

## FULL STEAM AHEAD FOR YOUR CHINA BUSINESS

12-14 September 2023 • Shanghai

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PRESS RELEASE

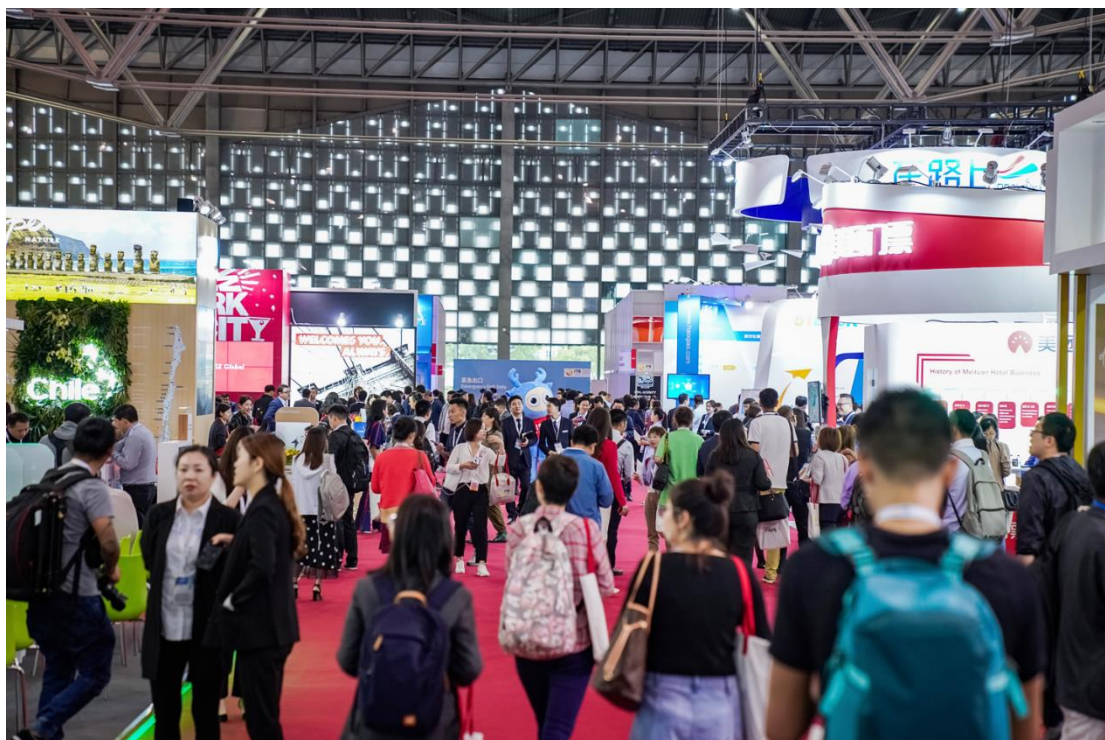
July 13, 2023

### ITB China 2023 Fully Booked: China's Premier Travel Marketplace Set for a Resounding Live Return

ITB China, the highly anticipated marketplace for China's travel industry, is gearing up for its grand live event from 12 - 14 September 2023. With an impressive line-up of exhibitors representing all travel trade segments, the three-day B2B show promises to reconnect global travel suppliers with the resurgent Chinese market. The international participation and strong demand from industry players provide a positive outlook for the show. Looking ahead, ITB China 2024 will mark its return next year on May 27 – 29. Save the date and be part of another remarkable edition of the annual event.

The organizer, Messe Berlin (Shanghai), is pleased to announce that ITB China 2023 has **reached full capacity** of exhibition space reserved for the upcoming event. Under this year's slogan "**Crossing Barriers • Connecting Markets**", ITB China will play a pivotal role in reconnecting global travel suppliers with the resurgent Chinese market, by offering abundant business opportunities through face-to-face meetings onsite and the latest interpretation of the travel trends in China. Media and Visitor registration is now open at: [reg.itb-china.com](http://reg.itb-china.com)

**David Axiotis, General Manager of Messe Berlin (Shanghai)**, expresses his excitement, stating: "With the sudden opening of China's outbound travel market at the beginning of this year, Chinese buyers are now eagerly anticipating access to international resources to rebuild and update their product portfolios. ITB China 2023 will facilitate this with attending travel suppliers from Europe (24%), Asia (28%), Americas (15%), Middle East (16%), Oceania (10%), and Africa (7%), underlining the global nature of the event, and our role in driving the recovery of the Chinese international travel market."



