



PRESS

27 – 29 MAY 2025 | SHANGHAI

21 May 2025

Navigating Change: Key Industry Voices on Outbound Travel and Hospitality at ITB China 2025

Running concurrently with ITB China, the **ITB China Conference 2025** will take place **from May 27 to 29** at the **Shanghai World Expo Exhibition and Convention Center**. Co-organized with **TravelDaily**, a leading professional conference organizer in China's travel industry, the conference will focus on **six key themes: China Outbound Travel, China Inbound Travel, Hotel and Hospitality, MICE & Business Travel, Themed & Customized Travel, and Travel Tech Innovation**. Over the three days, **more than 150 global and local industry leaders** will share insights across **60+ keynote speeches, executive interviews, panel discussions, and industry dialogues** – diving deep into the most pressing issues and forward-looking strategies shaping the future of China's travel landscape.

Among the broad range of topics, particular attention will be given to two key forum sessions: **Outbound Travel: New Directions and Shifting Demands** and **Hospitality: Rethinking the Guest Experience**. These sessions will explore how evolving traveler expectations and shifting market dynamics are transforming international travel and guest experiences. Key speakers include industry leaders from **Trip.com Group, the European Travel Commission, Tourism Economics, the Moroccan National Tourist Office, Kazakh Tourism, HCG International Travel Group, Tuniu.com, Jin Jiang International, Donghu Group**, and more.



Panelists on a stage at the ITB China Conference and an audience.

Copyright: ITB China

Outbound Travel: New Directions and Shifting Demands

The **Outbound Travel** sessions on **May 27 in Conference Room A** will explore how the industry is adapting to travelers' behavioral shifts and future growth.

Under the theme “**China Outbound Travel – What Does the Future Hold?**,” **Michael Shoory**, Head of APAC Tourism Analysis at **Tourism Economics**, will provide valuable insights into expected travel flows for the coming decade based on Oxford Economics' forecasts and explore how China's role in the international tourism landscape may evolve compared to domestic and inbound trends.

The session titled “**The New Rules of Attraction: How Overseas Destinations Adapt to Changing Demands of Chinese Travelers**” will feature representatives from the **Moroccan National Tourist Office**, the **European Travel Commission**, the **United (Beijing) International Travel Service**, **Trip.com Group**, and **TravelDaily**. The session will focus on market recovery strategies, generational shifts in traveler expectations, and how destinations can remain relevant in an increasingly competitive environment.

How younger demographics are reshaping traditional group travel will be examined in the roundtable “**New Products + New Grouping Models + New DMCs = The Emerging Trends of Group Tours**”. The session will feature representatives from **Kazakh Tourism**, **Youxiake International**, **HCG International Travel Group** and **LAZY CAT TRAVEL**. It will focus on three key areas: product restructuring to adapt to evolving consumer needs, the development of innovative group tour models, and the upgrading of ground services.

Representatives from **Xinjiang China International Travel Service Co., Ltd**, **6 RENYOU Tailor-made Travel**, **Zhiketong Technology**, **Tuniu.com**, and **Shenzhen Travel Hundred Person Club** will share successful case studies and beneficial insights on how to boost conversion through effective digital media strategies in the panel **“From Customer Acquisition to Precision Conversion: The Evolution of New Media Strategies”**.

The keynote **“Decoding the Revival: Air Travel Resurgence & Hospitality Trends Behind the Numbers”** by **Hanming Li** of **globaltraveldata.com** will deliver insights into recovery trends in air travel and hospitality through analysis of booking patterns and flight capacity data.

Hospitality: Rethinking the Guest Experience

The **Hospitality** sessions on **May 29 at Conference Room A** will delve into the transformation of hotel brands and services in response to rising demand for personalized, high-value, and tech-driven guest experiences. The sessions are tailored to hospitality professionals seeking to evolve with shifting consumer expectations.

Xueying Dai from **Horwath HTL** shares key metrics on China's luxury hotel recovery in the session **“Metrics & Momentum: China's Luxury Hotel Recovery & Guest Spending Patterns”** and will explore how service innovations and travel agency partnerships are boosting bookings and guest spending in both domestic and inbound markets.

As guests increasingly seek immersive and personalized experiences, industry leaders from **Donghu Group**, **Relais & Châteaux**, **Xi You**, and **New Century Tourism Group** explore how local culture, art, cuisine, community resources, and smart technology can be integrated to strengthen brand identity, drive customer loyalty, and expand competitive advantage in the session **“Integrating Local Experiences into Hotels – How to Expand Core Competitiveness Beyond Accommodation”**.

The session **“Hotel Group Brand Strategy – Does More Brands Mean More Profit?”** will explore the role of brand diversification in driving business performance. Executives from **Jin Jiang International** and other leading hospitality groups will share their perspectives on portfolio expansion, brand positioning, and how to strike the right balance between scale and differentiation in an increasingly competitive market.

Cindy Heo of the **EHL Hospitality Business School** will showcase how data quality, system integration, and AI tools can elevate service levels and operational efficiency in the session **“AI in the Hospitality Industry – Turning Deep Data into Superior Guest Experiences”**.

Exhibitor Insights at the Presentation Hub

The **Presentation Hub** offers a dynamic stage for exhibitors to share their strategies, innovations, and destination highlights tailored to China's outbound travel market.

On **May 27**, the **Hong Kong Tourism Board** will highlight the region's potential under the theme "**Where you can achieve MORE.**" **VFS Global** will address solutions to simplify cross-border mobility. The **Brazilian Tourist Board** will highlight Brazil's unparalleled natural beauty and vibrant culture. The **Mexico City Ministry of Tourism** will present the country's unique blend of nature and culture, while **Simplify Technology** will focus on the application of AI in the field of air travel itinerary splicing. Additionally, **Astana Tourism** will unveil the tourism potential of Astana by strategies and initiatives.

The following day, on **May 28**, **CONVERGENT** will outline how B2B travel platforms are driving a new outbound travel experience. **Expedia Group** will present innovations shaping the future of travel. **LianLian Global** will focus on the role of cross-border payment technologies in enabling seamless global travel. Further highlights include destination presentations from the **Israel Ministry of Tourism** titled "Welcome back, Israel is waiting for you!"; **Nium**, exploring opportunities and challenges in airline payments and distribution; and **Diriyah**, standing as a symbol of Saudi Arabia's rich history and cultural heritage as the birthplace of the Saudi state.

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

[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](#)

Follow us on [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Youtube](#) | [Wechat](#) | [Wechat video](#) | [Weibo](#)

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

[Data protection notice](#)

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)

[Data protection notice](#)

You can ask to remove your e-mail address from the press distribution list at any time. To this end please send an e-mail to presse-itb@messe-berlin.de.