ONE WORLD.

ONE INDUSTRY.

ONE BRAND.

ITB BERLIN

No.1 Trade Show For The Global Travel Market

4 - 8 March 2020, Berlin
itb-berlin.com

ITB CHINA

The Largest B2B-Exclusive Trade Show For The Chinese Travel Market

13 - 15 May 2020, Shanghai
itb-china.com

ITB ASIA

The Leading B2B Trade Show For The Entire Asian Travel Market

16 - 18 October 2019, Singapore
itb-asia.com

ITB INDIA

NEW: Gateway To The Indian Travel Market

15 - 17 April 2020, Mumbai
itb-india.com

Generating a total of ...

> 7 BN.€ industry deals

/

> 230,000 visitors

> 2,850 hand selected buyers

/

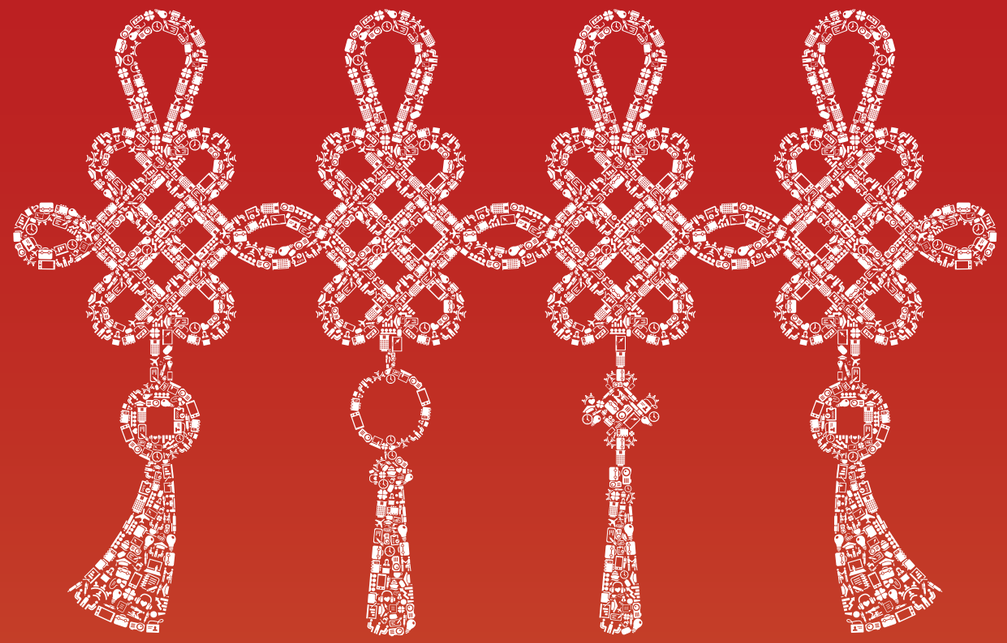
> 12,000 exhibitors

ITB CHINA

The Market-place for China's Travel Industry

WE CONNECT THE WORLD OF TRAVEL

13 - 15 May 2020 · Shanghai · itb-china.com



Organizer:

Messe Berlin Shanghai

Co-Host:

环球旅讯 TravelDaily

BUYERS PROGRAM 2020

MATCHMAKING

21,000+

Match Made & Prescheduled Appointments Maximize Business Opportunities

HOSTED BUYERS

1,050

Top And Hand Selected Hosted Buyers

DIVERSITY

600+

Leading Chinese and International Travel Agencies Participating In The Buyers Program