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The exhibition showcases a wide range of **global destinations**, including **national and regional tourism organizations** from Aragón, Andalucía, Berlin, California, Catalonia, Chile, Croatia, Czech Republic, Finland, Hungary, France, Galicia, Germany, Israel, Italy, Los Angeles, Madrid, Malta, Malaysia, New Zealand, Montenegro, Netherlands, Poland, Portugal, Scandinavian Tourist Board (Denmark & Norway) Serbia, Spain, Switzerland, Tahiti and Turkey.

Among the global destinations, **newcomers** such as Beijing, Bursa, Chengdu, Maldives, NEOM, New York, Raktda, Saudi Arabia, and the United Kingdom will make their debut on the ITB China show floor. The **European Travel Commission (ETC)** will once again showcase a prominent presence, emphasizing the diverse and appealing travel experiences that Europe has to offer.

The exhibition will also feature many global **hotels** and **accommodation** providers including this year's Partner Hotel Wyndham Hotels & Resorts, Bintan Resorts, Gloria Hotels & Resorts, INSPIRE Entertainment Resort, Jin Jiang International, Jinling Hotels & Resorts, LN International Hospitality Management, Mayfair Cruises, Meliá Hotels International, Pan Pacific Hotels Group, Restel, S.A, Travco Corporation, VinWonders, WebBeds and many more.

Moreover, **online travel agencies (OTA's)** and **transportation & mobility** providers will be also prominently featured, offering their exceptional products and services at this year's show. Some notable names among them include Trip.com Group, Fliggy, Expedia Group, Avis Budget Group, Bohr Omnibus GmbH, Europcar, Hertz Car Rental, Oceanwide

Expeditions, Poseidon Expeditions, Reluxtrans Car service and TOPONE Car Service.

The **travel technology** segment is back with a large number of exhibitors including DerbySoft, DidaTravel, Flightroutes24, Fly Today, Freed Group, HeyTrip, JegoTrip, Miki Travel, Mondee, Shiji Group, TEK TRAVELS DMCC, Yalago or YunShang Technology to name just a few.

Demand for places at the ITB China show floor is also high among exhibitors from **attractions, tour operators** and **customized travel providers** such as Bounty Group Bali, Brilliant Africa, Defence Collective Singapore, Designer Safari, Disneyland Paris, EternityX, Hurtigruten group, Beijing Tianxingjian International Travel Service, Benchmark Adventure, Bhutan Land of Happiness Tours, Kuoni Tumlare, Travel The Guianas & Caribbean and Yoyiyo.it.

ITB China is proud to gather top and hand-selected **Chinese buyers** including an impressive **86%** of founders, C-level executives, directors and senior managers from leading Chinese travel agencies. The event's matchmaking system ensures successful meetings and high-value connections, maximizing business opportunities during the attendees' limited time at the exhibition. Coinciding with the travel trade show, the **ITB China Conference** will provide a platform for exchange and knowledge transfer with experts and top-level speakers, further enriching the experience for all participants.

**Save the date! ITB China 2024 has been scheduled for 27- 29 May**, marking its return to the regular time slot in spring. The organizer is delighted to announce that the exhibitor registration for 2024 is [now open](#), catering to the pressing demands of the exhibitors. Interested exhibitors can secure their presence for next year's event or inquire about last-minute freed-up spaces to join this year's ITB China 2023. Open slots will be allocated according to a waiting list. For more information, please visit [www.itb-china.com](http://www.itb-china.com) or contact [exhibitor@itb-china.com](mailto:exhibitor@itb-china.com).

### **Media and Visitor Registration for ITB China 2023**

The ITB China 2023 online media and visitor registration is open, media representatives, travel bloggers and industry professionals are welcome to register [HERE](#). All attendees are required to complete their online registration prior to the event. For further details, please contact us at [contact@itb-china.com](mailto:contact@itb-china.com).

### **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 the travel industry knowledge 365 days a year, networking and trendsetting events - in a virtual, in-person or hybrid format alike. As the travel industry resurges, the ITB brand family is among the first to come back to offering on-site in-person events. ITB China, the marketplace for China's travel industry, is making a live-comeback from 12- 14 September 2023 in Shanghai. ITB Asia in Singapore, which takes the broader regional market into scope, will be held live again in Singapore from 25- 27 October 2023. ITB Berlin, the world's leading B2B trade show for the travel industry, will take place in Berlin from 5 - 7 March 2024, followed by ITB India in Mumbai from 11 to 13 September 2024.

More details are available at [Homepage](#)

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