

PRESS RELEASE

ITB China 2021 kicks off digitally with the who's who of the Chinese travel industry on board

- Offering the travel industry almost 2 months of digital trade show experience, spanning 50 days
- Exhibitors from over 50 countries will meet with top Chinese buyers from over 200 leading travel agencies and companies
- Strong partnerships with Wyndham Hotels & Resorts, European Travel Commission, Trip.com Group, Meituan and many more
- Executive interviews with leading professionals from travel organizations, destinations, travel services, hospitality and MICE

Berlin/Shanghai, 8 November 2021 – The Marketplace for China's Travel Industry is once again attracting a diverse exhibitor representation, quality buyers and sees a strong line-up of partners this year. The 4th edition of ITB China will be held as a purely virtual event, offering all participants a digital platform to meet, chat and exchange ideas with key industry players worldwide. The virtual platform will open on 8 November and run for two months until the end of the year, connecting participants over an extended period of time for a total of 50 days.

"After months of preparation and hard work by our entire team, we as Messe Berlin are proud to officially open ITB China Virtual 2021," said **Mr. Martin Ecknig, CEO Messe Berlin**. "For the first time ITB China goes fully digital. The tailor-made new virtual platform will meet the ever-changing needs of our exhibitors and buyers, giving them a platform to explore opportunities, ideas and innovations with an optimistic future for our industry in mind," he added.



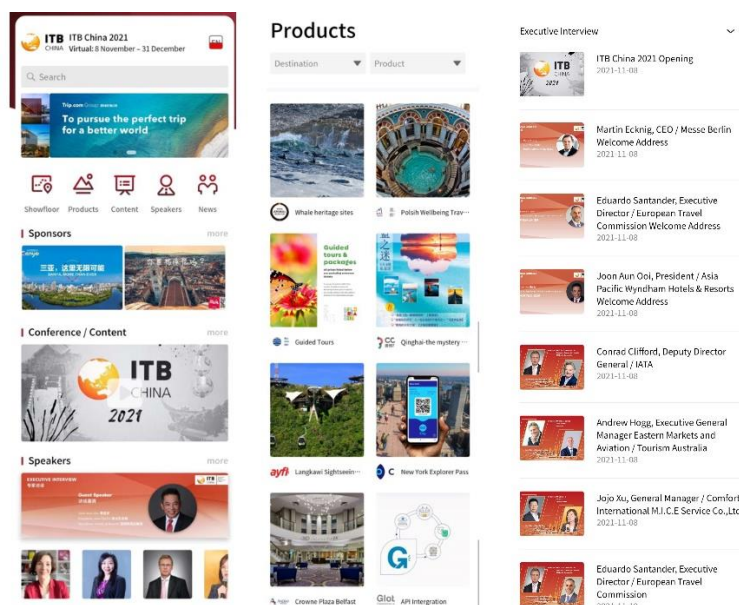
Press Contacts:

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

ITB China / ITB Berlin / ITB Asia / ITB India:
 Julia Sonnemann
 PR Manager
 T: +49 30 3038-2269
julia.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



Access the virtual platform of ITB China 2021 and participate in the official opening at the following link: <http://wapp.itb-china.com>. By offering a longer digital trade show period, all industry attendees will get adequate time to connect with more business partners digitally, discover brand new products and innovative services of the international exhibitors from over 50 countries on the virtual show floor, network with top Chinese buyers from over 200 leading travel agencies and companies, and learn from the best industry experts all in one place.

As the Strategic Partner, the **European Travel Commission** (ETC) will have a strong exhibition presence at the virtual event, with many European destinations joining the virtual ETC booth including: Ards and North Down, Armagh, Austria, Belfast, Bulgaria, Croatia, Czech Republic, Denmark & Norway (Scandinavian Tourist Board), Estonia, France, Germany, Isle of Ireland, Monaco, Netherlands, Northern Ireland, Poland, Portugal, Saxony, Serbia and Zagreb.

A number of **European destinations** will also be joining ITB China with their own virtual booth, including Hamburg, Italy, Malta, Spain, Switzerland, Thesprotia/Vlora, Turkey and the United Kingdom.

Furthermore confirmed **destinations from all over the world** are this year's Official Island Travel Partner Maldives, Abu Dhabi, Australia, Fiji, Israel, Los Angeles, New Zealand, Penang, Qatar, Sarawak, Saudi Arabia, South Africa, Sanya, Shenyang, Shaanxi, Tahiti, The Bahamas, and many others.

The following **Hotels and OTA's** will be showcasing their portfolio at ITB China Virtual 2021: This year's Partner Hotel Wyndham Hotels & Resorts, Official Travel Service Partner Trip.com Group, Official Partner OTA Meituan, Marriott International Inc, Pan Pacific Hotels Group, New World Hotels & Resorts, Jin Jiang International, Swisstouches Hotels & Resorts, The Standard Hotels, Tokyu Hotels, Andras Hotels, MHL Hotel Collection, Travelodge Hotels, Adare Manor, B&B Ireland, CityNorth Hotel and Conference Centre, Louvre Hotels Group, PARKROYAL, Só Hotels and many more.

Visitors interested in the field of **Transportation, Travel Tech, Tour Operators** will also find Bangkok Airways PCL, Fiji Airways, LOT Polish Airlines, Swiss International Air Lines, Tallink Silja Oy, Hurtigruten, DidaTravel, Downtown East, Flight Master, Hotelbeds, DerbySoft, TRIPLUS, Youxi Shanghai, World Animal Protection, Edge at Hudson Yards New York, Gullies Tours | Italy & Argentina DMC T.O, JUMBO TOURS, Nium and more.

Participants will also have access to latest industry updates and gain critical business insights from Chinese and international travel and tourism experts. **Content sessions** will gradually go live on the platform throughout the entire event duration. A series of specially designed **executive interviews** with leading professionals from travel organizations, destinations, travel services, hospitality and MICE will be released during the first two opening

weeks, kicking off the program. The agenda can be found on the ITB China website: www.itb-china.com/conference/virtual-sessions/

Get a FREE listing at ITB China Virtual 2021 by the following link: [here](#). For further information please email to exhibitor@itb-china.com

About ITB China and the ITB China Conference

ITB China 2021 will take place from 8 November to 31 December as a purely digital event and is co-organized by the leading travel conference organizer TravelDaily (www.traveldaily.cn). ITB China is a business-tobusiness travel trade platform that focuses on the Chinese travel market.

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.

[Data protection notice](#)

You can ask to remove your e-mail address from the press distribution list at any time. To this end please send an e-mail to presse-itb@messe-berlin.de.