

Dear Industry Partners,

Singapore Pavilion at ITB Berlin 2026 (3 - 5 march)

OFFICIAL REGISTRATION

Singapore Tourism Board (STB) will be participating at ITB Berlin 2026. We invite Singapore trade partners to join us as a co-exhibitor under the Singapore Pavilion. Read on for full details of Participation.

Limited slots are available. **Registration is now open and will close on 15 September 2025 (Mon), 5pm SGT.**

REGISTER ONLINE HERE: <https://form.gov.sg/689c411f8c76f45a3693a485>



<https://go.gov.sg/itbberlin2026>

Please acquaint yourself with the FAQs below. If you have any further questions, please reach out to Michaela Menzel (michaela_menzel@stb.gov.sg) or

Mastura Ismak (Mastura_ISMAK@stb.gov.sg).

Why join the Singapore Pavilion at ITB Berlin 2026

1. Internationale Tourismus Boerse (ITB) is the world's largest leisure travel tradeshow and convention for international exhibitors of all sectors of the travel-value chain to meet up with top buyers from the Leisure, MICE and Corporate Travel markets.

We invite the Singapore travel trade to join us to welcome tourists to Singapore. As a participant under the Singapore Pavilion, you will have the opportunity to meet with prospective buyers and partners from around the world.

Registration Eligibility and Process

There are two modes of participation as a co-exhibitor: Individual Booths (SGD 8,000) or Shared Booth (SGD 4,000)

- The deadline for registration is **Monday, 15 September 2025, 5pm (SGT)**.
- Successful registrants will be informed by **Friday, 28 November 2025**, and remittance of the participation cost to complete your registration will have to be made within 30 days upon the issuance of invoice. Late payment interest will be charged for all overdue invoices.
- In the event of an overwhelming response, the Board may resort to conducting a ballot to finalise the participation list. The Board reserves the right to decide if a balloting process is necessary and will inform all registrants accordingly with more information. The Board reserves the right to decide on the final shortlisted companies.
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- Please note that withdrawal upon successful registration will be subjected to penalties as per the Terms and Conditions of Participation enclosed in this email. Participation and/or partnership in these trade events are similarly bound by the same terms and conditions.

Double Tax Deduction (DTDi) Scheme for Internationalisation (Managed by Enterprise Singapore)

- DTDi provides 200% tax deduction on eligible expenses for supported market expansion and investment development activities. Please [click here](#) for more information.
- If your Company is interested to apply for DTDi, please download the official form from Enterprise Singapore and submit the required documents. Please refer all queries regarding the DTDi scheme to Enterprise Singapore.

Frequently-Asked-Questions about Participation at ITB Berlin 2025

<p>What is ITB Berlin?</p>	<p>Internationale Tourismus Boerse (ITB) is the world's largest leisure travel tradeshow and convention for international exhibitors of all sectors of the travel-value chain to meet up with top buyers from the Leisure Travel market, with also some MICE and Corporate buyers attending the event.</p> <p>Tourism Boards, Hotel Companies and Convention Bureaus put up Country Pavilions and invite their travel trade partners to exhibit and meet prospective travel buyers.</p> <p>Held annually in Berlin, Germany, it spans over 3 B2B show days.</p>						
<p>What is the Participation Fee under the Singapore Pavilion?</p>	<p>There will be two modes of participation as a co-exhibitor with the following participation fees:</p> <table data-bbox="555 1064 1209 1288"> <tr> <th><u>Individual Booth</u></th><th><u>Shared Booth</u></th></tr> <tr> <td>SGD 8,000</td><td>SGD4,000</td></tr> <tr> <td>Up to 2 company representatives</td><td>1 Company representative only</td></tr> </table>	<u>Individual Booth</u>	<u>Shared Booth</u>	SGD 8,000	SGD4,000	Up to 2 company representatives	1 Company representative only
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Up to 2 company representatives	1 Company representative only						
<p>Can I get additional exhibitor passes to ITB Berlin?</p>	<p>No. Each company will only be provided 1 (shared booth) or 2 (Individual) exhibitor passes. Passes are not interchangeable.</p> <p>Companies may separately purchase trade visitor passes through the ITB Online Shop at their own cost. However, only companies with Exhibitor passes will be allowed to sit within the booth at the Singapore Pavilion. Singapore stakeholders bearing Trade Visitor passes may be asked to leave the Singapore Pavilion due to capacity limits to facilitate bona fide buyers and visitors to access the Pavilion.</p>						
<p>What does the Participation Fee include?</p>	<p>The participation fee entitles the company to a respective number of exhibitors passes and an allocated booth space under the Singapore Pavilion. Companies will also be entitled to participate in activities organised by STB and/or our partners. No appointment diaries will be</p>						

	<p>provided, and companies will be responsible for securing their own meetings with buyers.</p> <p>The participation fee does <u>not</u> include: Airfare, accommodation, and transport.</p>
<p>What are the differences between an Individual and Shared Booth?</p>	<p>Individual Booths entitle a company to its own private booth/meeting space to take appointments.</p> <p>Shared Booths means that two companies will share one booth together. STB will try its best to ensure a complementary pairing (e.g. a Hotel and Travel Agent). Only one meeting can happen at the booth at any one point in time.</p>
<p>What activities are STB organising to attract visitors to the Singapore Pavilion?</p>	<p>STB is planning to host various media and trade engagements and events to encourage visitors and buyers to visit the booth. This may include hosting happy hours and including F&B refreshments as well as in-booth activities. Singapore trade partners will be invited to participate at these events.</p>
<p>Who can apply to participate?</p>	<p>Only Singapore travel trade (Hotels, Airlines, DMCs, Travel Agents, Attractions) selling Singapore-based properties may apply.</p> <p>Singapore companies may send their overseas-based representatives to attend but must ensure that they are only selling Singapore-based products at the Singapore Pavilion.</p>
<p>What happens in the event of an oversubscription?</p>	<p>In the event of an oversubscription, STB may conduct a balloting exercise, explore alternative modes of participation and/or discretion to shortlist final participation.</p>

	Factors that may determine final participation include if you have indicated interest during our previous “Expression of Interest” exercise and new and interesting products/experiences to showcase.
What happens if ITB Berlin is cancelled or I would like to withdraw my participation, will I be refunded?	In any event, Singapore trade partners will be bound by the terms set forth in the Terms and Conditions of Participation of Trade Events (attached document) and available online - https://go.gov.sg/tradeeventstermsandconditions
What Hotel is the Singapore delegation staying at?	STB has helped to secure hotel accommodation for our Singapore trade partners. Upon confirmation of participation as a co-exhibitor under the Singapore Pavilion, STB will provide the information for your consideration and booking.

Thank you.

STB Tradeshow

1 Orchard Spring Lane, Tourism Court, Singapore 247729

Check out our website at www.stb.gov.sg