

EVENT AT A GLANCE

16 - 18 October 2019, Singapore
itb-asia.com



ITB
ASIA

Asia's Leading
Travel Trade
Show



Supported by:



Held in:



Official Partner Hotel:



Organised by:



Messe Berlin
Singapore



ITB
ASIA

Asia's Leading
Travel Trade
Show

Introducing ITB ASIA

ITB Asia, Asia's Leading Travel Trade Show, is an annual three days 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.

On its 12th year, ITB Asia will be held in Marina Bay Sands in Singapore from **16 - 18 October 2019**. The show is organised by Messe Berlin (Singapore) Pte Ltd.

ITB ASIA 2019 SHOW STATISTICS



More than
1,000
Exhibitors

More than
1,000 Quality
Buyers



Over
7,000
Conference Minutes

More than
11,000 attendees

>25,000
Business
Appointments



EXHIBITORS

Asia's Largest & Only Hybrid Show

Bringing more than 11,000 attendees from the MICE, Corporate, Leisure sectors

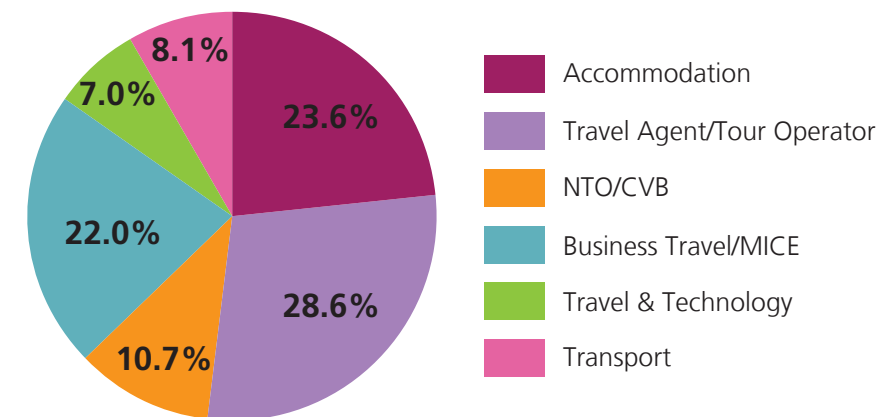
Optimal Buyer & Exhibitor Ratio

Guaranteed 1:1 ratio between buyers and exhibitors

Most International Travel Trade Show

Over 113 countries represented; ITB Asia is the most international travel trade show in the region

EXHIBITOR PROFILES



98%

of exhibitors say that ITB Asia is the highest quality travel trade show in Asia Pacific

EXHIBITOR GEOGRAPHIC BREAKDOWN

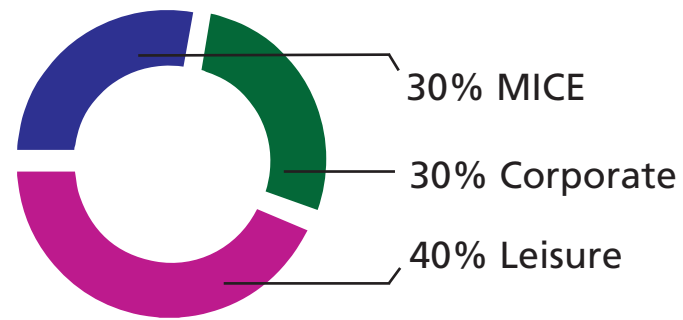


Asia Pacific	62.7%
Europe	25.3%
Middle East	3.2%
Africa	3.6%
North & South America	5.1%



