

**BUYERS
CIRCLE**



ITB
CHINA

BUYERS
CIRCLE

ITB CHINA 2026

INTERNATIONAL BUYERS BROCHURE

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

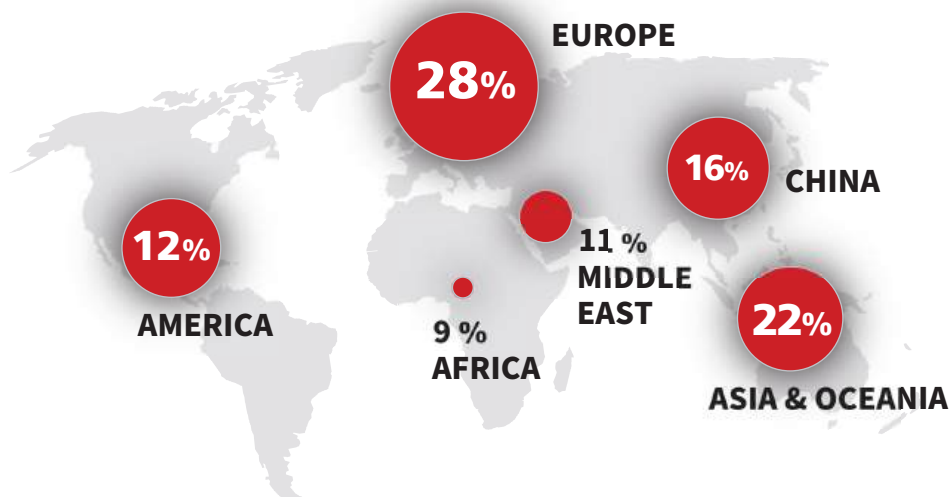


"China's visa-free policy has had a significant impact on Korean tourists traveling to China. For our company, business in the first half of this year increased by more than 20% compared to last year. We met many Chinese partners at ITB China this time, and they were all very enthusiastic, which will be very helpful for us in developing new Chinese tourism products in the future."

— Kim Daeyong,
Legal representative of China Regional Corporation of Modetour Network



Your ultimate gateway to China's premier tourism resources & one-stop global procurement platform, with a unique matchmaking system, to enable pre-scheduled appointments and precision buyers and exhibitors matching.



**GLOBAL TOURISM
RESOURCES
IN ONE PLACE**

**EXHIBITOR GEOGRAPHIC
BREAKDOWN**

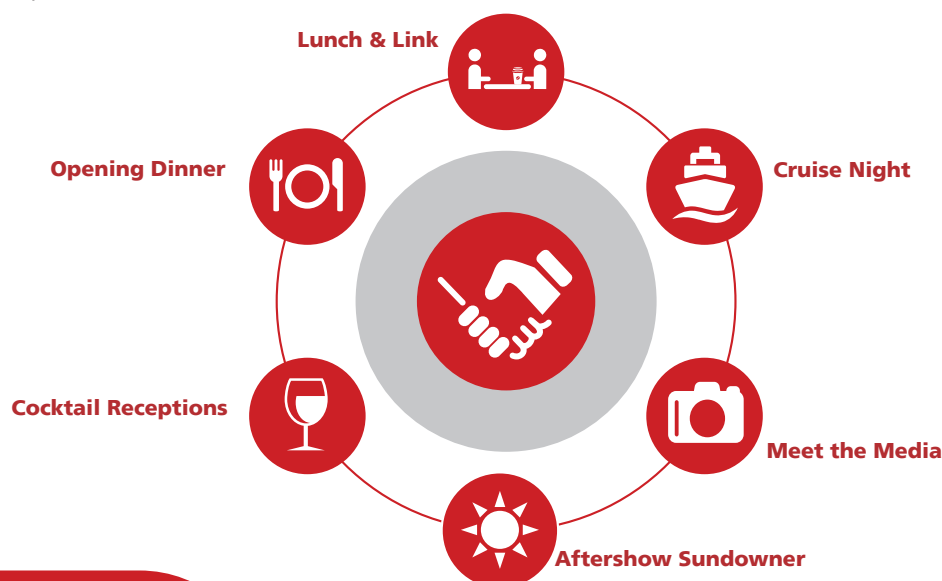
CONFERENCE AND REPORT

Gain invaluable insights into China's dynamic travel industry at the **ITB China Conference** and **Presentation Hub**. Alongside, the **ITB China Travel Trends Report** delivers data-driven analysis into the travel technology and innovation advancements in China, enabling you to shape robust strategies for tapping into the Chinese market.