Compared With 2018, New Buyer Companies Account For Over 60%

BUYERS' ORIGIN

850

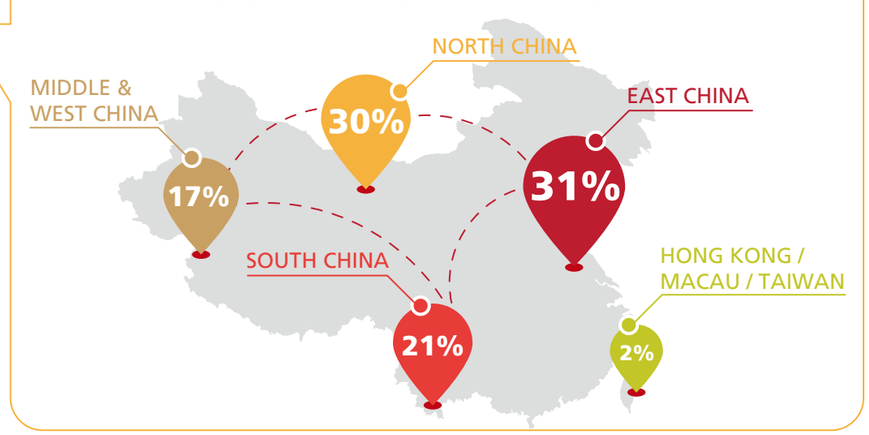
Chinese Buyers

BUYERS' ORIGIN

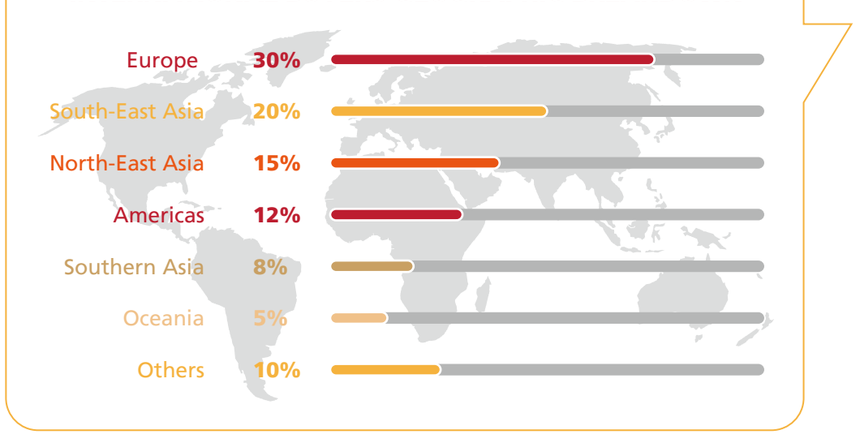
200

International Buyers

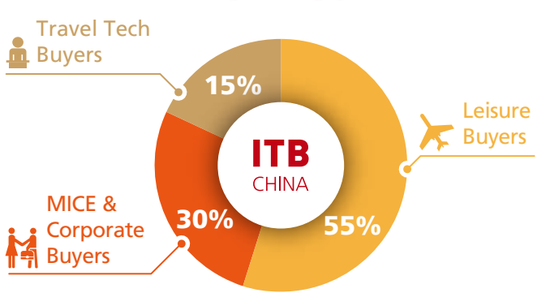
CHINESE BUYERS GEOGRAPHIC BREAKDOWN



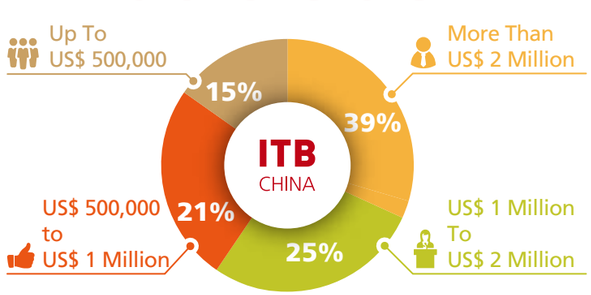
INTERNATIONAL BUYERS GEOGRAPHIC BREAKDOWN



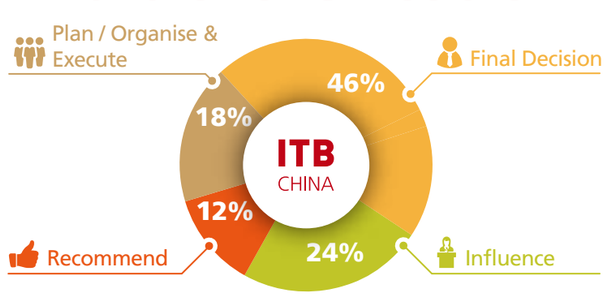
BUYERS BY CATEGORY



BUYERS'ANNUAL PURCHASING BUDGET



BUYERS'RESPONSIBILITY IN BUDGETARY & PURCHASING DECISIONS



BUYER COMPANY TYPE

ITB CHINA BUYERS CIRCLE

The ITB China Buyers Circle is an international buyers' community. Based on insights from global travel professionals, the ITB China Buyers Circle focuses on identifying current Chinese outbound and inbound tourism market trends and generating content supporting tourism destinations and suppliers to better cope and adapt to the demands of their visitors.

TRAVEL TRENDS REPORT

Yearly Report Based On Its Broad Buyers' Database, Identifying The Most Current Trends Of The Chinese Travel Industry.

KNOWLEDGE LIBRARY

Up To Date Content Showing The Latest Trends Of The Chinese And Global Travel Industry Based Upon 100,000+ Industry Comments.
* To Be Launched In 2020

OFFLINE EVENT

Series Of Topic-based Offline Networking And Content Events Throughout The Year

GLOBAL SUPPLIER DATABASE

10,000+ Travel Service Providers From All Over The World
* To Be Launched In 2020

DIGITAL NETWORKING

Digital Communication And Networking Platform Focused On The Chinese Travel Community.
* To Be Launched In 2020

CHINA-WIDE BUYERS COMMUNITY

Covering All Segments And Regions.

FOUNDING PARTNERS

