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ITB China 2024: Seizing new opportunities in a transformed and high-demand market

The stage is set for global travel industry players to make new connections with handpicked top buyers from across China from 27 to 29 May at the Shanghai World Expo Exhibition & Convention Center. The upgraded show and conference program will make sure reinforced, sought-after segments will stand out and help identify evolving travel behaviours and trends. The new ITB China brand campaign highlights the role of bringing people together.

China's outbound tourism market has experienced continuous growth since the beginning of 2023. According to data from Alipay and UnionPay, the average spending of Chinese outbound travellers during the Chinese National Day holiday in October surpassed 2019 levels, highlighting the promising revival of China's outbound tourism and its significance in driving global tourism and offline consumption.

"China's latest measures to boost tourism consumption and improve the tourism industry, adopted on 27 September, include the resumption of international flights and an increase in their frequency," says **David Axiotis, General Manager of Messe Berlin (Shanghai)**. "This provides a robust foundation for the continued recovery of China's international travel business. Set against the backdrop of the flourishing Chinese travel market, ITB China 2024 will offer unparalleled opportunities for growth and collaboration. Suppliers can nurture existing business ties and forge new partnerships with Chinese buyers", he adds.

As the premier platform for the Chinese travel market, ITB China 2024 will once again reflect the entire travel trade spectrum, with suppliers from around the world covering **Leisure Travel, MICE, Business Travel, and Travel Technology**.

An exclusive and well-rounded **buyer program** brings together a carefully selected group of buyers from **a variety of companies and travel agencies**, including OTAs, package tour operators, themed & customized travel planners, corporate buyers, MICE buyers, luxury travel buyers, travel management companies, travel tech buyers and more. Notably, 30% come from East China, 30% from North China, while 25% and 10% represent South and West China respectively, alongside a curated selection of

international buyers for the China Inbound segment. Over **85%** of buyers attending the 2023 edition were founders, C-level executives, directors, and senior managers from renowned companies and travel agencies, underscoring the high quality profile of buyers participating in the event.

With buyer demand on the rise, **MICE** will gain prominence as a spotlight in 2024, with more in-depth presentations and discussions featured on stage. The **China Inbound Tourism** segment will be relaunched next year. The surging popularity of **Custom-themed Travel** in the Chinese market, coupled with the profound impact of **Travel Technology**, guarantees a wealth of content sessions, activities, and awards, complemented with the insights of seasoned travel professionals and forward-thinking influencers.

New Brand Identity

Together with all members of the ITB global brand family, ITB China has launched a new visual campaign this year. The design elements feature color combinations and a variety of motifs that highlight the theme of 'togetherness', which reflects the essence and guiding principle of the World's Leading Travel Trade Show — bringing people together. The symbolic “dragon” and the signature red represent the distinctive character of ITB China within the ITB family, tailored to the Chinese travel market.



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CONNECTING MARKETS. TOGETHER.**

27 – 29 MAY 2024 | SHANGHAI | ITB-CHINA.COM

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环球旅讯
TravelDaily

ORGANIZER
Messe Berlin
Shanghai

Exhibitor registration for ITB China 2024 is now open

Early-bird exhibitors who secure their stands before November 30th will enjoy a **5% discount** on their stand orders. Exhibitors can secure their space by registering [HERE](#). Don't miss this opportunity to be a part of the most dynamic event in the Chinese travel industry.

About ITB China

ITB China 2024 will take place from 27 to 29 May 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-tier 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 - in a virtual, in-person or hybrid format alike. ITB Berlin, the world's leading B2B trade show for the travel industry, is taking place from 5-7 March 2024, followed by ITB China (27- 29 May) in Shanghai, ITB India (11- 13 September) in Mumbai, and ITB Asia (23- 25 October) in Singapore.

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