

PRESS RELEASE



The Adventure Travel Trade Association (ATTA) becomes official Adventure Travel Partner at ITB China 2019



For the first time ITB China 2019 will feature a dedicated ATTA Pavilion – Rapid growth in adventure travel – Adventure travel to be featured in ITB China Travel Trends Report

Shanghai/ Berlin, 28 January 2019 – The Adventure Travel Trade Association (ATTA) has been confirmed as the Official Adventure Travel Partner for the upcoming ITB China, taking place from 15 – 17 May 2019 in Shanghai. For the very first time the association will join China's B2B travel trade show with a dedicated ATTA pavilion supporting its members, international destinations and tour operators, in doing business with Chinese buyers.

Established in 1990, the Adventure Travel Trade Association (ATTA) today is widely recognized as a vital leadership voice and partner for the adventure travel industry around the world. It currently serves more than 1,000 members in 100 countries worldwide. Its members consisting of tour operators, tourism boards, specialty agents and accommodations all sharing a vested interest in the sustainable development of adventure tourism.

ITB China has defined customised and themed travel to be the overarching trend topic covered in its 2019 edition. As such, adventure travel will be one of the focus topics jointly developed with ATTA who will besides organising a exhibition pavilion also be hosting a dedicated adventure travel session at the ITB China Conference.

Chinese travelers are increasingly seeking the unique and distinguishing experience that comes along with customized and themed travel trips. The ITB China Travel Trends Report, a yearly publication illustrating upcoming trends and the needs of Chinese travellers, will also include a dedicated chapter on Adventure travel based on insights from ATTA in combination with insights from major Chinese travel agencies.

ITB China will actively help Chinese professional travel buyers in discovering and developing adventure travel products through more international channels, including recommending them to participate in ATTA's global events throughout the year.

Shannon Stowell, CEO, ATTA said: "We are thrilled to cooperate with ITB China and co-host the first Adventure Pavilion. The ATTA is committed to developing a high standard of adventure travel throughout

Press Contacts:

Messe Berlin GmbH
Emanuel Höger
Spokesman
Senior Vice President
Corporate Communication
Messe Berlin Group
Messedamm 22
14055 Berlin
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
www.messe-berlin.com

Additional information:
www.itb-china.com

**MB Exhibitions
(Shanghai) Co., Ltd.**
Management: Dr. Martin Buck,
Executive Director
4235 Wheelock Square,
1717 West Nanjing Road
Jing'an District,
Shanghai, 200040 China

the world, and believe that our partnership with ITB China can bring long-lasting benefits. ITB China's foresight to include adventure travel as a main component of the 2019 event is exemplary. It will undoubtedly stimulate the delegates to explore the authentic and meaningful experiences that adventure travel can bring. We look forward to this next step in developing adventure travel connections between China and our international adventure travel community".



Exhibitors interested in ITB China can register [HERE](#) and secure a booth at ITB China 2019.

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).

More details are available at 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.

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. 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.