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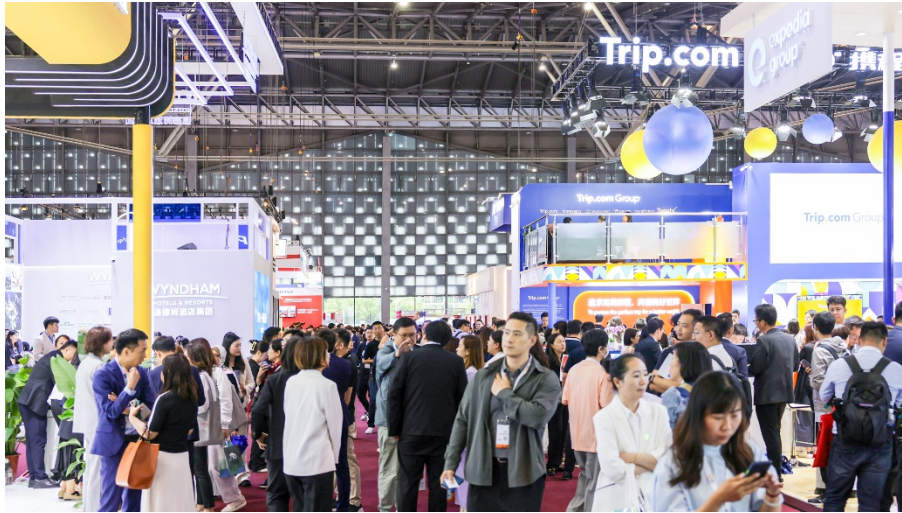
### ITB China 2025 is sold out

- **Exhibition space grows by over 30%**
- **Record attendance of 1,400 buyers expected**
- **ITB China Conference to feature 150 speakers covering 60 topics**
- **Exhibitor list and Conference agenda now online**

**ITB China 2025**, taking place from May 27–29 at the Shanghai World Expo Exhibition and Convention Center, **is sold out**. This year's edition boasts a remarkable 30 percent increase in exhibition space compared to 2024 and brings together more than **700 exhibitors from 85 countries, and 1,400 buyers** from all corners of China, underscoring China's position as a dynamic and indispensable market in the global travel ecosystem.

**The ITB China Conference**, which runs in parallel to the show and is co-organised by China's leading conference organizer **TravelDaily**, is set to welcome over **150 senior executives, procurement leaders, and industry experts** from global tourism boards, airlines, hotel groups, leading travel enterprises, and travel agencies. Key themes will include China Business Travel, Themed & Customized Travel, and Innovations in Travel Technology. **Featuring more than 60 cutting-edge topics**, the event will offer attendees deep industry insights and highlight emerging trends through a series of dynamic discussions—empowering participants to identify new opportunities in the evolving tourism landscape.

The sold-out announcement comes at a time of increasing global political and economic uncertainty, yet also unprecedented opportunity. **Lydia Li, Director of ITB China**, remarked, "The record growth of ITB China 2025 is a testament to a travel industry that is as resilient as it is innovative. By bringing together leading voices and cutting-edge solutions from around the globe, this year's show once again proves that China remains at the center of the world's travel narrative. Together with our industry partners, we are equipping attendees with tangible insights and fostering essential business relationships that will shape the travel landscape of tomorrow."



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ITB China 2025's rich exhibitor line-up reflects both the extensive geographical coverage and the dynamism of emerging markets. **Europe, the largest world region represented at ITB China**, expanded its footprint on the show floor by **35 percent**, while **Middle East & North Africa** maintained its robust presence with a **23 percent increase**. **South America** established itself as a front-runner with a **99 percent uplift**, as **Colombia** made its debut alongside returning delegations from **Peru, Brazil, Buenos Aires**, and the **Bahamas** (Caribbean). **Mexico City** - part of **North America** - also joined for the first time as part of the **broader Americas region**.

