

# ITB CHINA BUYERS CIRCLE OFFLINE EVENT HAINAN



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Workshop



Networking



Water Sports  
Experience



50 Chinese Leading  
Travel Agencies



## Development Opportunities for Chinese Island Adventure Travel

### Workshop Topics :

- Surfing team building activity
- Case Study: Innovative international island destination tours
- Incorporating a local outdoor experience to upgrade a product
- Hainan in-depth travel experience
- Panel: Opportunities and challenges integrating a light adventure and sports experience into MICE, themed and customized products
- Customized and themed travel at ITB China 2019: Island travel, Adventure travel, Sports Travel and Culture Travel



**Wang Hao**  
President  
MIE China



**Tim Thirsk**  
Director of International  
Business Development,  
SurfingWA



**Cheng Zhiyuan**  
Co-Founder  
Benchmark Outdoor Travel



**Atsumi Nitta**  
Trainer of Professional  
Association of Diver Instructor



**Wang Hui**  
Vice President  
CAISSA Tourism Group



**Lu Shenghua**  
CEO & Founder  
Pangu Plam



**Wu Zewei**  
CEO & Founder  
Smart Outdoor Management System

### About ITB China Buyers Circle

The ITB China Buyers Circle is a nationwide buyers' community, exclusive to professional Chinese travel buyers. Based on insights of Chinese travel professionals the ITB China Buyers Circle is focused on identifying Chinese outbound tourism market trends and generating content supporting international destinations and suppliers to better cope and adapt to the demands of Chinese visitors.

