

WTCE and Asia - Covering the distance



Cityscape at night

It feels like only yesterday that I was extolling the virtues of [WTCE](#) for Asian suppliers and airlines for WTCE 2024! And yet, here we are again, with only weeks to go and nonetheless much has changed in the months in between.

In 2024, the Southeast Asian and Indian region was on the cusp of showing exponential growth, ahead of any other world region. Our predictions from last year have proven correct and we have seen extraordinary growth in all areas of the market from low-cost carriers (LCCs) to Business Class and full-service carriers. Regional and international travel have also both seen significantly faster growth than the rest of the world.

The supply industry to this market has ridden the wave of this growth with catering, ancillaries and other passenger hospitality products showing continued recovery.

The number of actual travellers is already exceeding those predicted in 2023 and is equal to that of the pre-pandemic period. 2025 looks set to continue in the same vein and the China market is still relatively untapped.

Why WTCE?

It is therefore more important than ever that suppliers and carriers from Asia, gather together at WTCE with their international counterparts in one convenient location, not only to see what is available and what new products and services are coming along, but also to get a measure of how the industry is changing and growing.

Not just here in Asia, but in other parts of the world, the dynamics and business models of this industry have changed beyond recognition in the past 15 years.

At WTCE, the rich vein of people and companies all solely focused on the onboard passenger experiences makes this networking opportunity all the more valuable.

With the current speed of change, visibility into international products, innovation and services and the ability to rub shoulders with top executives, both competitors and allies all under one roof make this trip more essential than ever.

Yes, the distance for us here in Asia to come to Hamburg is considerable, but the distance growing between what is happening here in Asia, and the rest of the world is also widening. WTCE 2025 is upon us in April. Don't fall through the gap!

The transformations happening in airline hospitality worldwide, mean new markets, new service concepts and new opportunities are everywhere. We need to understand how we participate in that market. WTCE will be that head-start to get to grips with what's happening, and in what direction we in Asia, wish to go.

Learn more about [WTCE 2025 here](#).