ITB ASIA

Asia's Leading Travel Trade Show



EVENT AT A GLANCE

20 - 22 OCTOBER 2027
Marina Bay Sands, Singapore
itb-asia.com

Co-located with:

MICE SHOW ASIA | TRAVEL TECH ASIA

A brand of

MESSE BERLIN Asia Pacific

ITB Asia 2027 • 20 - 22 October 2027, Singapore

ITB ASIA

Asia's Leading Travel Trade Show

Introducing

ITB ASIA

ITB Asia, Asia's Leading Travel Trade Show, is an annual 3-day B2B trade show and convention designed to bring together the key travel industry leaders in the region. It convenes international exhibitors and buyers from the MICE, Leisure and Corporate segments.

Today, 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.

ITB Asia 2027 will be held in Marina Bay Sands in Singapore from 20 - 22 October 2027. The show is organised by Messe Berlin Asia Pacific.



ITB ASIA IN NUMBERS

More than
18,000
Participants

More than
1,000
Exhibitors

More than
1,500
Quality Buyers

Over
60,000
Business Appointments

Over
4,500
Conference Minutes

EXHIBITORS

1 **Asia's Leading Travel Trade Show**

Bringing more than 18,000 attendees from the MICE, Corporate, Leisure sectors

2 **Optimal Buyer & Exhibitor Ratio**

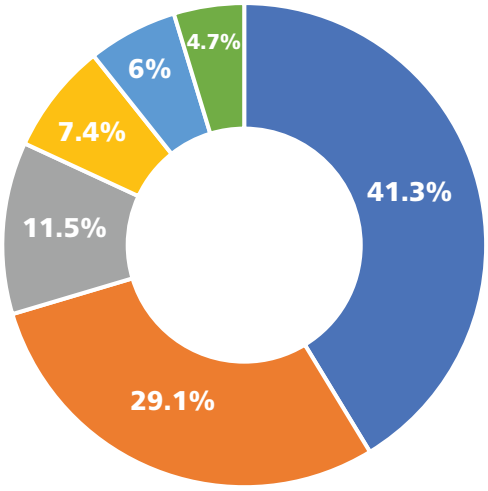
Approximately 1:1 ratio between buyers and exhibitors

3 **Most International Travel Trade Show**

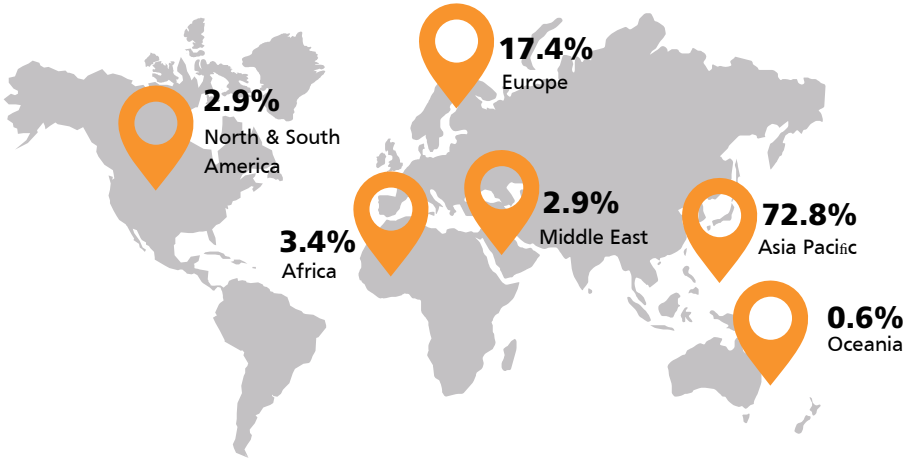
Over 132 countries & territories represented; the most international travel trade show in the region

