



**ITB**  
CHINA

The Market-  
place for  
China's Travel  
Industry



# CROSSING BARRIERS, CONNECTING MARKETS. **TOGETHER.**

27 – 29 MAY 2024 | SHANGHAI | [ITB-CHINA.COM](http://ITB-CHINA.COM)

CO-HOST

**环球旅讯**  
TravelDaily

ORGANIZER



**Messe Berlin**  
Shanghai



## ITB CHINA 2023 HIGHLIGHTS



700+

Hand-selected Buyers



17,000+

Business Meetings



360

Exhibitors from nearly  
60 countries

ITB China, the most anticipated travel industry event in China, returned in 2023 with great success. Seize the next opportunity to develop your business in China effectively and join ITB China again in May 2024.



70+ Speakers  
30+ Topics



10,000+  
Attendees



## WHAT DID CHINA'S TOP BUYERS SAY

"The market is steadily recovering and the outlook for the industry will be even brighter in the future. We encourage the entire industry, including domestic and international partners, to collaborate and have confidence in the Chinese outbound travel market. Platforms like ITB China play a pivotal role in swiftly connecting domestic tourism companies with international partners, thereby expanding their business horizons."

— He Yong, President of HCG International Travel Group

"After three years, this large-scale travel exhibition is the first of its kind. I have seen great enthusiasm among the participants and the fair is very well attended. People's confidence in the travel industry has been restored. We have seen a lot of people at the different stands. I believe this year marks the reboot of China's outbound tourism and it will get even better from here on."

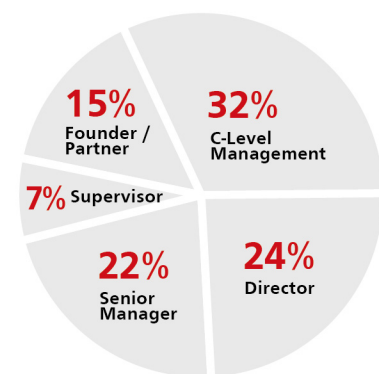
— Qi Chunguang, Deputy President of Tuniu.com

"The exhibition experience this time has been truly remarkable, and I can describe it using three key words: timely, efficient, and convenient. Following the announcement of the third round of resumption of outbound group tour services in August, ITB China promptly organized the exhibition event, and each matchmaking meeting was well-coordinated, one after another, ensuring a highly efficient process."

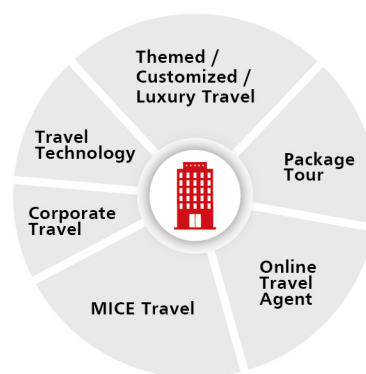
— Guo Ming, COO of HHtravel







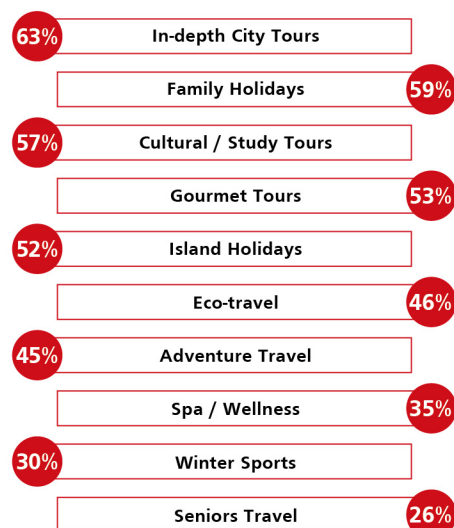
## DECISION MAKERS



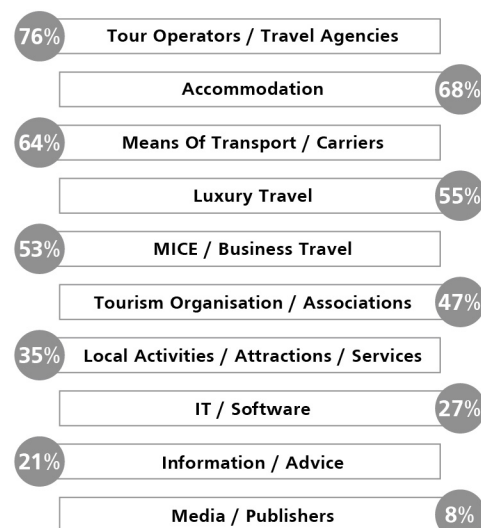
## COMPANY TYPE

700+ Selected Buyers from 450+ Companies

## INTERESTED TRAVEL THEMES



## INTERESTED PRODUCTS



## ITB CHINA BUYERS CIRCLE

### Founding & Strategic Partners



### MICE & Corporate Travel Partners



### Customized & Themed Travel Partners





**ITB**  
CHINA

**27-29 MAY**  
**2024 · SHANGHAI**

## NETWORKING

- ✕ Opening Dinner
- ✕ Networking Lunch
- ✕ Aftershow Sundowner
- ✕ Evening Functions

