

ITB Asia 2025

15 – 17 October 2025 in Singapore

PRESS RELEASE

Travel Tech Asia 2025: Where Innovation Powers the Future of Travel

Singapore to host the premier travel technology showcase for the APAC region, bringing together leading brands, visionary startups, and top industry executives to redefine the future of tourism.

Berlin/Singapore, 25 September 2025 – From 15 – 17 October 2025, the global travel technology community will gather at the Sands Expo and Convention Centre, Singapore (Level 1, Hall B) for Travel Tech Asia 2025. Co-located with ITB Asia and MICE Show Asia, the event unites the brightest minds, pioneering technologies, and most influential leaders in the travel and tourism sector. Over three days, executives, innovators, and thousands of attendees will meet to showcase solutions, forge partnerships, and shape the future of how the world travels.

Travel Tech Asia: Where Innovation Meets Opportunity

Travel Tech Asia is the definitive platform where cutting-edge technologies, emerging trends, and disruptive startups converge with established travel brands. The show offers unparalleled opportunities for networking, deal-making, and discovery, enabling businesses to unlock new frontiers in the ever-evolving travel ecosystem.

The **exhibition floor** will feature leading global names including **Trip.com Group, Agoda, Go Global Travel, Juniper Travel Technology, Korea Tourism Startup Center, Xendit, SUNRATE, SiteMinder, Airalo, DerbySoft, RateHawk, Skyscanner, RESTEL S.A., Holafly, and Worldline**. These companies represent the pinnacle of travel technology, showcasing cutting-edge solutions that are driving the evolution of travel across the APAC region.

Equally important are the **top buyers** attending from across the industry, including C-level executives from renowned organisations such as **Trip.com (CTO), THE ASCOTT LIMITED (Digital Transformation), Capitaland (Digital International Lodging Systems), HPL Hotels & Resorts (Director of Revenue Management), Expedia (Principal Software Engineer), Far East Hospitality Management Services (Area Director of Revenue Management), and The Capitol Kempinski Hotel Singapore (Ecommerce & Digital Strategy Manager)**. Their presence highlights the strategic significance of the event, bringing together the most influential decision-makers to explore partnerships, investment opportunities, and technology adoption.

“Travel Tech Asia is the meeting place for the great minds shaping the future of travel. In an industry traditionally driven by people and experiences, technology is the catalyst that enhances, personalises and scales those very experiences. At our travel technology showcase ideas become innovations, and innovations become the force that will drive the entire travel industry forward”, said **Darren Seah, Executive Director of Messe Berlin Asia Pacific and organiser of Travel Tech Asia, MICE Show Asia, and ITB Asia**.



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Kicking off Travel Tech Asia on a vibrant note, an **exclusive RSVP-only Happy Hour networking session** will take place at the Buyers Lounge on 15 October 2025, from 5 pm to 6 pm. Open to Travel Tech Asia exhibitors, buyers and speakers, this lively gathering offers a prime opportunity to connect, exchange ideas and forge meaningful partnerships – further enriching the Travel Technology Zone experience.



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Conference Highlights: Insightful Sessions from Global Leaders

The **Travel Tech Asia Conference 2025** will deliver forward-looking insights on how technology is reshaping travel. This year's programme focuses on **trends and innovations in travel technology**, the **role of AI in transforming travel and tourism**, the **future of travel payments**, and **strategies for aviation distribution**, offering participants the tools and strategies to navigate the next wave of transformation.

Among the headline sessions and speaker highlights are:

The **Tech Leaders' Panel: Driving Innovation in Travel through Technology** will explore how travel companies are adapting to shifting consumer demands for personalisation, seamless experiences, and efficiency. **Tejveer Singh Bedi**, Vice President of Traveloka Partners Network at **Traveloka**, will moderate a discussion with **Clive Ashmore Butler**, Chief Customer Officer at **Atlas**; **Chris Hodges**, Vice President of Global Connectivity & Partner Solutions at **Expedia Group**; **Brett Henry**, President Director at **MG Group**; **Edmund Ong**, Senior Regional Director SEA and GM Singapore at **Trip.com**; and **Kazuhisa Takahashi**, CEO of **Tripla**, examining how digital solutions are driving innovation and addressing the key challenges and opportunities for the industry.

The panel on **The Impact of AI on the Future of Travel** will focus on how artificial intelligence is redefining the traveller journey, streamlining operations, and delivering hyper-personalised experiences. Moderated by **Kei Shibata**, Co-founder and CEO of **Venture Republic & Trip 101**, the discussion features **Max Martin**, Founder of **Kai**;

Linda Adami, Founder and CEO of **Quantum Temple**; **Apichai Sakulsureeyadej**, CEO of **Radiant1**; and **Jeff Kim**, CEO of **Yanolja Cloud**, exploring how businesses can harness AI to boost operational efficiency and elevate customer satisfaction.

In the session, **Real-World Applications of AI and Strategies for Hotels**, **Andrew Smith**, Senior Vice President of Supply at **Agoda**, will present hands-on examples of how AI is transforming hotel operations and guest experiences, providing actionable strategies for hoteliers to implement or scale AI-driven solutions.

The session **Unlocking APAC Growth: Smarter Flight Distribution in the Age of NDC** will highlight the critical role of flights in the APAC region, which is poised to become the world's largest travel market. **Demi Kavartzis**, Country Manager for Australia and New Zealand at **Etraveli Group**, will share how accelerating NDC adoption and data-driven retailing are reshaping airline and retailer connections with travellers, and highlight opportunities to capture the next wave of APAC growth.

The **C-Suite Talk: Venture Capital in Travel Tech - Unlocking the Future of Innovation** will offer an insider perspective on where top investors see the next breakthroughs in travel technology, from AI-driven trip planning to sustainable travel solutions. **Scott Krivokopich**, Co-Founder and Managing Partner of **1982 Ventures**, will guide this session, sharing insights into the models, signals, and sectors attracting venture capital investment.

Registration Now

Booth registration is now open: www.traveltechasia.com/exhibitor
Trade visitor passes are available complimentary until 3 October 2025:
www.traveltechasia.com/visitor

Media registration now open

Media professionals are invited to apply for accreditation now via itb-asia.com/media-accreditation. The online pre-registration link closes on **13 October 2025 at 12:00 pm GMT +8**, and on-site accreditation will not be offered. All media applications are subject to approval by the ITB Asia press team.

For further information on ITB Asia 2025, please visit itb-asia.com or contact media@itb-asia.com. We look forward to welcoming you to Singapore this October.

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 Asia will be held in Singapore from 15 to 17 October 2025, covering the broader regional market. ITB China, the premier marketplace for China's travel industry, is scheduled for 27 to 29 May 2025, in Shanghai. ITB Berlin, the world's leading B2B trade show for the travel industry, will take place in Berlin from March 3 to 5, 2026. ITB India will take place in Mumbai from September 2 to 4, 2026. The inaugural ITB Americas will be held in Guadalajara, Mexico, from 10 to 12 November 2026, covering the American market.