BUYERS

BUYERS PROFILE

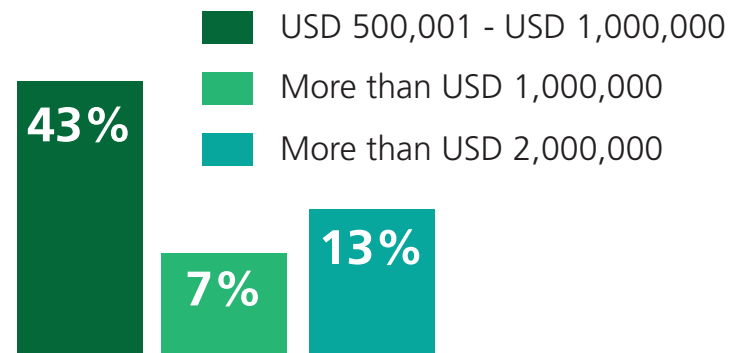


BUYERS GEOGRAPHIC BREAKDOWN

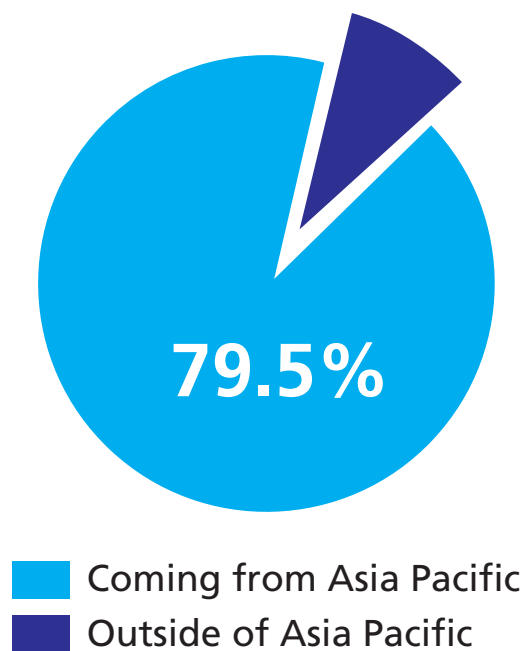


Asia Pacific	79.5 %
Europe	10.5 %
Middle East	2.7 %
Africa	1.0 %
North & South America	6.3 %

BUYER PURCHASING POWER (USD)



STRONGEST BUYER PARTICIPATION



BUYERS PROGRAMME



Join us as a Buyers Programme Partner! As a Buyers Programme Partner, you will be given priority meetings with your approved recommended buyers.

Benefits of being a Buyers Programme Partner



Priority meetings with your recommended buyers during business matching



Accommodation and flight reimbursements of recommended buyers handled by ITB Asia team



On-site branding and logo to be included in show catalogue

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.

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

2018 Buyers Programme Partners



VISITORS

NATURE OF BUSINESS OF ATTENDING VISITORS

Travel Agents / Tour Operators / DMCs



Hotel / Accommodation



Business Travel / MICE



Tourist Attractions



Airlines / Transport



Travel Technology



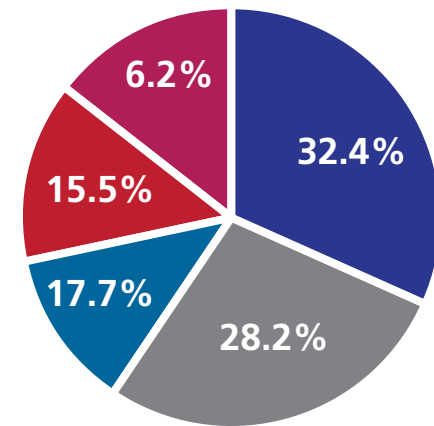
NTOs



Others



PURPOSE OF VISITING



Networking 32.4%

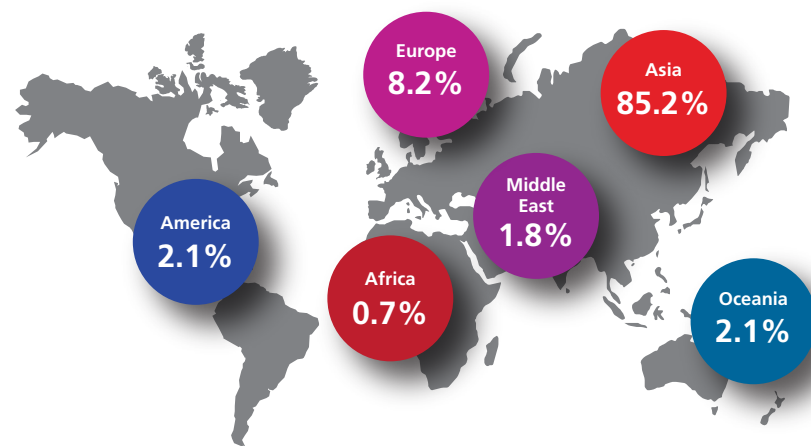
Information Gathering 28.2%

Buying 17.7%

Conference 15.5%

Selling 6.2%

PERCENTAGE OF VISITORS BY REGION



CONFERENCE

The ITB Asia Conference Programme features **over 260 speakers** in **more than 200 sessions** within three days, delivering **over 7,000 minutes** of thought-provoking content from a diverse range of MICE, Corporate and Leisure 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.

Themes to be covered in our yet-to-be released agenda include:



For any enquiries, please contact us at exhibitor@itb-asia.com

Tel: +65 6635 1188 | Visit www.itb-asia.com

OPENING KEYNOTE SPEAKERS



Hermione Joye
Head of Industry, Travel
APAC, **Google**



Shane O'Flaherty
Global Director of Travel
and Transportation,
Microsoft



Victor Tseng
Chief Communications
Officer, **CTrip**

MICE & CORPORATE HUB



Alvan Yong
International Lead,
Airbnb for Work



Anna Ratala
Head of Slush
Singapore, **Slush**



Ciaran Delaney
CEO, **MeetingsBooker**



El Kwang
CEO, **Biz Events Asia**



Jim Tan
President, **Sharing Economy**
Association of Singapore



Joewin Tan
CEO, **Huone Singapore**



Joonas Ahola
Founder & CEO,
MeetingPackage.com



Kurt Knackstedt
CEO, **Troovo**



Laurent Fuchs
CEO, **UNICEO**



Michael T. Molloy,
Category Leader - Travel
& Expense Management
Procurement, **Rio Tinto**



