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ITB China 2024 Returns to Full Force, Matching 2019 Exhibition Scale

As one of the world's most important travel markets, China is steadily regaining momentum. The highly anticipated ITB China 2024, taking place from 27 to 29 May at the Shanghai World Expo Exhibition & Convention Center, marks a pivotal moment for the global tourism community. With expected +600 exhibitors, over 1,000 hand-selected buyers, the ITB China Conference running alongside the exhibition, and numerous networking opportunities, ITB China 2024 is set to be another landmark event.

ITB China 2024 has reclaimed the scale of 2019, signifying a robust rebound for the industry. More than 600 travel and tourism organizations and companies from over 80 countries have confirmed their participation, reflecting a remarkable 60% scale increase compared to 2023.

Lydia Li, Deputy General Manager of ITB China, said: "ITB China 2024 is a testament to the resurgence of China's travel market. Despite ongoing challenges, the overwhelming participation of our exhibitors, buyers and trade visitors reflects renewed confidence in the industry. With strong partnerships and an unparalleled number of international exhibitors, including many newcomers, this year's event marks the return to pre-pandemic levels in China."



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Exhibitors

ITB China continues to lead the Chinese tourism industry, showcasing the entire spectrum of the travel trade, encompassing **Leisure Travel, MICE, Business Travel, and Travel Technology**.

Among the highlights of this year's exhibition are **11 new destinations on the show floor**, including **Almaty, Bahrain, Buenos Aires, Georgia, Hawaii, Korea, Morocco, Peru, Romania, Sarawak**, and **Uzbekistan**. Noteworthy **new commercial players** joining the lineup include **Artyzen Hospitality Group, CTG Travel, Egypt Air, Huawei**, and **Mize**.

ITB China 2024 will welcome a diverse line-up of exhibitors, embracing tourism suppliers from around the world and different categories. Companies and organizations from Asia and Oceania (22%), Europe (28%), China (16%), the Middle East (11%), the Americas (12%), and Africa (9%) will be represented. Categories covering the entire tourism industry supply chain include Tour Operators (22%), Business Travel/MICE (17%), Luxury Travel(17%), Accommodation (16%), National & Regional Tourism Promotion Organizations (9%), Transportation (7%), Local Activities & Attractions (7%), Travel Tech (5%),.

The continued commitment and participation of **destinations** such as **Beijing, California, Egypt, Europe (the European Travel Commission), Greece, Italy, Jordan, Maldives, Malaysia, Portugal, Qatar, Spain, Saudi Arabia, Turkey**, together with **key commercial suppliers** such as, **Expedia Group, Heytrip International, Jin Jiang International, Meliá Hotels International, Pan Pacific Hotels Group, Tongcheng Travel, Trip.com Group, Wyndham Hotels & Resorts**, and many more at ITB China underline their confidence in the event and the potential of the Chinese market.

Buyers

The **Hosted Buyer Program** of ITB China facilitates impactful B2B pre-scheduled meetings between exhibitors and high-quality buyers. This year, ITB China welcomes **over 1,000 hand-selected buyers**, representing a **40% increase compared to 2023**. Buyers will cover the entire spectrum of the travel industry supply chain, with 65% focusing on leisure travel and 35% on MICE & corporate travel. Top source cities and provinces of **outbound buyers** include Shanghai, Beijing, Guangdong, Sichuan, Jiangsu, Shaanxi, Zhejiang, Fujian, Liaoning, Chongqing, Hunan, Shandong, Guizhou, Yunnan, and Tianjin.

Additionally, the inaugural **Inbound Buyer Program** has been launched in response to strong market demand for Chinese products from overseas. International buyers from leading source markets such as the U.S., UK, Germany, France, Italy, Australia, Japan, Southeast Asia, and Korea will

participate, with a keen interest in various Chinese product categories.

Conference

ITB China's travel think tank, **ITB China Conference**, will offer a rich tapestry of content and insights tailored to address the information needs of exhibitors and visitors, providing an in-depth understanding of the Chinese and global tourism market. With a line-up of around **100 outstanding speakers** covering some **50 thought-provoking topics**, attendees can expect valuable discussions on industry hotspots and emerging trends and foster meaningful connections with industry key opinion leaders.

Highlights include a prestigious round table conference co-hosted with the **Society for Incentive Travel Excellence (SITE)**, focused on raising professionalism and international influence of China's MICE industry. The conference will also feature a **keynote address by Trip.com Group**, the Travel Service Partner as well as the key content partner of the **ITB China Travel Trend Report 2024/25**, offering unique insights into emerging trends, Chinese traveler behavior, and market opportunities.

For the first time, ITB China will introduce a **"China Inbound Tourism"** content section, inviting overseas experts and industry leaders to explore opportunities for Chinese inbound growth in alignment with outbound and domestic trends.

Networking

As the premier B2B industry exhibition, ITB China serves as a catalyst for industry professionals, fostering meaningful business exchanges and networking opportunities. This year's event will feature various networking sessions, including the **Official Opening Dinner** with this year's Partner Destination Maldives, the popular **Cruise Night with Trip.com**, the **Beijing Night with Beijing Municipal Culture and Tourism Bureau**, the **Buyer Networking Lunch with PROMPERU** and the After-Show **Sundowner** with TUI Blue.

For more information about ITB China 2024, please visit [www,itb-china.com](http://www.itb-china.com)

[Trade Visitor](#) and [Media Registration](#) for ITB China 2024 are now open.

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, followed by ITB India in Mumbai from 11 to 13 September. 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 4 – 6 March 2025.

More details are available at [Homepage](#)

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