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12-14 September 2023 • Shanghai

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**PRESS RELEASE**

July 6, 2023

## Wyndham Hotels & Resorts to be the Official Partner Hotel of ITB China for the third time

ITB China, the leading B2B exclusive travel trade show focusing on the Chinese travel market, announces its strategic partnership with Wyndham Hotels & Resorts. For the third time, the world's largest hotel franchising company and leading provider of management services becomes the Official Partner Hotel of ITB China, which is set to take place in Shanghai from 12 – 14 September 2023.

With over 9,100 hotels and 24 established brands in over 95 countries, Wyndham Hotels & Resorts ("Wyndham") is appointed as the Official Partner Hotel of ITB China for the third time. The corresponding agreement was formally signed on 29 June at Wyndham's Shanghai Office, by Mr. Joon Aun Ooi, President of Wyndham Hotels & Resorts Asia Pacific, and Mr. David Axiotis, General Manager of Messe Berlin (Shanghai), the organizer of ITB China. The hotel industry franchising giant will once again have a strong presence at ITB China, introducing its brand-new products and innovative services to the industry, and delivering an inspiring speech at the opening session of the ITB China Conference, which will take place on the first day of the show, 12 September.



Signing Ceremony: Mr. Joon Aun Ooi, President of Wyndham Hotels & Resorts Asia Pacific and Mr. David Axiotis, General Manager of Messe Berlin (Shanghai) at the Wyndham Office in Shanghai

**Mr. Joon Aun Ooi, President of Wyndham Hotels & Resorts Asia-Pacific**, stated that: "We are honored to be the Official Partner Hotel of ITB China for the third time. As a professional B2B travel trade exhibition focused on the Chinese travel market, ITB China provides an effective communication platform for hotel operators, travel agencies, conference organizers, and corporate clients to explore potential business opportunities. This collaboration not only continues our long-term strategic partnership but also demonstrates Wyndham Hotels and Resorts' continuous commitment to China as an important strategic market. We look forward to showcasing our diverse brand portfolio of distinctive hotel products in the Asia Pacific region to all attendees at the exhibition in September."

**Mr. David Axiotis, General Manager of Messe Berlin (Shanghai)**, said: "Throughout the challenges of the past years, ITB China remained committed and connected to the Chinese travel industry. Therefore, in this pivotal year for China's travel market recovery, ITB China is in the unique position to be spearheading that recovery offering its partners the right business platform at just the right time. Supporting them to once again unlock the full potential of the Chinese travel market. We are very proud and honored to be driving this recovery with Wyndham Hotels & Resorts by our side, heading this year's partner lineup as ITB China's Official Partner Hotel."

### **The latest development of Wyndham Hotels & Resorts in the Greater China region**

At the beginning of this year, with China fully opening its travel policy, Wyndham Hotels & Resorts recorded a significant return of business and leisure travelers with an exceedingly positive development over the past months.

"In the first quarter of 2023, we have signed 27 projects and opened 15 hotels in the Greater China region. During the same period, we signed 6 projects and opened 5 hotels in Southeast Asia and the Pacific Rim region," says **Mr. Joon Aun Ooi**. The upcoming months also point to further growth: "Looking ahead to the second half of 2023, we will launch more new brands and hotels to meet the ever-changing needs of international inbound and domestic tourism. With our strong direct franchising and managed hotel development scale in China, as well as our stable collaboration relationships with owners and partners, we are confident of the development momentum of the Wyndham Hotels & Resorts in the Asia-Pacific region in 2023 and ahead," he continues.

### **About Wyndham Hotels & Resorts**

Wyndham Hotels & Resorts (NYSE: WH) is the world's largest hotel franchising company by the number of properties, with approximately 9,100 hotels across over 95 countries on six continents. Through its network of approximately 845,000 rooms appealing to the everyday

traveler, Wyndham commands a leading presence in the economy and midscale segments of the lodging industry. The Company operates a portfolio of 24 hotel brands, including Super 8®, Days Inn®, Ramada®, Microtel®, La Quinta®, Baymont®, Wingate®, AmericInn®, Hawthorn Suites®, Trademark Collection® and Wyndham®. The Company's award-winning Wyndham Rewards loyalty program offers approximately 101 million enrolled members the opportunity to redeem points at thousands of hotels, vacation club resorts and vacation rentals globally. For more information, visit [www.wyndhamhotels.com](http://www.wyndhamhotels.com).

### **About Wyndham Rewards**

Named the number one hotel rewards program by readers of USA TODAY, Wyndham Rewards® is the world's most generous rewards program with more than 50,000 hotels, vacation club resorts and vacation rentals worldwide. Designed for the everyday traveler, members earn a guaranteed 1,000 points with every qualified stay and may redeem points for a wide range of rewards, including free nights at any of the approximately 9,100 hotels or tens of thousands of vacation club resorts and vacation rentals globally through affiliation with Wyndham Destinations and others. Wyndham Rewards has over 100 million enrolled members globally. Join for free today at [www.wyndhamrewards.com](http://www.wyndhamrewards.com). You've earned this. ®

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### **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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**Additional information:**

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