



First ITB China fully booked up

High demand for hall space three months before the event – Trade visitor registration now open

Berlin/Shanghai, 21 February 2017 – All signs point to a successful premiere. Three months before the event, ITB China is booked up and trade visitors can now start registering for the show. From 10 to 12 May 2017 around 600 organisations and companies will be represented in the new marketplace of the Chinese travel industry. New main exhibitors are already being placed on waiting lists due to the high demand.

Partner destination Europe

In its first edition the spotlight is on Europe, the official partner destination of ITB China. A dedicated **Europe Pavilion** at ITB China will be showcasing the multitude of European tourism products and destinations among which are confirmed national presences of Belgium, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Serbia and Germany. In addition to the Europe pavilion, ITB China will show strong individual presences of other major European destinations such as Austria, Finland, Greece, Portugal as well as Turkey building the bridge between Europe and Asia.

The growth potential of countries from the **Middle East** and the Americas is also well reflected at ITB China. Major exhibitors from the Middle East region will be represented at China's new travel trade fair, including Abu Dhabi Tourism & Culture Authority, Jordan Tourism Board, Ras Al Khaimah Tourism Development Authority and Sharjah Commerce and Tourism Development Authority. The Americas exhibition segment will cover both American continents featuring exhibitors coming from Canada, the USA, Ecuador, Peru, Bolivia and Argentina.

In the exhibition space this year, among others the following **hotels** will be showcasing their portfolio at ITB China: Best Western Hotels and Resorts, the Jinjiang group, the Pan Pacific Hotels Group, The Ascott, Maritim Hotels and the Carlson Rezidor Hotel Group.

Visitors interested in the booming field of online travel and travel technology will also find well-known exhibitors in the **eTravel World China segment**. Well-known companies such as Amadeus, booking.com, Expedia and the Chinese internet giant behind China's most popular APP WeChat, Tencent, are some of the confirmed exhibitors...

ITB China will take place from 10 to 12 May 2017 at the Shanghai World Expo Exhibition and Conference Center. The event, an international offshoot

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of one of Messe Berlin's most successful trade fairs, will take place annually and focus on the Chinese travel industry. Its co-organiser is TravelDaily China, a leading online news portal and organiser of travel industry conferences in Asia's largest country.

About ITB Berlin and ITB Asia

First launched 50 years ago, ITB Berlin is recognised as the most successful trade show for the global travel industry. Some 10,000 exhibitors from more than 180 countries regularly attend this event. Every year in October for the last eight years Messe Berlin has successfully organised ITB Asia in Singapore. Boasting 760 exhibitors from 73 countries, ITB Asia in Singapore has established itself as one of the leading travel trade shows in Asia. As the second show in Asia, ITB China will take place in Shanghai, one of the leading industrial cities in the People's Republic of China, and with a population of around 23 million one of world's largest cities. In contrast to ITB Asia, which reflects tourism in Asia as a whole, ITB China focuses entirely on the Chinese travel market.

About ITB China and the ITB China Conference

ITB China 2017 will take place from Wednesday to Friday, 10 to 12 May, at the Shanghai World Expo Exhibition and Convention Centre. ITB China is a three-day business to business travel trade fair that focuses exclusively on the Chinese travel industry. The ITB China Conference will take place parallel with the show and is co-organised by the leading conference organiser TravelDaily (www.traveldaily.cn).

More details are available at www.itb-china.com

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