

# TOURISM TECHNOLOGY ASIA 2016

20 – 21 JULY 2016  
MARINA BAY SANDS EXPO  
AND CONVENTION CENTRE  
SINGAPORE

Visit us at [www.tourismtechnologyasia.com](http://www.tourismtechnologyasia.com)

## What is Tourism Technology Asia (TTA) 2016?

TTA 2016 aims to support the advancement of the tourism industry and its infrastructure - showcasing the latest technologies and products serving the modernization of the tourism domain.

### BUYERS

#### EVENTS

Concerts, Music festivals, national events, plays, outdoor special events, event organisers

#### LARGE SCALE VENUES

Stadiums, exhibition centres, airports, meeting rooms, auditoriums, theatres, shopping complexes

#### HOSPITALITY VENUES

Hotels, Resorts and other Accommodations

#### LEISURE ATTRACTIONS

Theme parks, museums, casinos, cruise ships, spas, tourist attractions

#### F & B VENUES

Restaurants, bars, clubs, cafes, KTVs

### EXHIBIT PROFILES

Technologies that service the above tourism-related industries:

#### PROFESSIONAL AUDIO VISUAL

- AV & video equipment
- Club fixtures & fittings
- Audio Control systems/equipment
- Studio sound
- Post production equipment
- Presentation systems/screens
- Sound systems/equipment
- Microphones
- Video conferencing
- Public address systems

#### PROFESSIONAL LIGHTINGS & TECHNOLOGY

- Laser equipment/technology
- Lighting systems/equipment
- Lighting Control systems/equipment
- Augmented reality
- Architectural lighting
- Ambient lighting
- Stage lighting
- Outdoor lighting
- Lighting projection equipment/systems
- Staging/rigging/automation
- Touring/concert equipment
- Special effects

#### CUSTOMER SERVICES

- Customer/Room Service Systems
- Guest Safes/Lockers
- Itinerary/Activities Management
- Mobile Applications
- Reservation Management
- In-room software

#### MARKETING & SALES

- Ticketing Systems
- Reservation Systems
- E-marketing
- Social Media
- Event Management Software
- Registration Systems

#### OPERATIONS

- Cleaning/Housekeeping Systems
- Budgeting/Forecasting
- Revenue Management
- Luggage Control
- Multi-property management
- Security Systems
- Door Locks
- CCTV
- Systems Integration
- Communication Systems

#### IT & T INFRASTRUCTURE

- SMART Technologies
- Artificial Intelligence/Robots
- RFID Technologies
- Kiosks/Self-service
- In-room Gadgets

The exhibition will also boost key features such as:

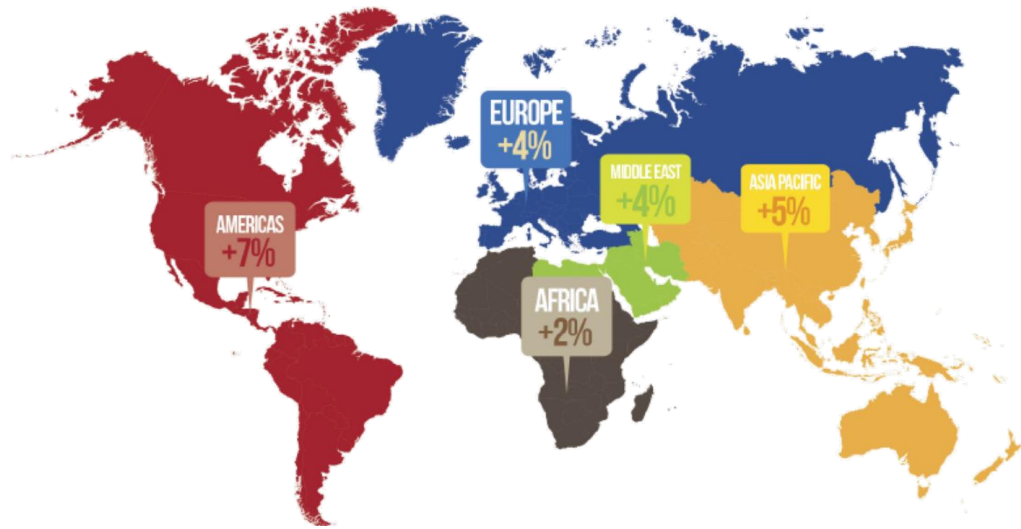
- A main conference with key topics catering to various buyer groups aiming to improve their businesses and operations to gain greater customer satisfaction and ROI.
- Technical workshops, seminars, and demos on how to use new cutting edge technologies.
- Site visits within Singapore to view applications of products across the island.

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## Tourism Market in Asia



### Growth of the Tourism Industry

In 2015, UNWTO forecast international tourists arrivals in Asia to be strongest globally at +5%, and Singapore tourism industry is also growing at an average of 8%. Tourism Technology Asia thus serves as a platform for tourism-related industries to improve their services to cater to the growing market.

