

BENEFIT FROM EXCLUSIVITY FOR YOUR BUSINESS. **TOGETHER.**

27 – 29 MAY 2024 | SHANGHAI | 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 EXHIBITORS AND BUYERS SAY

"We have witnessed the vibrant resurgence and revitalisation of the global tourism industry. China's inbound and outbound travel market has entered a new stage of development, giving us greater confidence for the future. As we look forward to ITB China 2024, we are excited to join forces with our global partners to create more memorable journeys for Chinese travellers."

— Ms. Sun Jie, CEO of Trip.com

"The enthusiasm from both visitors and exhibitors has been incredibly high this year, and we had the opportunity to meet many new and old friends. The ITB China matchmaking system was particularly effective in connecting us with targeted buyers, making the show an excellent platform."

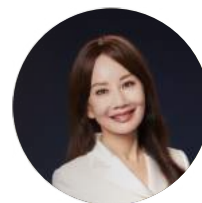
— Mr. Tyrone Tang, CEO of Jin Jiang International Hotel Management Co., Ltd.

"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 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

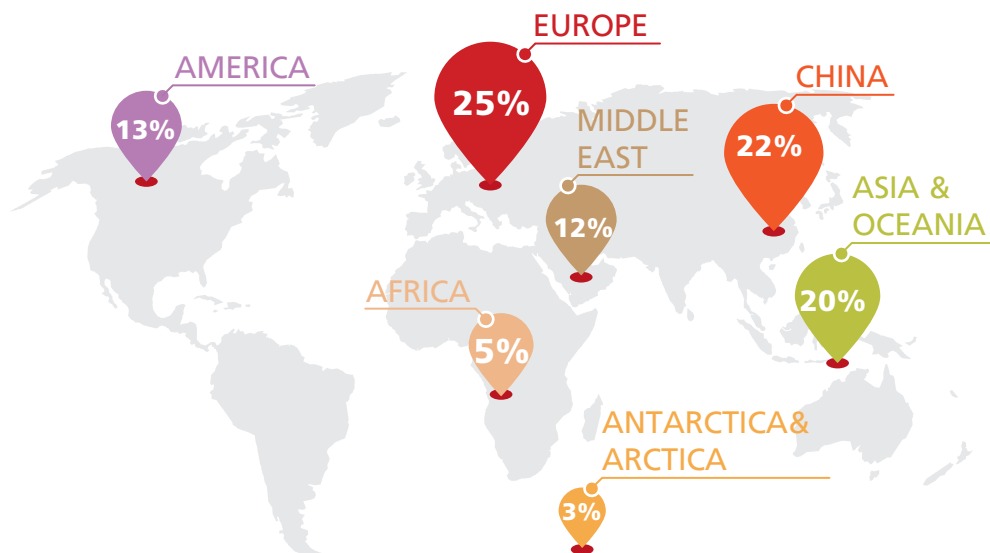
"After three years, this large-scale travel exhibition is the first of its kind. I have seen great enthusiasm among the participants and the fair is very well attended. People's confidence in the travel industry has been restored. We have seen a lot of people at the different stands. I believe this year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

