

**PRESS**

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## **ITB China Partners with UN Tourism and Fliggy to Spotlight Rural Tourism Development**

**ITB China, the premier B2B travel trade show focused on the Chinese travel market, is pleased to announce a close collaboration with the UN Tourism and Alibaba Philanthropy, as well as Fliggy's "Travel for Good" project, to shine a spotlight on "Tourism for Rural Development". This initiative aims to create an international platform to showcase rural tourism in China, while building a dynamic bridge between Chinese rural destinations and global travel buyers. ITB China 2025 will take place from May 27 to 29 at the Shanghai World Expo Exhibition & Convention Center.**

As rural tourism emerges as a vital driver for sustainable economic growth and community development, ITB China 2025 will spotlight initiatives designed to support rural areas through tourism. A key highlight will be the **UN Tourism "Best Tourism Villages" initiative**, which promotes exemplary rural destinations from across the globe and China. Representatives from previously awarded villages – both domestic and international – will be invited to share their stories and demonstrate how they have successfully balanced community empowerment, cultural heritage preservation, and sustainable economic development.

**Zurab Pololikashvili, Secretary-General, UN Tourism** said, "Rural tourism is a vital driver for community empowerment and nature conservation worldwide. Through the Best Tourism Villages by UN Tourism initiative, we recognize and support destinations that harness rural tourism as a force for good. These villages stand as global examples of how tourism can preserve cultural heritage, safeguard biodiversity, and enhance the quality of life for residents. We are proud to share this vision at ITB China and partner with them to showcase how rural tourism is shaping a more sustainable, inclusive future for rural communities around the world."

Rural tourism plays an increasingly vital role in driving sustainable economic growth and strengthening local communities. ITB China will place special focus on initiatives that harness tourism as a catalyst for rural revitalization. In close collaboration with **UN Tourism and Alibaba Philanthropy**, ITB China, **UN Tourism, Alibaba Philanthropy and Fliggy** will host a dedicated forum titled **"China Travel: Discovering Rural Beauty"**. The forum will offer high-level insights into the development of rural tourism in China and provide a unique platform for global travel leaders to exchange ideas and

build meaningful partnerships.

Under the theme **“How the UN Best Tourism Village Award is Empowering Communities, Preserving Heritage, and Building Sustainable Economies”**, UN Tourism will lead discussions on the transformative role of tourism in rural development. This will be followed by a panel discussion titled **“Revitalizing Rural Tourism Resources, Driving Digital Transformation, and Enhancing Product Marketing from a Global Perspective.”** The session will explore the current state of rural tourism in China and examine the strategic opportunities it presents.

### **ITB China Inbound Segment: Diverse Line-Up of Leading Destinations, Travel Operators, and Hospitality Brands**

This year's inbound tourism segment will be more diverse and wide-ranging than ever, with participation from **Beijing, Hubei, Guangxi, Lahsa, Hangzhou, and Shanghai**. Exhibitors include top travel operators such as **China Tourism Group Travel Services**, **Hubei Best Tour**, **Guangxi Tourism Development Group**, **China International Travel Service Guilin Co., Ltd.**, **Spring Tour**, **Zhejiang EVERBRIGHT**, and **Guangdong China Travel Service**, as well as key state-owned enterprises such as **Huangshan Tourism Group**. Major hospitality brands, including **Donghu Group**, **Jinjiang International Group**, **Jiushi Group**, **LN International**, and **Wanda Hotels & Resorts** will present China's evolving standards in international hospitality.

### **China Inbound Travel Forum offers Strategic Global Insights**

The **China Inbound Travel Forum** will provide a global perspective on the Chinese travel market, bringing together key players from major international source markets, top inbound tour operators, and leading industry experts. Discussions will center on fresh strategies for promoting Chinese destinations to overseas audiences, with a focus on real-world case studies and practical, data-driven insights. The **World Travel & Tourism Council (WTTC)** will share its **Annual Report on Tourism's Economic Impact**. Additional sessions will cover topics such as **“Decoding China's Viral Destinations on Global Social Media: Channel Tactics & Content Ciphers”**, **“Market Demand Variations Across Overseas Sources and Product Adaptation Strategies”** and **“Capitalizing on the Surge in Travel to China: Strategies for Sustainable Growth Across Hotels, Airlines, Travel Agencies, and OTAs”**.

### **Networking Events to Foster Exchange**

To foster collaboration and celebrate local culture, several high-profile networking events are planned. **Beijing Night**, hosted by the Beijing Municipal Bureau of Culture and Tourism, will showcase the capital's rich tourism offerings on the evening of May 27, while **Guangxi Night**, hosted by the Department of Culture and Tourism of Guangxi Zhuang Autonomous Region, will showcase the capital's rich tourism offerings on the evening of May 28. The **Hubei Networking Lunch**, hosted by the Department of Culture and Tourism of Hubei Province, will offer a taste of regional

charm and foster dialogue among industry professionals from China and across the globe on May 27.

Following the exhibition, international buyers will be invited on **an exclusive seven-day familiarization trip from May 29 to June 4** to explore **Hangzhou** and **Beijing** in depth. The curated itinerary includes immersive cultural experiences, intangible heritage activities, culinary tastings, site visits to transport infrastructure, and meetings with leading tourism enterprises. The program aims to showcase China's diverse tourism offerings and service excellence while fostering lasting international partnerships.

For more details, visit [www.itb-china.com](http://www.itb-china.com).

Press and visitor registration is now open. [Click here](#) to register and be part of the most dynamic 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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