MICE & CORPORATE TRAVEL PARTNERS

CUSTOMIZED & THEMED TRAVEL PARTNERS

GROUP BUYER PARTNERS

ESTABLISHED PARTNERSHIPS

Develop New Adventure Travel Product Travel Agency

Sales Contract On Local Activity Products In Japan, Expecting 100,000+ RMB / Month

Develop Russian Group Travel Product

Japanese Independent Driver & Tour Guide Cooperation

European Concert and Show Ticket Sales Contract

Develop 24 Days South America Customized Tour

Customized Travel Product Cooperation in Middle Asia

Expand The Sales Channels On Hotel Products

Australian Customized Tour Cooperation

And Many More .....

ITB CHINA CONFERENCE 2019

CONFERENCE

Speakers **140**

Attendees **4,000**

70+ Topics

- MICE & Business Travel
- Hotel Marketing & Distribution
- IT & Travel
- Education & Job
- Destinations
- Online Travel
- Travel Tech
- Customized & Themed Travel

CONFERENCE & SHOWCASE PARTNERS 2019

ITALIA · Ctrip 携程 · WYNDHAM HOTELS & RESORTS 温德姆酒店集团 · AIR CHINA · 首汽约车 · 中航易购 AIR CHINA YEEGO

BRASIL Sensational! · Bahamas · 路書 LUSHU.COM · 来也 · WORLD ANIMAL PROTECTION

Airwallex · 美团旅行 MEITUAN TRAVEL · 马蜂窝 · worldpay · PLAZA PREMIUM GROUP · GRIDSUM 国双

TRADE VISITORS 2019

17,000 attendees

90% top qualified trade visitors

from **China**

PRODUCT INTERESTS

- Tour Operators / Travel Agencies
- Accommodation
- Business Travel / MICE
- Tourism Organizations / Associations
- Media / Publishers
- Information & Advice
- Customized & Themed Travel
- Niche
- Means Of Transport / Carriers
- IT & Software

ITB CHINA EVENTS

NETWORKING

- Opening Dinner
- Networking Lunch
- Sundowner
- Evening Function

AWARDS

- ITB China Startup Award
- It's My World Travel Awards
- Chinese Tourist Welcome Awards

