ITB CHINA 10 YEARS

SETTING CHINA'S TRAVEL INDUSTRY IN MOTION.

25 – 27 MAY 2027 · SHANGHAI

itb-china.com



A brand of MESSE BERLIN China

ITB CHINA 2026 HIGHLIGHTS



+1,700
Hand-selected Buyers

+23,500
Attendees from
120 Countries

+44,000
Business Meetings

+900
Exhibitors from
85 Countries

+280
Media Outlets

+180 Speakers
+70 Topics



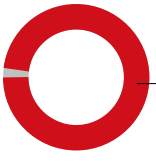
"This is the second year that Georgia is participating in ITB China, but this year is especially significant because Georgia is the Partner Destination of ITB China, which provides a broader platform and greater opportunities for our country. We will definitely participate in ITB China again next year, and we look forward to seeing you here in Shanghai for ITB China 2027."

— Irakli Nadareishvili,
Deputy Minister of Economy and Sustainable Development of Georgia

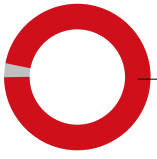
"ITB China is a highly influential event. We are very pleased to take this opportunity through the ITB China platform to extend our sincere greetings to travel trade partners from around the world, and to build extensive connections with global travel operators."



— Chen Tiejun,
General Director of the Department of Tourism, Culture, Radio, Television and Sports of Hainan Province



96%
of exhibitors would **recommend** ITB China



95%
of the exhibitors **intend to return** to ITB China 2027

BUYERS PROGRAM 2026

+1,700
Selected Buyers from

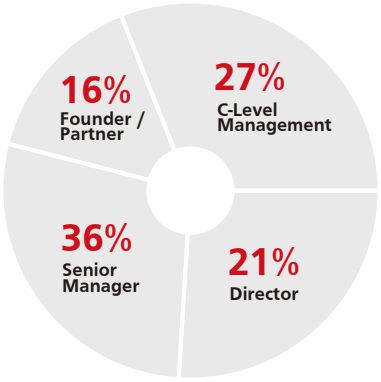
+1,360
Companies across Greater China



BUYER INTERESTS

- 82% Tour Operators / Travel Agencies
- Accommodation 61%
- 54% Tourism Organisation / Associations
- Means of Transport / Carriers 56%
- 56% Luxury Travel
- Business Travel 50%
- 35% Local Activities / Attractions and Services
- Travel Technology / Software 27%
- 20% Information and Advice
- Media / Publishers 7%

BUYER PROFILES



BUSINESS FOCUS



ITB CHINA BUYERS CIRCLE

Founding & Strategic Partners

caissa 凯撒旅游 · 中国旅行社协会 · CCT 康辉旅游 · 中旅旅行 CTG TRAVEL · 中青旅 | AoYou 遨游 · 飞猪旅行
LN HOLDINGS · HCG TRAVEL GROUP 华程国旅集团 · ETI HOLIDAYS · 锦江旅游 · 马蜂窝 · 美团 · 新景界
春秋旅游 SPRING TOUR · 同程旅行 · 香港旅遊業議會 TRAVEL INDUSTRY COUNCIL OF HONG KONG · Trip.com Group 携程集团 · 途牛 tuniu.com · u-tour 众信旅游

MICE & Corporate Travel Partners

BCD travel · bravolinks · GLOBAL BUSINESS TRAVEL · 携程商旅 · 中旅国际会议展览有限公司
CWT · GCM 大新华会展 · HCM 华程会展 · 锦江旅游 · site China
ON THE WAY 在路上商旅 · 中国智慧会展集团 · UCC · MEIYA 美亚科技 · M.I.C.E. · CMS 康辉会展

Customized & Themed Travel Partners

稻草人旅行 · 6人游旅行网 · DIADEMA 德迈国际 · HHtravel · 路书 LUSHU.COM
奇迹旅行 · BENCHMARK · 耀悦 · 游侠客 · 中国旅行社协会定制旅行分会

TRADE VISITORS 2026

+23,500
Attendees from
120 Countries

99%
Visitor
Recommendation Rate

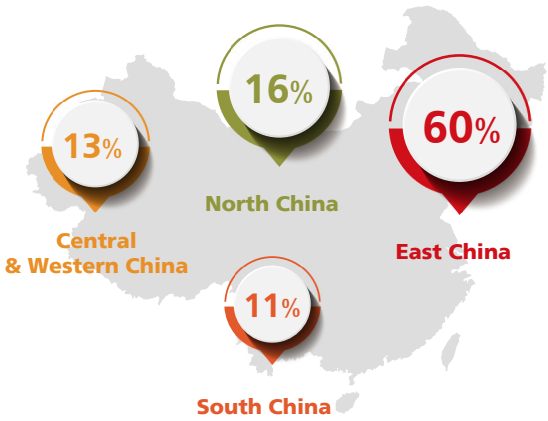
ITB CHINA 2026 ATTENDEES BY COMPANY TYPE



GEOGRAPHIC BREAKDOWN OF INTERNATIONAL ATTENDEES



GEOGRAPHIC BREAKDOWN OF CHINESE ATTENDEES



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

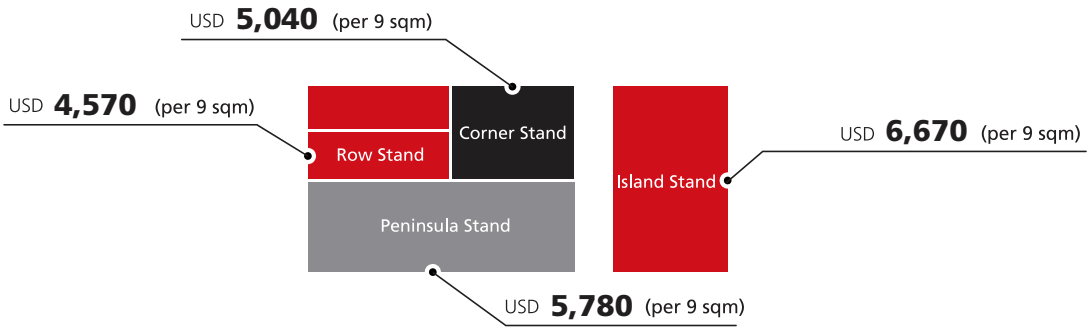
5% Off – Register by October 31, 2026

ITB China 2027 Registration Deadline: January 31, 2027

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

25-27 May 2027, Shanghai
itb-china.com

ITB BERLIN

No.1 Trade Show For The Global Travel Market

16-18 March 2027, 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

1-3 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