



25 June 2026

Travel Meet Asia 2026 Concluded in Jakarta with 30% Growth in Participation and Strong Regional Engagement

International participation and growing industry collaboration reinforced Travel Meet Asia's role as a key gateway connecting international suppliers with Indonesia's travel industry. More than 1,500 participants, 100 sellers, 400 qualified buyers and Brunei Darussalam as the Official Partner Country gathered in Jakarta for two days of business meetings, market insights and cross-border tourism cooperation.

Travel Meet Asia (TMA) 2026 concluded successfully on 24 June 2026 in Jakarta, reaffirming its position as Indonesia's international travel trade platform. Organised by **Messe Berlin Asia Pacific** and powered by **ITB Asia** and the **Association of the Indonesian Tours and Travel Agencies (ASITA)**, the two-day B2B event connected regional and international travel businesses through strategic partnerships, business meetings and industry collaboration.

This year's edition welcomed over **1,500 participants from 33 countries**, including more than **100 sellers** from **17 countries** across Asia, Europe, Africa and the Middle East. Over **400** qualified buyers from Indonesia, Singapore, Malaysia, the Philippines, Thailand, Vietnam and Brunei Darussalam attended the event. In total, more than **4,500 business meetings** were conducted during the two-day show, reflecting continued demand for a focused regional marketplace.

"Travel Meet Asia continues to strengthen its role within the ITB global portfolio by creating meaningful connections between international suppliers and Southeast Asia's tourism industry. As an extension of the ITB Asia platform, the event provides focused access to Indonesia, one of the region's most dynamic travel markets," said **Darren Seah, Executive Director, Messe Berlin Asia Pacific**. "The growing participation this year highlights the increasing importance of dedicated regional platforms in driving new business opportunities and long-term partnerships."



© Travel Meet Asia

The event was officially opened by **Her Excellency Widiyanti Putri Wardhana, Minister of Tourism of the Republic of Indonesia**, alongside senior government representatives from Indonesia and Brunei Darussalam, as well as leaders from tourism associations and industry organisations. Among the distinguished guests were **Hjh Nur Fariza Munyati Hj Abd Aji, Acting Deputy Director of Tourism Development Department, Ministry of Economy, Trade and Industry of Brunei Darussalam**, and **Dr. N. Rusmiati, M.Si., M.H., President of the Association of the Indonesian Tours and Travel Agencies (ASITA)**.

Brunei Darussalam joined Travel Meet Asia 2026 as the **Official Partner Country** and used the event to promote Visit Brunei 2027. The participation of Brunei Tourism and government representatives underscored opportunities for regional tourism cooperation and destination development.

Among the exhibitors participating in Travel Meet Asia 2026 were **Accor Japan, Adaaan Maldives, Bintan Resorts, the Finland Pavilion, Gofan Safaris, New World Saigon, Sky View Igloos Resort, SUNRATE, Tokyu Hotels** and **WOW Borneo**, reflecting the event's international reach.

Industry Partnerships Strengthen Indonesia's Tourism Ecosystem

Travel Meet Asia further strengthened its collaboration with the **Association of the Indonesian Tours and Travel Agencies (ASITA)**, the event's **official partner**. Supported by Indonesian tourism stakeholders and industry associations, the show continued to deepen engagement between international suppliers and Indonesia's tourism industry.

"Indonesia plays a vital role in Southeast Asia's tourism growth, and Travel Meet Asia creates valuable opportunities for local businesses to engage with international partners," said **Budijanto Ardiansjah, Secretary General of DPP ASITA and Chairman of ASITA Fair Organising Committee, ASITA**. "Our continued partnership helps strengthen Indonesia's tourism ecosystem and supports sustainable development across the industry."

Conference Programme Addressed Key Industry Trends

Alongside the exhibition, the conference programme featured **25 sessions** and **over 40 speakers**, who shared insights on market trends, destination marketing, hospitality, MICE and corporate travel, travel technology, transportation and mobility.

Speakers included **Andini Tirtawisata** (Head of Leisure, **Panorama JTB**), **Gary Bowerman** (Co-Founder, **High-Yield Tourism**), **Hariyadi Sukamdani** (Chairman, **Indonesian Hotel & Restaurant Association (PHRI)**), **Harry M. Suryadharma** (Founder & Managing Partner, **WEGGIS Hospitality Group**), **Intan Permata Sari** (Country Manager for Indonesia, **Kuoni Tumlare**), **Ivan Casadevall** (CEO, **Aryaduta Hotel Group**), **Manmeet Thakralbutra** (Founder & CEO, **Arawana Group**), **Prasetyo Andy Wicaksono** (Head of Product, **tiket.com**), **Staphine Suwardjo** (Head of Operations, **FCM Travel Indonesia**), and **Vivek Kumar** (General Manager, **JS Luwansa Hotel & Convention Center**).

Travel Meet Asia Returns in June 2027

Building on the momentum of this year's edition, Travel Meet Asia will return in June 2027. The event will continue to connect international travel suppliers with Indonesia and Southeast Asia while strengthening cooperation between destinations, tourism organisations and industry stakeholders.

Additional event highlights and information on the upcoming edition of Travel Meet Asia are available via the official Travel Meet Asia LinkedIn page:

<https://www.linkedin.com/showcase/travel-meet-asia/>

About Travel Meet Asia

TMA was launched by Messe Berlin Asia Pacific in 2019 at regional locations within Asia. Originally organised as a conference and a networking event, TMA had since expanded to a B2B trade show with exhibitions, conferencing, and networking opportunities for the travel trade. TMA brings forth opportunities for Southeast Asia buyers and sellers to unlock key potentials in specific source markets or regions.

About ITB Asia

ITB Asia, Asia's leading travel trade show, is organised by Messe Berlin Asia Pacific and supported by the Singapore Exhibition & Convention Bureau. The annual 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 MICE and corporate 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 expected to attend.

ITB Asia is the premier meeting place for the travel trade industry to forge new partnerships and strengthen existing business relationships with the most important players in the region.

About ITB Global Brand Family

For more than 50 years the name ITB has stood worldwide for the travel industry knowledge 365 days a year, networking and trendsetting events - in a virtual, in-person, or hybrid format alike. ITB India will take place in Mumbai from September 1 to 3, 2026. ITB Asia will be held in Singapore from 21 to 23 October 2026, covering the APAC market. The inaugural ITB Americas will be held in Guadalajara, Mexico, from 10 to 12 November 2026, covering the American market. ITB Berlin, the world's leading B2B trade show for the travel industry, will

take place in Berlin from March 16 to 18, 2027. ITB China, the premier marketplace for China's travel industry, is scheduled for 25 to 27 May 2027, in Shanghai.