

**ITB Asia 2018**  
**17 – 19 October 2018**

**PRESS RELEASE**

**Leading hoteliers look to ITB Asia as part of their growth strategy in Asia**

- *Continued demand from major hotel players and request of additional exhibition space sees a 40% increase*
- *125% increase of hotels signed up to the 2018 Hosted Buyer Programme*
- *InterContinental Hotels Group (IHG) confirmed as the leading sponsor for the MICE and Corporate Hub*

**Singapore, 2 July 2018** - ITB Asia, 'Asia's Leading Travel Trade Show', receives dedicated support from leading hotel groups as they focus on growth in Asia. A strong increase in participation from hoteliers demonstrates their support to ITB Asia as they focus on MICE, corporate and leisure segments in Asia. Hoteliers are increasingly maximising their business objectives in Asia; the demand comes amid a rise of hotel groups expanding in Asia as they try to capitalise on the increase of tourism in the region for the MICE, corporate and leisure segments.

Major hotel players such as InterContinental Hotels Group, Wyndham Hotel Group, Best Western International, Radisson Hotel Group, Worldhotels AG, Pan Pacific Hotel Group, Worldwide Hotels Pte Ltd and Meliá Hotels International will be exhibiting at ITB Asia 2018. The regional players exhibiting include New World Hotels & Resorts, Berjaya Hotels & Resorts, Ri-Yaz Hotels & Resorts, Harbour Plaza Hotels & Resorts, Jayakarta Hotels & Resorts, Okura Nikko Hotels, Outrigger Hotels & Resorts, Santika Hotels, Amara Hotels & Resorts, Dvaree Hotels & Resorts, Far East Hospitality Management (S) Pte Ltd and Furama Hotels International Management Pte Ltd.

In addition, individual properties are supporting the travel trade show as well. These include leading hotels such as Marina Bay Sands, Resorts World Sentosa, Desaru Coast Malaysia, JW Marriott South Beach, and many more. In a bid to demonstrate their commitment to the show, significant hotels are also expanding their exhibition space; Okura Hotels have expanded their space by an impressive 40%, Worldwide Hotels have expanded by 33%, and Far East Hospitality by 25%.

This year, the travel trade show has seen a 125% increase of hotels signing up to the Hosted Buyer Programme, one of which being IHG as they reinvest their interest in ITB Asia. Through the programme, IHG, together with the other Buyer Programme partners, can recommend their top MICE, corporate and leisure buyers which will ensure the quality of ITB Asia's buyers at the show. Looking to develop their offering for corporates as well as mergers and inquiries, IHG will also be moving into the sponsorship space of the MICE & Corporate Hub this year.

Successful results can be achieved at ITB Asia as it proves to be a key platform for hotel groups to communicate their business developments and create strong ties with potential buyers during the show.

Olivier Berrivin, Managing Director of International Operations in Asia, Best Western Hotels & Resorts said, 'Best Western Hotels & Resorts has attended every edition of ITB Asia since the event launched more than a decade ago. It never fails to produce results, generating strong business for our hotels and improving our brand recognition. We look forward to returning to ITB Asia in 2018.'

In addition, Arthur Kiong, CEO, Far East Hospitality commented that, 'The Singapore Tourism Board recently announced that tourist arrivals are expected to continue growing until 2020. With the increasing visitor arrivals, traveller's needs and preferences will

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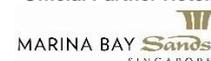


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**Press Contacts**

**Messe Berlin**  
Emanuel Höger  
Press Spokesman and  
Press and Public  
Relations Director  
Corporate  
Communication  
T: +49 30 3038-2213  
[hoeger@messe-berlin.de](mailto:hoeger@messe-berlin.de)  
[www.messe-berlin.de](http://www.messe-berlin.de)

