



# ITB Asia

The Trade Show for the Asian Travel Market

## 19–21 October 2011

### TRADE VISITOR INFORMATION

### Your benefits:

over 6,500 attendees from 60 countries

nearly 800 exhibitors

MICE, leisure, corporate

500 international  
hosted buyer



1<sup>st</sup> TTG Asia Travel Agents Day

Opening Keynote by Hilton

ITB Asia Clinics

2<sup>nd</sup> Association Day

Responsible Tourism Session

Web in Travel Conference

### Unbeatable feedback is our motivation:

More than **90%** of all trade visitors had a good impression of ITB Asia and are recommending the show.



*Ms Heike Mahmoud, Director Conventions, visitBerlin, Berlin Convention Office:* „ITB Asia is truly linking the international travel industry with Asia like no other trade show does. For us, as major European player, the contacts, network and insights we received for the Asian market – also for the meetings business – have been outstanding and eye-opening.



*Mr Jonathan Chadwick Managing Director, @Leisure Travel and Tours Australia*

„This is my 3rd ITB Asia and every one of them exceeded my expectations. It's the one stop shopping place for buyers from Asia and Australia. The event where the world comes to us.“



*Ms Karin White, General Manager, Sales and Marketing Sandton Convention Centre, Johannesburg, South Africa:* „We've had a wonderful response at ITB Asia 2010

with good quality buyers showing interest in South Africa.

Supported By:



Held in:



Part of:



Partner Hotel:



Official Attraction:



## Find exhibitors from:

accommodation companies, travel agencies, tour operators, tourism organizations, tourism boards, IT and software companies, carriers, education institutions and many more...

[www.itb-asia.com/exhibitorsearch](http://www.itb-asia.com/exhibitorsearch)

## Events you cannot afford to miss:

### 19 October, 2011

#### Panel discussion

#### **Loyalty Programmes: valuable USP or a costly must-have?**

The travel industry is leading the way with innovative programmes offering attractive benefits, increasingly savvy travellers are now often spoiled for choice. Playing catch up is an expensive game, and ultimately is the chase worth it? Are travellers growing weary of the usual loyalty marketing tactics and is there a smarter, more cost effective way of staying relevant to their needs? These questions will be discussed by leading personalities from the hospitality, airline and MICE industry.

### 19 October, 2011

#### Panel discussion

#### **Hotels: boutique, unique, designed. Extravagant niche or the new conservative?**

The hospitality industry has been breeding a new type of hotel 'brand' that have one thing in common: they are all different! Boutique hotels pride themselves on offering experiences that are exclusive and unique from the major international chains. Who are their customers and are they there just for the novelty factor or do these boutique hotels have what it takes to keep customers for the long-term? Hear from both sides of the industry: Leaders from the design hotel industry and multinational hotel companies.

### 19 October, 2011

#### Opening Keynote by Hilton:

Paul Brown, President – Global Brands & Commercial Services

### 20 October, 2011

#### ITB Asia Clinics powered by WIT:

Managing Your Online Reputation:

TripAdvisor Master Class

The evolving world of online hotel distribution

### 21 October, 2011

#### First TTG Travel Agents Day:

Case studies of super agents: Find out how they do it

A story of change: keynote speech designed to inspire agents

How to achieve customer service excellence

Tips on customised travel

The ABCs of online in 2011

### 21 October, 2011

#### ITB Asia Clinics powered by WIT:

Mobile Customers + How It Impacts You  
Digital Marketing 101

More information and more events: [www.itb-asia.com/events](http://www.itb-asia.com/events)

## Save money by purchasing your show ticket today:

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