ITB Asia 2026

21 – 23 October 2026 in Singapore

PRESS RELEASE

ITB Asia 2026 concludes with 184% growth in MICE Show Asia and launch of ITB Asia Select

With more than 80% of exhibiting brands representing international markets across Asia-Pacific, Europe, the Americas, Africa and the Middle East, the 3-in-1 event connected the global travel industry in Singapore. Co-located with MICE Show Asia and Travel Tech Asia, the 19th edition explored the future of human-centred travel, introduced new initiatives and marked the launch of ITB Asia Select, with Indonesia as its first market.

Singapore, 23 October 2026 – ITB Asia 2026 successfully concluded today after three days of business, networking and knowledge exchange at the Sands Expo & Convention Centre, Marina Bay Sands, Singapore. Asia's largest travel trade show brought together **more than 18,000 participants, over 1,000 exhibiting brands and more than 1,500 qualified buyers,** connecting businesses and industry professionals from across the international travel sector.



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Co-located with MICE Show Asia and Travel Tech Asia, the event covered leisure travel, MICE, corporate travel and travel technology. Under the theme **"Experiences in Motion: Human-Centred Design in Travel & Tourism"**, the exhibition and conference programme examined how changing traveller expectations, technological advances and experience-led innovation were shaping the future of travel.

A major milestone was the official **launch of ITB Asia Select**, a new regional initiative designed to extend the ITB Asia brand into selected markets across

MESSE BERLIN Asia Pacific

Events/ Communities:

ITB ASIA

MICE SHOW ASIA

TRAVEL TECH ASIA

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Asia. Indonesia was announced as the first destination, with ITB Asia Select Indonesia scheduled for **23–24 June 2027 in Jakarta.**

International participation connects markets worldwide

More than 80% of exhibiting brands represented international markets, spanning Asia-Pacific, Europe, the Americas, Africa and the Middle East. This international presence underlined ITB Asia's role in bringing destinations, tourism suppliers, buyers and industry decision-makers together in one place.

MICE Show Asia recorded impressive growth of 184% this year, underlining its growing importance within the region's business events industry and further strengthening ITB Asia's position as a platform for the international MICE community.

Travel Tech Asia also introduced its Hosted Buyer Programme, connecting technology providers with qualified buyers from the hospitality, attractions, travel agency and travel technology sectors.

The exhibition covered leisure travel, MICE, corporate travel and travel technology, offering participants opportunities to explore new markets, establish partnerships and develop business relationships. More than **60,000 pre-scheduled appointments** provided a structured setting for exhibitors and qualified buyers to connect, discuss commercial opportunities and build relationships across borders.

The conference programme added a further dimension to the event, with discussions across three dedicated theatres addressing developments in travel, business events, technology and tourism. A total of **160 high-level speakers** contributed to **4,500 minutes of conference content**, sharing insights into emerging trends and the opportunities facing the industry.

Together, the exhibition, business meetings and conference sessions provided a platform for international exchange, commercial development and discussion of the forces reshaping travel and tourism.

ITB Asia Select launches with Indonesia as its first destination

ITB Asia 2026 marked the official launch of ITB Asia Select, opening a new chapter in the brand's regional development. The announcement was formalised through the signing of a Memorandum of Understanding (MoU) between Messe Berlin Asia Pacific and the Association of the Indonesian Tours and Travel Agencies (ASITA).

The agreement supports the development of **ITB Asia Select Indonesia, which will take place on 23–24 June 2027 in Jakarta**, following the rebranding of Travel Meet Asia Jakarta.

The initiative builds on the international recognition and network of the ITB brand, creating additional opportunities to connect Indonesia's travel industry with international destinations, tourism suppliers and business partners. It

also extends the ITB Asia platform into selected markets, strengthening opportunities for business engagement across Asia.

Indonesia is the first market under the ITB Asia Select initiative, with further destinations set to follow.

"ITB Asia continues to demonstrate the importance of bringing the global travel industry together in Asia. This year's strong international participation, the significant growth of MICE Show Asia and the launch of ITB Asia Select mark important milestones for our business. As the industry evolves, our focus remains on creating meaningful connections and new opportunities for our partners, both in Singapore and across the wider region," said Darren Seah, Executive Director, Messe Berlin Asia Pacific.

ITB Asia introduces new initiatives to enhance the event experience

ITB Asia continues to evolve beyond the traditional trade show format, introducing new ideas that make the event more seamless, engaging and valuable for participants. These included a pilot off-airport check-in initiative with Changi Airport Group, as well as curated exhibition discovery tours with Woopa Group, where professional tour guides helped attendees navigate the show floor and uncover key highlights. The new Experience Zone, including the **Experience Pavilion by Tripadvisor**, successfully highlighted the growing trend of experiential travel, showcasing immersive and experience-led tourism offerings and creating new opportunities for engagement with the Asian travel trade.

These initiatives underline ITB Asia's commitment to continually reimagining the event experience and testing new concepts that respond to the changing needs of the travel industry.

Industry events extend connections beyond the exhibition floor

Beyond the exhibition and conference programme, ITB Asia 2026 featured a series of industry events, networking sessions, cultural showcases and award ceremonies. These activities created further opportunities for professional exchange, industry recognition and collaboration across the international travel community.

Highlights included:

- **MoU Signing between Messe Berlin Asia Pacific and ASITA for the Launch of ITB Asia Select**, marking the initiative's regional expansion.
- **Tripadvisor Travellers' Choice Best of the Best Award Presentation**, recognising outstanding travel experiences.
- **Business Traveller Global & Regional Awards 2026**, celebrating achievements across business travel.
- **ITB Asia Official Networking Night, sponsored by Resorts World Sentosa**, bringing industry professionals together beyond the show floor.

- **MICE Show Asia Pinnacle Partners Experience**, creating opportunities for engagement among business events professionals.
- **Association Executive Networking Hour**, connecting association representatives and industry decision-makers.
- **ATTA AdventureCONNECT Networking Hour**, facilitating exchange across the adventure travel sector.
- **Singapore Hospitality & Tourism Conference 2026**, addressing developments and opportunities in hospitality and tourism.
- **Cultural Performances and Showcases**, bringing destination cultures and traditions to the exhibition.

These activities complemented the business and conference programme, strengthening professional connections and encouraging collaboration across the travel industry.

ITB Asia, MICE Show Asia and Travel Tech Asia return in October 2027

The three co-located trade shows will return to the Sands Expo & Convention Centre, Marina Bay Sands, Singapore, from **20–22 October 2027**. Exhibitors planning to participate in the next edition can take advantage of **early-bird rates** available until **31 March 2027**.

For more information about ITB Asia, visit www.itb-asia.com. For more information about MICE Show Asia, visit www.miceshowasia.com. For more information about Travel Tech Asia, visit www.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 60 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. The inaugural ITB Americas will be held in Guadalajara, Mexico, from 10 to 12 November 2026, covering the American market. ITB Berlin, the world's leading B2B trade show for the travel industry, will take place in Berlin from March 16 to 18, 2027. ITB China, the premier marketplace for China's travel industry, is scheduled for 25 to 27 May 2027, in Shanghai. ITB India will take place in Mumbai in September 2027. ITB Asia will be held in Singapore from 20 to 22 October 2027, covering the APAC market.