

# THE TICKETING BUSINESS ASIA 2025

...fans & experiences: marketing/revenues/ticketing/engagement

The TicketingBusiness returns to Hong Kong for its fourth Asia edition on 21-23 October 2025.

The TicketingBusiness ASIA 2025 (#TAS25) is the essential entertainment eCommerce business meeting for the huge, fast-growing (but fragmented) APAC entertainment market.

## Experiences. Entertainment. eCommerce!

For our fourth edition we're adding more speakers, more stages and more friends to explore what's happening across sales, marketing and engagement tech for arts, culture, sports, music, visitors attractions and immersive experiences.

Our HQ hotel is the new flagship hotel of the Dorsett group right in the heart of Kai Tak Sports Park. Dubbed *The Pearl of the Orient*, this landmark integrated development is the region's ultimate destination for sports, leisure and entertainment.

Conference sessions will be hosted at the hotel along with unique venue tours across the venues and spaces of Kai Tak Sports Park.

Once again #TAS25 is also co-hosted alongside *TheStadiumBusiness ASIA 2025* - bringing in an audience of venue and destination leaders across entertainment, leisure, sports, arts and culture.

TICKETING  
BUSINESS  
ASIA  
HONG KONG  
21-22-23 OCTOBER 2025



POPULOUS



Explore Asia's entertainment & e-commerce ecosystems - Registration NOW OPEN



And explore Asia's newest destination with the experts!

# TICKETING BUSINESS



21-22-23 OCTOBER 2025

KAI TAK SPORTS PARK, HONG KONG

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## SESSIONS & THEMES

This year's sessions explore the following themes:

- **Pricing & Yields: Tools & Strategies**
- Premium, VIP & HNW Ticketing Products
- **Personalisation and AI Recommendations**
- Contactless Entry and Biometric Verification
- **Travel & Tourism: Bundles vs Integration**
- Experiential Upselling / Booking Flow UX
- **Memberships, Subscriptions and Loyalty**
- Web3, Blockchain & NFT Ticketing
- **Integrated Social and Peer-to-Peer Sales**
- Data-Driven Insights and Real-Time Analytics

Further session announcements and programme updates are available on the [#TAS25](#) web site.

For reference, view [last year's Programme here](#).

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## TIMINGS & SCHEDULE

Please note this year's event start/end times\*:

- Mon 20 Oct: 18.00-20.00 **Welcome Reception**
- Tues 21 Oct: 08.30-18.00 Conference day one
- Tues 21 Oct: 18.00-20.30 **Networking Evening**
- Weds 22 Oct: 09.00-14.00 Conference day two
- Weds 22 Oct: 14.00-17.00 **Venue Tours**
- Weds 22 Oct: 19.00-22.00 **Race Night**
- Thurs 23 Oct: 09.00-16.00 Conference day three
- Thurs 23 Oct: 16.00 Close of meeting



Register before 5 September for Earlybird discount and on-site hotel offer

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## HOTEL & CONFERENCE VENUE

The #TAS25 HQ hotel is the **new, flagship Dorsett Kai Tak Hotel** - adjacent to the new stadium development. Boasting spectacular views of Hong Kong's iconic Victoria Harbour, the hotel sits adjacent to the city's new 50,000 stadium in the heart of Kai Tak Sports Park and only 15-20 minutes away from Hong Kong's CBD via the new Shatin to Central link.

To maximise networking - and minimise travel times and expense - we recommend that delegates stay at the HQ hotel.

Our international Pass+Hotel<sup>†</sup> packages include three hotel nights within the fee (see above). Additional hotel nights can be added/removed at the event rate of £175pppn (inc breakfast/taxes).

## DELEGATE PACKAGE

Your #TAS25 'all-in' delegate pass includes:

### CONFERENCE & TOURS

- Access to all conference and breakout sessions;
- Access to *The Marketplace* mini-expo, all days;
- Expert tour of Kai Tak Sports Park (afternoon Weds 22 Oct\*);
- Networking lunches and refreshment breaks on all three days;
- Printed programme with full attendance list;
- Special access to pre- and post-event online information, content and discussions;
- All *TheStadiumBusiness ASIA 2025* sessions (running concurrently 21-23 Oct).

### + SOCIAL PROGRAMME

- *The Welcome Reception* (evening Mon 20 Oct);
- *The Networking Event* (evening Tues 21 Oct);
- *Happy Wednesday Race Night* at Happy Valley Racecourse (evening Weds 22 Oct).

## DELEGATE RATES

### Super Earlybird (SOLD OUT):

- Pass Only: £495
- Delegate Pass & Hotel: £995

### Earlybird offer (before Friday 5 September):

- Pass Only: £595 - saving £200
- Delegate Pass & Hotel: £1,120 - includes 3 hotel nights<sup>†</sup> - saving £200

### Full Rate (after Friday 5 Sept):

- Pass Only: £795

**Group Discounts:** There is an additional 10% discount on the delegate pass fee for delegations of 3+ from the same organisation.

## HOW TO REGISTER. QUESTIONS?

Please note: *The Ticketing Business ASIA 2025* is an invite-only meeting. Please complete the form below to apply or request more details.



**Application form**



**Email your request**



**+44 (0)1903 74 11 23\***



\*Lines and Livechat open Mon-Fri 09.00-17.00 GMT