— Qi Chunguang, Deputy President of Tuniu.com

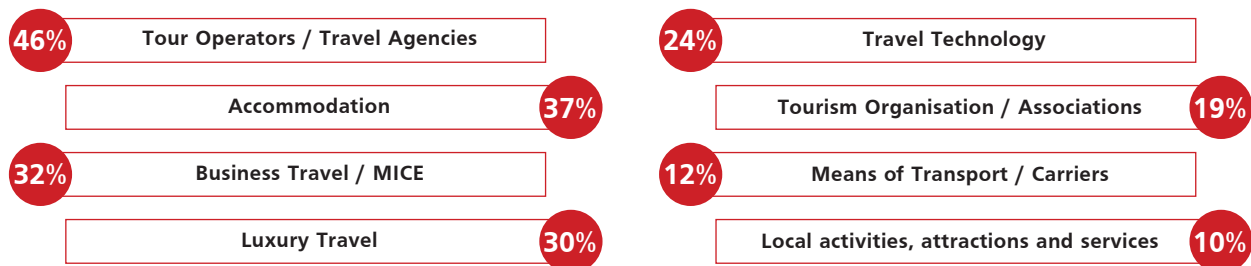




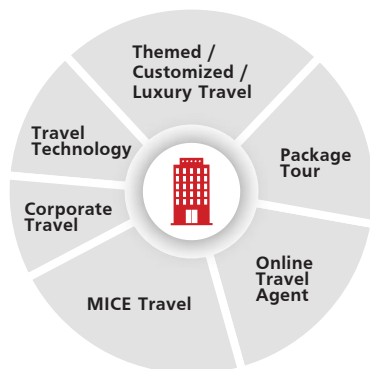
EXHIBITORS



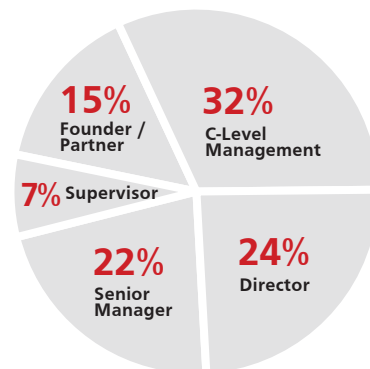
» EXHIBITOR GEOGRAPHIC BREAKDOWN



» EXHIBITOR PRODUCT BREAKDOWN

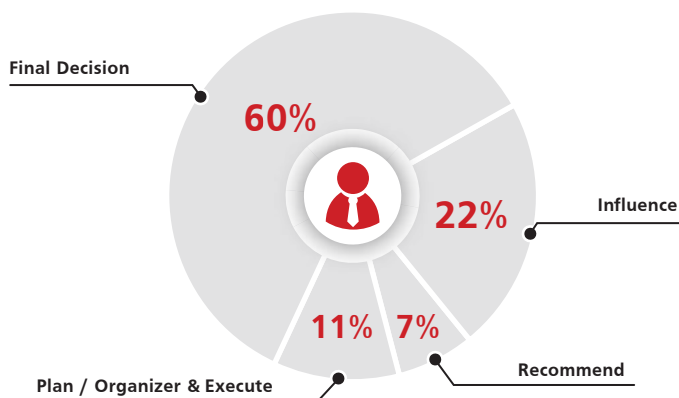


» COMPANY TYPE



» JOB TITLES

» BUYERS' RESPONSIBILITY IN BUDGETARY & PURCHASING DECISIONS



BUYERS



ENHANCE HIGH-QUALITY TOURISM DEVELOPMENT

Chinese authorities have released their new strategy to invigorate the tourism sector, with a focus on promoting high-quality tourism development.

The General Office of the State Council has issued a document aimed at enriching the array of premium tourism offerings and services, stimulating demand for tourism consumption, elevating the standards of inbound tourism management and services, and strengthening the foundations of the tourism industry, all while providing robust support for tourism growth.

China Inbound Selected Measures

- ✕ Enhancing the quality of china inbound tourism products and routes, supported by training and travel information services.
- ✕ Improve visa and customs procedures for the convenience of travelers.
- ✕ Resuming and expanding international flight operations and connections.
- ✕ Improving the quality of inbound tourism services, including multilingual signage at popular tourist sites, and facilitating various electronic payment methods and foreign currency exchange.
- ✕ Optimizing departure tax refund services.
- ✕ Sponsoring international tourism exhibitions to showcase the country's attractions.

Regional visa-free entry policies to further encourage international tourism

- ✕ Shanghai now offers visa-free entry for foreign tourist groups arriving by cruise, allowing stays of up to 15 days.
- ✕ Hainan extends visa-free entry to tourists from 59 countries, granting them a 30-day stay.
- ✕ Guilin in Guangxi provides visa-free entry for tourist groups from 10 ASEAN countries, allowing visits of up to 144 hours.
- ✕ Guangdong welcomes group tours of foreign nationals from Hong Kong and Macau with visa-free entry for up to 144 hours.