### Projects in the Region

Projects in hotels, exhibitions (large scale venues), airports, and recreation segments present a great opportunity for tourism technology suppliers to showcase and sell their products with projects estimated to be worth over US\$123,000,000,000 in 2016.

- Hotels - US\$23,486,450,000
- Airports - US\$93,000,000,000
- Exhibitions - US\$1,101,970,000
- Recreation - US\$6,089,150,000

### Singapore as a Conducive Environment for Technological Advancement

Singapore as the host city is ranked top in ASEAN and 11th globally in the World Economic Forum's Travel and Tourism Competitiveness Report 2015. In addition, the Singapore government is also offering a special funding/subsidy for organisations in the tourism industry to modernize their businesses using the latest technologies.

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PROJECTS IN ASIA (2015)

Country/Region/Province by Project Categories (in million US\$) (2015)												
Categories / Countries	Cambodia	Hong Kong SAR	Indonesia	Laos	Macau SAR	Malaysia	Myanmar	Philippines	Singapore	Thailand	Vietnam	Total
Car Park	0.32	30.26	55.27	17.33	7.67	707.62	18.50	452.55	265.51	90.90	124.66	1,770.59
Community	14.81	361.53	239.32	10.22	9.70	351.69	46.27	178.31	490.15	42.47	658.18	2,402.66
Education and Research	126.28	606.00	727.99	20.51	20.48	725.11	317.79	888.70	1,432.38	696.82	1,687.22	7,249.28
<b>Exhibition</b>	0.00	91.17	78.07	37.65	0.00	197.05	33.69	90.14	25.13	103.73	2,514.38	<b>3,171.02</b>
Health	45.54	444.15	727.51	51.00	39.18	1,069.39	333.74	131.64	1,297.52	699.64	1,848.71	6,688.01
<b>Hotel</b>	365.47	1,116.60	1,534.58	338.71	166.24	9,183.02	4,217.76	1,193.23	465.83	1,037.00	7,437.63	<b>27,056.08</b>
Industrial	415.30	629.00	4,432.75	553.78	13.43	2,391.27	3,528.42	709.67	2,443.13	4,902.65	5,778.72	25,798.12
<b>Infrastructure</b>	2,142.80	5,945.02	7,855.90	1,958.96	281.45	6,562.31	6,146.27	9,619.63	8,371.62	6,610.19	46,563.19	<b>102,057.35</b>
Landscaping	0.00	68.86	66.73	0.00	0.81	231.30	0.00	52.50	1.19	19.25	551.87	992.50
Legal	7.48	21.54	59.44	0.00	48.59	68.31	17.51	2.83	457.34	24.36	92.10	799.51
Mining	0.00	42.19	1,415.38	31.27	0.00	37.95	0.00	39.91	0.00	0.00	24.59	1,591.29
<b>Office</b>	146.53	1,252.64	2,042.62	424.36	23.59	6,007.15	993.19	3,545.30	1,305.87	1,630.16	5,481.14	<b>22,852.55</b>
Oil and Gas	0.00	3.86	2,870.12	0.00	0.00	2,095.95	93.95	134.02	33.33	303.17	3,599.99	9,134.40
<b>Recreation</b>	212.45	670.37	298.03	146.89	12.12	1,327.09	525.52	1,118.25	414.98	127.58	4,218.40	<b>9,017.67</b>
<b>Residential</b>	2,873.78	7,371.72	6,656.70	369.13	80.75	21,349.70	5,532.44	7,211.07	6,026.38	7,683.14	14,731.17	<b>79,885.99</b>
<b>Retail</b>	491.80	891.86	1,793.51	253.06	0.00	5,428.21	575.72	3,574.65	621.71	2,137.40	3,821.52	<b>19,589.45</b>
Township	0.00	39.83	0.00	99.53	0.00	141.40	45.74	150.89	0.00	0.14	18,305.85	18,783.39
Transport	18.00	1,773.40	190.55	149.51	158.31	301.50	3,368.43	3,085.64	4,405.84	5,080.22	7,553.62	26,085.03
Utilities	250.23	1,357.18	6,071.93	454.00	5.64	2,863.71	7,545.93	15,319.35	1,472.17	1,390.67	26,792.84	63,523.64
<b>Total</b>	<b>7,110.78</b>	<b>22,717.19</b>	<b>37,116.43</b>	<b>4,915.91</b>	<b>867.98</b>	<b>61,039.74</b>	<b>33,340.87</b>	<b>47,498.29</b>	<b>29,530.08</b>	<b>32,579.49</b>	<b>151,785.77</b>	<b>428,502.52</b>

PROJECTS IN ASIA (2016)

