

INDUSTRY MEETUP 2022 FACT SHEET

itb-china.com/industry-meetup



ITB
CHINA | INDUSTRY
MEETUP

Physical:
21 Sep 2022 · Shanghai

Virtual:
14 - 28 Sep 2022

Scan the QR code to
check the event photos



VIRTUAL

PHYSICAL



44,600+
Online Interactions



300+
Industry Professionals



from



20 countries /
regions

launched
228 products &
activities



35

content sessions



73

executive speakers

6



live streamed
content sessions



4280+ audience



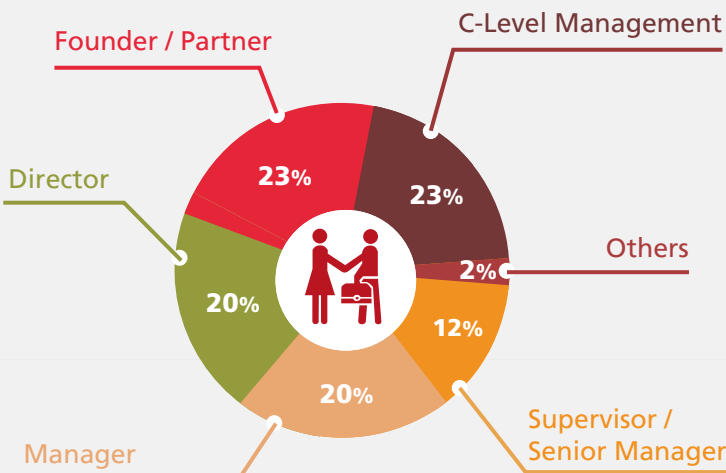
400+
Buyers

from



300+
leading travel companies

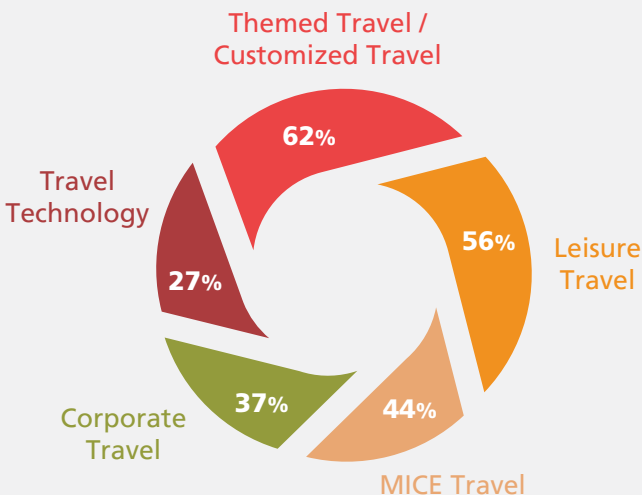
BUYER JOB TITLE



BUYER COMPANY TYPE



BUYER INTERESTED SEGMENT



BUYER INTERESTED PRODUCT