EXHIBITORS PROFILE

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



EXHIBITORS GEOGRAPHIC BREAKDOWN









VISITORS

NATURE OF BUSINESS OF ATTENDING VISITORS

Travel Agents / Tour Operators / DMCs
38.28%

Hotel / Accommodation
20.34%

Business Travel / MICE
13.08%

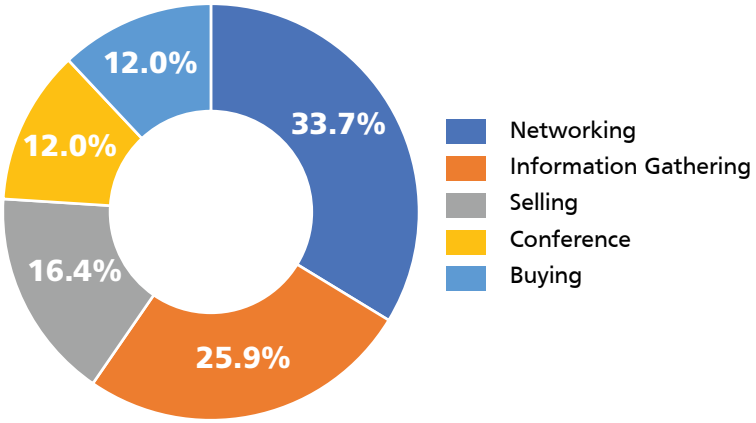
Travel Technology
9.53%

Tourist Attractions
6.95%

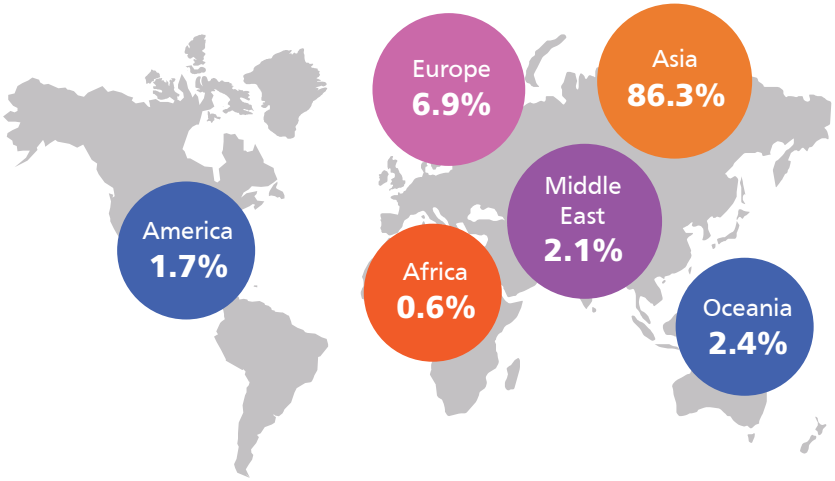
NTOs
6.95%

Airlines / Transport
4.87%

PURPOSE OF VISITING



PERCENTAGE OF VISITORS BY REGION



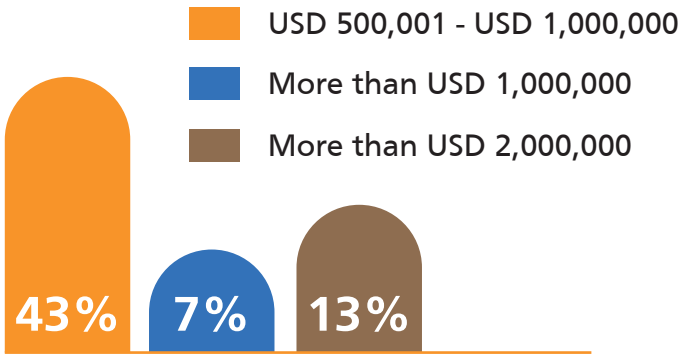


BUYERS

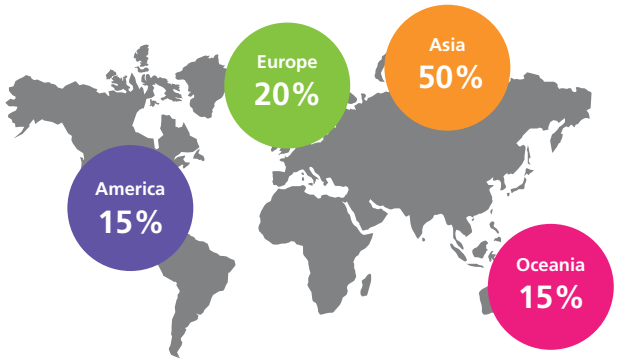
BUYERS PROFILE



BUYER PURCHASING POWER (USD)

