

PRESS RELEASE

ITB China announces comeback as in-person event amidst the revival of the Chinese travel market

- ITB China three-day travel trade event to be held from 12-14 September 2023 in Shanghai
- Online searches and bookings from China for international destinations surge as China eases travel restrictions
- Chinese travel companies are fully engaged in building up their outbound travel departments
- Market leaders look forward to ITB China to reconnect with global travel suppliers
- Exhibitor registration of ITB China 2023 kicks off with limited early bird deal

Berlin/Shanghai, 18 January 2023 – ITB China, the leading B2B exclusive travel trade show focusing on the Chinese travel market, announces its comeback as a **live event**. The show will once more bring together top-level buyers from China - the world's biggest source market for international travel, together with global travel suppliers at its traditional location, the **Shanghai World Expo Exhibition & Convention Center**, between **12 and 14 September 2023**.

"The immense Chinese travel market has significant pent-up demand that finally has a chance to meet supply. 2023 will see the emergence of new leaders, new collaborations, and new alliances. I'm happy that we will be integral part of this process, creating networking opportunities and facilitating face-to-face exchange with key players of the industry at this year's physical event," said **David Axiotis, General Manager of Messe Berlin (Shanghai), the organizer of ITB China**.

2023 is bound to be a crucial year for the return of China's outbound travel market, as **the government lifted the quarantine regulations for international travelers on January 8**. The consumers responded to the news with **skyrocketing web searches and bookings for international destinations, flights, and visa application appointments**.

Trip.com Group's leading Chinese language platform Ctrip, reported a **tenfold year-on-year increase** in the search volume of popular overseas destinations shortly after the news was released, with searches for outbound flight tickets reaching a **three-year high**.

"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," says **Jane Sun, CEO of Trip.com Group**.

The positive signals have prompted Chinese travel companies and agencies to immediately revitalize their outbound travel departments in anticipation of



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booming business in the very near future. The [ITB China Travel Trends Report 2022/2023](#) released in December 2022 indicated **strong optimism within the industry as one of the key trends** and the **ability to swiftly recover once borders open up again**.

Travel data from Tongcheng Travel seems to support this optimistic outlook, as Chinese travelers booked international flights to more than 100 cities in 53 overseas destinations on January 8 alone.

As the race for market shares has commenced on both sides of the aisle, **key players in the Chinese travel industry recognize the importance of networking and collaboration opportunities provided by ITB China**.

“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.” says **Zhang Lei, Senior Vice President of Utour Group Co.,Ltd**

ITB China provides a highly efficient and productive platform for industry professionals, with personalized matchmaking, ample networking opportunities and first-hand information from major market players about latest industry trends. **Early-bird exhibitors** who book their stands before **15 March** will get **10% discount** on their stand order. Learn more about your participation options [here](#).

About ITB China

ITB China 2023 will take place from 12 to 14 September in Shanghai World Expo Exhibition & Convention Center. ITB China is the leading B2B exclusive travel trade show focusing on the Chinese travel market, bringing together hand selected top-buyers with industry professionals from all over the world. The show provides various networking events and a unique state-of-the-art matchmaking system to maximize business opportunities. The ITB China Conference takes place in parallel with the show and is co-organized by the leading conference organizer TravelDaily.

About ITB global brand family

For more than 50 years the name ITB has stood worldwide for industry knowledge 365 days a year, networking and trendsetting events, whether in a virtual, in-person or hybrid format. ITB China follows the global trend of leading trade shows returning to their pre-pandemic offline modes and locations in 2023, including the other offsprings of the ITB brand family. ITB Asia in Singapore, which takes the broader regional market into scope, returned as an in-person show last year and will be held again in Singapore from 25- 27 October 2023. ITB Berlin, the world’s leading B2B trade show for the travel industry, is coming back in March, 7 to 9, and ITB India Conference and Exhibition is scheduled for 26- 28 April in Mumbai.

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

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