

# 2023 Show Daily Ratecard

TTG Asia • TTGmice • TTG Asia Luxury

**TRAVEL JOURNALISM**  
BUSINESS ARTICLE  
8-Time Winner  
PATA Gold Awards

TTG Asia  
**FEATURE**  
OF THE YEAR  
MPAS Awards

TTGassociations • TTG Asia  
**TRADE MEDIA**  
OF THE YEAR  
MPAS Awards

TTGassociations  
**JOURNALISM EXCELLENCE**  
PRINT & ONLINE  
Anak Sarawak Award

The Effective Way To  
**Reach All  
Delegates  
At Major  
International  
Trade Events**  
And Beyond

## TTG Show Daily

### Japan's regions turn to Europe to boost fortunes

European travellers are favoured for their longer stays and bigger spend, with cities using culture and scenery as draws

By Karyn Worley

Travel agents and tourism officials in several Japanese regions have stepped up plans and marketing efforts in Europe, believing that travellers from the high-end market will increase the destination's tourism revenue and average stay.

With the availability of direct flights from South Korea, Taiwan, Hong Kong and China, Kagoshima prefecture has benefited from the surge in Asian tourists in recent years.

But its proximity to southern Korea, also means it is largely seen by those visitors as a short-break destination, and short-haul travellers tend to stay for only one or two days and stick to the main sightseeing spots.

"Visitors tend to take longer holidays, spend more money on vacation and stay at higher-priced hotels," General Stadin, representative of Global Sales Ex-press (GSE) told TTG Show Daily in an interview.

The inbound tour agency will launch an FT market in 2017. "The European market is growing and our (tour) but many places in Kyushu are difficult to access by public transport on the bus tour is a convenient option," he said.

A pilot is planned for April and GSE will first promote the tours to European expat residents across Japan this summer.

Stadin is banking on these customers' social media posts to stimulate interest among Europeans outside of Japan.

Similarly, Ito and Nagano over European visitors by first days.

Totori is marketing itself through banners of scenery and allied sake at international events with agents to develop short, mid-week but these programmes may be on well-being, drawing on the area's hot springs, hot food and waterfalls.

Others, meanwhile, are focusing on direct marketing in Europe.

Alex Brakley, spokesperson for Sen-gan-en in Kagoshima city, shared that the historic garden had started pursuing the European market since last April.

Sen-gan-en's aim is to promote not only the attraction but also Kagoshima as a destination, firstly to the FT market and then to outbound agents.

"There is little knowledge of Kagoshima (in Europe)," he said. "By promoting Kagoshima's heritage, we want to attract higher-spending Europeans who are interested in culture."

In particular, Brakley is targeting the UK and France, where he visited in late February to promote the prefecture's renowned hot springs.

Chinoro Watanabe, spokesperson of Shirohime in Kagoshima, shared that the luxury hotel will begin promotions in Europe after the positive reception at IJTM Cannes 2016.

Kagoshima Visitors Bureau, meanwhile, is starting to use the prefecture's dates back to the 19th century, as a marketing tool to attract British travellers, reported spokesperson Tomoko Takai.

Japan is particularly popular with UK travellers today, thought to be the result of celebrity travel shows, and being ranked highly as a value destination in the TripAdvisor's Holiday Money Report 2016 and 2017.

A spokesperson for Magical Tours UK told TTG Show Daily that it is seeing year-on-year growth in sales for Japan.

Luke Green, spokesperson from Audley Travel UK, agrees, pointing to a particular increase in enquiries taking honeymoons in Japan.

"We think that the perceived safety of Japan is a big factor in driving demand, along with a sense of Japan not being so far to travel around, it's very visitor friendly," Green explained.

### Room glut casts shadow over Maldives hotel

By Richard ...

### Multi Award-Winning Total Lifestyle Environment

By Richard ...