ATTENDEE COMPANY TYPE

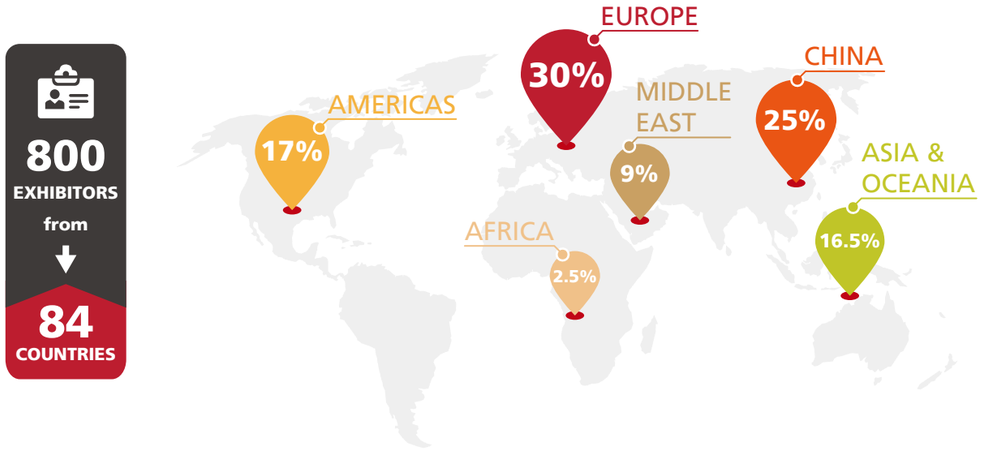
- Wholesaler
- Travel Organization
- Tour Operator
- TMC
- Trans-portation
- MICE
- Attractions
- Accommo-dation
- IT Solution
- Media
- Retailer
- Corporate Buyer

BUSINESS DECISION MAKING

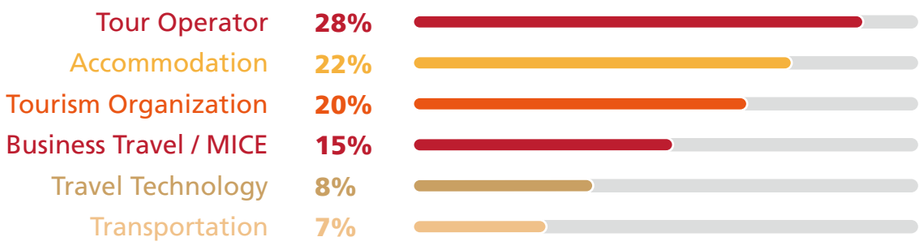
- Plan Execute: 15%
- Final Decision: 35%
- Influence: 25%
- Recommend: 25%

EXHIBITORS

EXHIBITOR GEOGRAPHIC BREAKDOWN



EXHIBITOR PRODUCT BREAKDOWN



"Attending ITB China gives us the opportunity to be directly in touch with the main players of the Chinese market. They are all here, we have met them at ITB China and also in their Shanghai offices. So, for us, it's a way of being able to connect with them in a relatively short time." Maria Elena Rossi, Marketing and Promotion Director, Italian National Tourism Board

