

The ITB China Industry MeetUp 2022 reunites more than 20 destinations with the Chinese travel trade community this September



- **More than 20 destinations already confirmed their attendance as sponsors at the combined in-person and virtual event**
- **Global and Chinese industry experts will participate in various panels to discuss the resumption of international travel and early findings from the ITB China Travel Trends Survey**
- **New: incentive mini-sites for buyers from across China to feature sponsor updates, products, surveys and more**
- **Sponsor registration deadline ends on 15 July**



Berlin/Shanghai, 27 June 2022 – Travel industry professionals in China expressed a strong desire for a platform to exchange ideas with industry peers and discuss the future of travel after a recent and prolonged series of strict epidemic control measures brought daily life to a standstill in several major cities in China.

As the positive trend of the return of economic activities continues, the organizers of ITB China announced plans to take the **ITB China Industry MeetUp (IMU)** to the next level, offering a combined offline and online event setting for members of the Chinese and China-based travel trade community to meet and exchange information and experiences.

The exclusive and compact event format features an **in-person event held on 21 September 2022, in Shanghai**, and a **two-week virtual event period between 14 – 28 September**, placing a heightened focus on face-to-face networking opportunities and brand visibility as well as global market updates from international experts both at the event in Shanghai and online. All onsite and online sessions will be live-streamed and made available on demand for global audiences to follow.

In addition to the **European Travel Commission**, which will once more have a large onsite brand presence, many destinations have already confirmed their participation, such as **Austria, Catalonia, Finland, France, Germany, Ireland, Israel, Portugal, Spain, Tahiti and Switzerland together with Graubünden, Laax and Zurich.**

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Several IMU newcomers are also making their debut at the Industry MeetUp which launched its first edition in 2020, among them are **Croatia, Los Angeles, the Netherlands, Sarawak, Taipei, and the United Kingdom.**

“The Chinese market remains of huge importance for European tourism with impressive growth potential for the years to come. European destinations are ready and waiting for the restart of travel between China and Europe once the situation allows.” said **Mr. Eduardo Santander, Executive Director of the European Travel Commission.**

“Looking towards the future travel resumption, we believe now is the time to invest and prepare for the recovery of Chinese outbound travel. European destinations and the ETC China Chapter keep our active presence in China and are excited to join the next ITB China event in September. This will be a great occasion to maintain our strong ties with the local travel trade and contribute to the strong positioning of Europe as a favourite travel destination for Chinese tourists.”

The in-person event in Shanghai offers direct on-site exchange and networking activities, a discourse and presentation lounge as well as an exclusive networking dinner to connect with high-level market players in a relaxed atmosphere. Meanwhile, the online event will also provide a hub for content sessions during its two-week long run, thus both onsite and online attendees will gain insights into international travel experiences and learn more about key factors for competitiveness in the post-pandemic era from Chinese and international industry experts through executive interviews, keynote speeches, expert dialogues and panel discussions.

In addition, ITB China will conduct a comprehensive travel trends survey among its broad buyer database and selected international industry representatives. The results of the survey and the analysis of the expert contributions during the MeetUp will be incorporated in the **ITB China 2022 Travel Trends Report**. The report will be published after the conclusion of the whole event, presenting new challenges and opportunities arising from the changing mindsets of both Chinese and international travellers.

Another highlight of the IMU are the new **customizable and interactive mini-sites** that are introduced to event sponsors to promote and highlight selected products, news, events, surveys or market activities to Chinese buyers online. Selected contents can then be linked to buyer incentive points that are included in the chosen sponsoring package. A transparent activity report and collected buyer leads will be made available after the event, providing supporting sponsors a **measurable outcome**.

Register as sponsor **before 15 July 2022** to secure your presence at ITB China Industry MeetUp. More details: itb-china.com/industry-meetup

About ITB China Industry MeetUp

ITB China is the leading B2B exclusive travel trade show focusing on the Chinese travel industry. The ITB China Industry MeetUp is a customized and compact networking platform for face-to-face communication and knowledge exchange, to be held this year as in-person event on 21 September 2022 in Shanghai combined with additional virtual activities taking place from 14 – 28 September that include online content sessions, market surveys and interactive mini-sites for buyers from all over China to engage with the event sponsors' brand, products and latest updates.

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

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