

**PRESS**

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## **ITB China 2025 C-Talks Gathered Over 30 Senior C-level Executives to Shape the Future of Tourism**

On the opening day of **ITB China 2025**, more than **30 high-ranking executives** from China's leading outbound travel companies and senior representatives from national tourism boards and ministries gathered at the exclusive closed-door **C-Talks** round table, addressing key topics of the Chinese and global travel industry.

Organized by **ITB China**, the **C-Talks** set the stage for a high-impact gathering at the **Qiantan Shangri-La Pudong Hotel** in Shanghai. The exclusive round table united C-level executives from China's key outbound travel companies – such as **Spring Tour, Grand China MICE, Fliggy, GZL International, HHtravel, HCG TRAVEL GROUP, HUAWEI Consumer Cloud Service, CAISSA, China Comfort Tourism Group, Tencent Smart Tourism, Tuniu.com, Rednote, Bravolinks, China Association of Travel Services(CATS), and UTour**, with senior officials from 16 national tourism boards and ministries representing **Abu Dhabi, Egypt, Ethiopia, Georgia, Kazakhstan, Kyrgyz Republic, Malaysia, Morocco, Nicaragua, Portugal, Peru, Qatar, Serbia, and Türkiye**.



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In a strategic dialogue, they discussed redefining Chinese outbound travel, navigating global uncertainties, engaging a new generation of Chinese travelers, and leveraging the transformative power of Extended Reality (XR) and Artificial Intelligence (AI) to drive growth and innovation in the global tourism industry.

### **Topic 1: Turning Uncertainty into Opportunity: Rethinking Global Travel Strategies in a Rapidly Changing World**

With currency fluctuations, global challenges, and safety concerns continuing to influence destination choices and shifting travel behavior, participants explored new approaches to resilience, agility, and cooperation under the theme **“Turning Uncertainty into Opportunity: Rethinking Global Travel Strategies in a Rapidly Changing World.”** Participants emphasized that China’s outbound tourism market is undergoing a structural transformation marked by the new trend of “stable volume, upgraded quality.” Travelers of different ages now have different preferences. Some seek premium services and immersive experiences, while others are drawn to destinations that are popular on social media. This evolving and varied demand fuels the development of a multi-tiered, specialized tourism product ecosystem. While in the MICE sector, destinations along the Belt and Road routes, and emerging markets, such as Saudi Arabia and other Middle Eastern countries, are gaining traction. Business travelers are placing increasing value on cultural exchange and enriched, experience-driven itineraries as part of their trips.

### **Topic 2: Redefining the Market: China’s Changing Traveler Profiles**

Under the title **“Redefining the Market: China’s Changing Traveler Profiles,”** attention turned to China’s rapidly evolving outbound market. The participants observed a clear shift in the travel habits of Chinese tourists, and pointed out that younger generations, especially those born after 1995 and 2000, are turning to platforms such as Rednote for inspiration before they travel, placing greater value on emotional connection and immersive experiences. Meanwhile, older travelers – thanks to more flexible time and financial resources, opting for niche, long-haul, and slow-paced trips. Overall, there’s a move from simply “seeing the world” to truly “feeling the world” with a growing focus on cultural resonance, personal expression, and meaningful engagement with local communities and sustainability. This shift is prompting tourism businesses and destinations to rethink how they design and market experiences, putting users, storytelling, and cultural relevance at the forefront.

### **Topic 3: Transforming Travel: The Impact of XR and AI on the Future of Tourism**

The final session, **“Transforming Travel: The Impact of XR and AI on the Future of Tourism,”** explored how cutting-edge technologies are revolutionizing the travel industry. The participants highlighted the vital role of XR and AI in destination marketing, personalized travel planning, and enhancing tourist experience. These technologies enrich journeys, improve visitor flow, and help ease overtourism. As competition grows, digital transformation is emerging as a key growth driver. XR is shifting from pre-trip inspiration to immersive on-site experiences, deepening cultural understanding through digital reconstruction and interactivity. AI supports personalized, end-to-end services with content generation, multilingual avatars, and smart recommendations, greatly enhancing travel for international visitors.

## 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.

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