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ITB China Travel Trends Report: Unraveling the Latest Demands and Trends in China's Tourism Market

ITB China partners with Trip.com for the annual Travel Trends Report 2024/25, providing key insights into emerging trends, Chinese traveler behavior and opportunities in the booming tourism market. The report will be released concurrently with the trade show.

ITB China, the leading B2B exclusive travel trade show focusing on the Chinese travel market, will launch the **ITB China Travel Trends Report (TTR) 2024/25** during ITB China 2024, set to take place from **27 to 29 May 2024 at the Shanghai World Expo Exhibition & Convention Center**. Published annually by the organizers of ITB China, the report provides global strategists and decision-makers with first-hand insights into the latest trends in the Chinese travel market, enabling them to adapt their business operations to the rapidly evolving environment.

What to learn from the report:

- **Overview of China's outbound tourism market in 2023**
- **Opportunities and challenges in China's outbound tourism business**
- **Insights into the most popular destinations, travel themes, products and changes in Chinese traveler behavior.**
- **How to attract Chinese travelers through upgraded travel experiences and tailored services**
- **Generation Z: the travel behavior of the key drivers of the future tourism market**
- **Extensive analysis of the MICE and corporate travel market in China**
- **Trends of Chinese inbound tourism market**

Partner of ITB China for the TTR 2024/25 is **Trip.com** - the leading online travel agency (OTA) and holder of extensive tourism data resources on China's travel market, which will be made available for comprehensive analysis, in-depth insights and future forecasts.

Sun Bo, Chief Marketing Officer of Trip.com Group and Executive Vice President of China Tourism Association, says: "After steady recovery, China's outbound travel market is poised for rapid growth. By leveraging our platform advantages, Trip.com offers firsthand Chinese market tourism data to overseas destinations and travel suppliers, assisting them

in adapting to changes in the Chinese tourism market and enhancing competitiveness. We are pleased to partner with ITB China to provide global industry operators with business inspiration and industry insights through the Travel Trends Report.”



(Sun Bo, Chief Marketing Officer of Trip.com Group 、 Executive Vice President of China Tourism Association)

Alongside the data from Trip.com, the report’s findings are based on a unique and proprietary analysis obtained through **buyer surveys** from the ITB China Buyers Circle, which comprises representatives from China’s travel companies and agencies covering all business types. In parallel, a series of **executive interviews** with **destinations, associations, leading travel agents, top industry newcomers, corporate buyers, MICE buyers and key opinion leaders** will be conducted to provide a profound industry perspective.

Exhibitor registration for ITB China 2024 ends on 31 January

ITB China offers global suppliers a highly efficient and productive platform with personalized matchmaking, extensive networking opportunities and in-depth information from key market players about the latest industry trends. Exhibitors have until 31 January to secure their stands by registering [HERE](#). Join the most vibrant event in the Chinese travel industry and don't miss out.

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-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, will take place from 27-29 May 2024 in Shanghai. ITB Asia in Singapore, which takes the broader regional market into scope, will be held from 23- 25 October 2024. 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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