



ITB
CHINA

The Market-
place for
China's Travel
Industry



ULTIMATE BUSINESS POTENTIAL LIVES HERE.

Co-host

环球旅讯
TravelDaily

27 – 29 MAY 2025 | SHANGHAI
itb-china.com

A brand of

MESSE BERLIN
China

ITB CHINA 2024 HIGHLIGHTS



+1,000
Hand-selected Buyers

+27,500
Business Meetings

+600
Exhibitors from
+80 countries

+250
Media Representatives

+15,000
Attendees

+100 Speakers
+50 Topics



"We decided to participate in ITB China on this scale because it is the perfect place for B2B networking and meetings, as well as meeting the right media. As this year's Partner Destination, we've had a very successful show. The quality of the visitors was excellent, we've had high-level meetings with serious buyers and very engaged visitors throughout the show."

—Zihuny Rasheed,
Deputy Managing Director of Maldives Marketing & PR Corporation

"This year's show was great, with huge traffic. I saw many global destinations joined by their local travel companies and agencies showcasing their products. Additionally, there was a significant increase in the number of Chinese buyers. I look forward to seeing ITB China continue to improve and foster even more synergistic cooperation between overseas suppliers and their Chinese partners."

—Zhang Nan,
Managing Director of China Comfort Travel



EXHIBITOR GOAL ACHIEVEMENT

Goal was
achieved by %

Company presentation / image building	98%
Strengthening of customer relationships	98%
Gaining new customers	96%
Presentation of new products	96%
Search for suppliers	95%



98%

of the exhibitors would **recommend** a participation at ITB China.



97%

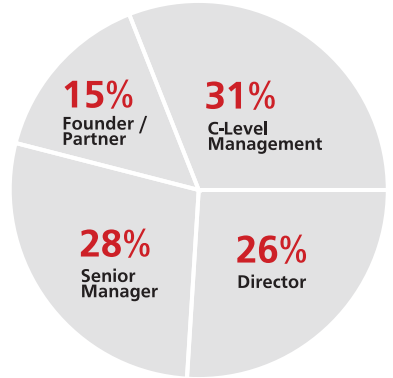
of exhibitors **intent to return** to ITB China 2025

BUYERS PROGRAM 2024

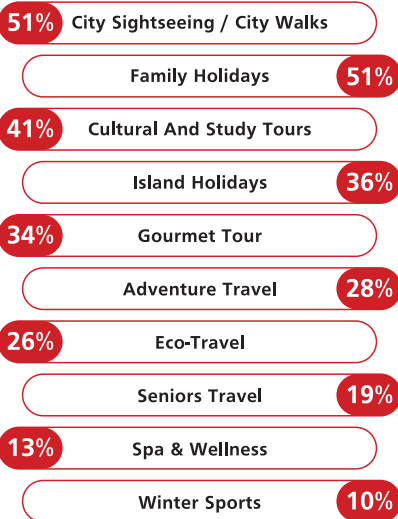
+1,000
Selected Buyers from
+790
Companies



