

**PRESS RELEASE**

**ITB China 2019: Europe sees strong growth in Chinese visitors**

**Renewed partnership with European Travel Commission – Europe largest exhibitor at China's marketplace for the travel industry –initiative of EU-China Tourism Year making progress**

*Shanghai/ Berlin, 4 December 2018* – Chinese tourism to Europe is increasing: At ITB China, set to take place from 15 – 17 May 2019 in Shanghai, the rising demand for exhibition space by European destinations reflects the trend of Europe remaining the number one long-haul destination for Chinese tourists. Being the largest regional pavilion exhibitor, the European Travel Commission (ETC) will have a stronger exhibition presence at the three-day B2B travel show with the majority of ETC members with a presence in China having already signed up for ITB China 2019.

The ETC is presenting transnational cultural and natural experiences in the European pavilion along with other European countries having additional individual presences on the show floor such as **Finland, Germany or Portugal**. The growth potential of countries and regions from **South- and Eastern Europe** is also well reflected: Among many others, the Catalan Tourist Board, Malta Tourism Authority, Hungarian Tourism Agency Ltd and Tourism Association of Canton Sarajevo will present their services and products to China's top travel buyers and trade visitors at ITB China next year.

**David Axiotis, General Manager of ITB China** says: "The initiative of the EU-China Tourism Year (ECTY) is already making progress, especially in regards to more Chinese tourists heading to Central and Eastern Europe. European countries put on a strong display at ITB China next year, which is no surprise. According to a trend report by Forward Keys and the European Travel Commission (ETC), Europe sees a huge growth in Chinese visitors. In the first four months of 2018, Chinese arrivals in Europe were up 9.3 percent."



**Press Contacts:**

**Messe Berlin GmbH**  
Emanuel Höger  
Spokesman  
Senior Vice President  
Corporate Communication  
Messe Berlin Group  
Messedamm 22  
14055 Berlin  
[www.messe-berlin.com](http://www.messe-berlin.com)  
Twitter: [@MesseBerlin](https://twitter.com/MesseBerlin)

**ITB China / ITB Berlin / ITB Asia:**  
Julia Sonnemann  
PR Manager  
T: +49 30 3038-2269  
[sonnemann@messe-berlin.de](mailto:sonnemann@messe-berlin.de)  
[www.messe-berlin.com](http://www.messe-berlin.com)

**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

Eduardo Santander, Director at European Travel Commission and  
David Axiotis, General Manager of ITB China

### **Eduardo Santander, Executive Director at European Travel**

**Commission:** “The success of the EU-China Tourism Year demonstrates the benefits of working together for European destinations to become more competitive in China. We are glad to continue and further strengthen the cooperation with our Chinese and European partners at ITB China next year. Only with their support and commitment Europe will succeed in fostering sustainable tourism growth from the Chinese market in the years to come.”

“We are very pleased to know ETC will also be attending ITB China 2019. The feedback Portugal is getting from Chinese trade representatives and Chinese tourists has been stronger and stronger every year towards Europe and we believe ETC’s presence at ITB China will bring more awareness to Portugal as an amazing destination,” said a **Spokesperson from Portugal Tourist Board in China.**

The ITB China 2019 exhibitor registration is now open, click [HERE](#) to register and for more information please email to [contact@itb-china.com](mailto:contact@itb-china.com) .

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

First launched 53 years ago, ITB Berlin is recognized 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 eleven years Messe Berlin has successfully organized ITB Asia in Singapore. Having hosted more than 1,000 exhibitors and over 1,000 buyers this year, ITB Asia 2018 had also recorded an increase of 8.9% of total visitors representing more than 127 countries. 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 2019 will take place from Wednesday to Friday, 15 to 17 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-organized by the leading conference organizer TravelDaily ([www.traveldaily.cn](http://www.traveldaily.cn)).

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

Follow us on Wechat (**Wechat ID: ITB-CN**)

Join the **ITB China Group** on [LinkedIn](#).

Become a fan of **ITB China** on [Facebook](#)

**You can find press releases on the internet** in the Press section at [www.itb-china.com](http://www.itb-china.com).

Information about the data protection law:

Under the data protection law the organisation responsible for this email is Messe

Berlin GmbH, Messedamm 22, 14055 Berlin, represented by its management: Dr. Christian Göke (CEO), Dirk Hoffmann; Chairman of the Supervisory Board Wolf-Dieter Wolf; Data protection officer: postal address as for Messe Berlin GmbH, email: [datenschutz@messe-berlin.de](mailto:datenschutz@messe-berlin.de). The email address used for the dispatch of this information has been obtained for the purpose of sending press releases. Section 6, Subparagraph 1, Letter f, DSGVO forms the legal basis for this purpose and for the dispatch of press releases to press representatives. The justified interest is that of notifying media representatives about current and future trade fairs and similar events. This email address will not be passed on to third parties.

*If you no longer wish to receive ITB China press releases, please send an email to [itbchina@messe-berlin.de](mailto:itbchina@messe-berlin.de).*