

PRESS

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ITB China 2025 unveils new Travel Innovation Hub, advancing the integration of Technology and Tourism

ITB China 2025, taking place from May 27 to 29 at the Shanghai World Expo Exhibition & Convention Center, will unveil the Travel Innovation Hub, a unique new platform showcasing the intelligent and sustainable integration of technology into the travel industry. **With its three pillars – the Travel Innovation Showcase, the Travel Tech Forum, and the Travel Innovators Pitch** – the Travel Innovation Hub is set to become a catalyst for industry change. It features **major tech players such as Trip.com Group, Fliggy, Tongcheng Travel, Meituan, Petal Ads, Heytrip International, Mize, Guangdong Qiyouji, CONVERGENT, Expedia Group, Travco, and many more**, as well as exclusive activities such as the **Travel Innovators' Gathering** sponsored by **Tencent Smart Tourism**.

As China continues to be a leader in global tech innovation while also ranking among the world's largest tourism markets, this initiative marks a major step forward in the digital transformation of the global travel ecosystem. Developed in response to the rapid digitalization of the industry, the Hub reflects how emerging technologies such as artificial intelligence, big data, and cloud computing are transforming travel experiences. From immersive virtual tourism and location based virtual reality (LBVR) to AI-driven assistants, contactless services, and smart hospitality systems, these technologies are redefining how travel is created, delivered, and consumed.

Vincent Wen, Director of Huawei Consumer Cloud Service Business Growth Dept, stated: "This year marks our second appearance at ITB China. As an intelligent marketing platform powered by the HarmonyOS ecosystem, Petal Ads is poised to deliver one-stop cultural tourism solution for more industry partners. China's outbound tourism market is radiating tremendous consumption potential and innovative energy. We will steadfastly advance industry digitalization through technological empowerment, leveraging smarter and hyper-localized marketing services to help partners seize growth opportunities in the resurgent outbound travel sector."



Strategic focus on three core areas

The **Travel Innovation Hub** is built around three core components designed to foster innovation, promote meaningful collaboration, and accelerate the future of travel. The first is the **Travel Innovation Showcase**, a dedicated exhibition area bringing together many of the world's leading travel technology companies. Leading online travel platforms will unveil AI-powered breakthroughs: **Trip.com Group** will showcase its personalized travel ecosystem driven by AI; **Fliggy** will introduce a multi-model AI itinerary assistant; **Tongcheng Travel** will explore a unique business model that integrates eSports with cultural tourism; and **Expedia Group** will demonstrate customizable travel experiences powered by its robust APIs and service capabilities. In addition, technology companies such as **Mize**, **YEEPAY**, **Nium**, **Heytrip International**, and **Meituan** will showcase their respective innovations, collectively demonstrating the diverse vitality and vast growth potential of the travel technology ecosystem.

The second pillar, the **Travel Tech Forum** explores the transformative potential of technology across tourism through a curated series of expert-led dialogues. The Forum will be structured **around three thematic areas**.

Under the theme of **Destination Tech**, a panel co-organized with **AWE Asia**, the premier XR industry community in the region, will examine "**A two-way Journey of digital travel and extended reality (XR)**", featuring insights from **Pico VIDEO** by **ByteDance**, **Visionstar**, and **Metavision**. A second panel in this track themed "**What new sparks will be ignited when AI meets tourism services?**" will explore the convergence of artificial intelligence and tourism services, with contributions from **DEEP Robotics**, **Smart Guide**, **Mafengwo.com**, and **Amazon Web Services**, who will address how AI-powered customer support, intelligent recommendations, and supply-demand matching can elevate user experience and boost operational efficiency.

The **ESG Tech section**, co-organized with **Petal Ads**, a **Huawei-powered** all-scenario marketing platform, will present a panel titled "**Sustainable Travel: A New Paradigm for Tourism from a Global Perspective**". With insights from **Fudan University, Andalusia Tourism Board, SLH, and China UnionPay**, this session will explore new global pathways for sustainable travel, focusing on three key dimensions: technology empowerment, cultural leadership, and global collaboration.

The third pillar of the Travel Innovation Hub, the **Travel Innovators Pitch**, is a high-energy platform where **eight handpicked tech companies** will present their groundbreaking products and solutions to an audience of investors, tourism leaders, and media. Each company will have eight minutes to pitch their vision, followed by networking and direct feedback from industry stakeholders and investors. Prior to the pitch event, selected companies will also participate in the **Travel Tech Tour**, a series of roadshows co-organized by ITB China and media partner **36Kr**, aimed at bridging the gap between the technology and tourism industries.

The innovation journey will culminate in the **Travel Innovators' Gathering**, a relaxed yet impactful networking event sponsored by **Tencent Smart Tourism**. This exclusive evening will bring together all Forum speakers, pitch participants, investors, jury members, and professionals from across the travel and tech industries for informal exchanges and collaboration-building in a more personal setting.

For more information about ITB China Conference, visit [here](#).

[Trade Visitor](#) and [Media registration](#) for **ITB China 2025** are now open. All attendees are required to complete their online registration prior to the event. For further details, please contact us at contact@itb-china.com.

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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Press contacts:

ITB Berlin / ITB Asia /

ITB China / ITB India:

Julia Sonnemann

PR Manager

Messedamm 22

14055 Berlin

P [+49 30 3038-2269](tel:+493030382269)

julia.sonnemann@messe-berlin.de

www.messe-berlin.com

Messe Berlin GmbH

Emanuel Höger

Spokesman

Senior Vice President

Communication

Messe Berlin Group

Messedamm 22

14055 Berlin

www.messe-berlin.com

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Additional information:

www.itb-china.com

Messe Berlin China

Management:

David Axiotis

Vice President China

Messe Berlin

Messe Berlin GmbH Management Board:

Dr. Mario Tobias (CEO), Dirk Hoffmann (COO)

Chairman of the Supervisory Board: Dr. Eric Schweitzer

Companies register: Amtsgericht Charlottenburg, HRB 5484 B (Commercial Code)

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