**Asia** impresses with a **47 percent growth**, with **Malaysia**—this year's Official Partner Destination—offering an immersive experience through interactive cultural showcases and a robust lineup of high-impact promotional initiatives. Driven by a remarkable **200% surge from Central Asia and the South Caucasus**, ITB China welcomes first-time exhibitors including, **Azerbaijan and Kyrgyzstan**. Newcomer **Kazakhstan** makes a sensational debut with its inaugural national pavilion, showcasing six distinct regions in the country's largest-ever trade-fair booth.

**China's presence grew by 63 percent**, featuring a strong participation from mainland inbound hubs such as **Beijing, Hubei, Guangxi, Hangzhou, Lhasa and Shanghai** which will showcase the latest developments in regional tourism infrastructure and immersive cultural offerings to international hosted buyers.

**Other newcomer destinations** include **Algeria, Brunei, Cyprus, Diriyah, Hokkaido, Hong Kong, Oman, Sarajevo, and South Africa**, each bringing fresh and unique offerings to the global marketplace of ITB China.

Across the show floor, leading brands from every sector are showcasing their latest products. **Hospitality giants** such as **Marriott International, Jin Jiang International, DONGHU GROUP, Meliá Hotels International, Pan Pacific Hotels Group, and Wyndham Hotels & Resorts** highlight their newest properties and loyalty programs. **Airlines**, including **EGYPTAIR, Ethiopian Airlines Group, JUNEYAO AIR, and**

**Malaysia Airlines** are presenting their expansive route networks. **Tour operators** such as **G2 Travel Limited, MOKERTRIP, and Fantastic Latam Tour** are in attendance, alongside **cruise operators** like **Royal Caribbean International, Oceanwide Expeditions, CroisiEurope Cruises, Hurtigruten Expeditions, Poseidon Expeditions, and shangchuanba.com**. Popular **attractions**, including **Galleries Lafayette Haussmann, Louvre Abu Dhabi, Disneyland Resort, Universal Destinations & Experiences, and the Shanghai Tower** are also being featured. A new highlight this year is the **Travel Innovation Hub** – a dedicated technology section focused on smart applications and sustainable development in tourism. Key players such as **Trip.com Group, Fliggy, Tongcheng, Meituan, Petal Ads, Tencent Smart Tourism, Heytrip International, Guangdong Qiyouji, Mize, CONVERGENT, Expedia Group, and Travco** are showcasing how they are revolutionizing travel experiences. **The complete list of exhibitors has been officially released.** Click [here](#) to access detailed exhibitor information.

Over **1,400 outbound travel buyers** will attend this year's show, **covering all Chinese provincial-level region for the first time in ITB China's history, as well as the global Chinese business procurement markets. 30 percent** specialize in **customized, themed, or luxury travel**, and another **30 percent** are focused on **MICE and corporate travel**. For the **China inbound** segment, ITB China welcomes buyers from **19 countries**, including Germany, Italy, UK, France and the US, with **Spain and Korea** joining for the very first time.

The conference is anticipated to convene approximately **150 senior executives, procurement professionals, and industry experts from international tourism boards, airlines, hotel groups, leading travel corporations, and travel agencies.** Core themes will encompass **China Business Travel, Themed & Customized Travel, and Innovations in Travel Technology.** Featuring a comprehensive agenda of over **60 in-depth topics**, the event will provide in-depth industry insights and illuminate emerging trends through a series of structured, high-level discussions—enabling participants to strategically identify new opportunities within the evolving global tourism landscape.

The concurrent ITB China Conference features strategic partnerships with leading organizations, such as **UN Tourism, WTTC, SITE China, Tourism Economics and ATTA**, bringing high-level industry expertise and data-driven insights to the stage.

**The agenda for the ITB China Conference is now available online.** Click [here](#) for more information.

[Trade Visitor](#) and [Media registration](#) for **ITB China 2025 is now open.** All attendees are required to complete their online registration prior to the event.

#### **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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