

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



PRESS RELEASE

“Making hotel travel possible for all”: Wyndham Hotels & Resorts to be the Official Partner Hotel of ITB China for the third time

Berlin/Shanghai, 8 July 2021 – Wyndham Hotels & Resorts becomes the Official Partner Hotel of ITB China 2021, which is set to take place as a physical event in Shanghai from 24 – 26 Nov 2021, with a virtual extension from 8 Nov to 31 Dec 2021.

With over 8,900 hotels and 21 established brands across nearly 95 countries, the world's largest hotel franchising company becomes the official partner hotel of ITB China for the third year in a row. The corresponding agreement was formally signed on 29 June, by Ms. Jane Yang, Senior Director, Commercial, Asia Pacific, Wyndham Hotels & Resorts and Mr. David Axiotis, General Manager of Messe Berlin (Shanghai), the organizer of ITB China. The hotel industry giant will have a strong presence on both the physical and digital show floor of ITB China, introducing its brand-new products and innovative services to the industry in one place.



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(Signing Ceremony: Ms. Jane Yang, Senior Director, Commercial, Asia Pacific, Wyndham Hotels & Resorts and Mr. David Axiotis, General Manager of ITB China in the Wyndham Hotels & Resorts' Shanghai)

Mr. David Axiotis, General Manager of ITB China, said: “We are very delighted to continue our strategic partnership with Wyndham Hotels & Resorts. The dynamics and synergies that come from our show has helped forge many mutually beneficial industry partnerships. We believe that the new hybrid format of ITB China 2021 will be the perfect platform for our partners to develop their business and organize marketing campaigns.”

Mr. Joon Aun Ooi, President of Wyndham Hotels & Resorts, Asia-Pacific, said: “As the largest B2B show for the travel trade in China, ITB China is an excellent platform for hoteliers to form meaningful connections with travel agencies, convention organizers and corporate clients. We are honoured to be the Official Partner Hotel of ITB China for the third time – a strong testament of our long-standing partnership as well as enduring commitment to China as a key strategic market. We are looking forward to showcasing our diverse and exceptional portfolio of over 1,500 hotels in Asia Pacific to all attending industry stakeholders at the event.”

Wyndham Hotels & Resorts is one of Asia Pacific’s leading hotel groups and a major player in the region with over 1,500 hotels across 20 markets and territories. This year, Wyndham Hotels & Resorts is well set for continued growth with 180 hotels anticipated to open across the region, including over 100 openings within Greater China, across both popular cities and emerging destinations.

Wyndham Hotels & Resorts (NYSE: WH) is the world’s largest hotel franchising company by the number of properties, with over 8,900 hotels across nearly 95 countries on six continents. Through its network of over 797,000 rooms appealing to the everyday traveler, Wyndham commands a leading presence in the economy and midscale segments of the lodging industry. The Company operates a portfolio of 21 hotel brands, including Super 8®, Days Inn®, Ramada®, Microtel®, La Quinta®, Baymont®, Wingate®, AmericInn®, Hawthorn Suites®, Trademark Collection® and Wyndham®. Wyndham Hotels & Resorts is also a leading provider of hotel management services. The Company’s award-winning Wyndham Rewards loyalty program offers 87 million enrolled members the opportunity to redeem points at thousands of hotels, vacation club resorts and vacation rentals globally. For more information, visit www.wyndhamhotels.com.

The exhibitor registration of ITB China 2021 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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