

# ITB Asia 2011 Trade Visitor Tickets Now Available Online



SINGAPORE, 18 May 2011 – Visitors interested in attending ITB Asia this year can now purchase trade visitor tickets at and take advantage of the lower online prices starting from today.

Positioned as The Trade Show for the Asian Travel Market, ITB Asia attracts top industry exhibitors and buyers from all around the world within the three key travel sectors: MICE, Business Travel, Travel Technology. With a trade visitor pass, members of the travel industry can attend the show which will be held from 19 to 21 October at Suntec Singapore.

“ITB Asia attracts thousands of international visitors each year who are there to find out about the latest global travel products presented at the show. There is so much for them to see and do during the three days so we want to make sure that no time is lost dealing with the hassle of the onsite ticketing process,” said Nino Gruettke, Executive Director of ITB Asia.

“With the online shop available, visitors can now purchase their tickets easily and securely from wherever they are at discounted rates, and enjoy the convenience of collecting their tickets from the fast-track counters at the show, saving them time and money,” Gruettke added.

Tickets booked online are priced at US\$99 for the three-day trade visitor pass and US\$50 for the one-day pass, valid only for the last day of the show. The online shop closes on 12 October 2011 following which the trade visitor passes will be available onsite at US\$120 for the three-day pass and US\$60 for the one-day pass. Trade visitor passes entitles visitors full access to the exhibition trade floor, ITB Asia conferences and Web in Travel (WIT).

ITB Asia is complemented perfectly by Web in Travel, Asia’s leading travel distribution, marketing and technology conference, taking place on Oct 18-19 this year.

More than 6,600 visitors attended the three-day show and convention in 2010. The show also attracted 720 exhibiting companies from 60 countries.

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