

PRESS RELEASE

Chinese buyers see swift recovery possible within one year according to latest ITB China Travel Trends Report

- ITB China Travel Trends Report 2022/23 is now available for download
- The report, based on latest surveys featuring nearly 80 global suppliers and over 160 Chinese buyers, presents first-hand information about the recent developments and future plans for the Chinese travel market
- Key learnings from the ITB China Travel Trends Report 2022/2023
- China's easing of zero covid policy signals the return of the Chinese travel market

Berlin/Shanghai, 19 December 2022 –The **ITB China Travel Trends Report (TTR)**, a yearly publication prepared by the organizer of ITB China, has officially been released. The TTR provides the industry with **valuable information** that will **help strategists and decision makers to adjust business operations** by gaining first-hand insights into market trends in this fast-changing environment.

Travel companies in China have struggled since 2020, however, optimism about the long-term development of the travel industry has prevailed. **79% of surveyed companies that managed to stay in the industry** were focusing on maintaining relationships with their customers even during the pandemic era and are confident that their **customers' loyalty** will help in their business recovery.

In a sudden nationwide shift in early December, China's local epidemic prevention and control policies have been significantly adjusted. "The practical implementation of these relaxations will prove extremely helpful to promote all-round exchanges, communication and cooperation between China and other countries once again, and serve as a very positive signal for China's outbound tourism to resume in the very near future," said **David Axiotis, General Manager of Messe Berlin (Shanghai), the organizer of ITB China.**

As indicated in the ITB China buyer survey, when asked about their expectations regarding the recovery of China's outbound travel market, **over 65% of respondents felt that the Chinese outbound travel market is capable of bouncing back in around one year after it opens up (among which 32% felt that it could recover in just six months).**

Considering that travel in China and the world has been heavily affected for the past three years, the travel preferences and behaviors of Chinese travelers have evolved. What Chinese travelers are expected to value when choosing a destination are **local safety and hygienic measures (69%), necessary public health measures to control virus outbreaks (69%) and pricing and promotion (64%).**

In terms of offerings, the surveyed Chinese buyers mentioned **customized travel products** as most popular (**77%**), followed by **FIT products with attractive pricing (75%)**.

However, there are still some uncertainties on the road to recovery. Chinese buyers shared their concern about the **stability of the international political environment, international flights' capacity and pricing and sufficient reception capacity of the travel supply end**, all of which are vital for international travel companies to welcoming back Chinese travelers as soon as they start traveling again.



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The surveyed companies stress the opportunities that the Chinese travel industry will undergo a major reshuffle. It will equalize the chances as all market players will be at the same starting point, competing for available market shares and resources. With regards to this situation, new pioneers and market leaders are expected to emerge.

Also those Chinese companies that have **retained their core team** and are **equipped with a talented workforce stand a better chance of capturing the market share** once the borders open fully and outbound travel resumes.

The ITB China Travel Trends Report 2022/2023 is based on comprehensive surveys, featuring nearly **80** international destinations / travel suppliers, and over **160** buyer representatives from Chinese travel companies / travel agencies. The report reflects upon the current status of the global travel industry, and the readiness to resume international travel when restrictions are further lifted in China.

For more information about the updates and feedback of Chinese buyers, and to get first-hand insight into China market trends. Please [click here](#) to download the ITB China Travel Trends Report 2022/2023.

About ITB China

ITB China is the leading B2B exclusive travel trade show focusing on the Chinese travel industry, brings together top and hand selected buyers from Greater China with industry professionals from all over the world, and provides various networking events and a unique state of the art matchmaking system to enhance networking and maximize business opportunities. The ITB China Conference takes place parallel with the show and is co-organized by the leading conference organizer TravelDaily.

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

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