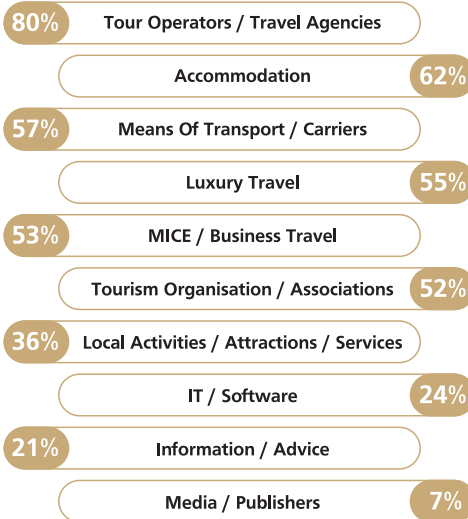
DECISION MAKERS



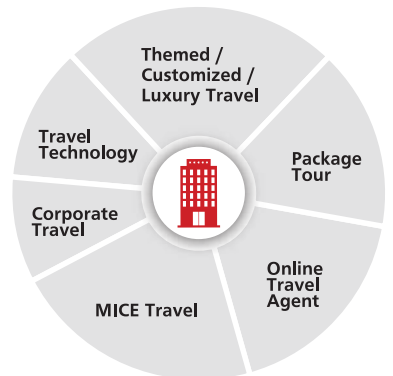
INTERESTED TRAVEL THEMES



INTERESTED PRODUCTS



COMPANY TYPE



ITB CHINA BUYERS CIRCLE

Founding & Strategic Partners



MICE & Corporate Travel Partners



Customized & Themed Travel Partners



EVENT FEATURES



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
- » ITB China Travel Trends Report
- » New Product Presentations



Tourism Promotion Organizations / Associations



Hotels / Accommodation / Bed Banks



DMC / Tour Operators



Themed / Customized Travel Supplier



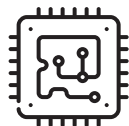
MICE / Business Travel



Transportation / Carriers



Attractions / Entertainment / Shopping



Travel Technology



Investment / Consultancy



Media / Publisher

**FULL
TRAVEL
TRADE
SPECTRUM**

BOOTH PACKAGES

5% discount:
until 31 October 2024

Registration deadline:
until 31 January 2025

RAW SPACE

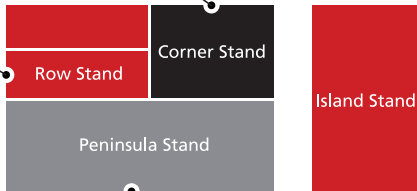
Set up your own individual booth construction with a raw space option choose your stand type with one-, two-, three- or four-sided accessibility. Included in the price are 21 pre-scheduled appointments with buyers per 9 sqm space.

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.

USD **5,040** (per 9 sqm)

USD **4,570** (per 9 sqm)

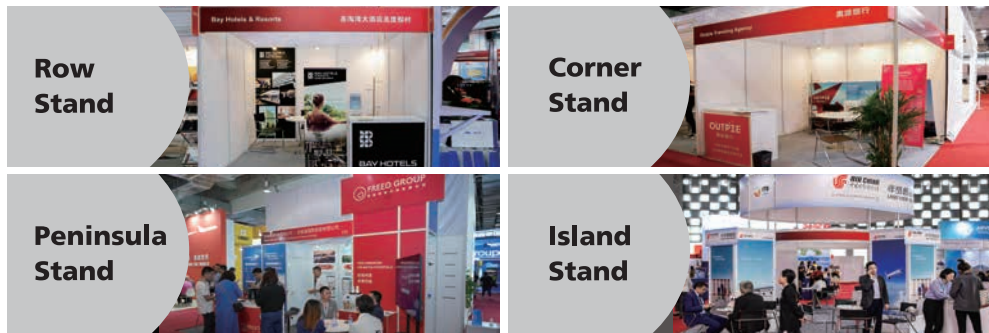


USD **6,670** (per 9 sqm)

USD **5,780** (per 9 sqm)

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.



Basic from
USD **4,810**

Premium from
USD **6,040**

* All prices in USD are quoted excluding applicable taxes.



Partner Destination



Partner Airline / Airport



Partner Hotel



Custom-Themed Partnerships



Social Event Sponsoring



Onsite Branding



Media Packages



Print & Digital



Product Showcases

**OFFICIAL
PARTNER AND
SPONSORING
OPTIONS**



ITB
BERLIN

No.1 Trade Show For The Global Travel Market

4-6 March 2025, Berlin
itb-berlin.com



ITB
INDIA

Gateway To The Indian Travel Market

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



ITB
CHINA

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

27-29 May 2025, Shanghai
itb-china.com



ITB
ASIA

The Leading B2B Trade Show For The Entire Asian Travel Market

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