

# CAPA to bring leading industry experts to ITB Asia 2015



'Trade Show for the Asian Travel Market' to shine a spotlight on the future of aviation at 2015 event

ITB Asia, the 'Trade Show for the Asian Travel Market', has announced that the CAPA - Centre for Aviation, a leader in global aviation knowledge, will hold an industry outlook forum at the event this year. The eighth instalment of the leading regional trade show, organised by Messe Berlin (Singapore), will take place from 21 - 23 October 2015 at the Sands Expo and Convention Center, Marina Bay Sands.

Over a hundred delegates are expected to attend this first of its kind briefing at ITB Asia on the second day of the show, 22 October. The session will provide a detailed industry outlook, encompassing CAPA's financial and traffic forecasts for the global airline industry, as well as its strategic outlook on the future of airline business models, hybrids and Low-Cost Carriers (LCCs). There will also be a round-table on the liberalization of ASEAN air travel and growth opportunities for the aviation industry as well as a session on disruptive technologies and their impact on the sector.

"Through our partnership with CAPA, we are expanding our coverage further in the aviation sector, providing delegates with an even more comprehensive view of the region's travel trends. Tapping into CAPA's expertise we will be able to provide attendees richer and more varied programme content as well as insights into the latest aviation developments, helping them to network and create business opportunities" said Katrina Leung, Executive Director of Messe Berlin (Singapore), the organiser of ITB Asia.

With a range of high calibre speakers expected to attend the session, the CAPA briefing will examine the latest change drivers essential to understanding the future of the aviation industry.

"CAPA is delighted to be partnering with ITB Asia to deliver a high-level CAPA aviation outlook and executive round-table forum, as part of the TravelRave week in Singapore. The airline industry is constantly evolving and understanding the drivers of airline strategy is crucial for all travel industry players," said CAPA Chairman, Peter Harbison.

As the region's most international travel trade show, offering the most diverse conference line-up to delegates, last year's show recorded 4,080 minutes of high-level conference programming and a record breaking 9,650 attendees from 108 countries, a 6% increase from 2013. It also boasted close to 750 exhibitors from 76 countries, as well as 850 buyers from 62 countries.

ITB Asia is a partner event of TravelRave, a mega travel and tourism festival week organised by the Singapore Tourism Board.

For more information on ITB Asia 2015, visit [www.itb-asia.com](http://www.itb-asia.com)

### **About ITB Asia 2015**

ITB Asia 2015 will take place at the Sands Expo and Convention Center, Marina Bay Sands, from 21 - 23 October. It is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau. The event 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.

### **About CAPA - Centre for Aviation**

Founded in 1990, CAPA is the leading global provider of independent aviation market intelligence, analysis and data services at [www.centreforaviation.com](http://www.centreforaviation.com). Understanding aviation markets is our great strength. CAPA also runs six aviation conferences around the world each year, attracting airline CEOs from around the world to speak on contemporary issues facing the industry.

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