ITB CHINA

The Market-place for China's Travel Industry

FULL STEAM AHEAD FOR YOUR CHINA BUSINESS

12-14 September 2023 • Shanghai • itb-china.com

10% discount
Register before 15 Mar

Co-Host:

环球旅讯 TravelDaily

Organizer:

Messe Berlin Shanghai

THE WORLD'S BIGGEST TRAVEL SOURCE MARKET IS BACK IN 2023!

Just minutes after the relaxation of travel restrictions announced for January 8, online searches for overseas travel in China skyrocketed, as did bookings in the days that followed, underscoring the huge pent-up demand in the world's largest travel market.

10x

more searches for cross-border destinations within 30 minutes after the announcement.

100

cities in **50** countries were booked immediately as destinations on the very day of the announcement.

5x

more international travel bookings for this year's Chinese Spring Festival in January

Meanwhile, China's top travel agents see a swift recovery possible just under one year.

Over **65%** Of buyers participating in the most recent ITB China Travel Trends report are confident that the Chinese outbound travel market is capable of bouncing back within a year, among which 32% felt that it could recover in just six months.

HIGH DEMAND FOR INTERNATIONAL TRAVEL RESOURCES

"Over the last three years, Trip.com Group has adhered to our 'local focus, global vision' strategy, and expanded our globalisation efforts. We are looking forward to the return of ITB China, and hope to meet with our global partners this September in Shanghai to summarise the experience of the Chinese consumer and explore broader cooperation."

- Jane Sun, CEO of Trip.com Group

"The new measures accelerated the recovery of the travel market in China, there is no doubt that travel demand will rebound. We need to plan ahead, update the contacts and rebuild the partnerships with global travel suppliers quickly. We are looking forward to establishing more overseas cooperation and explore more diversified, new, and unique travel products at this year's ITB China"

- Zhang Lei, Senior Vice President of Utour Group Co.,Ltd

"CITS will restart business cooperation with overseas partners quickly, and launch new outbound travel products with unique experience and different cultures, to help the development and recovery of the travel industry."

- Zhang KeXiong, Assistant General Manager

"Travel demand grew after the news was released, and people's confidence in travel will also increase quickly. The travel demands of Chinese travelers will return step by step, just like the other overseas markets in 2022. The future is here, let's get going!"

- Liu Yongsheng, Vice President of CYTS Aoyou International Travel

HOSTED BUYERS PROGRAM 2023

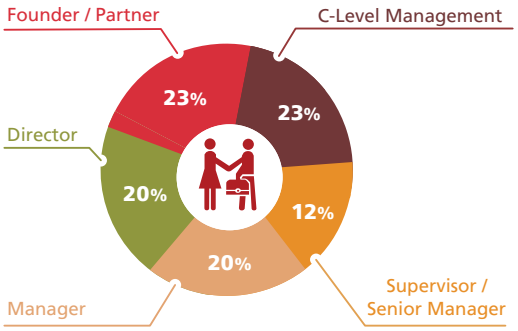
Pre-scheduled and match-made business meetings with qualified Chinese top buyers during the 3-day show.

HOSTED BUYERS

MATCHMAKING

COMPANY TYPE

DECISION MAKERS



SOURCING DEMAND

- 48% Tourism Organisation / Associations
- Accommodation 59%
- 58% Tour Operators / Travel Agencies
- Means of Transport / Carriers 36%
- 49% Business Travel / MICE
- Local Activities 48%
- 49% Luxury Travel
- IT and Software 26%
- 9% Information and Advice

ITB CHINA BUYERS CIRCLE

Founding & Strategic Partners

caissa 凯撒旅游 | CCT 康辉旅游 | 中旅旅行 CTG TRAVEL | 中青旅 遨游 | 飞猪旅行

锦江旅游 | 马蜂窝 | 美团

新景界 NICE TOUR | 同程旅游 | Trip.com Group 携程集团 | 途牛 tuniu.com | u-tour 众信旅游

MICE & Corporate Travel Partners

BCD travel | bravolinks 中青博联 | GBTA GLOBAL BUSINESS TRAVEL | 携程商旅 | 中旅会展 CTG MICE

CWT | GCM GRAND CHINA MICE | HCM 华程会展 | 锦江旅游 | 捷旅国际 BEST Meeting

MEIYA 美亚 | ON THE WAY 在路上商旅 | 中国智慧会展集团 | STTA | UCC 众信博睿

Customized & Themed Travel Partners

稻草人旅行 | 6人游旅行网 www.6renyou.com | DIADEMA 德迈国际 | | 路書 LUSHU.COM

奇迹旅行 | 润勃 生态旅行论坛 | 耀悦 | 游侠客 | 指南猫

EVENT FEATURES

ITB CHINA

12-14 September 2023
Shanghai

NETWORKING

- Opening Dinner
- Networking Lunch
- Aftershow Sundowner
- Evening Functions

BUSINESS

- Exclusive B2B Show
- Pre-scheduled Appointments
- Hand-selected Top-Level Buyers
- High Quality Attendees

