

PRESS RELEASE

ITB China Industry MeetUp 2022 (IMU): Successfully concluded face-to-face event underlines the resilience of the Chinese travel market and the optimistic outlook

- In-person event comes at just the right time to warm up the industry given the optimistic business outlook for the coming year
- Top executives shared expert insights in a mix of live-streamed presentations and lively panel discussions
- IMU 2022 remains online until 28 September on the virtual platform: wapp.itb-china.com

Berlin/Shanghai, 22 September 2022 – The 2022 Industry MeetUp in-person event, hosted by ITB China, successfully concluded on 21 September 2022 at the Kerry Hotel Pudong Shanghai. High-level industry experts and Chinese top buyers from various travel segments attended the exclusive event, which offered direct on-site exchange at branded sponsor booths and tables with additional networking opportunities throughout the day to discuss adoption and development strategies in a gradually opening market environment.

“ITB China Industry MeetUp was a great opportunity to meet our local Chinese partners again in person and connect to our peers. We exchanged a lot of information on how to address the global and Chinese travel market challenges together and we look forward to the resulting new cooperations as well as the long-awaited return of the Chinese travelers”, said **William Zhang, Director of Travel Trade and Partnership of Hawai'i Tourism China**.



The Hawai'i Tourism China stand at the ITB China Industry Meetup 2022

Global audience enjoyed an exciting content programme of presentations and talks

The **on-site sessions**, held at the event's Presentation Studio, brought together senior representatives from various renowned travel associations and companies to share market insights, current trends and latest product updates, all of which were livestreamed and then made available on demand on the ITB China Industry MeetUp Virtual Platform.



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](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
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

A series of **sponsor presentations** given by **TOURSPAIN, the Israel Ministry of Tourism, WebBeds, Absen Event, Experience AIUla, The Hawaiian Islands, ChinaTravelHub, World Animal Protection** and **Priority Pass from Collinson** were well received by both onsite and online audiences.

In addition, **World Animal Protection** organized a well-attended documentary screening of "**The Last Tourist**" to call for sustainable development and a healthy relationship between tourism and wildlife.

At the panel discussion, titled, "**The Road to the Chinese Tourism Rebound**", moderator **Lydia Li**, Deputy General Manager of **ITB China**, **Zoey Zuo**, Founder of **54Traveler**, **Frank Wu**, China Regional Manager of **Miki Travel**, **Colin Dai**, Country Director of **Priority Pass from Collinson** and **Hanli**, General Manager of **U-tour Travel Shanghai** discussed the prospects of China's travel market in the ongoing global recovery of the industry.



From left to right: Lydia Li, Deputy General Manager of ITB China, Hanli, General Manager of U-tour Travel Shanghai, Zoey Zuo, Founder of 54Traveler, Colin Dai, Country Director of Priority Pass from Collinson and Frank Wu, China Regional Manager of Miki Travel

As camping has become increasingly popular among Chinese travellers in the post epidemic era, the executive dialogue, titled "**When Travel Meets Glamping+**", addressed this upward trend. Moderator **Oliver Wang**, Founder of **Sportsinnov Club**, discussed this "new" travel trend with his guest speaker **Tangwei**, Founder of **Neoroll Glamping**.

The day was rounded off with a **VIP networking dinner** for selected high-level attendees powered by Experience AIUla who enjoyed this high-level networking opportunity in a relaxed atmosphere.

Zoey Zuo, Founder of 54Traveler said: "I was very happy to meet many old friends at the ITB China Industry MeetUp live event. It was a great platform for us to re-connect with all the key market players face-to-face, especially in the current phase, which can be considered as the most important one for us to gain all the experience and knowledge here and prepare for the recovery of international travel in China".

In addition to the live event, the **IMU 2022** also offers a digital platform where visitors can access more than 30 online content sessions with in-depth insights into changing travel trends and 50 custom-made sponsor mini-sites at wapp.itb-china.com until **28 September**.

About ITB China and the 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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