

PRESS

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ITB China 2025 Launches Dedicated Panels to Address Growing Demand and Business Opportunities in Themed and Customized Travel

The growing demand for customized experiences is reshaping Chinese outbound travel. ITB China 2025, which will take place from May 27 to 29 at the Shanghai World Expo Exhibition and Convention Center, will feature six expert panels covering various segments, including **Senior Tourism, Educational Travel, Cruise Travel, Customized Travel, Luxury Travel, and Adventure Tourism**. Key topics will include personalization, product innovation, demographic shifts, and industry scalability.

As Chinese travelers continue to seek more meaningful, flexible, and personalized journeys, **ITB China 2025** is responding to this shift by making **Themed and Customized Travel** one of its key themes. During the three-day trade show, the dedicated program will feature focused keynote speeches and panel discussions that bring together experts and industry leaders to explore new opportunities.



Personalization as the New Standard

The rise of niche interests and segmented demand is transforming the landscape of the travel industry. Travelers are increasingly moving away from mass-market products, instead opting for tailored experiences that offer cultural depth, flexibility, and a sense of discovery. Whether it's in-depth local immersion, private transportation, or itinerary flexibility, customization has become a key driver of traveler satisfaction and business innovation.

ITB China's **Themed and Customized Travel panels** address these trends with practical insights and strategic foresight, aiming to help businesses evolve alongside traveler expectations.

Wednesday, May 28, Presentaion Hub

13:30–14:10 – Senior Tourism

With China's aging population on the rise, a generation of affluent, experience-seeking senior travelers is emerging – and the trillion-yuan senior travel market is demanding fresh attention. The panel **"Redefining the New Silver Travelers: Capturing China's Trillion-Yuan Senior Tourism Opportunity"** will bring together industry leaders from senior lifestyle communities, prominent travel brands, and academic researchers to explore how the travel sector can effectively cater to the needs of senior travelers. The session will present strategies for developing tailored products, services, and inclusive messaging that resonate with this increasingly influential market segment.

14:50–15:30 – Educational Travel

The surge in educational travel presents both major opportunities and challenges for travel operators. The session **"Educational Travel: Golden Opportunity or Hidden Trap for Travel Agency Evolution"** will focus on strategies to ensure meaningful learning outcomes and navigate the evolution of educational tourism in China. Attendees will gain actionable insights into how to adapt business models to meet the rising expectations for high-quality educational travel products.

15:30–16:10 – Customized Travel

As personalized travel expands beyond the luxury segment, the session **"The Competitive Landscape of Customized Travel: From Boutique to Scalable – Who Will Lead the Tailored Tourism Race?"** will examine whether the concept of "true" customized travel needs to be redefined. Industry experts will explore how tailored travel offerings can be scaled through innovation, technology, and strategic differentiation. The session will also analyze which market players – ranging from traditional wholesalers to direct-to-consumer DMCs – are best positioned to lead this evolving segment, and how businesses can build a competitive edge in a rapidly changing landscape.

Thursday, May 29, Conference Room B

10:00-11:00 – Luxury Travel

Today's Chinese luxury travelers are seeking more than comfort – they are increasingly drawn to immersive, personalized, and culturally rich experiences. From 10:00 to 10:20, **Jun Shen, Account Director of Greater China at Virtuoso**, will deliver a keynote titled **"Redefining Luxury Travel: Innovation and Transformation in China's Market."** Drawing on Virtuoso's exclusive market data, this presentation will examine the evolution of luxury travel in China across three dimensions: Consumer Insights, Industry Transformation, and Tech Integration. The session will provide data-backed insights and actionable recommendations as we explore the future of luxury travel today. Following that, from 10:20 to 11:00, the session titled **"Experiential Luxury: What Are Chinese High-**

End Travelers Really Looking For?" will highlight case studies of successful adaptations in luxury travel design and explore potential innovations. Panelists will examine emerging trends in destination design, service models, and sustainability, offering insights into what truly resonates with China's high-end travel segment.

11:00–12:00 – Adventure Tourism

Adventure travel continues to gain traction among younger travelers seeking immersive and tailored experiences. From 11:00 to 11:15, **Hannah Pearson, Regional Director APAC at the Adventure Travel Trade Association (ATTA)**, will take the stage with a keynote titled **"Emerging Trends in Adventure Tourism."** Drawing on her expertise in the Asia-Pacific region, Pearson will share key insights into the evolving preferences of adventure travelers and highlight new opportunities shaping this fast-growing segment of the travel industry. Following the keynote, the session titled **"Understanding the Adventure Traveler"**, held in partnership with the **Adventure Travel Trade Association (ATTA)**, will bring together representatives from tourism boards, buyers, sellers, and industry associations to explore traveler behavior, product trends, and regional differences in expectations. Panel experts will share insights on how to effectively tailor adventure travel offerings to meet the distinct needs of various source markets, providing actionable strategies for this dynamic and growing segment.

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

[Trade Visitor](#) and [Media registration](#) for ITB China 2025 is closing soon. 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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Press contacts:

ITB Berlin / ITB Asia /

ITB China / ITB India:

Julia Sonnemann

PR Manager

Messedamm 22

14055 Berlin

P +49 30 3038-2269

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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