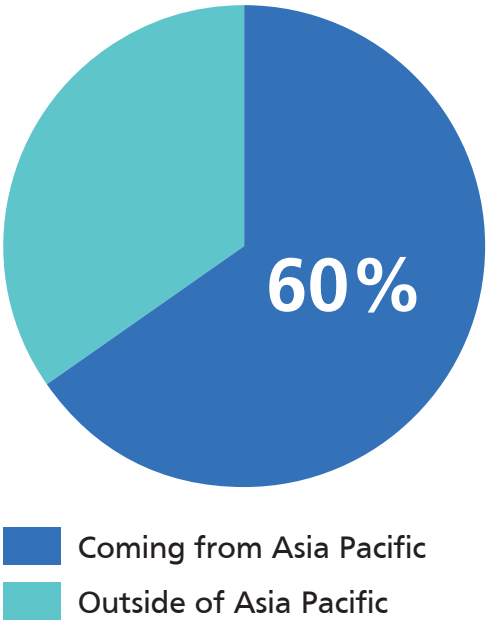


BUYERS GEOGRAPHIC BREAKDOWN



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

STRONGEST BUYER PARTICIPATION





BUYERS ELITE PARTNER PROGRAMME



Join us in the Buyers Elite Partner Programme (BEPP)! As a BEPP Partner, you will be given priority meetings with your approved recommended buyers. You may recommend MICE, Leisure and Corporate buyers, and these buyers can either be your existing clients or buyers whom you wish to meet at ITB Asia.

BENEFITS OF BEING A BEPP PARTNER

- Priority meetings with your recommended buyers during business matching
- Accommodation and flight reimbursements of recommended buyers handled by ITB Asia team
- Hosting of one representative with a minimum of 12 confirmed recommended buyers
- On-site branding and logo to be included in show catalogue

To join the Buyers Elite Partner Programme, email us at buyer@itb-asia.com to express your interest

Past Years' BEPP Partners

and more...



CONFERENCE

The ITB Asia Conference Programme features industry speakers within three days, delivering over 4,500 minutes of thought-provoking content from a diverse range of MICE, Corporate, Leisure and Travel Technology topics. ITB Asia is where the leaders of the industry, the disrupters-in-chief and today's agenda setters inspire you, challenge you and amaze you.

PAST CONFERENCE PARTNERS

ADVENTURE TRAVEL TRADE ASSOCIATION

中国国际商会 商业行业商会 商贸会展产业委员会 (CBEIC)

evintra

GLOBAL DESTINATION SUSTAINABILITY MOVEMENT

Global MICE Collaborative
Advancing the Global MICE Industry

GSTC
Global Sustainable Tourism Council

iaee INTERNATIONAL ASSOCIATION OF EXHIBITIONS & EVENTS
Exhibitions & Events Mean Business

McKinsey & Company

MPI

site Society for Incentive Travel Excellence

STR CoStar™

SVCA Singapore Venture and Private Capital Association

TOURISM ECONOMICS
AN OXFORD ECONOMICS COMPANY

uncommon CONFERENCES

WRTO
WORLD RESEARCH TRAVEL ORGANIZATION

WTCF
世界旅游城市联合会
World Tourism Cities Federation

For speaking opportunities, please contact us at conference@itb-asia.com
Tel: +65 6027 7577 | Visit www.itb-asia.com

A SELECTION OF PAST YEARS' SPEAKERS

KNOWLEDGE THEATRE



Emanuel Lehner-Telic
Head of Markets, Asia-Pacific
Austrian National Tourist Office



John Boris
President & Chief Growth Officer
Big Red Group



Todd Handcock
Chief Commercial Officer and Asia Pacific Executive Chair
Collinson International



Gabriel Tan
CEO
GUAVA International



Bastien Blanc
CEO
Hashoo Group



Heiko Brix
Managing Director
Lufthansa City Center International



Song Mei Mei
Chief Transformation Officer
Plaza Premium Group



Brian Ho
Vice President of Sustainability
Resorts World Sentosa



Nikolas Hatz
Managing Director, HatzConsult, Project Director
Siem Reap Tourism Alliance (STA)



Nick Lim
CEO (Asia)
The Travel Corporation



Michael Shoory
Head of APAC Tourism Analysis
Tourism Economics



Scott Wegener
Head of Asia Pacific
Tripadvisor

MICE SHOW ASIA THEATRE



Sheryn Sethoe
Head of MICE – Asia
ATPI



Gareth Martin
CEO
Business Events Perth



Anna Fisher
Vice President – Asia Pacific
Chase Travel Corporate Solutions



Vicki Parris
Managing Director, FCM Southeast Asia and Japan
FCM Travel Asia



Karen Gonzales
Director, Global Business Development
International Association of Exhibitions & Events (IAEE)



