



## **Travel Meet Asia 2026**

**23 – 24 June 2026 in Jakarta, Indonesia**

### **PRESS RELEASE**

## **Travel Meet Asia 2026 Set to Open in Jakarta with 20% Increase in Net Exhibition Area, Reinforcing Indonesia’s Role as a Regional Tourism Hub**

**More than 100 exhibitors from Asia, Europe, Africa and the Middle East, alongside 500 qualified buyers and 60 speakers, gather in Jakarta for two days of business meetings, market insights and cross-border tourism collaboration. Brunei Darussalam joins as Official Partner Country to promote Visit Brunei 2027.**

Travel Meet Asia (TMA) 2026 will take place in Jakarta on 23 - 24 June 2026 with a 20% increase in exhibition space compared to the previous edition, reflecting growing participation from travel businesses across the region and reinforcing its position as a leading B2B travel trade event in Southeast Asia.

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 travel trade event brings together industry leaders, tourism boards, destinations, hospitality providers, travel technology companies and buyers from across the region and beyond.

**Darren Seah, Executive Director, Messe Berlin Asia Pacific**, said: "Indonesia continues to emerge as one of the most dynamic tourism markets in Southeast Asia, creating valuable opportunities for travel businesses across the region and beyond. Travel Meet Asia serves as a gateway for international stakeholders seeking meaningful partnerships and market access in Asia-Pacific. We are also delighted to welcome Brunei Darussalam as our Official Partner Country, reflecting the growing spirit of regional collaboration that continues to shape the future of tourism in Asia."

### **Growing Platform for Regional Travel Business**

The growth of this year’s edition underscores Travel Meet Asia’s increasing importance as a strategic platform connecting international travel businesses with one of Asia-Pacific’s most dynamic tourism markets. Through its longstanding partnership with ASITA, the event continues to strengthen Indonesia’s position within the regional tourism

and MICE ecosystem by combining international industry reach with strong engagement from domestic tourism stakeholders.

**More than 100 exhibitors, 400 qualified buyers, 40 speakers and 1,500 participants** are expected to attend Travel Meet Asia 2026, creating extensive opportunities for business development, networking and knowledge exchange across the **Leisure, MICE, Corporate Travel and Travel Technology sectors.**



### **Brunei Darussalam Showcases Visit Brunei 2027 as Official Partner Country**

A key milestone for this year's event is the participation of **Brunei Darussalam as the Official Partner Country**, highlighting growing regional cooperation and shared ambitions for tourism development across Southeast Asia. Throughout the event, Brunei will spotlight Visit Brunei 2027, its national tourism campaign designed to raise international awareness of the Sultanate's rich cultural heritage, authentic community experiences and diverse nature-based attractions.

The official opening ceremony will bring together senior tourism representatives from Indonesia and Brunei Darussalam, demonstrating strong governmental support for tourism growth and regional industry collaboration. The distinguished delegation includes **Widiyanti Putri Wardhana, Minister of Tourism of the Republic of Indonesia** and **Hjh Nur Fariza Munyati Hj Abd Aji, Acting Deputy Director of Tourism Development Department, Ministry of Economy, Trade and Industry, Brunei Darussalam.** Their participation reflects the growing recognition of tourism as a driver of economic growth, regional connectivity, and cross-border cooperation.

### **International Exhibitors, Networking Opportunities and Industry Insights**

The exhibition floor features a diverse range of destinations and tourism suppliers from Asia, Europe, Africa and the Middle East. Participating destinations include **Japan, Germany, Indonesia, Brunei Darussalam, Vietnam, Greece, Uganda, Singapore, Turkmenistan, the Maldives, India, Malaysia, Spain, Finland, South Africa, China and Türkiye.**

Travel Meet Asia 2026 also welcomes a number of prominent exhibitors and industry brands, including **Accor, Bintan Resorts, Sky View Igloos Resort, SUNRATE and WOW Borneo,** further expanding the event's international profile and sector diversity.

Beyond the exhibition and conference programme, attendees will benefit from a **comprehensive schedule of networking events** designed to foster new business relationships and facilitate meaningful industry engagement. These include a Pre-Event Welcome Dinner hosted by ASITA and the Ministry of Tourism of the Republic of Indonesia, a Product Update & Networking Lunch hosted by Brunei Tourism, Networking Drinks & Canapés open to all delegates, dedicated networking lunches for buyers, exhibitors and speakers, as well as additional networking initiatives organised in collaboration with ASITA.

The conference programme will feature more than 40 speakers, including **Winston Hanes** (Senior VP of Operations, **Archipelago International Hotels**), **Adilah Rahman** (Tourism Officer - Lead for Strategic Partnership and Market Access Unit, **Brunei Tourism**), **Hosea Andreas Runkat** (Chairman, **Indonesia Exhibitions Companies Associations (IECA)**), **Bima Boediman** (Head of SDU Project Management Office, **InJourney Aviation Services**), **Christine Tan** (Area Managing Director, SEA, **Preferred Hotels & Resorts**), and **Yoel Sumitro** (Chief Product Officer, [tiket.com](https://www.tiket.com)), who will share insights on key industry trends, market opportunities, destination development, digital transformation and the future of travel across Asia-Pacific.

### **Visitor Registration**

Travel Meet Asia 2026 takes place in Jakarta on 23 - 24 June 2026. Complimentary trade visitor passes are available until **22 June 2026**, after which visitor passes will become chargeable. [Registration for Travel Meet Asia 2026](#).

### **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.

---

**ITB Asia/ ITB Berlin / ITB China / ITB India**

Julia Sonnemann

PR Manager

Messedamm 22, 14055 Berlin

T: +49 30 3038-2269

[julia.sonnemann@messe-berlin.com](mailto:julia.sonnemann@messe-berlin.com)

[www.messe-berlin.com](http://www.messe-berlin.com)