

**BUYERS
CIRCLE**



ITB
CHINA

BUYERS
CIRCLE

ITB CHINA 2025

INTERNATIONAL BUYERS BROCHURE

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



"An increasing number of Singapore travel agents are turning their attention to promoting China travel products. Vibrant new Chinese destinations are particularly appealing to the younger generation of Singaporean travelers, who are eager to immerse themselves in local culture and engage in authentic activities. As a result, interactive travel experiences are gaining greater popularity among this demographic."

— Steven Ler,

President of National Association of Travel Agents Singapore

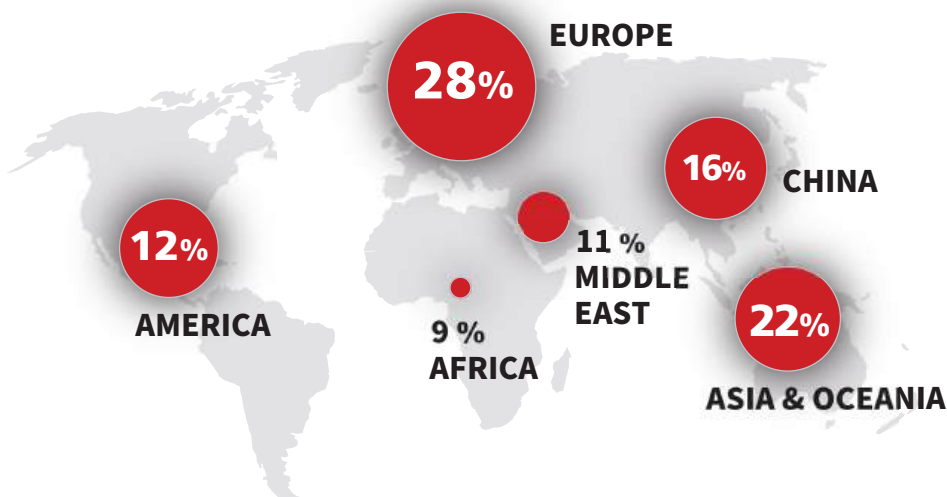
"Europe's long-haul travel is back on track, with Germany standing out as the strongest source market within the EU, with about 6 million German holidaymakers flying to other continents. China has great appeal and potential that needs to be tapped into. We aim to promote collaboration and tourism through our strategic partnership with ITB China."

— Norbert Fiebig,

President of the German Travel Association (DRV)



Global tourism resources in one show for your one-stop purchasing, with a unique matchmaking system, to enable pre-scheduled appointments and precision buyers and exhibitors matching.