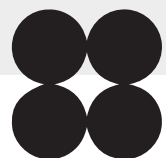


"In 2019, our company welcomed more than 10,000 overseas tourists. We provided them with professional English-speaking tour guides, who are both experienced and excellent in providing detailed services. With the development of cultural tourism, we have a large number of cultural travel products that combine travel experience and sightseeing, helping overseas tourists to have a comprehensive understanding of Chinese culture, local characteristics and cuisine."

— Shaanxi China Travel Service Co., Ltd
Qujiang Branch

"Sanya, the forefront city of Hainan Free Trade Port, where diverse cultures collide and blend together. With an increasing number of international flights and the policy of visa-free entry for tourists from 59 countries, the world can easily experience the unique charm of China's tropical paradise. Travel the world, but make a stop in Sanya, where gentle sea breezes await you at 18 degrees north latitude, and discover the infinite possibilities of the new and beautiful Sanya!"

— Sanya Tourism Board





HOSTED BUYER PROGRAM

WHO CAN APPLY

The hosted buyer program is open to travel industry professionals who are the decision makers on purchasing travel products in Leisure Travel, MICE, Corporate Travel and Travel Technology.

CRITERIA

Important references for reviewing the buyer's qualification are the past overseas resource procurement record, as well as buyer's attendance record in other ITB exhibitions and influential travel trade shows.

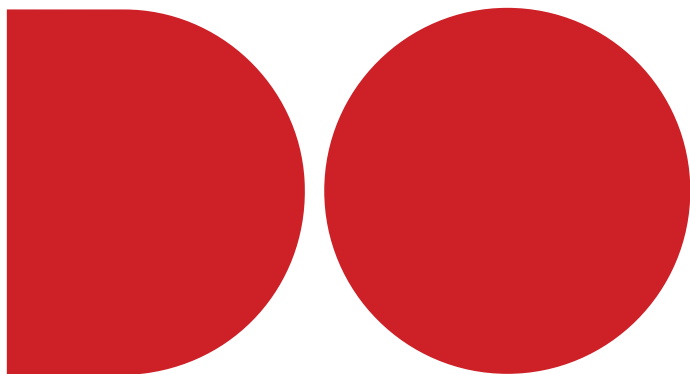
RIGHTS AND OBLIGATIONS

Hosted buyers are required to set pre-scheduled appointments with exhibitors through the ITB China matchmaking system and attend meetings on schedule during exhibition. Fulfill above task, you would enjoy the following two types of hosted buyer packages offered by ITB China. If you opt for trade buyer, you are not obliged to pre-schedule and attend meetings with exhibitors.

CONTENT OF YOUR BUYER PACKAGE	Fully Hosted Buyer	Partially Hosted Buyer	Trade Buyer
Checking-in all 3 days at the show	●	X	X
Pre-scheduled meetings with exhibitors	21	15	X
Reimbursable economy-class round-trip flights to Shanghai. Buyers based in Asia can reimburse up to 750 US dollars. Buyers based outside Asia can reimburse up to 1500 US dollars	●	X	X
Shanghai local airport transfers	●	X	X
Accommodation in 4/5 star hotel from May 26-30, 2024 in Shanghai Buyers based in Asia: 3 nights / Buyers based outside of Asia: 4 nights	●	●	X
Free lunch coupons on all 3 days of the show	●	●	●
Admission to exhibition hall on all 3 days of the show	●	●	●
Admission to the ITB China Conference and selected networking events	●	●	●
Admission to Buyers Lounge	●	●	●
Have the chance to attend ITB China Buyer Circle online/offline activities	●	●	●
Registration fee	USD 200	USD 200	X

Note: ITB China provides the above subsidies ONLY to approved hosted buyers who attend pre-scheduled meetings on time during the exhibition.

Contact: buyer@itb-china.com



SHAPE THE TRAVEL INDUSTRY. **TOGETHER.**



ITB
BERLIN

No.1 Trade Show For The Global Travel Market

5-7 March 2024, Berlin
itb-berlin.com



ITB
CHINA

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

27-29 May 2024, Shanghai
itb-china.com



ITB
INDIA

Gateway To The Indian Travel Market

11-13 September 2024, Mumbai
itb-india.com



ITB
ASIA

The Leading B2B Trade Show For The Entire
Asian Travel Market

23-25 October 2024, Singapore
itb-asia.com