



## **Experts to take the stage at the ITB China Conference 2018**

**Power packed program includes sessions by Ctrip, Google, Tencent, VisitFinland, Wyndham Hotels and many more – three new areas of focus: Unique Travel, Business Travel and Education & Job Day**

*Shanghai/Berlin, 25 January 2018* – Top Speakers from major travel companies, such as Ctrip, one of the biggest online travel agencies in China, as well as Google, Expedia Affiliate Network, VisitFinland, Wyndham Hotels, Tencent, Meituan, China Tourism Academy will provide exciting insights into their expanding markets in the conference of the second edition of ITB China (16 – 18 May 2018 in Shanghai). This think tank of Chinese travel, co-hosted by TravelDaily will provide up-to-date key insights of these seven areas: 'Destination', 'Travel Tech', 'Corporate Travel & MICE', 'Online Travel', and - for the first time - 'Unique Travel', 'Business Travel' and 'Education & Job'.

The keynote quality of the first edition of the ITB China Conference in 2017 proved to be the main driving force of the high levels of attendance. A total of 2,700 attendees took part in the lectures, discussions and keynotes, given by 70 industry speakers. This year the ITB China Conference is once again expecting the leading travel organisations and tourism officials active in the Chinese market. This year, again leading travel organisations and tourism officials active in the Chinese market will be expected at the ITB China Conference. In addition other top companies such as CITS American Express Global Business Travel, Carlson Wagonlit Travel and BCD Travel, Merlin Entertainments, Mafengwo, Lushu, Abercombie & Kent will be sending speakers to the ITB China Conference.

**Press Contact**  
**ITB China:**

Julia Wegener  
PR Manager  
Messedamm 22  
14055 Berlin  
T: +49 30 3038-2269  
F: +49 30 3038-912269  
[J.Wegener@messe-berlin.de](mailto:J.Wegener@messe-berlin.de)  
[www.messe-berlin.de](http://www.messe-berlin.de)

**Additional information:**

[www.itb-china.com](http://www.itb-china.com)

**MB Exhibitions (Shanghai) Co., Ltd.**

Management: Dr. Martin Buck, Executive Director  
4225 Wheelock Square,  
1717 West Nanjing Road  
Jing'an District, Shanghai,  
200040 China

No. 8e



ITB China 2017: Jane Sun, CEO Ctrip and Philip Wolf, founder Phocuswright Inc.

### **ITB China Conference Day 1**

The first day of ITB China Conference is dedicated to sessions dealing with **'Destination'** and **'Unique Travel'**. Top speakers from Google, Meituan and Mafengwo, Lushu and Merlin Entertainments will focus on high-end travel which lately has become a huge growth market and offers enormous prospects for the global tourism industry. More than half of high-end travelers have taken advantage of customized/individual tailored travel services and high-price trips grew almost double than average travel over the past years according to Hurun's Chinese Luxury Traveler 2017 report.

China is the world's second largest source market for high end travel with 10 million foreign trips in 2016. This is the result of a special evaluation of the World Travel Monitor®, conducted by IPK International and commissioned by ITB Berlin. More and more Chinese are able to fulfil their ultimate travel dreams. Interest for "themed travel" products to meet the diverse demands of Chinese market (e.g. sports/ adventure travel, educational trips, health care trips, wedding trips etc) is rising steadily. 61 percent of Chinese outbound high-end travelers travel in business or first class with an average in 3.3 trips per year.

### **ITB China Conference Day 2**

**'Corporate Travel'** and **MICE'**, **'Travel Tech'**, **'Online Travel'** and **'Business Travel'** will be on the agenda for the second day of the ITB China Conference. The latter will be a new area of focus. According to a new report by Travelport and the World Travel & Tourism Council (WTTC), business travel spending has advanced rapidly in many emerging markets in the past five years. That is why business travel may offer excellent prospects for the global tourism industry and will be discussed by top speakers of leading Chinese Travel Management Companies (TMC).

### **ITB China Conference Day 3**

The third day of the ITB China Conference is dedicated to the new area **'Education and Job'** and will be conducted in partnership with Fudan University & Hong Kong Polytechnic University. Wide ranging podium discussions and informative lectures, such as one-hour sessions on travel education awaits visitors at the Education & Job Day on 18 May 2018. Newcomers can gain an overview of University degree courses in tourism and will receive tips on how to find work and degree courses abroad. Applicants can elevator-pitch to potential employers from leading companies for their dream job at ITB China 2018.

**Trade visitors may register for ITB China 2018 at [reg.itb-china.com](http://reg.itb-china.com).**

### **ITB China Press Registration:**

As of now you can obtain your **accreditation** for ITB China at [reg.itb-china.com](http://reg.itb-china.com).

### **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 ten years Messe Berlin has successfully organised ITB Asia in Singapore. Boasting 940 exhibitors from 113 countries, ITB Asia in Singapore has established itself as Asia's Leading Travel Trade Show. 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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