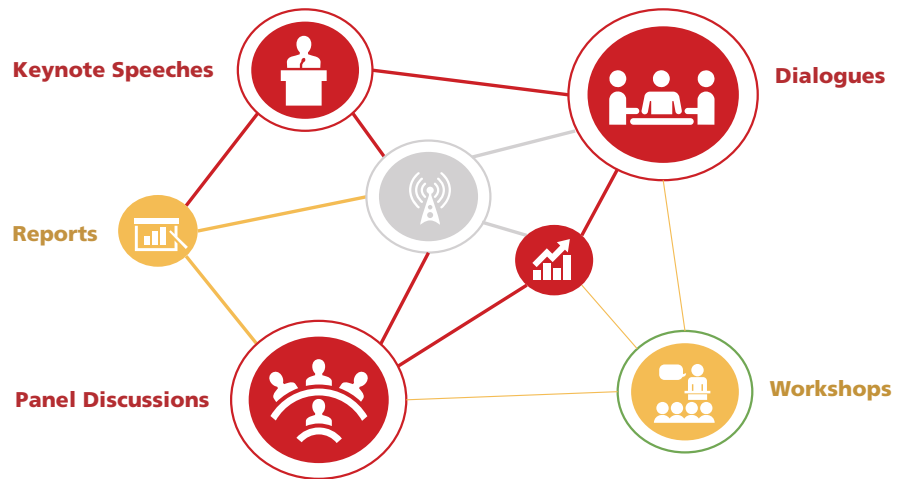
GLOBAL TOURISM RESOURCES IN ONE PLACE

EXHIBITOR GEOGRAPHIC BREAKDOWN

CONFERENCE AND REPORT

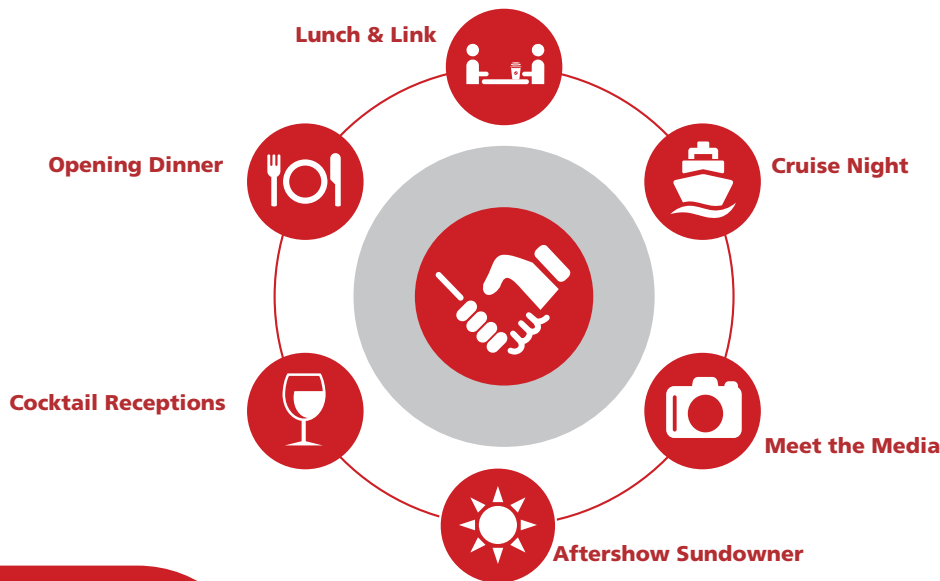


Get invaluable insights into every aspect of China's vibrant travel industry at the **ITB China Conference and Presentation Hub**, while **ITB China Travel Trends Report** provides first-hand data and insights into the travel habits of the Chinese traveler that will shape your strategy for the Chinese market.



ITB China offers a **variety of business networking events** for its attendees, designed to help quickly expand the industry connections and gain access to exceptional business opportunities in a relaxed atmosphere.

NETWORKING EVENTS



POST-SHOW FAM TRIP

ITB China offers overseas buyers a post-show Fam trip opportunity. This week-long trip with hand picked destinations will allow buyers to experience the "new exciting China" first hand.



CHINA INBOUND BOOST

China welcomed 14.64 million international visitors in the first half of 2024, representing a 153 per cent increase from a year prior. Since late last year, China has released a wide range of policies to improve the travel experience and boost its inbound tourism sector.

» Expansions of visa-free travel schemes

China has implemented visa-free policies for more countries, including Germany, France, Italy, Spain, Netherlands, Switzerland, Ireland, Belgium, Austria, Hungary, Luxembourg, Poland, Greece, Cyprus, Portugal, Slovenia, Slovakia, Denmark, Norway, Finland, Iceland, Liechtenstein, Monaco, Andorra, New Zealand, Australia, Singapore, Malaysia, Thailand, Korea.

» Optimization of payment methods

By linking the international bank cards to the WeChat or Alipay accounts, international travelers can enjoy the convenience of making payments in a variety of scenarios.

» Stay connected to your local APP/website

China's mobile networks are highly reliable, providing excellent coverage across the country. With a China SIM card, you'll have seamless access to popular apps and websites such as Google, Instagram, YouTube, and more.

CHINA TRAVEL HITLIST

— HOT DESTINATIONS —

Beijing

Shanghai

Guangzhou

Shenzhen

Chengdu

Chongqing

Xi'an

Kunming

Dali

Hangzhou

Qingdao

Guilin

Zhangjiajie

— NEW DESTINATIONS —

Silk Road

Qinghai

Xizang

Yunnan

The Three Gorges

Fujian

Guizhou

Henan

Northeast China

Xinjiang

Shaanxi

Inner Mongolia

Hainan

— POPULAR PRODUCTS —

The Great Wall

Terracotta Army

Panda

Western Route

Shangri-La Trekking

Local Experiences

Recreation Tourism

Gourmet Experience

Cruises

Science and Technology

Cultural Tourism

Immersion

Young Generation

» 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.



Scan to register

» CRITERIA

Important references for reviewing the buyer's qualification are the past China inbound 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 can also pre-schedule appointments with exhibitors but not obliged to.

CONTENT OF HOSTED BUYER PACKAGE	Fully Hosted Buyer	Partially Hosted Buyer	Trade Buyer
Checking-in all three days at the show	●	X	X
Pre-scheduled meetings with exhibitors	21	15	X
Reimbursable economy-class round-trip flights to Shanghai	●	X	X
Airport transfer to buyer hotels on show check-in day (May 26)	●	X	X
Shuttle bus services between buyer hotels and exhibition hall during show days	●	●	X
Accommodation in 4/5 star hotel from May 26-30, 2025 (up to 4 nights) in Shanghai	●	●	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	●	●	●
Admission to the networking function and events	●	●	●
Admission to Buyers Lounge	●	●	●
Have the chance to attend ITB China Buyer Circle online/offline activities	●	●	●
Have the chance to attend post-show FAM Trip	●	●	X
Registration fee (non-refundable)	USD 200	USD 100	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

HOSTED BUYER PROGRAM



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

2-4 September 2025, 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

15-17 October 2025, Singapore
itb-asia.com