ITB China offers a **variety of business networking events** for its attendees, designed to help quickly expand the industry connections and gain access to exceptional business opportunities in a relaxed atmosphere.

NETWORKING EVENTS



POST-SHOW FAM TRIP

ITB China offers overseas buyers a post-show Fam trip opportunity. This week-long trip with hand picked destinations will allow buyers to experience the "new exciting China" first hand.



CHINA INBOUND BOOST

China's inbound tourism market boomed in 2025, driven by expanded visa-free policies. Foreign arrivals surged over 100% year-on-year, with visa-free visitors up 52.1% compared to the previous year. International travelers' spending also rose notably, reflecting stronger willingness to consume. Overall, China's inbound tourism recovery rate hit 123% in 2025, far exceeding global and Asia-Pacific averages, solidifying its status as a top global travel destination.

» Expanded visa-free policies

Easier access is supported by the 240-hour visa-free transit for nationals of 55 countries, alongside China's expanded visa-free access (unilateral and reciprocal combined) covering 76 countries as of 2025.

» Optimization of payment methods

By linking the international bank cards to the WeChat or Alipay accounts, international travelers can enjoy the convenience of making payments in a variety of scenarios.

» Stay connected to your local APP/website

China's mobile networks are highly reliable, providing excellent coverage across the country. With a China SIM card, you'll have seamless access to popular apps and websites such as Google, Instagram, YouTube, and more.

CHINA TRAVEL HITLIST

— HOT DESTINATIONS —	— NEW DESTINATIONS —	— POPULAR PRODUCTS —
Beijing	Silk Road	The Great Wall
Shanghai	Qinghai	Terracotta Army
Guangzhou	Xizang	Panda
Shenzhen	Yunnan	Western Route
Chengdu	The Three Gorges	Shangri-La Trekking
Chongqing	Fujian	Local Experiences
Xi'an	Guizhou	Recreation Tourism
Kunming	Henan	Gourmet Experience
Dali	Northeast China	Cruises
Hangzhou	Xinjiang	Science and Technology
Qingdao	Shaanxi	Cultural Tourism
Guilin	Inner Mongolia	Immersion
Zhangjiajie	Hainan	Young Generation

HOSTED BUYER PROGRAM

» WHO CAN APPLY

The hosted buyer program is open to travel industry professionals who are the decision makers on purchasing travel products in Leisure Travel, MICE, Corporate Travel and Travel Technology.



Scan to register

» CRITERIA

Important references for reviewing the buyer's qualification are the past China inbound resource procurement record, as well as buyer's attendance record in other ITB exhibitions and influential travel trade shows.

» RIGHTS AND OBLIGATIONS

Hosted buyers are required to set pre-scheduled appointments with exhibitors through the ITB China matchmaking system and fully attend all meetings on schedule during exhibition. Fulfill above task, you would enjoy the following two types of hosted buyer packages offered by ITB China. If you opt for trade buyer, you can also pre-schedule appointments with exhibitors but not obliged to.

CONTENT OF HOSTED BUYER PACKAGE	Fully Hosted Buyer	Partially Hosted Buyer	Trade Buyer
Checking-in all three days at the show	●	X	X
Pre-scheduled meetings with exhibitors	21	15	X
Reimbursable economy-class round-trip flights to Shanghai. Buyers based in Asia can reimburse up to 750 US dollars. Buyers based outside Asia can reimburse up to 1500 US dollars	●	X	X
Airport transfer to buyer hotels on show check-in day (May 25)	●	X	X
Shuttle bus services between buyer hotels and exhibition hall during show days	●	●	X
Accommodation in 4/5 star hotel from May 25-29, 2026 (up to 4 nights) in Shanghai	●	●	X
Free lunch coupons on all 3 days of the show	●	●	●
Admission to exhibition hall on all 3 days of the show	●	●	●
Admission to the ITB China Conference	●	●	●
Admission to the networking function and events	●	●	●
Admission to Buyers Lounge	●	●	●
Have the chance to attend ITB China Buyer Circle online/offline activities	●	●	●
Have the chance to attend post-show FAM Trip	●	●	X
Registration fee (non-refundable)	USD 200	USD 100	X

Note: ITB China provides the above subsidies ONLY to approved hosted buyers who fully attend their pre-scheduled meetings on time during the exhibition.

Contact: buyer@itb-china.com



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 2026, Mumbai
itb-india.com



ITB
ASIA

The Leading B2B Trade Show For The Entire
Asian Travel Market

21-23 October 2026, Singapore
itb-asia.com