

PRESS

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ITB China Conference 2025 to Spotlight Key Trends and Innovations in the Chinese Travel Market

In partnership with TravelDaily, professional conference organizer in China's travel industry, ITB China Conference 2025 is set to shape the future of travel. Taking place from 27 – 29 May at the Shanghai World Expo Exhibition and Convention Center, this premier three-day event will run alongside ITB China, featuring exclusive, tailor-made forum sessions that spotlight the hottest topics and strategies defining the future of China's dynamic travel industry.

The conference will cover key themes, including **China Outbound Travel, China Inbound Travel, Hotel and Hospitality, MICE & Business Travel, Themed & Customized Travel, and Travel Tech Innovation**. These topics will be explored through a series of keynote speeches, industry dialogues, executive interviews, and panel discussions. Attendees will gain actionable insights from global and local travel leaders across **three dynamic stages: Conference Room A, Conference Room B, and the Presentation Hub**.



ITB China Conference 2025: A Comprehensive Exploration of Travel Trends

As part of the opening speeches, Trip.com Group will unveil data-driven insights into the Chinese travel market, providing a clearer understanding of China's growing influence on global tourism.

"Trip.com Group is dedicated to providing global travelers with more convenient and personalized travel experiences. We look forward to using **ITB China Conference** - this valuable platform - to collaborate with industry peers and discuss the development and innovation of the Chinese tourism industry, addressing industry challenges, and exploring new growth opportunities together." stated Trip.com Group.

Under the theme "**China Outbound Travel**", **Michael Shoory**, Head of APAC Tourism Analysis at **Tourism Economics**, will deliver a keynote speech titled "**Chinese Tourism – What Does the Future Hold?**", drawing on Oxford Economics' forecasts, which will provide invaluable insights into expected travel flows for the coming decade. The outbound travel sector will also explore the latest changes in China's outbound tourism market, the key factors behind the recovery of international flights, emerging growth models for outbound tourism, and innovative group tour products and tour models.

As the Chinese travel industry gains momentum, the country's inbound travel market is expanding at an even faster pace. The **China Inbound Travel** segment will explore the latest market data, consumer trends, and innovative strategies for China's inbound tourism. Key topics include **international perspectives, successful social media marketing, evolving overseas demand, product innovation, and lessons from neighboring countries' success.**

As travelers' expectations for quality continue to rise, the hotel industry must deliver personalized and innovative accommodation experiences to meet the diverse needs of their guests. This has become a crucial factor in enhancing the overall quality of tourism. Under the theme of "**Hotel and Hospitality**", discussions will focus on key insights into **global hotel market performance insight, evolving traveler preferences, and how AI-driven technology powers the digital transformation of hotel ecosystems.** Industry leaders will also explore how leveraging technology can enhance efficiency, redefine guest experiences, and strengthen the long-term competitiveness of the hotel sector.

Highlights of the conference also include various segments of **Themed & Customized Travel.** From **Study Tours to Luxury Travel, Adventure Travel, Cruise Travel,** and, for the first time, **Senior Travel,** as well as **Rural Tourism,** which is another highlight for the inbound sector, attendees will explore how tourism is catering to niche markets by providing tailored and unforgettable experiences. Specifically, for Rural Tourism, topics will include **digital empowerment for rural tourism development, leveraging rural tourism for community welfare and sustainability, and strategies to offer unique Chinese rural tourism experiences to international partners.** Discussions

will cover key aspects such as **product development, brand strategy, differentiated services, and sustainable growth**, providing a comprehensive exploration of innovative approaches shaping the future of customized travel.

The **Travel Tech Innovation Forum** will showcase the latest advancements in **Destination Tech, Hotel Tech, and ESG Tech**, revolutionizing guest experiences while providing cutting-edge digital solutions. The forum will highlight how **AR/VR, AI-driven hotel booking platforms, smart hotel solutions, and AI-powered digital humans** foster collaborative innovation between the tourism and technology industries. **Petal Ads**, an all-scenario marketing platform powered by **Huawei's** cutting-edge technologies and global ecosystem, **PICO VIDEO**, a leading location-based entertainment (LBE) operation solution provider, and **AWE Asia**, the Asian branch of AWE, a spatial computing technology community and premier XR industry event, have confirmed their partnership. They will host dedicated sessions to unveil their latest technological advancements in online travel experiences at destinations, adding value and new tools to destination marketing.

Strong partnerships with prominent organizations and media including the **Society for Incentive Travel Excellence (SITE China)**, **HuiZhanBEN** and **China Business Event Industry Committee (CBEIC)** will enhance discussions on **"Business Travel" and "MICE"**. As more companies expand internationally, new opportunities are emerging for the business travel and MICE sector. A key highlight will be discussions on the overseas development strategies of Chinese enterprises and associations. Additionally, the forum will explore **the global opportunities and challenges of incentive travel** and the growing trend of **business-leisure travel (bleisure)**.

The complete program for the ITB China Conference 2025 will be available soon at www.itb-china.com.

Press and Visitor registration is open now. Click [here](#) to register and join the most vibrant event in the Chinese travel industry.

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 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 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. ITB Asia will take place in Singapore from October 15 to 17, 2025, 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 3 to 5, 2026. The inaugural ITB Americas will be held in Guadalajara, Mexico, from 10 to 12 November 2026, covering the American market.

More details are available at [Homepage](#)

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