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ITB China Launches Buyers Meetup in 6 Cities Across China: Connect, Collaborate, and Explore the Future of Outbound Travel

Leading up to ITB China in May 2025, a series of high-caliber Buyers Meetup will be held in key regions across China from October onwards to explore potential collaborations, discuss new trends in Chinese outbound travel and share valuable industry insights.

To strengthen global travel and tourism connections, ITB China is launching a series of **Buyers Meetup**, curated, high-profile events tailored for Chinese and China-based travel professionals. This series is part of the broader activities of the **ITB China Buyers Circle**, an exclusive network of influential buyers and industry experts. In the run-up to **ITB China 2025**, the leading B2B trade show for the Chinese travel market, taking place from **27 to 29 May at the Shanghai World Expo Exhibition & Convention Center**, the events will target key regions across China and are designed to facilitate face-to-face exchanges between the organizer of ITB China, selected outbound destinations, and prominent buyers from the respective markets.

Six regional Meetups addressing future trends and opportunities in Chinese outbound travel

In addition to strengthening ITB China's brand presence in specific markets, the series of six Meetups will foster stronger relationships between participants through direct interaction and in-depth discussions on current and emerging trends, challenges and opportunities in Chinese outbound travel.

Held in six selected cities, the events serve as a network for various travel industry stakeholders, to drive collective growth and innovation across the industry. The first Meetup will kick off on **17 October in Chengdu**, targeting the southwest market. Followed by a Meetup on **28 November in Xi'an**, focusing on the northwest market. Towards the end of the year, ITB China will host additional gatherings on **18 and 19 December in Guangzhou and Shenzhen**, concentrating on the south market. The series will continue in 2025 with a Meetup on **18 February in Hangzhou**, targeting the east market, and will wrap up with the final event on **20 March in Shanghai**.

In-depth exploration of outbound travel market trends

Each Meetup will explore pivotal topics influencing the future of the outbound travel market. Discussions will center on the latest trends and popular destinations, examining the factors that both drive and hinder emerging business in different regions. A focus will be the evolving online travel ecosystem, including strategies for travel agents to adapt and succeed in this dynamic landscape. Additionally, the Meetups will address the shifting needs of buyers, particularly in terms of the destination partners they require to meet new market demands, as well as highlighting opportunities within the outbound MICE travel sector, providing insights into identifying and managing market opportunities.

Engaging agenda with expert insights and networking opportunities

Designed to provide valuable industry insights and facilitate networking opportunities, each event will feature a rich three-hour agenda. The program will begin with a 30-minute introduction from the organizer of the **ITB China buyers circle program**, complemented with by **networking opportunities** for attendees to engage with participating buyers and outbound destination representatives. This will be followed by a **60-minute presentation by key opinion leaders**, who will share their expertise on current trends and challenges in outbound travel. The session will conclude with a 60-minute **open discussion and Q&A**, encouraging interactive conversations among attendees.

About ITB China

ITB China 2025 will take place from 27 to 29 May in the 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 Asia will be held in Singapore from October 23 to 25, 2024, covering the broader regional market. ITB Berlin, the world's leading B2B trade show for the travel industry, will take place in Berlin from March 4 to 6, 2025. ITB China, the premier marketplace for China's travel industry, is scheduled for 27 to 29 May 2025, in Shanghai. ITB India will be held in Mumbai from September 2 to 4, 2025.

More details are available at [Homepage](#)

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