

ITB China
The Marketplace for China's Travel Industry
Physical, 24 – 26 Nov 2021
Virtual, 8 Nov – 31 Dec 2021



PRESS RELEASE

ITB China to take place as a physical event in Shanghai from 24 – 26 Nov 2021, with a virtual extension from early Nov until the end of the year

- ITB China 2021 to combine physical and virtual participation options in complementary hybrid format
- The new virtual platform features prescheduled online meetings, multi-media product presentations, networking and content
- ITB China Conference to be livestreamed, offering simultaneous multilingual translation and on-demand content

Berlin/Shanghai, 28 June 2021 – With travel and tourism within China bouncing back to pre-pandemic levels, **ITB China**, the largest B2B exclusive travel trade show in China, is set as in-person event at the **Shanghai World Expo Exhibition and Convention Centre** from **24 – 26 November 2021**, with its **virtual** extension from **8 November until 31 December 2021**. Witnessing the positive development of travel markets and vaccine promotion in China and around the world, expectations for the return of international travel are steadily increasing. This fall the marketplace for China's travel industry picks up the thread and will deliver an innovative hybrid showcase for travel products and an important B2B meeting place for the travel industry.

David Axiotis, General Manager of ITB China, on the new event concept: "In these dynamic times the combination of a physical event and a virtual platform is indispensable and offers our customers maximum planning security. ITB China 2021 will support global travel companies and suppliers with comprehensive and flexible solutions – both offline and online – to re-engage the Chinese market in a unique and hybrid format and actively boost the recovery of the industry. Adding to the face-to-face meetings and in-person experience, the virtual extension of ITB China 2021 will bring extra value by providing even more meeting and networking opportunities for both physically and virtually participating exhibitors".

Physical exhibitors are benefiting from on-site prescheduled appointments with high-quality buyers and a complimentary virtual booth package as part of their attendance. Exhibitors who opt for a **purely virtual attendance** will enjoy a comprehensive digital presence including options to get in touch



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and meet the same quality buyers and travel professionals from all over China online via the virtual booth.

To ensure consistent corporate brand exposure, multiple related booths are combined as virtual pavilions under one company brand page, while XXL-Pavilion packages, especially designed for destination marketing organisations and corporate groups, include additional highlight and showcasing features for enhanced impact. Exhibitors can choose to add prescheduled buyer group meetings to their virtual booth package, exclusively available on the ITB China virtual platform, to maximize business opportunities in the digital realm. Suppliers who simply want to display their company portfolio online to all buyers and trade visitors of ITB China Virtual, but without the comprehensive functionality and brand presence of a virtual booth, can do so with a **free virtual listing**.

Features of the virtual platform include among others: Extensive presentation of detailed company and product information, access to a wide selection of ITB China recommended buyers that match the exhibitor's business portfolio and buyer's interests, various communication functions such as instant text-messaging, self-arranged meeting scheduling and video calls, e-business cards exchange, and convenient one-click-compiling as well as downloading of business contacts. Online presentation sessions and prescheduled online meetings for registered exhibitors and buyers will commence as early as 8 Nov, the kick-off date of ITB China Virtual. All offers and functions of the virtual platform will be maintained from that date until 31 Dec 2021.

As the leading Chinese travel think tank, the concurrent **ITB China Conference 2021 will be organised by China's leading travel trade media and travel conference organizer TravelDaily** featuring a strong program of keynotes and panel discussions, streamed live with Chinese and English subtitles and available as videos on demand on the ITB China Virtual platform.

The exhibitor registration ends on **15 September 2021**. Further information can be found online: <http://www.itb-china.com/exhibitors/become-an-exhibitor/> or email to exhibitor@itb-china.com

About ITB China and the ITB China Conference

ITB China 2021 will take place from Wednesday to Friday, 24 to 26 Nov, at the Shanghai World Expo Exhibition and Convention Centre. In addition to the physical event, ITB China 2021 Virtual will be held from 8 November to 31 December 2021. ITB China is a business-to-business travel trade platform 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 travel conference organizer TravelDaily (www.traveldaily.cn).

More details are available at www.itb-china.com

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