Eugene Ng
SVP, Executive Creative Director, Asia
Jack Morton Worldwide, Asia



Michel Huguenin
CEO
planitswiss Group



J. Grant Caplan
President
Procurigence



Selina Sinclair
CEO, REALM and Vice President, Education and Research
SITE Foundation Board



Henry Yu
Managing Director, Asia
Uniworld Boutique River Cruise Collection



David Sand
CEO
Uwin Iwin Incentives



Colja Dams
Owner and Co-CEO
VOK DAMS Events&Live Marketing worldwide

TRAVEL TECH ASIA THEATRE



Andrew Smith
AVP
Agoda



Edward Wright
Regional Vice President, Asia
Amadeus



Demi Kavaratzis
Country Manager, Australia and New Zealand
Etraveli Group



Clive Ashmore Butler
Chief Operations Officer
Atlas



Léa Vernet
VP Partnerships & Connectivity
D-EDGE Hospitality Solutions



Bryce Fosdick
Chief Technology Officer
Hotelplanner



Brett Henry
President Director
MG Group



Damien Cramer
Senior Vice President - Global Travel
Nuvei



Deepshikha Sehgal
Head of LGS (Lodging, Ground & Sea) - APAC
Sabre Corporation



Melinda Yeoh
Head, Revenue Management
The Ascott Limited



Edmund Ong
Senior Regional Director, SEA and General Manager, Singapore
Trip.com Group



Jeff Kim
CEO
Yanolja Cloud

MICE SHOW ASIA

MICE SHOW ASIA

20 - 22 OCTOBER 2027

Singapore

MICESHOWASIA.COM

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.

1. A focused event on MICE with key industry players attending
2. Business and networking through 1-to-1 meetings
3. 100% pre-scheduled appointments
4. Guaranteed 1:1 ratio between exhibitors and buyers
5. Dedicated MICE conference discussing latest issues on today's complex travel market

TOPICS TO BE DISCUSSED:

- The Next Era of Business Travel & Events
- The Evolving Corporate Buyer & Decision-Maker
- Experience, Engagement & Human Connection

and many more...

ORGANISATIONS WHO HAVE JOINED US

Interested in participating in MICE Show Asia?
Contact us at exhibitor@miceshowasia.com

TRAVEL TECH ASIA



TRAVEL TECH ASIA 2027

20 - 22 OCTOBER 2027

Singapore

TRAVELTECHASIA.COM

New technology continues to shape the way people travel, and companies across the globe are massively investing in innovations that will upscale their business models, aggregate content and evolve their customer experience to reflect their changing expectations. Experts from across the travel ecosystem will come together at **Travel Tech Asia (TTA)** to share and demonstrate how technology is revolutionising the traveller's journey of tomorrow.

TOPICS TO BE DISCUSSED:

- The Next Wave of Travel Technology and Trends
- Technology, Innovation and the New Digital Landscape
- Tech Reimagined: The Next Digital Revolution

and many more.

ORGANISATIONS WHO HAVE JOINED US

11-INFOTECH SYSTEM · HBX GROUP · didatravel · GO Global Travel · Shiji · ly.com · STAAH · UNIFIFI · CONVERGENT · airalo · SiteMinder · Rakuten Travel Xchange · Skyscanner · SmartRyde · STUBA · SUNRATE · tbo.com · Juniper · traveloka · exely · triple A · infor · Trip.com Group · TourMind · VERTEIL · agoda · KAYAK · flywire · VELOCITY VENTURES · TRAVELPORT · MG group · tiket.com · cleartrip · Tripadvisor · RATE HAWK

Interested in participating in Travel Tech Asia?
Contact us at exhibitor@traveltechasia.com

ITB ASIA

Asia's Leading Travel Trade Show

Your Travel Trade Shows in Asia

ITB Asia Select Indonesia

23 - 24 June 2027
Jakarta, Indonesia

itb-asia.com/itbasiaselect

ITB India

Co-located with:

September 2027
India

itb-india.com

ITB Asia

Co-located with:

20 - 22 October 2027
Singapore

itb-asia.com