

## **ITB China 2018 Online Registration now open**

**Special discount for exhibitors who register until 31 August – second**

**ITB China will take place from 16 to 18 May 2018 in Shanghai – very good results in visitor and exhibitor survey 2017**

*Shanghai/ Berlin, 8 August 2017 – ITB China online registration has now opened to give exhibitors who book early a **10 per cent** discount on stand fees if they register by **31 August 2017**. The trade show which positions itself as the Marketplace for China's Travel Industry takes place from 16 to 18 May 2018 in Shanghai at the Shanghai World Expo Exhibition and Conference Center in partnership with TravelDaily. Exhibitor registrations are way above the level of the same time last year. “Fuelled by the overwhelming success of the premiere event, we are experiencing a very high demand for the second edition of ITB China. Exhibitors targeting the Chinese travel market are literally securing their participation at ITB China 2018 by booking their stands early. Although we have significantly increased the overall scale of the event, we are already seeing that the exhibition space will become scarce again,” says David Axiotis, General Manager ITB China.*

Vivian Qin, Vice President, Mengtu Travel Technology Co. says the scale of the show was magnificent: “ITB China is setting up the stage to help the Chinese companies to expand overseas.”

“The quality of the attendees is perfect. The people are professional and coming from the different sectors of the travel industry”, tells Donna Dai, Tencent Performance Advertising Group Industry Director, Tencent.

The inaugural ITB China 2017 sold out months prior to its opening premiere with some 600 exhibitors from 70 countries presenting themselves to 10,000 attendees. The exhibition was flanked by a packed conference program with 70 speakers informing about the latest developments in China and a multitude of networking sessions and events.

Online registration can be done at [www.itb-china.com/exhibitors/exhibitor-registration/](http://www.itb-china.com/exhibitors/exhibitor-registration/)

### **ITB China 2017 onsite survey report: Exhibitors and Visitors**

In an onsite survey, conducted during the event, 94 per cent of the exhibitors stated that they would recommend participation to other colleagues and over 90 per cent declared that they intend to participate at ITB China 2018. This corresponds with 94 per cent of exhibitors declaring that the objectives of participation such as image building, strengthening of customer relationship,

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attraction of new customers, supplier search and conclusion of contracts were perfectly achieved.

The onsite survey showed that ITB China has successfully established itself as the leading marketplace for the Chinese travel industry. With more than 90 per cent of its visitors coming from China and Asia, the event sets a clear focus. Almost 60 per cent of all ITB China attendees, and therefore the largest portion of the event's attendees, visited with the clear intention to procure products during the exhibition. Nearly 94 per cent of visitors estimate their business success as "very good" or "good". Almost 97 per cent of the visitors would recommend a visit to ITB China to their professional colleagues or business partners and 96 per cent of visitors are sure to attend ITB China in Shanghai 2018.

### **About ITB Berlin and ITB Asia**

First launched 51 years ago, ITB Berlin is recognised as the most successful trade show for the global travel industry. Some 10,000 exhibitors from more than 180 countries regularly attend this event. Every year in October for the last nine years Messe Berlin has successfully organised ITB Asia in Singapore. Boasting 760 exhibitors from 73 countries, ITB Asia in Singapore has established itself as one of the leading travel trade shows in Asia. As the second show in Asia, ITB China will take place in Shanghai, one of the leading industrial cities in the People's Republic of China, and with a population of around 23 million one of world's largest cities. In contrast to ITB Asia, which reflects tourism in Asia as a whole, ITB China focuses entirely on the Chinese travel market.

### **About ITB China and the ITB China Conference**

ITB China 2018 will take place from Wednesday to Friday, 16 to 18 May, at the Shanghai World Expo Exhibition and Convention Centre in hall 1. ITB China is a three-day business to business travel trade fair that focuses exclusively on the Chinese travel industry. The ITB China Conference will take place parallel with the show and is co-organised by the leading conference organiser TravelDaily ([www.traveldaily.cn](http://www.traveldaily.cn)).

More details are available at [www.itb-china.com](http://www.itb-china.com)

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