

# ITB ASIA PARTNERS DESTINATIONELITE TO LAUNCH INAUGURAL LUXURY TRAVEL AND HOSPITALITY FORUM



ITB Asia, the 'Trade Show for the Asian Travel Market', has announced a partnership with DestinationElite to organize the show's first 'Luxury Travel & Hospitality Forum (LTHF)'. DestinationElite is an online consumer facility for luxury travel, accommodation and experiences worldwide.

A half-day industry conference, LTHF will be DestinationElite's main annual event in Asia that seeks to address the trends in the premium travel and hospitality sector. The industry briefing held at ITB Asia 2015, will host up to 100

DestinationElite members and 10 luxury buyers predominantly located in the Asia

Pacific region. For the first time at ITB Asia, there will also be a luxury zone on the show floor specifically designed to cater to high-end exhibitors.

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.

"ITB Asia has been the region's leading travel trade show for almost a decade

now and our goal is to further increase and diversify our offerings to all attendees. Through our partnership with DestinationElite, visitors to the show can expect to acquire a deeper understanding on the booming luxury travel and hospitality industry in Asia" said Katrina Leung, Executive Director of Messe Berlin (Singapore), the organiser of ITB Asia.

DestinationElite will curate the content as well as identify and invite high calibre speakers and moderators for LTHF. Mark Greedy, Founder and CEO of DestinationElite and Welf Ebeling, Director of DestinationElite and Managing Partner of DestinationElite Quality Assurance are among the distinguished panel of speakers.

"DestinationElite has been the go-to online platform for the luxury travel and hospitality sector. I believe this partnership with ITB Asia will help shine a light on this lucrative industry as well as create an offline platform for buyers, exhibitors and luxury travel specialists to engage," Mark Greedy said.

## **Visitors can expect a strong conference line-up at ITB Asia 2015 following**

announcements on partnerships with industry professionals such as China Outbound Tourism Research Institute (COTRI) and Centre for Aviation (CAPA), to hold forums and sessions at this year's show. Attendees can expect to gain an in- depth understanding on China's booming outbound travel market at COTRI's industry briefing and learn more about the latest change drivers that are essential to understanding the future of the aviation industry at the CAPA briefing.

Last year, ITB Asia attracted 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.

### **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 DestinationElite**

DestinationElite was founded on a simple principle – bring the best of luxury travel and lifestyle to the discerning traveller and connoisseur across the world. The site was created exclusively for those seeking out hotels, resorts, luxury merchandise and real estate with

a difference, that are inspirational, that redefine what an enlightening lifestyle experience should be – in short they will provide memories that last and pleasure for a lifetime.

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