

# 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:



# 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



# EXHIBITORS

### Asia's Largest & Only Hybrid Show

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

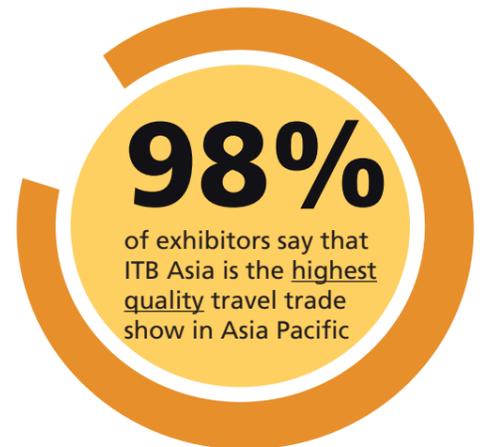
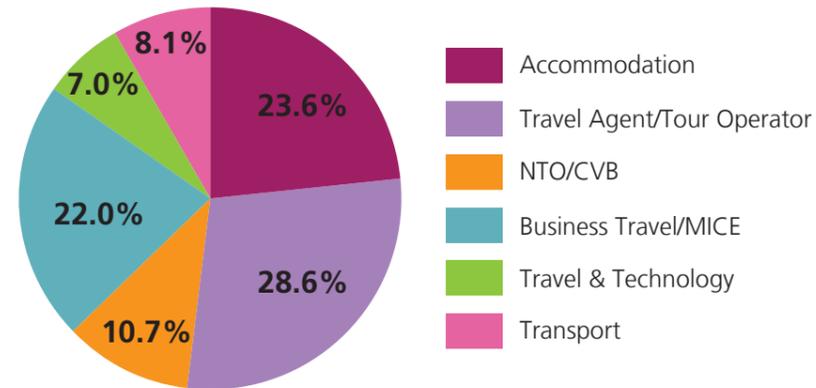
### Optimal Buyer & Exhibitor Ratio

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



## EXHIBITOR GEOGRAPHIC BREAKDOWN

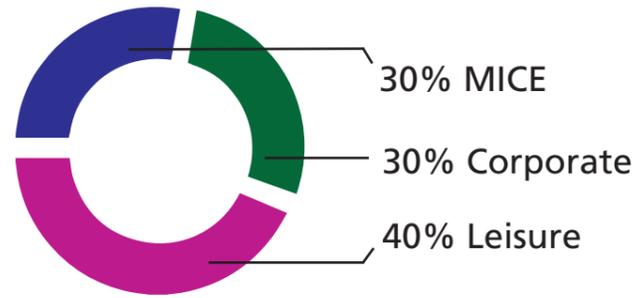


Asia Pacific	62.7%
Europe	25.3%
Middle East	3.2%
Africa	3.6%
North & South America	5.1%