## BUSINESS

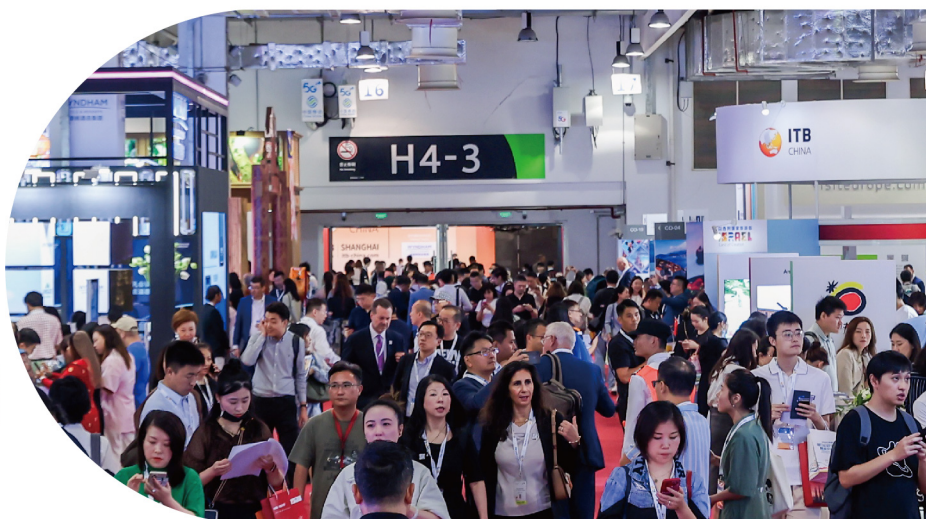
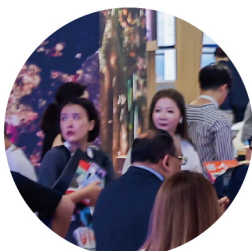
- ✕ Exclusive B2B Show
- ✕ Pre-scheduled Appointments
- ✕ Hand-selected Buyers
- ✕ High Quality Attendees

## TRENDS

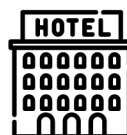
- ✕ ITB China Conference
- ✕ Top Level Speakers & Experts
- ✕ Industry Know-how & Insights
- ✕ New Product Presentations
- ✕ Startup Award



## EVENT FEATURES



**NTOs / Associations**



**Hotels / Accommodation /  
Bed Banks**



**DMC / Tour Operators**



**Themed / Customized  
Travel Supplier**



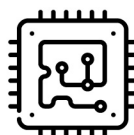
**MICE / Business Travel**



**Transportation / Carriers**



**Attractions /  
Entertainment /  
Shopping**



**Travel Technology**



**Investment /  
Consultancy**



**Media / Publisher**



## FULL TRAVEL TRADE SPECTRUM





## RAW SPACE

Set up your own individual booth construction with a raw space option choose your stand type with one-, two-, three- or four-sided accessibility. Included in the price are 21 pre-scheduled appointments with buyers per 9 sqm space.

Raw space options are only available from 18 sqm and larger. For raw space of more than 400 sqm, the row stand price applies.

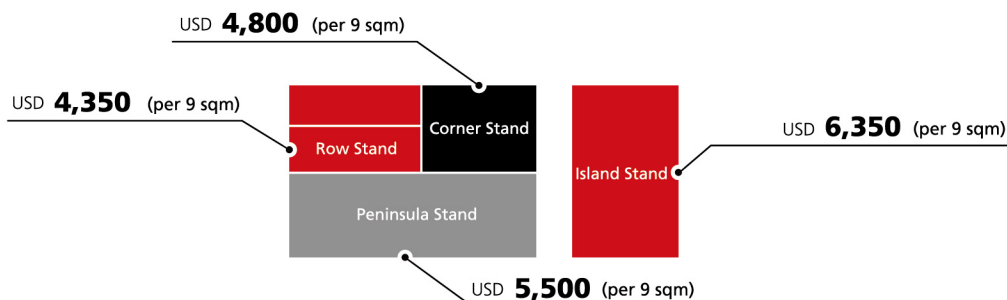
Double storey stands will be subject to an additional charge.

**5% discount:**  
until 30 November 2023

**Registration deadline:**  
until 31 January 2024



## BOOTH PACKAGES



## COMPLETE STAND PACKAGE

Carefree participation with ready-made booth construction, including furniture, carpet, lighting, electricity and 21 pre-scheduled appointments with Chinese buyers per 9 sqm space. Premium packages include graphic options, upscale design elements and furnishings.



**Row Stand**



**Corner Stand**



**Peninsula Stand**



**Island Stand**

Basic from  
USD **4,575**

Premium from  
USD **5,750**

\* All prices in USD are quoted excluding applicable taxes.



## OFFICIAL PARTNER AND SPONSORING OPTIONS



**Partner Destination**



**Partner Airline / Airport**



**Partner Hotel**



**Custom-Themed Partnerships**



**Social Event Sponsoring**



**Onsite Branding**



**Media Packages**



**Print & Digital**



**Product Showcases**



# SHAPE THE TRAVEL INDUSTRY. **TOGETHER.**



**ITB**  
BERLIN

No.1 Trade Show For The Global Travel Market

**5-7 March 2024, Berlin**  
**[itb-berlin.com](https://itb-berlin.com)**



**ITB**  
CHINA

The Leading B2B-Exclusive Trade Show For The  
Chinese Travel Market

**27-29 May 2024, Shanghai**  
**[itb-china.com](https://itb-china.com)**



**ITB**  
INDIA

Gateway To The Indian Travel Market

**11-13 September 2024, Mumbai**  
**[itb-india.com](https://itb-india.com)**



**ITB**  
ASIA

The Leading B2B Trade Show For The Entire  
Asian Travel Market

**23-25 October 2024, Singapore**  
**[itb-asia.com](https://itb-asia.com)**