



**4 September, 2023**

### **Saudi Arabia Confirmed as the Official Partner Destination of ITB China 2023**

**ITB China is thrilled to announce Saudi Arabia as the Official Partner Destination of ITB China 2023, held on 12 – 14 September in Shanghai. The partnership aims to attract greater numbers of Chinese tourists and position the country as a premier destination for the Chinese outbound market.**

Saudi Arabia, renowned for its rich cultural heritage, diverse landscapes and abundant travel resources, will debut on the show floor as the Official **Partner Destination of ITB China 2023**, showcasing its extensive travel resources, products and distinctive experiences during the three-day event. The opening session of the ITB China Conference will feature an inspiring speech delivered by **Alhasan Aldabbagh, President of APAC Markets, Saudi Tourism Authority**, on 12 September, the first day of the show.

The strong partnership with ITB China forms a key part of the Saudi Tourism Authority's (STA) objective to promote Saudi Arabia as a prime destination for the Chinese outbound travel market and attract 5 million Chinese tourists to the country by 2030.

**Alhasan Aldabbagh, President of APAC Markets, Saudi Tourism Authority**, states: "The Chinese market holds great significance for us, especially in light of this pivotal year for the return of China's outbound travel market. It is a great honor for us to be the Official Partner Destination for ITB China this year. Through this event, we aim to showcase the wide array of travel experiences including our rich cultural and heritage offerings Saudi Arabia has to offer to the Chinese market as well as reaffirm our commitment to the market through the introduction of various China ready initiatives. ITB China presents a distinct opening to develop and strengthen partnerships with leading tour operators and travel agents in China whilst advancing Chinese tourism in Saudi Arabia."



Alhasan Aldabbagh, President of APAC Markets, Saudi Tourism Authority

In August, the Saudi Tourism Authority announced a series of measures to enhance Chinese tourism and make China the third largest source market for Saudi Arabia. These measures include the issuance of e-visas to Chinese travelers, the launch of a dedicated Chinese hotline on the official Mandarin website ([visitsaudi.cn](https://visitsaudi.cn)), Chinese signage at King Khalid International Airport in Riyadh, and the establishment of UnionPay payment channels within the country. Prominent destinations set a great focus on attracting Chinese travelers to consider Saudi Arabia as their next destination and have introduced tailor-made experience packages this summer to cater the demands and preferences of Chinese travelers. The country's flag carrier SAUDIA already recently launched direct Jeddah-Beijing and Riyadh-Beijing flights in alignment with Saudi Arabia's Vision 2030. With the new routes in place, SAUDIA's existing schedule of daily flights from Guangzhou, coupled with the future plans to introduce direct flights from Shanghai, are poised to become another important milestone in the two markets' strategic relationship.

### **About Saudi Tourism Authority**

Saudi Tourism Authority (STA) is responsible for executing global marketing efforts to promote the growth of Saudi Arabia's travel and tourism sector through programs, packages and business support. Established in 2020, its responsibilities include the promotion of the country's unique assets and destinations, hosting and participating in industry events, and promoting the Saudi tourism brand domestically and internationally. The Saudi Tourism Authority has 16 representative offices globally in 38 countries worldwide.

### **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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