ITB Asia 2026

21 – 23 October 2026 in Singapore

PRESS RELEASE

ITB Asia 2026 Opens with New Experience Zones, Guided Tours, and 184% Growth in MICE Show Asia

Under the theme "Experiences in Motion: Human-Centred Design in Travel & Tourism", Asia-Pacific's largest 3-in-1 travel trade show runs in Singapore from 21–23 October, bringing together more than 1,000 exhibiting brands and 1,500 qualified buyers. New for 2026 is the Experience Zone, bringing together companies offering travel experiences, activities and attractions, with the Experience Pavilion by Tripadvisor housed within it. Complimentary curated Guided Tours and an invitation-only networking session for association executives create further opportunities for industry exchange. Agoda, Tourism Fiji, Turespaña, Trip.com Group, Uganda Convention Bureau and many more feature among participating brands, while opening keynote speakers Lovrenc Kessler (Simon-Kucher) and Brett Henry (WebBeds) address the global travel outlook and competition in the age of AI.

Singapore, 21 October 2026 – The international travel industry gathers in Singapore as ITB Asia 2026 opens its doors, bringing destinations, hospitality groups, travel businesses and technology innovators together for three days of business and industry exchange. Organised by Messe Berlin Asia Pacific, the 19th edition runs until 23 October at the Sands Expo & Convention Centre, Marina Bay Sands, alongside MICE Show Asia and Travel Tech Asia.

More than **18,000 participants,** over **1,000 exhibiting brands** and more than **1,500 qualified buyers** are expected. The exhibition spans destinations, hospitality, attractions, transport, tour operators and travel technology, with participating brands including **EVA Airways, Mandai Wildlife Group, PROMPERU, Radisson Hotel Group, Resorts World Sentosa** and **Tourism Authority of Thailand,** among others. MICE Show Asia features **Firenze Fiera, Sapporo Convention Bureau** and **Sri Lanka Convention Bureau**, while Travel Tech Asia features technology companies including **Airbnb, DerbySoft, Exely, Sunrate** and many more.

New for 2026 is the **Experience Zone**, featuring the **Experience Pavilion by Tripadvisor** and a showcase of travel experiences. **MICE Show Asia** also marks a significant milestone, with its exhibition space expanded by 184% compared with 2025. Over the three-day event, **4,500 minutes of conference content**, featuring **160 top speakers across more than 100 conference sessions**, will explore changing travel demand, human-centred experiences and the growing influence of artificial intelligence. ITB Asia 2026 is also expected to facilitate **60,000 targeted business appointments**, connecting qualified buyers with relevant exhibitors to foster meaningful business opportunities.

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The opening ceremony was graced by Guest of Honour **Ms Gan Siow Huang, Minister of State for Foreign Affairs and Energy, Trade and Industry**, alongside industry leaders from across the international travel and tourism sector. ITB Asia 2026 reinforces Singapore's role as a key meeting point for the global travel trade community, fostering international connections, knowledge exchange and business opportunities.

"Travel is ultimately about people: the experiences they seek, the connections they make and the places that stay with them. At ITB Asia, we bring the global travel industry together to turn that understanding into business opportunities. With Experience Zones and Guided Tours, a significantly expanded MICE Show Asia and a strong focus on technology, this year's event reflects an industry that is evolving fast but remains firmly centred on human needs. Our role is to create the connections that help the industry move forward," said **Darren Seah, Executive Director, Messe Berlin APAC.**



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Official ITB Asia partners and sponsors

ITB Asia 2026 works with official partners and sponsors whose contributions support connectivity, cultural programming, guided discovery and networking opportunities throughout the event.

- **Resorts World Sentosa** – Official Integrated Resort Partner
- **Ancient Sound of Dunhuang** – Official Cultural Heritage Partner
- **Maya Mobile** – Official Connectivity Partner
- **Trip.com Group** – Official Delegate Bag & Lanyard Sponsor
- **Woopa Group** – Official Guided Tour Partner

Their support contributes to the overall event experience, creating opportunities for cultural exchange, industry networking and participant engagement.