Country/Region/Province by Project Categories (in million US\$) (2016)												
Categories / Countries	Cambodia	Hong Kong SAR	Indonesia	Laos	Macau SAR	Malaysia	Myanmar	Philippines	Singapore	Thailand	Vietnam	Total
Car Park	6.00	200.37	61.91	0.00	118.64	506.51	0.00	1,172.08	117.56	23.72	173.54	2,380.34
Community	54.89	1,296.12	135.34	0.00	6.83	139.50	27.32	22.52	49.06	18.82	1,633.87	3,384.26
Education and Research	219.21	1,912.05	262.88	13.33	6.39	1,469.17	60.47	113.93	240.68	436.28	293.90	5,028.30
<b>Exhibition</b>	7.36	75.95	115.12	25.13	101.02	451.02	53.56	8.99	2.94	48.73	212.14	<b>1,101.97</b>
Health	147.69	479.25	356.82	11.53	191.82	1,497.82	117.48	31.55	305.08	279.85	423.85	3,842.73
<b>Hotel</b>	820.69	2,462.35	1,690.91	87.53	299.23	12,711.09	1,733.44	468.52	464.39	1,439.17	1,309.12	<b>23,486.45</b>
Industrial	296.25	841.64	3,029.97	214.78	0.00	4,412.50	1,270.63	1,036.50	1,887.95	4,411.50	2,754.27	20,155.98
<b>Infrastructure</b>	1,815.11	4,511.04	7,009.90	799.07	8.31	15,187.98	1,216.00	11,424.47	6,439.40	5,285.57	23,153.75	<b>76,850.58</b>
Landscaping	0.00	79.94	1.64	0.00	0.00	67.78	4.28	22.73	0.00	16.15	5.85	198.37
Legal	0.00	80.52	9.05	0.00	0.00	9.29	2.85	1,005.16	119.20	0.00	25.32	1,261.39
Mining	301.76	0.00	287.80	0.00	0.00	0.00	0.00	466.37	0.00	600.24	0.00	1,656.17
<b>Office</b>	449.99	4,419.35	1,774.84	116.18	17.90	10,185.06	282.94	1,959.00	1,184.86	597.23	976.00	<b>21,963.33</b>
Oil and Gas	3.16	14.18	2,754.43	0.00	0.00	144.55	7.21	329.01	0.00	885.10	8,628.51	12,766.14
<b>Recreation</b>	241.06	1,350.49	217.33	161.29	107.86	1,939.18	109.63	496.69	91.65	41.13	1,332.84	<b>6,089.15</b>
<b>Residential</b>	2,040.88	17,042.75	6,341.11	158.65	821.50	26,924.29	1,031.80	3,170.56	4,363.94	3,670.80	1,640.72	<b>67,207.00</b>
<b>Retail</b>	613.37	724.17	1,320.64	106.52	245.61	7,873.77	110.41	1,387.63	281.38	1,349.71	723.86	<b>14,737.07</b>
Township	1,262.90	260.77	0.00	0.00	0.00	2,427.75	568.04	29.83	0.00	2.78	1,078.72	5,630.78
Transport	38.66	854.42	520.11	69.33	0.00	1,734.28	315.53	7,286.00	3,458.85	3,008.82	6,690.03	23,976.02
Utilities	202.43	4,772.85	8,566.34	643.37	4.48	3,173.95	6,940.90	16,457.51	242.20	1,535.91	15,774.37	58,314.31
<b>Total</b>	<b>8,521.41</b>	<b>41,378.20</b>	<b>34,456.15</b>	<b>2,406.69</b>	<b>1,929.60</b>	<b>90,855.49</b>	<b>13,852.48</b>	<b>46,889.04</b>	<b>19,249.15</b>	<b>23,651.50</b>	<b>66,830.65</b>	<b>350,020.36</b>

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## Why Exhibit?

- Capture buyers of the tourism, hospitality, and events professionals gathering in Singapore from 20 – 21 July 2016.
- Increase sales of your cutting edge technology products to your targeted buyer base in the tourism infrastructure domain.
- Take advantage of business matching buyer-seller meetings arranged during the show.
- Network with the industry and find new leads for your business.
- Educate your audience and increase presence with product presentations of your technologies.
- Curate your display to excite your audience converting to sales results,



## PARTICIPATION RATES

### OPTION 1: RAW SPACE ONLY

SGD 495 per SQM

Customize your booth and showcase your products in your preferred setting.

- Price Includes general security & cleaning services

### OPTION 2: SHELL SCHEME

SGD 575 per SQM

The shell scheme package\* includes:

Floor space, wall partition, fascia board, needle-punch carpet, 2 folding chairs, 2 fluorescent tube lighting, 1 power point, 1 information counter, 1 wastepaper basket

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EVENTS CONSULTANCY



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**PARTICIPATE IN TOURISM TECHNOLOGY ASIA 2016 TO SHOWCASE  
AND SELL YOUR PRODUCTS TO TARGETED BUYERS!**

Contact us at [sales@giec.biz](mailto:sales@giec.biz) or +65 6702 3005 to book your stand today!