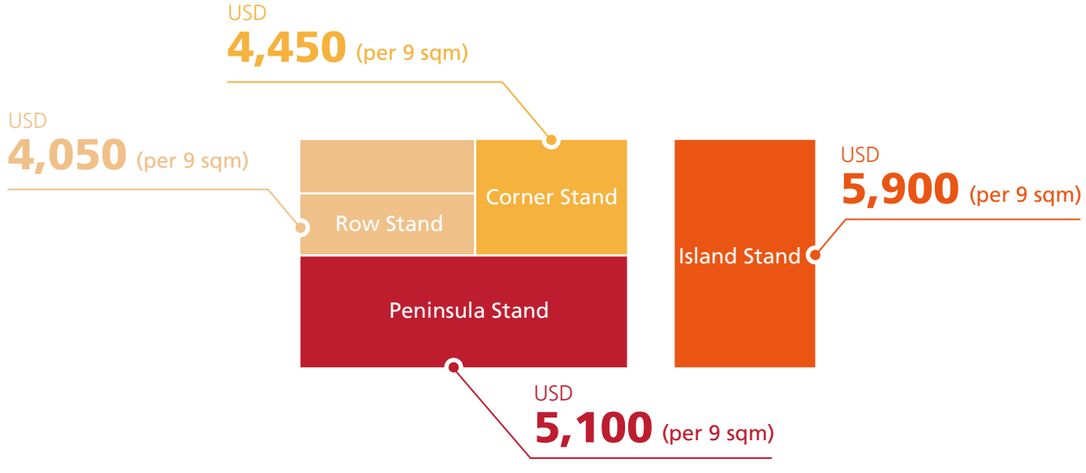
"The Adventure Travel Trade Association (ATTA) has a long-standing relationship with ITB Berlin for over 9 years with an expanding exhibiting presence there. Every year ITB has been a great partner for the ATTA and we are excited to develop our partnership further here in China." Dr. Jake Finifrock, Regional Director, Asia, ATTA

"We have been in ITB China for the third year, and we are the exclusive hotel partner for the second year. It's been wonderful progress in ITB China for buyers and the quality of visitors. ITB China is a great platform to meet with the buyers and friends, for networking and showcase your brands." Kitty Huang, VP – Customer Loyalty & Revenue Generation, Greater China of Wyndham Hotels & Resorts

"We are very happy to be here, ITB China is a platform to communicate with industry peers, and also exchange the travel resources. We met a lot of new faces and old friends here. We are sure to meet our expectation of participating ITB China." Guo Ming, COO of HH Travel, Ctrip

RAW SPACE

Set up an individual booth construction with a Raw Space option. Choose a stand type for one, two, three or four side accessibility by the visitors. Included in the price are 21 prescheduled appointments with buyers per 9 sqm space and a complimentary bilingual hostess for all 3 days of the event. Raw space options are only available from 18 sqm and above. For a raw space larger than 400 sqm, the row stand price is applicable.



COMPLETE STAND PACKAGES

Carefree participation without additional planning. Booth construction, furniture, carpet, lighting, electricity, 21 prescheduled appointments with Chinese buyers per 9 sqm space and a complimentary bilingual hostess for all 3 days of the event are already included in our Complete Stand Packages. Premium packages include graphic options as well as exclusive design and furniture.

Basic From
USD **4,250**

Premium From
USD **5,350**

PAVILION PACKAGE

Do you have the same interests or come from the same region? Get together and combine your message with a Pavilion Package. Exclusive and highly visible design in connection with a per exhibitor price of US$ 3,425. The minimum requirement to start a Pavilion Package is 4 exhibitors.

REACH YOUR TARGET GROUPS AT ITB CHINA

17,000 Attendees

1,500,000 Page Impressions

20,000+ Newsletter Subscribers

1,050 Buyers

800+ Exhibitors

WITH OUR CUSTOMIZED MARKETING AND SPONSORING OFFERS...

- Your advertising message reaches the target group at the right touchpoints.
- You achieve maximum advertising impact.
- You increase your Return on Investment.
- You set yourself apart from your competitors.
- You reach new markets and business partners.

SPONSORING AND BRANDING CATEGORIES

Partner Destination

Partner Airline

Partner Hotel

Official Partner Packages

Event Sponsoring

Onsite Branding

Print & Digital

Media Packages

Showcases

ITB CHINA 2019

Partner Destination

Partner Hotel

Partner Airline

Member Of WTA

Partner OTA, Badge & Lanyard Sponsor, Conference Area Sponsor

Partner Limousine

Strategic Partner

Adventure Travel Partner

Island Travel Partner

Culture Travel Partner

Sport Travel Partner

Travel Award Partner

Event Partner

Aftershow Sundowner Sponsor

Aftershow Sundowner Sponsor

Trade Visitor Lucky Draw Sponsor

Show Daily Partner

TV Program Partner

Digital Solution Partner

Media Partners

CONTACT

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