New for 2026: Designing travel around people and experiences

ITB Asia introduces several initiatives designed to help exhibitors showcase differentiated products, enable more focused visitor engagement and create opportunities for collaboration across the travel trade.

The new **Experience Zone** brings together companies offering travel experiences, activities and attractions, providing exhibitors with a focused setting to showcase their offerings and connect with buyers seeking products that respond to changing traveller preferences. The zone also houses the **Experience Pavilion by Tripadvisor**, which showcases participating brands and distinctive travel experiences, giving visitors another way to discover new products and potential partners.

For the first time, ITB Asia offers **complimentary curated Guided Tours** of the exhibition. Supported by **Woopa Group, the Official Guided Tour Partner,** the tours provide a structured way for participants to discover exhibitors, explore relevant products and solutions, and identify potential business opportunities.

A new invitation-only **Association Executive Networking Session** brings association executives together for peer-to-peer exchange and industry engagement. The session provides a dedicated setting to discuss shared challenges, exchange perspectives and explore opportunities for collaboration across the travel and MICE industries.

Cultural performances and showcases celebrate the diversity of participating destinations through a programme of traditional music, dance and cultural demonstrations. Showcases from **Indonesia, Japan, Kazakhstan** and **China** are complemented by Apsara dance and acrobatic performances. The programme highlights the role of cultural heritage in creating distinctive travel experiences and includes performances supported by **Ancient Sound of Dunhuang, the Official Cultural Heritage Partner.**

MICE Show Asia: exhibition space expands by 184%

MICE Show Asia 2026 records **significant expansion in exhibition space compared with 2025**, reflecting growing participation and demand for a dedicated platform connecting international suppliers with MICE and corporate travel buyers.

More than 200 confirmed MICE buyers will attend the event, representing major players in the global meetings and events industry. These include **American Express Global Business Travel, ConferenceDirect, FCM Meetings & Events, HelmsBriscoe, as well as Medical Meetings** and **TMA Australia.**

The attendees also include representatives from leading international associations and industry organisations, such as the **Asian Pacific Digestive Week Federation, European Society for Medical Oncology, Informing Science Institute, SKAL International, World Aquaculture Society** and **World Psychiatric Association.**

The expanded showcase creates more opportunities for destinations, hotels, venues and MICE service providers to engage with qualified procurement decision-makers. Dedicated conference sessions address developments in meetings, incentives, conferences and exhibitions, corporate meetings and business events.

The exhibition also brings together venues, destination organisations and hospitality providers seeking to develop business with international event planners and corporate travel buyers. Participating exhibitors include **Evintra Pavilion, Hotel Tentrem, South African Tourism** and **Sun PhuQuoc Airways**.

The expansion strengthens MICE Show Asia's role in connecting international suppliers with buyers across Asia-Pacific and beyond.

An international exhibition connecting destinations and markets

ITB Asia brings together a diverse international exhibitor base spanning destinations, hospitality groups, tour operators, attractions, transport providers and technology companies, with **over 80% of exhibitors** representing international markets. Participation extends across Asia-Pacific, Europe, the Americas, Africa and the Middle East, providing buyers with a broad view of products and opportunities across the global travel market.

Tourism organisations participating in 2026 include **Bangladesh Tourism Board, German National Tourist Board, Hong Kong Tourism Board, Hokkaido Tourism Organization, Malta Tourism Authority, Sarawak Tourism Board, Singapore Tourism Board, Tourism Fiji, Visit Finland** and **Visit Norway**.

Other participating brands and organisations include **Gyeongju Hwabaek CVB, Korea Tourism Startup Center and Visit Almaty**, alongside hospitality and attraction operators such as **BWH Hotels, Mandai Wildlife Group, Pan Pacific Hotels Group, Resorts World Sentosa** and **Wyndham Hotels & Resorts.**

National and regional tourism organisations and convention bureaus use the event to connect with buyers across Asia-Pacific, while first-time and returning exhibitors provide opportunities to discover new products, destinations and partnerships.