**ITB Asia**

PR Manager  
Julia Wegener  
Messedamm 22  
D-14055 Berlin  
Phone:  
+49 30 3038-2275  
[j.wegener@messe-berlin.de](mailto:j.wegener@messe-berlin.de)  
[www.messe-berlin.com](http://www.messe-berlin.com)

**ITB Asia PR Contact for the Asian Region**

Lucy Miles / Sabrina Ghazali / Francesca Worsley

continue to evolve as well. To cater to these changing demands, FEH recently announced its expansion into Sentosa with three hotels and two of which are new brands; The Outpost Hotel and The Barracks Hotel, while the third is Village Hotel at Sentosa. The three properties will have a total room inventory of 839 keys. Given that ITB Asia not only covers the leisure market, but also corporate and MICE travel, it presents a good platform for Far East Hospitality to share more about how we are ready for the uptake in tourism, as well as catering to the underserved mid-tier sector.'

Klareco  
Communications  
Singapore  
Phone: (+65) 6333  
3449  
[List-  
ITBAsia@klarecocomm  
s.com](mailto:List-ITBAsia@klarecocomms.com)

**For additional details**  
[www.itb-asia.com](http://www.itb-asia.com)

Mark Flower, Vice President Commercial, South East Asia & Korea, IHG said, 'We are proud to be a partner of ITB Asia. Asia Pacific continues to be an important market for IHG, and we are excited to bring our new upscale brand voice to the region – to cater for growing inbound travel to the region. As we grow our footprint, we continue to expand our sales efforts into new markets and increase our presence in key growth markets, with Singapore serving as a key hub for Corporate and MICE business.'

Bernardo Cabot, Vice President Asia Pacific, Meliá Hotels International stated, 'Meliá Hotels International looks forward to our continued partnership and exhibition at ITB Asia 2018. Our presence in Asia continues to grow and our commitment to the region is further strengthened in collaborations with trade shows such as ITB Asia. Our ambition for the future is to strengthen our leadership in the urban and leisure segment, drawing on our expertise accumulated over the past 60 years and the pursuit of excellence, responsibility and sustainability.'

Cinn Tan, Chief Sales & Marketing Officer, Pan Pacific Hotels Group said 'ITB Asia has been a key platform for us to connect meaningfully with quality buyers in the region. It is especially significant for us this year as Pan Pacific Hotels Group unveils our brand refresh with Pan Pacific and PARKROYAL brands, further cementing our position as an established player in the region. In addition, we are excited to share our bold new initiatives in loyalty and digital marketing as well as upcoming developments over the next three years. We sincerely look forward to strengthening relationships with our partners at ITB Asia, and to remain a preferred and trusted brand by our partners and guests.'

Additionally, Christina Spykerman, Executive Vice President Asia Pacific, WorldHotels noted that, 'Since the inception of ITB Asia in 2008, we have been participating in the trade show annually as it has proven to be a successful platform for WorldHotels member hotels in Asia Pacific to increase visibility and gain new business leads. We are proud to be part of ITB Asia 2018 again and we are confident that it will continue to drive further revenue for our affiliate properties.'

Finally, Joon Aun OOI, President & Managing Director South East Asia and Pacific Rim, Wyndham Hotels & Resorts commented that, 'Asia Pacific is one of Wyndham Hotels & Resorts' strongest travel markets and ITB Asia offers an excellent platform to meet with those trade contacts. This is a fantastic opportunity to meet with the region's key buyers to demonstrate the breadth of our 9,000 strong global portfolio of hotels which offers a wide range of compelling experiences and price points across all segments.'

## **About ITB Asia 2018**

ITB Asia 2018 will take place at the Sands Expo and Convention Centre, Marina Bay Sands, from 17 - 19 October 2018. It is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau. The annual three-day 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 corporate and MICE 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 all expected to attend.

Now in its eleventh year, 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. Whilst celebrating a decade of ITB Asia, last year, its huge success saw 940 exhibitors, 951 quality buyers, 6,140 minutes of conference, more than 11,000 attendees and 22,000 business appointments.

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