TRENDS

- ITB China Conference
- Top Level Speakers & Experts
- New Product Presentations
- Startup Award

PRESENTING THE FULL TRAVEL TRADE SPECTRUM

NTOs/associations

Hotels/accommo-dation/bed banks

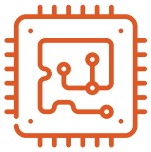
Transportation/carriers

Business Travel/MICE

DMC/tour operators

Attractions/ entertainment/shopping

Themed/customized travel supplier



Travel technology

Investment/consultancy

Media/publisher

BOOTH PACKAGES

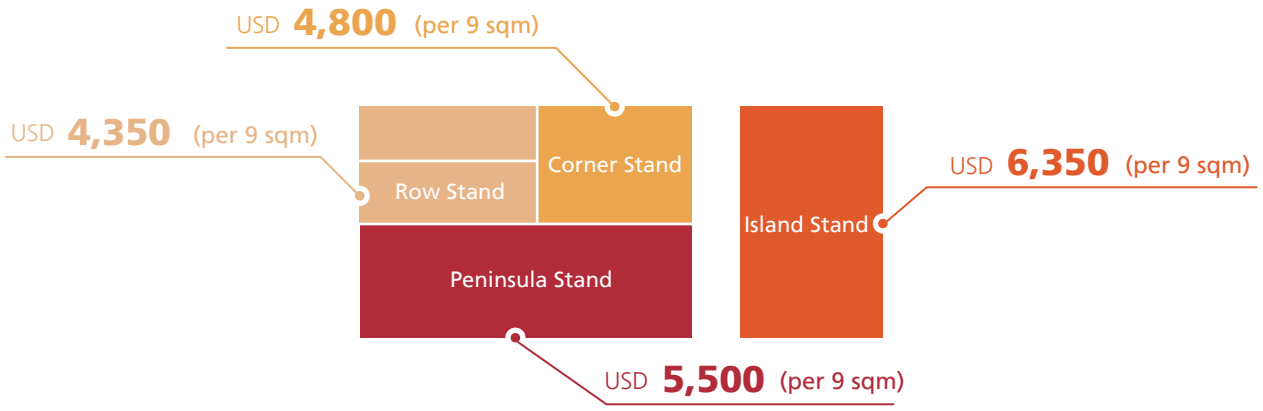
10% discount: until 15 March
5% discount: until 30 April
Registration deadline: 15 June

RAW SPACE

Set up your own individual booth construction with a raw space option choose your stand type with one-, two-, three- or four-sided accessibility. Included in the price are 21 pre-scheduled appointments with buyers per 9 sqm space.

Raw space options are only available from 18 sqm and larger. For raw space of more than 400 sqm, the row stand price applies.

Double storey stands will be subject to an additional charge of USD110 for each square meter of the upper structure.



COMPLETE STAND PACKAGE

Carefree participation with ready-made booth construction, including furniture, carpet, lighting, electricity and 21 pre-scheduled appointments with Chinese buyers per 9 sqm space. Premium packages include graphic options, upscale design elements and furnishings.

Basic from
USD **4,575**

Premium from
USD **5,750**

* All prices in USD are quoted excluding applicable taxes.

OFFICIAL PARTNER AND SPONSORING OPTIONS

- Partner Destination
- Partner Airline
- Partner Hotel
- Custom-Themed Partnerships
- Social Event Sponsoring
- Onsite Branding
- Print & Digital
- Media Packages
- Product showcases

ONE WORLD.

ONE INDUSTRY.

ONE BRAND.

ITB BERLIN

No.1 Trade Show For The Global Travel Market

7-9 March 2023, Berlin
itb-berlin.com

ITB CHINA

The Leading B2B-Exclusive Trade Show For The Chinese Travel Market

12-14 September 2023, Shanghai
itb-china.com

ITB ASIA

The Leading B2B Trade Show For The Entire Asian Travel Market

25-27 October 2023, Singapore
itb-asia.com

ITB INDIA

Gateway To The Indian Travel Market

26-28 April 2023, Mumbai
itb-india.com

Generating a total of ...

> 7 BN.€
industry deals

/

> 230,000
visitors

> 2,850
hand selected buyers

/

> 12,000
exhibitors