- Over 40 years of publishing strength
- Award-winning editorial content
- Live daily pages of show highlights and delegate pictures
- The Only Official Show Daily\*
- At least 9,000^ print copies distributed across fairgrounds, official venues and hotels  
^ Excludes issues with digital-only circulation
- Additional 70,000 e-Copies circulated across Asia-Pacific and globe

# THE OFFICIAL\* TTG SHOW DAILY SERIES

Asia-Pacific Travel Industry's Leading Publisher In Live Event Coverage



## ASEAN Tourism Forum\*

The largest showcase for ASEAN suppliers with an outreach of 400 buyers from across the region and beyond

3 February – 5 February 2023

Indonesia, Yogyakarta

## ITB Berlin

The World's largest travel trade show; Features the highest daily print circulation in our series

9 March – 11 March 2023

Messe Berlin | Berlin, Germany



## IT&CM China and CTW China\*

China's Only Doublebill Event in MICE and Corporate Travel dedicated to delivering MICE, Associations and Corporate Travel buyers from Greater China

21 March – 23 March 2023

Shanghai Convention & Exhibition Center of International Sourcing | Shanghai, China

## ITB Asia

ITB's successful regional edition that brings together key buyers from around the world

25 October – 27 October 2023

Marina Bay Sands Expo and Convention Centre | Singapore



## PATA Travel Mart\*

Asia-Pacific's premier travel trade mart featuring international buying interest into the region

4 October – 6 October 2023

New Delhi, India

## IT&CM Asia and CTW Asia-Pacific\*

The flagship IT&CM and CTW event, perfect for reaching global and regional MICE, Association, Corporate Travel and Luxury Travel buyers

26 September – 28 September 2023

Centara Grand & Bangkok Convention Centre At CentralWorld Bangkok | Bangkok, Thailand



## TTG Show Daily

Asia-Pacific travel industry's leading publisher in live event coverage

25 October – 27 October 2023

Full Page/  
Outside  
Back Cover

Junior Page

Half Page  
(Horizontal)

Double Page Spread

Front Page  
Horizontal  
Strip

Booking Deadline: 4 weeks prior to issue date  
Material Deadline: 3 weeks prior to issue date

Tips To Create  
**A BIGGER  
IMPACT**



Belly Band



Advertorials



Stick-on



Cover Wrap



**TTG** Publishing  
Travel Trade  
A Business Group of TTG Asia Media

Advertising Enquiries  
traveltradesales@ttgasia.com

# RATES & SPECIFICATIONS

## THE OFFICIAL\* TTG SHOW DAILY SERIES

Advertising Enquiries  
traveltradesales@ttgasia.com



**ASEAN Tourism Forum\* | Yogyakarta, Indonesia**  
Issue Date: 3, 4 & 5 February 2023+ [3 Issues]  
Circulation: 70,000 e-Copies

<b>Full Page</b> / 260mm x 380mm	US\$18,400	<b>Double Page Spread</b> / 520mm x 380mm	US\$37,500
<b>Junior Page</b> / 173mm x 280mm	US\$15,900	<b>Front Page Horizontal Strip</b> / 236mm x 90mm	US\$13,000
<b>Half Page (Horizontal)</b> / 236mm x 180mm	US\$13,400	<b>Outside Back Cover</b> / 260mm x 380mm	US\$20,080

Other special sizes & creatives are available on request. Rates are applicable on a case-by-case basis.

**Booking Deadline:** 23 December 2022

**Material Deadline:** 13 January 2023



**ITB Berlin | Messe Berlin, Germany**  
Issue Date: 9, 10 & 11 March 2023+ [3 Issues]  
Circulation: 70,000 e-Copies

<b>Full Page</b> / 260mm x 380mm	US\$21,000	<b>Double Page Spread</b> / 520mm x 380mm	US\$38,000
<b>Junior Page</b> / 173mm x 280mm	US\$17,500	<b>Front Page Horizontal Strip</b> / 236mm x 90mm	US\$15,000
<b>Half Page (Horizontal)</b> / 236mm x 180mm	US\$15,600	<b>Outside Back Cover</b> / 260mm x 380mm	US\$25,200

Other special sizes & creatives are available on request. Rates are applicable on a case-by-case basis.

