

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



PRESS RELEASE

ITB China announces new Buyers Circle partnerships for its “Customized and Themed Travel” segment

Berlin/Shanghai, 12 October 2021 – ITB China, the Marketplace for China's Travel Industry, announces a new round of cooperation with 10 of China's leading **Customized and Themed Travel buyer partners**, assuring a strong representation of this segment's purchasing power at ITB China 2021. The upcoming edition of ITB China will be held as a physical event in Shanghai from 24 – 26 November this year, with a virtual extension from early November until the end of December.

The Customized and Themed Travel buyer partners will include **54 Traveler, 6RENYOU, DIADEMA, HH Travel, Lushu, Magic Travel, Reborn, Sparkle, YOXIAKE and ZHINANMAO.**



A superior level of service combined with an unique product and thus highly individual travel experience have become important criteria for Chinese travellers, especially for the younger generations among them. According to the "New Wave's Travel Report" recently released by Mafengwo, one of China's leading UGC (User Generated Content) platform of the tourism industry, the proportion of orders on Mafengwo's platform for tourism products priced at a unit price above 8,000 RMB (approximately 1,250 USD) increased by 86.2% year-on-year between the second half of 2020 and the first quarter of 2021. The most popular themed travel product included caravanning & camping, outdoor hiking, low-altitude activities, water sports, winter sports and others.

“Themed and customized travel has become one of the most popular choice for Chinese travellers, reflecting the increasing demand for products and services. We are very much looking forward to exploring more about the latest travel products from global suppliers on the ITB China platform, and integrating these creative and cutting-edge travel elements into our own products,” said **Mr. Guo Ming, Founder of HH Travel.**



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As buyer partners for Customized and Themed Travel, these 10 leading Chinese travel companies will send top buyers from all over China to ITB China to attend both the physical and the virtual event platform, promoting the trade show among their channels, as well as organizing activities at ITB China 2021, while sharing their latest insights on market trends and development expectations with regards to the post-pandemic Chinese travel market.

Get a FREE listing at ITB China Virtual 2021 by the following link: [here](#).
For further information please send 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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