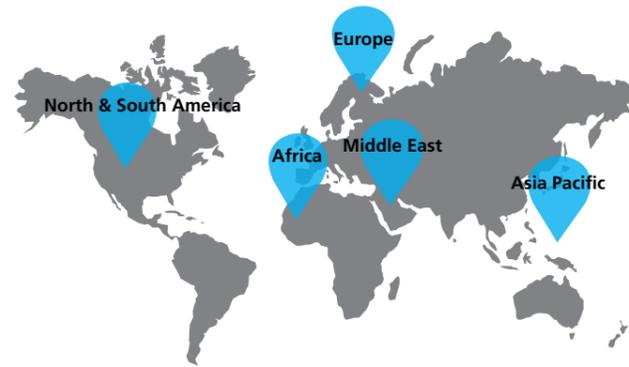


# BUYERS

## BUYERS PROFILE

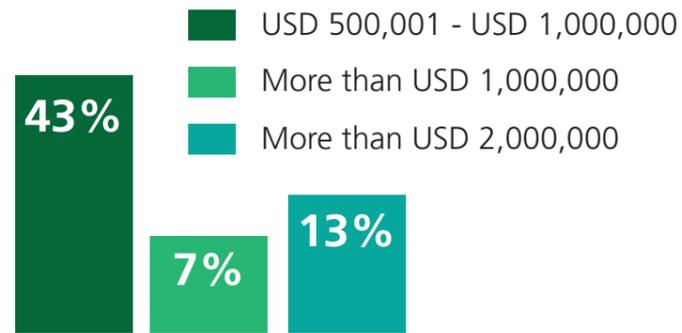


## BUYERS GEOGRAPHIC BREAKDOWN

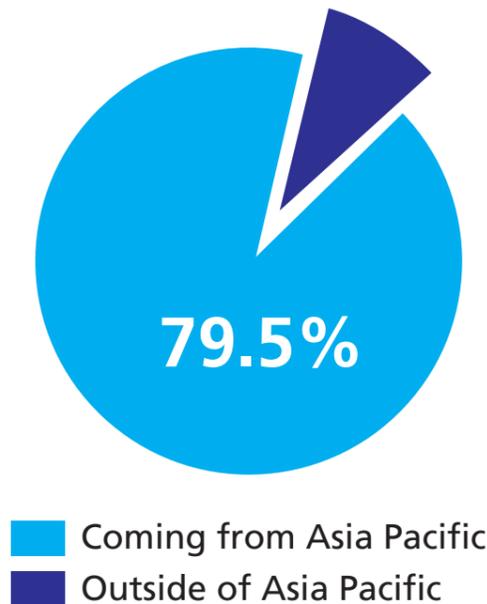


Asia Pacific	79.5 %
Europe	10.5 %
Middle East	2.7 %
Africa	1.0 %
North & South America	6.3 %

## 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](mailto: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



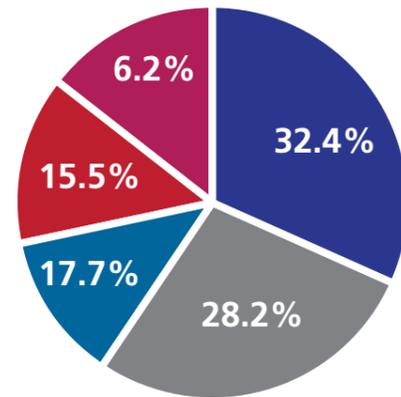
NTOs



Others



## PURPOSE OF VISITING



Networking 32.4%

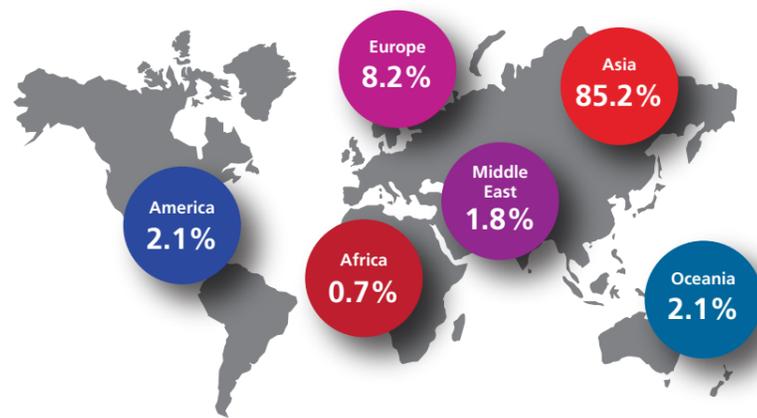
Information Gathering 28.2%

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](mailto:exhibitor@itb-asia.com)

Tel: +65 6635 1188 | Visit [www.itb-asia.com](http://www.itb-asia.com)

# 2018 SPEAKERS

## INCLUDE...

### 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 Kienpotirarnard**  
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 Amornched**  
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 user 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](mailto:exhibitor@itb-asia.com)

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# WHAT TO EXPECT FOR 2019?

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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:



## 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](mailto:exhibitor@itb-asia.com)

# REGISTER FOR ITB ASIA 2019

**Over 1,000 Exhibitors**



**Over 1,000 Buyers**



**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](mailto:exhibitor@itb-asia.com)

**BUYERS:** [buyer@itb-asia.com](mailto:buyer@itb-asia.com)

**CONFERENCE/PARTNERS:** [info@itb-asia.com](mailto:info@itb-asia.com)

