

## **PRESS RELEASE**

### **ITB China names Saudi as this year's Culture Travel Partner**

- **Partnership aimed at attracting more Chinese tourists and promoting cultural highlights of the country**

*Berlin/Shanghai, 25 November 2021* – Saudi is one of today's most exciting leisure tourism destinations with an ambitious goal of attracting 100 million tourists to the country by 2030. ITB China has announced Saudi as the Official **Culture Travel Partner of ITB China Virtual 2021**. This year the Marketplace for China's Travel Industry takes place fully digital, offering the industry a virtual platform for quality networking, business and content from 8 November to 31 December.

For travelers interested in culture, Saudi's rich **cultural and heritage offering** is a particular highlight. At ITB China Virtual 2021, Saudi will showcase new destination highlights and experiences and offerings coming to market including: the Middle East's biggest music festival MDLBST, Formula 1 and Riyadh Season, the world's largest entertainment and lifestyle festival. Saudi's domestic tourism sector has seen significant growth over the past eighteen months and with international borders reopening in August, travelers from around the world are now able to experience the country's top tourist destinations, from the pristine coastline of the Red Sea to the breathtaking heritage site of AlUla.

"Saudi, the authentic home of Arabia, is one of the largest untapped tourism hotspots in the world and the number one investor in tourism infrastructure as seen in the Red Sea, Qiddiya, Amaala and AlUla. And China is in the top five priority source markets for Saudi, supported by our recently opened representative offices in Shanghai, Beijing and Guangzhou," said **Morad Tayebi, Director Far East Asia & Australia, Saudi Tourism Authority (STA)**. "Saudi is cementing its position on the global tourism map and as we continue to build a leading global tourism destination, partnerships will be critical in defining not just our success but the success of the sector", he added.

Through the strong partnership with ITB China in the important **China travel market**, awareness of partnerships and investment opportunities will be highlighted. STA works with Chinese partners, tour operators and online travel agencies (OTAs) on joint marketing campaigns to promote the



#### **Press Contacts:**

**Messe Berlin GmbH**  
Emanuel Höger  
Spokesman  
Senior Vice President  
Corporate Communication  
Messe Berlin Group  
Messedamm 22  
14055 Berlin  
[www.messe-berlin.com](http://www.messe-berlin.com)  
Twitter: [@MesseBerlin](https://twitter.com/MesseBerlin)

**ITB China / ITB Berlin / ITB Asia / ITB India:**  
Julia Sonnemann  
PR Manager  
T: +49 30 3038-2269  
[Julia.sonnemann@messe-berlin.de](mailto:Julia.sonnemann@messe-berlin.de)  
[www.messe-berlin.com](http://www.messe-berlin.com)

**Additional information:**  
[www.itb-china.com](http://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

destination and develop tailored travel products for the market. The focus is on itinerary development for Chinese travelers to consider Saudi as the next travel destination. In January 2021, STA launched a successful international brand campaign which included a partnership with Mafwengo. "The second iteration of the international brand campaign will soon be launched with China as a focus source market," Morad Tayebi added. Saudi Arabia aims to appeal to young target groups and has a compelling offer for the new generation of world travelers as one of the focus areas to meet the demands of future travelers.

Visitors can access the virtual platform of ITB China 2021 at the following link: (desktop version: <http://wapp.itb-china.com>, mobile phone version: <http://virtual.itb-china.com>)

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

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