The international exhibition also allows participants to compare offerings, explore new source markets and identify opportunities for collaboration across leisure, hospitality and business travel.

Travel Tech Asia: exploring the next phase of travel technology

Travel Tech Asia brings together technology companies, solution providers and industry decision-makers to explore how digital innovation is transforming the travel industry. Participating brands include **China Mobile International, Dragonpass, Juniper Travel Technology, Maya Mobile** and **Trip.com Group**, showcasing solutions across distribution, connectivity and customer engagement.

The exhibition highlights developments in artificial intelligence, automation and digital transformation, alongside dedicated conference sessions exploring how travel businesses can adopt emerging technologies, improve operational efficiency and strengthen their competitiveness.

ITB Asia Conference programme: the forces shaping travel's future

"Experiences in Motion: Human-Centred Design in Travel & Tourism" is the official theme for ITB Asia 2026. Across three dedicated theatres and three days, the ITB Asia 2026 Conference Programme brings together industry leaders, experts and innovators to examine changing traveller expectations, emerging technologies and evolving market dynamics.

The programme comprises **4,500 minutes of conference content**, with **160 speakers across more than 100 conference sessions** including speakers from **Airbnb, Access Hospitality, Disney Cruise Line, Jack Morton, Sabre** and **Trip.Biz**.

The **Knowledge Theatre** explores industry trends, market intelligence, destination development and the future of leisure and corporate travel.

The **MICE Show Asia Theatre** focuses on MICE industry developments, corporate meetings, incentive travel and business events.

The **Travel Tech Asia Theatre** examines artificial intelligence, digital transformation, travel technology and emerging innovations.

Across the programme, key conference topics include human-centred design and experience-led travel, changing traveller expectations and consumer behaviour, and the adoption of artificial intelligence and emerging technologies. Sessions will also address developments in MICE and corporate travel, destination competitiveness and sustainable tourism, as well as emerging markets and new business opportunities. Together, these discussions examine how travel businesses can respond to industry change, create more meaningful traveller experiences and strengthen their competitiveness in a rapidly evolving global market.

Opening keynotes: the global outlook and the AI advantage

The opening keynotes address two defining questions for the industry: how global travel demand is changing and what will distinguish businesses as artificial intelligence becomes more widely accessible.

09:15 - 9:30 | The Global Travel Outlook: What's Next for Asia-Pacific
Lovrenc Kessler, Senior Partner, Simon-Kucher

The keynote examines shifting global travel demand, emerging markets and changing traveller behaviour. It also considers Asia-Pacific's role in driving global travel growth and the opportunities arising from changing market dynamics.

09:30 - 09:45 | When Everyone Has AI, Who Wins?
Brett Henry, President APAC, WebBeds

The session explores how widespread AI adoption is reshaping competition across the travel industry. It examines what will differentiate businesses as AI capabilities become increasingly accessible and why lasting competitive advantages will require more than technology adoption alone.

Together, the opening sessions set the direction for a conference programme focused on market change, practical innovation and the strategic decisions travel businesses need to make to remain competitive.

Further conference contributors and participating organisations **include Agoda, Cvent, Disney Cruise Line, FCM Travel Asia** and **Trip.com**.

The ITB Asia conference programme is supported by a range of industry associations, research organisations and knowledge partners, including the **Adventure Travel Trade Association (ATTA), China Business Event Industry Committee (CBEIC), Global Sustainable Tourism Council (GSTC), Tourism Economics, uncommon conferences** and **World Tourism Cities Federation (WTCF)**.

Register your interest for ITB Asia 2027

Exhibitors interested in participating in ITB Asia 2027, MICE Show Asia 2027 or Travel Tech Asia 2027 are encouraged to visit the Sales Booth onsite or contact the respective sales teams to register their interest.

The rebooking deadline is **31 October 2026**. Early-bird rates are 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 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. ITB Asia will be held in Singapore from 21 to 23 October 2026, covering the APAC market. 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.