Swami Sekar
Co-Founder & CEO,
Winimy.Ai



Thanate Kienpotirarn
Founder, **BIC Event Group**

TRAVEL & TECH HUB



Ben George
Senior VP & Commercial
Director, APAC, **Hilton**



Bjorn Harvold
CEO & Co-Founder,
Travelkoin



Ender Shutao Jiang
Founder, **Hiverlab**



Jason Lusk
Program Director, Mekong Innovative
Startups in Tourism Accelerator, Asian
Development Bank



Kristian Valk
Founder & CEO,
Hotelchamp



Maxim Thaw Tint,
Co-Founder & CEO,
GTRIIP



Milad Sharafi,
Founder,
Bookingee.com



Mohit Saxena
Founder & COO, **Rizort**



Neelkanth Pararath
Managing Director, **WebCRS**



Rom Hendler
Founder & CEO, **Innovel**
Travel Tech



Sahba Saint-Claire
Co-Founder & CEO,
Touché



Savsunenko Oleksandr
Head of AI Lab, **Skylum**
Software



Tien Nguyen
CTO, **Wego**



Trpimir Kvesić
Co-Founder & CEO,
InSky Solutions



Tushar Khandelwal
COO & Co-Founder,
Voyagin

2018 SPEAKERS INCLUDE...

KNOWLEDGE THEATRE



Alessandro Dassi
CEO & General Manager,
Greater China & Far East,
Thomas Cook



Andrew Hughes
Regional Director of
Sourcing, **Hotelbeds Group**



Bernhard Bohnenberger
President, **Six Senses**



Carolyn Kremins
President, **Skift**



Changle Yang
COO, **Tujia**



Charlie Osmond
Founder & Chief Tease,
Triptease



Colin Nagy
Head of Strategy, **FRED & FARID**,
Hospitality & Innovation
Columnist, **Skift**



Christopher Flook
CEO, **FlightGlobal**



David McKillips
President – International
Development, **Six Flags**



Eugene Tan
GM, **Corporate Travel**
Management (CTM)
Singapore



Evgeny Tchebotarev
Founder, **500px** & VP
Growth Asia, **Skylum**



Geoff Meyer
Managing Director,
IRONMAN Asia



Leigh Barnes
Chief Purpose Officer,
Intrepid Travel



Rafat Ali
CEO & Founder, **Skift**



Robin Chiang
Regional Director, APAC,
KAYAK



Ryder Thomas
CEO, **Pegasus Lodges**



Steven Shu
CMO, **Meituan Platform**



Sumesh Patel
President - Asia Pacific,
SITA



Troy Liu
Founder & CEO, **Mileslife**



Yuzhou (Frank) Huang
VP and GM of Hotel
Business Department, **Fliggy**

PRESENTATION HUB



Arvinder Gujral
MD, SEA & Senior Director,
Business Development,
APAC, **Twitter**



Frank Sliwka
COO, Asia, **ESL Gaming**



Giri Jadhav
Vice President, Asia, **Ogilvy & Mather**



Kathryn Moore
Founder & MD, **Spa**
Connectors



Kris Naudts
Founder & CEO,
Culture Trip



Max Kraynov
CEO, **Aviasales.ru**



Mustafa al Hinai
Group CEO, **Oman Aviation**
Group



Philip Whittaker
CCO & CEO, **Integrated**
Theme Parks &
Attractions (ITPA)



Tanya Talreja
President & Founder, **GSD**
Spa and Wellness
Development Corporation



Taro Amornchod
CEO & Co-Founder,
TakeMeTour

WHAT TO EXPECT FOR 2019?

HEAR FROM THE C-SUITE!

This is a series of interviews and fireside discussions with C-level executives where we get to the heart of today's complex travel issues with the expertise and vision that only industry leaders can provide.

Topics to be discussed include:

- D-i-s-r-u-p-t-i-o-n! What is going to shake and change the travel industry?
- Future of travel distribution
- The rise of lifestyle branding in travel
- A world beyond cash



WHAT TO EXPECT FOR 2019?

TRAVEL & TECHNOLOGY

Our Travel & Tech Hub will gather leaders in the travel space to share some of the most exciting innovations and answer one key question: "If the benefits of digitising the travel business are clear, what are the holdbacks and execution strategies?"

