

ITB ASIA 2017 FACT SHEET



ITB
ASIA

Asia's Leading
Travel Trade
Show

ITB ASIA 2018 DATE & VENUE:

- 17 - 19 October 2018
- Sands Expo & Convention Centre, Marina Bay Sands, Singapore

KEY HIGHLIGHTS

- 22,000 confirmed business meetings recorded during the show
- Buyer Split: 40% Leisure, 35% MICE, 25% Corporate



Exhibitor Profiles

National Tourism Organisation,
Accommodation, Travel Agents,
Tour Operators, Transport,
Travel & Technology



Buyer Groups

Corporate, MICE, Leisure

- **79.5%** from Asia Pacific & Oceania
- **90%** of confirmed buyers are recommended by partners and exhibitors



Event at a Glance

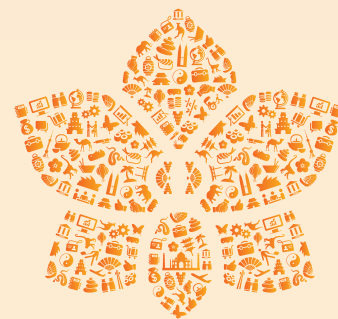
- **6,140** conference minutes
- **250+** travel trade medias
- **>200** high level speakers

2017 STATISTICS

940 Exhibitors from **113** Countries

951 Quality Buyers from MICE, Corporate & Leisure

More than **11,000** attendees



For more information, please visit www.itb-asia.com

Tel: +65 6635 1188 | E-mail: exhibitor@itb-asia.com

Supported by:



Held in:



Official Partner Hotel:



Official Partner Airline:



Organised by:

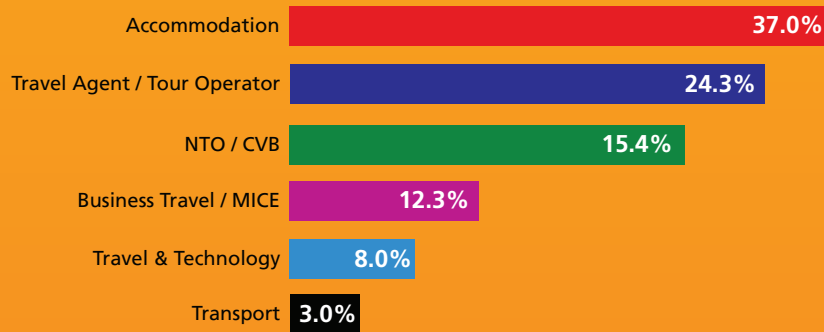


Messe Berlin
Singapore

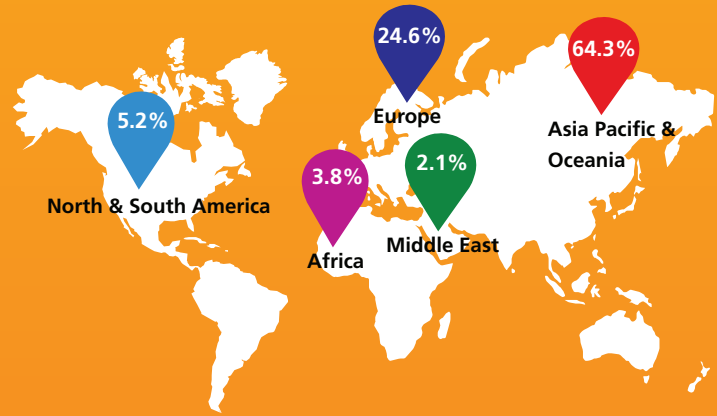
940 Exhibitors

22,000 BUSINESS APPOINTMENTS

EXHIBITOR PROFILES



EXHIBITORS GEOGRAPHIC BREAKDOWN



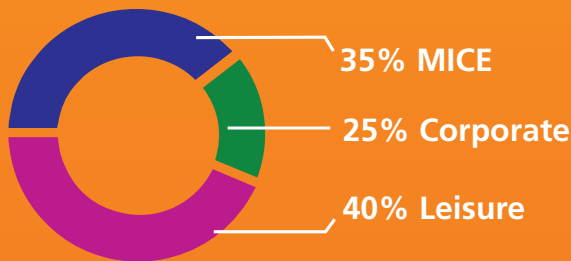
11,000 Trade Delegates

99.0%

would recommend ITB Asia to business partners



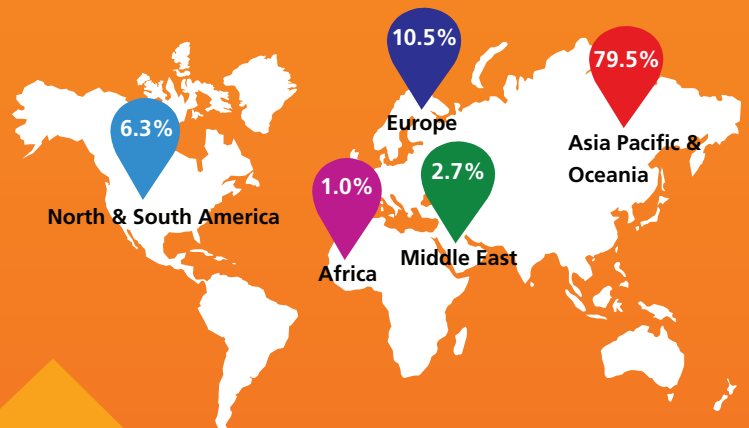
PROFILE OF BUYERS



90%

of attending buyers are c-level / key decision makers in travel procurement / contracting

BUYERS GEOGRAPHIC BREAKDOWN



98.0%

of all delegates confirm that ITB Asia is the most international travel trade show in Asia Pacific

90%

of confirmed buyers are recommended by exhibitors and partners

951 Buyers