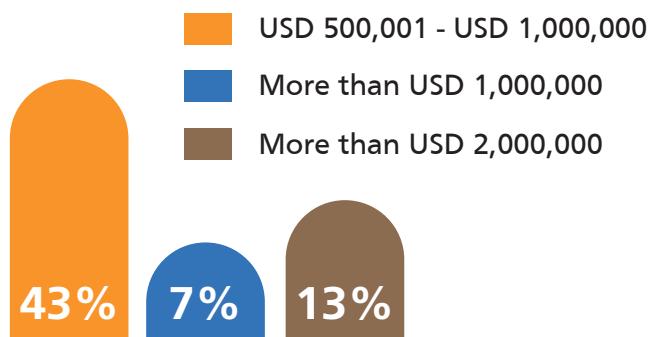
BUYERS OVERVIEW

Over three days, ITB Asia gathered more than 1,500 influential buyers to connect, collaborate, and explore the full landscape of Leisure, Corporate Travel, MICE, and Travel Technology. Reinforcing ITB Asia's position as the industry's leading platform, the Buyer Elite Partner Programme remained central to delivering exceptional business value.

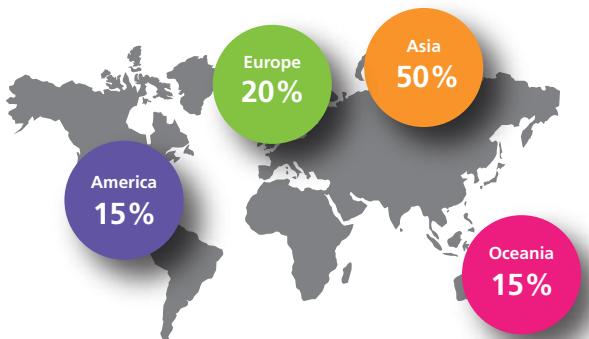
BUYERS PROFILE



BUYER PURCHASING POWER (USD)

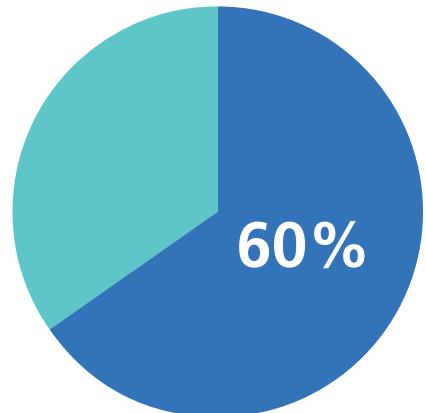


BUYERS GEOGRAPHIC BREAKDOWN



Asia	50 %
America	15 %
Australia & Oceania	15 %
Europe	20 %

STRONGEST BUYER PARTICIPATION



■ Coming from Asia Pacific
■ Outside of Asia Pacific





BUYER ELITE PROGRAMME PARTNERS



CONFERENCE OVERVIEW

The conference, themed “Future Forward: Transforming Travel & Tourism in a Changing World”, delivered over 4,500 minutes of curated content across three specialized stages, with 100 sessions in which 170 industry experts discussed critical trends shaping the future of MICE, corporate travel, leisure, and travel technology.



Knowledge Theatre: Sessions explored evolving traveller behaviours, destination resilience, and sustainable tourism pathways.



MICE Show Asia Theatre: Industry experts addressed the evolution of experiential events, decentralised and micro-meetings, and future-proof business travel.



Travel Tech Asia Theatre: Pioneers in digital innovation examined how AI, automation, and data analytics are redefining the travel experience.

 **170+**
Industry Experts

 **100**
Sessions

 **4,500+**
Conference Minutes

CONFERENCE PARTNERS



NETWORKING EVENTS

Networking remained at the heart of ITB Asia 2025, with a series of curated events designed to foster meaningful business connections and industry collaboration. From Happy Hour and exclusive Networking sessions to targeted industry meet-ups and exhibitor gatherings, attendees had ample opportunities to connect in both formal and informal settings. These networking activities enhanced engagement across sectors, creating a vibrant environment for partnership building, knowledge exchange, and new business opportunities throughout the three-day show.





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highlights.**

MAKING GLOBAL HEADLINES

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13
NOVEMBER

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PARTNERSHIPS

ITB Asia unveils new strategy with experiential travel and STB partnership

Theodore Koumala

16.10.2018 49

MEETINGS & EVENTS



ITB Asia strengthens future direction with Singapore Tourism Board partnership and launch of Experience Pavilion focused on experiential travel trends.

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21 – 23 October 2026
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