

# Asia in focus for WTCE 2024



Asia will be a major focus at WTCE in May

Organizers of WTCE ([World Travel Catering and Onboard Services EXPO](#)) tell media partner *PAX International* today that Asia will be a significant regional focus for its 2024 campaign.

WTCE has released a report in partnership with Asia-based airline hospitality consultant Jeremy Clark (*PAX International* Asia Correspondent). The report looks at Asia as a “regional and global travel powerhouse” amid an expected resurgence of the continent’s aviation industry this year.

The report highlights how Asia, while initially slower to recover travel-wise from the effects of the pandemic, is now gaining pace, set to continue this growth into 2024 and beyond.

According to SSCR rates (Scheduled Seat Capacity Recovery), [Lion Air](#) and [AirAsia](#) have seen recovery at 99 percent and 70 percent, respectively. Meanwhile, [Singapore Airlines](#) has seen recovery at 81 percent, [Malaysia Airlines](#), 85 percent and [Philippine Airlines](#), 87 percent. By 2025, current predictions suggest 750 million passenger journeys to/from Southeast Asia which would be 50 percent of 2019 numbers. By 2040, the traffic number is expected to reach 1.2 billion.

The vast majority of travel is for leisure purposes and inter-regional (benefitting low-cost carriers), but the business travel market is also expected to make a resurgence with the return of face-to-face meetings. The press release said this will likely propel further growth in the increasingly popular business class sector.

Regarding hospitality in the cabin, Southeast Asian carriers have a reputation for quality food and

service, explains Clark. [Thai Airways](#) prides itself on these areas of the passenger experience. CEO Chai Eamsiri said, “The airline is committed to regaining and re-building its heritage and taking its rightful place as one of the region’s premier full-service carriers in all classes.

Trends-wise there is a strong focus on food service and quality. Many airlines in the US and Europe are no longer serving complimentary food on domestic or regional flights while in Asia even airlines operating short regional flights serve a snack in economy.

“The Asian travel industry is very different to Europe or the US; passengers have long held very different expectations of airlines meaning Asia has always been the benchmark for quality and value in travel hospitality and onboard service. This means that operators are looking for products and solutions that will help them elevate their offering above their competitors and deliver their airline a crucial point of difference,” Clark said.

At WTCE there will be a large number of suppliers exhibiting who are set up to work with and supply products to Asia, making the event invaluable for buyers from Asian airlines looking to elevate their passenger experience. Companies such as [LSG Group](#), [Linstol](#), [FORMIA](#) and [dnata](#).

There will also be several companies taking part in WTCE from Asia this year, including [SATS Catering Pte. Ltd](#), [Noritake Co. Ltd](#), [Merryfood](#) and [Xiamen Avio Pack Co. Ltd](#).

In addition to product sourcing, there will also be a significant number of learning and networking opportunities on offer for Asian visitors to identify industry trends. The educational program features the Taste of Travel Theatre which, through a schedule of seminars, cooking demos and tasting opportunities, provides a platform for discussion of future onboard trends.

The What's New Onboard feature showcases a variety of recently launched products to the onboard market while the Wellbeing Walk-Through highlights a range of exhibitors showcasing products that support wellbeing. The Steps to Sustainability feature celebrates the accomplishments and innovations of companies making use of environmentally conscious materials, production, manufacturing and operations.

Asian airline visitors will also enjoy a wealth of networking opportunities at WTCE. They can partake in the exclusive VIP Buyer Program, which provides upgraded attendees with a range of benefits before and during the event. These include access to the VIP Buyer Lounge as well as a digital gift bag with exclusive deals, giveaways and promo items from a range of exhibitors.

“Naturally, Asia has always been an important focus for WTCE but with the travel industry expected to continue to bounce back even further in 2024, we are keen to show air operators from the region how the event could really help them boost their business this year,” said Polly Magraw, WTCE Event Director. “Not only do we have a large selection of global suppliers exhibiting, but we also have a strong number of companies from across Asia in attendance, providing opportunities for buyers to see a range of organizations offering innovative and unique products that could help them differentiate themselves from their competitors. In addition, the educational opportunities at WTCE are second to none, providing Asian airlines with the chance to learn about trends and developments in the rest of the world that may impact and influence their own businesses.”

WTCE takes place at the Hamburg Messe in Germany from May 28 to 30, 2024. *PAX International* will be present.