Topics to be discussed:

- The future of travel tech: The role of AI, VR, Robotics, and Blockchain on tourism
- The rise of robots
- Is voice the future?
- Fast & seamless travel: AI & biometrics



DESTINATION MARKETING

Destination Marketing, previously known as Presentation Hub, features a stellar line-up of leading media agencies and DMCs who will be sharing inspirations, tips and insights on how to promote your destinations.

Topics to be discussed:

- Destination marketing strategy checklist: Why should tourists visit you?
- How brands can better use data and content to inspire their audience
- The power of social influencers
- Social media marketing: How to stop wasting money?

MUSLIM TRAVEL

Muslim Travel has been a hot topic in recent years. We will be gathering tourism companies, marketing leaders and analysts from leading travel-related partners to share insights and best practice in marketing destinations to Muslim travellers.

Topics to be discussed:

- Latest insights of Muslim travel market
- The rise of digital Muslim travelers
- What Muslim travellers want
- Developing Muslim-friendly travel packages



TOURS & ACTIVITIES

It's the activities on the ground that inspire travelers to go places, and the tours and activities segment has been on quite a ride lately, shifting its business to online and mobile. We're bringing together industry leaders to share their perspectives on how the marketing is and will be evolving.

Topics to be discussed:

- Pricing your tour and activity right
- SEOs and ranking your products high
- How to work with OTAs profitably
- How to make bookings big online?



HOTELS & HOTEL TECH

Hotels today are introducing new developments to meet guest demands that are becoming more sophisticated. Technology will play an important part in this transformation.

Topics to be discussed:

- Hotel 2.0: What makes the hotel of the future?
- Why hotel loyalty programme needs to be sexy
- The coming robotification of hospitality is near
- Reinventing hotel technologies

Interested in participating in our showcases and pavilions,
Contact the Exhibition Team at exhibitor@itb-asia.com

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WHAT TO EXPECT FOR 2019?



3RD EDITION

CORPORATE DAY

Meet Asia's Top Corporate Travel Managers

Join the discussion at the Corporate Day where global and Asian buyers from top companies share company strategies, real life case studies and opportunities in the industry.

Organisations that have joined us include:



4TH EDITION MICE DAY

Meet Asia's Top MICE Buyers

A dedicated 1-day MICE programme covering the most extensive topics on MICE. The full day programme will feature key MICE buyers and suppliers sharing their most up-to-date case studies and learnings.

Organisations that have joined us include:



WHAT TO EXPECT FOR 2019?

DESTINATION MARKETING SHOWCASE

With more than 30 speakers from tourism organisations and marketing agencies, the Destination Marketing Showcase will feature a wide variety of well-known destinations, as well as provide you with insights on how to market your destinations to targeted consumer groups. Come and join us at our Destination Marketing Showcase! Capture the attention of our buyers to unlock the potential of your destination and showcase what you have to offer.

TRAVEL TECHNOLOGY SHOWCASE

The Travel Technology segment at ITB Asia has increased over 150% across the past year with a constant flow of returning and new exhibitors. Leverage on our sell-out Travel Technology showcase to share your products and services. Book your 20-minute speaking slot now!

MICE & CORPORATE SHOWCASE

Looking to present your latest technology to MICE planners? The MICE & Corporate Showcase provides the best platform for you to demonstrate to our MICE buyers and letting them have the first-hand experience of your products and services.

MUSLIM TRAVEL SHOWCASE

Want to showcase your products and services? Enhance your participation with a Speaking Slot at the Muslim Travel Hub, and be at the forefront of the industry with your knowledge and insights!

WHAT TO EXPECT FOR 2019?

MICE & CORPORATE SPEED NETWORKING

WHAT IS IT

During the ITB Asia MICE & Corporate Speed Networking, you (the exhibitor*) and buyers will have five (5) minutes mini-meetings to discover if you have similar business interests. You will be entitled up to twelve (12) mini-meetings during the one (1) hour session.

**Only for exhibitors of ITB Asia 2019*

**Potentially meet up to 30
MICE & Corporate Buyers!**

HOW IT WORKS

Each buyer will be given a table that is numbered. The exhibitors will approach the buyers to establish connections and swap business cards.

Keep your meetings quick, succinct and within the stipulated time. The objective of the session is for you to arrange appointments and meet the people that matter most to your business in the shortest amount of time.

Limited Slots Available!

Interested in participating in the MICE & Corporate Speed Networking, contact us at exhibitor@itb-asia.com

REGISTER FOR ITB ASIA 2019

**Over
1,000
Exhibitors**

**Over
1,000
Buyers**



**ITB
ASIA**

Asia's Leading
Travel Trade
Show



**More than
11,000
Attendees**



**More than
7,000
Conference
Minutes &
>260 Speakers**

For enquiries, please contact us at +65 6635 1188 or email us at:

EXHIBITORS: exhibitor@itb-asia.com

BUYERS: buyer@itb-asia.com

CONFERENCE/PARTNERS: info@itb-asia.com