**Booking Deadline:** 31 January 2023

**Material Deadline:** 14 February 2023

**30,000  
PRINT RUN**



**IT&CM China and CTW China\* | The Anandi Hotel and Spa Shanghai, China**  
Issue Date: 22 & 23 March 2023+ [2 Issues]  
Circulation: 70,000 e-Copies

<b>Full Page</b> / 260mm x 380mm	US\$19,300	<b>Double Page Spread</b> / 520mm x 380mm	US\$38,400
<b>Junior Page</b> / 173mm x 280mm	US\$14,700	<b>Front Page Horizontal Strip</b> / 236mm x 90mm	US\$13,400
<b>Half Page (Horizontal)</b> / 236mm x 180mm	US\$15,600	<b>Outside Back Cover</b> / 260mm x 380mm	US\$25,200

Other special sizes & creatives are available on request. Rates are applicable on a case-by-case basis.

**Booking Deadline:** 15 February 2023

**Material Deadline:** 1 March 2023

+All listed dates are subject to change

\*Publication format of TTG Show Dailies (print/digital) is dependent on how the event will be organised, e.g. virtual, physical or hybrid. Depending on how events are organised along with the pandemic situation, issues may be converted to digital only.



# RATES & SPECIFICATIONS

## THE OFFICIAL\* TTG SHOW DAILY SERIES

Advertising Enquiries  
traveltradesales@ttgasia.com



**PATA Travel Mart\* | New Delhi, India**  
**Issue Date: 4, 5 & 6 October 2023\* [3 Issues]**  
**Circulation: 70,000 e-Copies**

<b>Full Page</b> / 260mm x 380mm	US\$16,900	<b>Double Page Spread</b> / 520mm x 380mm	US\$30,500
<b>Junior Page</b> / 173mm x 280mm	US\$13,800	<b>Front Page Horizontal Strip</b> / 236mm x 90mm	US\$12,200
<b>Half Page (Horizontal)</b> / 236mm x 180mm	US\$12,500	<b>Outside Back Cover</b> / 260mm x 380mm	US\$19,200

Other special sizes & creatives are available on request. Rates are applicable on a case-by-case basis.

**Booking Deadline:** 6 September 2023

**Material Deadline:** 20 September 2023



**IT&CM Asia and CTW Asia-Pacific\* | Centara Grand & Bangkok Convention Centre At CentralWorld Bangkok, Thailand**  
**Issue Date: 26, 27 & 28 September 2023\* [3 Issues]**  
**Circulation: 9,000 Print Copies + 70,000 e-Copies**

<b>Full Page</b> / 260mm x 380mm	US\$15,430	<b>Double Page Spread</b> / 520mm x 380mm	US\$28,350
<b>Junior Page</b> / 173mm x 280mm	US\$11,740	<b>Front Page Horizontal Strip</b> / 236mm x 90mm	US\$10,720
<b>Half Page (Horizontal)</b> / 236mm x 180mm	US\$10,070	<b>Outside Back Cover</b> / 260mm x 380mm	US\$18,520

Other special sizes & creatives are available on request. Rates are applicable on a case-by-case basis.

**Booking Deadline:** 7 August 2023

**Material Deadline:** 21 August 2023



**TTG Show Daily at ITB Asia | Sands Expo and Convention Centre, Singapore**  
**Issue Date: 25, 26 & 27 October 2023\* [3 Issues]**  
**Circulation: 70,000 e-Copies**

<b>Full Page</b> / 260mm x 380mm	US\$18,900	<b>Double Page Spread</b> / 520mm x 380mm	US\$30,500
<b>Junior Page</b> / 173mm x 280mm	US\$14,800	<b>Front Page Horizontal Strip</b> / 236mm x 90mm	US\$14,800
<b>Half Page (Horizontal)</b> / 236mm x 180mm	US\$14,500	<b>Outside Back Cover</b> / 260mm x 380mm	US\$22,680

Other special sizes & creatives are available on request. Rates are applicable on a case-by-case basis.

**Booking Deadline:** 26 September 2023

**Material Deadline:** 3 October 2023

**BONUS!**

**Double Feature At The Price Of One!**  
**ITB Asia Show Daily + TTG Asia Oct Issue**

+All listed dates are subject to change

\*Publication format of TTG Show Dailies (print/digital) is dependent on how the event will be organised, e.g. virtual, physical or hybrid. Depending on how events are organised along with the pandemic situation, issues may be converted to digital only.