



ITB
CHINA

The Market-
place for
China's Travel
Industry

ULTIMATE BUSINESS POTENTIAL **LIVES HERE.**

26 – 28 MAY 2026 • SHANGHAI
itb-china.com

A brand of



MESSE BERLIN
China

ITB CHINA 2025 HIGHLIGHTS

+1,400

Hand-selected Buyers

+38,800

Business Meetings

+280

Media Outlets

+20,500

Attendees

+700

Exhibitors from
85 Countries

+150 Speakers

+60 Topics



"Since we brought a larger delegation from Malaysia this year, the feedback from our Malaysia sales staff has been very positive. As they have met many buyers during the business meetings, not only from China but also from other countries, they were able to close more deals. They were happy with this year's participation and hope to participate again at next year's ITB China."

—**Norhayati Zainuddin,**
Deputy Director of Malaysia Tourism Promotion Board

"This year, there were many tourism boards, promotion organizations, and resource persons and partners from countries with niche destinations. It was a great pleasure for us to meet so many suppliers of emerging destinations all at once at one show."

—**Huang Jingru,**
Vice President of GZL INTERNATIONAL TRAVEL SERVICE LTD.,



98%

of the exhibitors would **recommend** a participation at ITB China.



97%

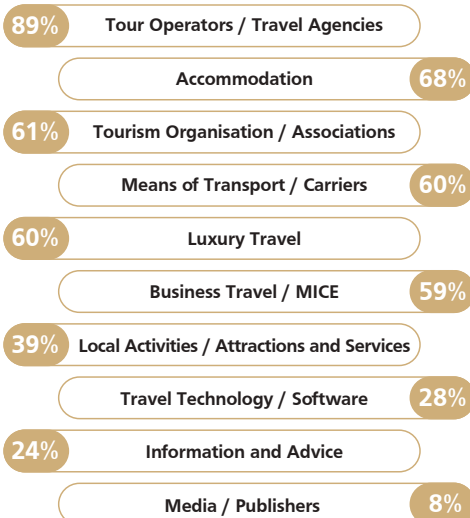
of exhibitors **intent to return** to ITB China 2026

BUYERS PROGRAM 2025

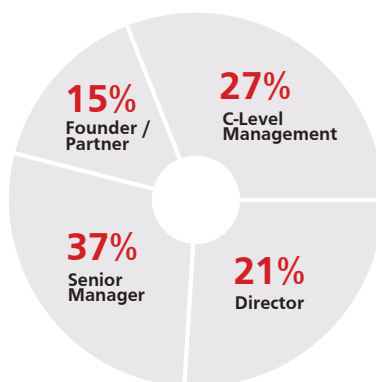
+1,400
Selected Buyers from

+1,120
Companies

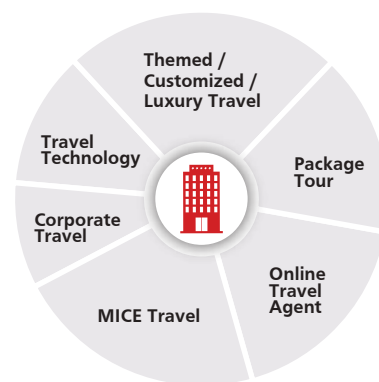
BUYER INTERESTS



BUYER PROFILES



BUSINESS FOCUS



ITB CHINA BUYERS CIRCLE

Founding & Strategic Partners



MICE & Corporate Travel Partners



Customized & Themed Travel Partners



ITB CHINA 2025 ATTENDEES BY COMPANY TYPE



**TRADE
VISITORS
2025**

+20,500
Attendees

35% Increase

EVENT FEATURES



NETWORKING

- » Opening Dinner
- » Networking Lunch
- » Aftershow Sundowner
- » Evening Functions

BUSINESS

- » Exclusive B2B Show
- » Pre-scheduled Appointments
- » Hand-selected Buyers
- » High Quality Attendees

TRENDS

- » ITB China Conference
- » Top Level Speakers & Experts
- » ITB China Travel Trends Report
- » New Product Presentations

Early Bird Discount

5% Off – Register by
October 31, 2025

ITB China 2026
Registration Deadline:
January 31, 2026

RAW SPACE

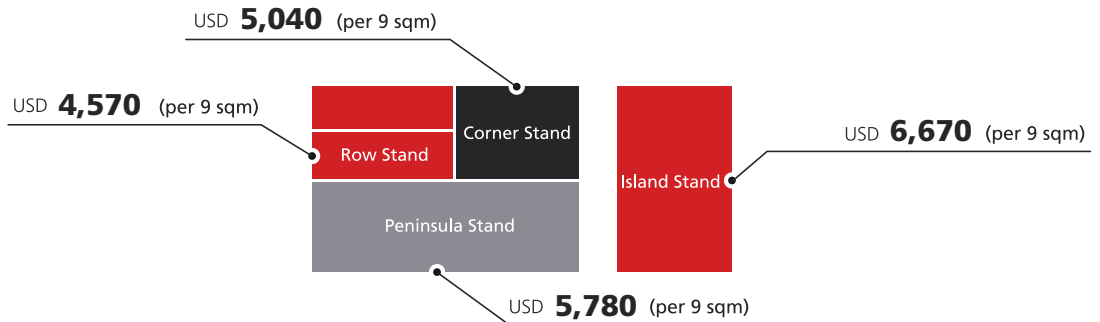
Design your own booth with complete flexibility. Select from stand types with one-, two-, three-, or four-sided accessibility.

Key Details:

Minimum booking: 18 sqm

Raw space over 400 sqm: Row stand price applies

Double-storey structures: Additional charge of USD 115/sqm (upper level only)



COMPLETE STAND PACKAGE

Effortless participation with a fully equipped, ready-made booth setup including construction, furniture, carpet, lighting, and electricity. Premium Packages offer enhanced graphics, design upgrades, and furnishings.

Basic from

USD **4,810**

Premium from

USD **6,040**



*All prices are quoted in USD, exclusive of applicable taxes. A 6% tax will be added to the final invoice.

Each 9sqm Includes **1 Appointment Set**

1 Company Listing

2 Exhibitor Badges

*The rule applies to both raw and standard booth packages



Partner Destination



Partner Airline / Airport



Partner Hotel



Custom-Themed
Partnerships



Social Event
Sponsoring



Onsite Branding



Media Packages



Print & Digital



Product Showcases



**OFFICIAL
PARTNER AND
SPONSORING
OPTIONS**



ITB
CHINA

The Leading B2B-Exclusive Trade Show For The Chinese Travel Market

26-28 May 2026, Shanghai
itb-china.com



ITB
BERLIN

No.1 Trade Show For The Global Travel Market

3-5 March 2026, Berlin
itb-berlin.com



ITB
AMERICAS

The Premier B2B Travel Trade Show For The Americas

10-12 November 2026, Mexico
itb-americas.com



ITB
INDIA

Gateway To The Indian Travel Market

2-4 September 2025, Mumbai
itb-india.com



ITB
ASIA

The Leading B2B Trade Show For The Entire Asian Travel Market

15-17 October 2025, Singapore
itb-asia.com