



## PRESS RELEASE

### **Jin Jiang International Hotels become the Official Hotel Partner of ITB China**

*Berlin/Shanghai, 28 March 2017* – JinJiang International Hotels announces that it has become the official hotel partner of the first ever ITB China, which will take place from 10 to 12 May 2017 at the Shanghai World Expo Exhibition and Conference Center.

"We welcome JinJiang International Hotels as the Official Hotel Partner of ITB China and look forward to working with them. JinJiang will provide our exhibitors, buyers, trade visitors and media representatives with high-level hospitality and services during ITB China 2017," David Axiotis, General Manager ITB China, said in a statement.

Mr. John Li, Vice President, JinJiang International Hotel Management Co., Ltd gave a speech on the ITB China press review on 2 March 2017. He presented the long history and culture of JinJiang Hotel, how it has actively explored the international development and how it works closely with ITB as a brand. According to Mr. Li, in 2017, JinJiang International Hotels will continue to strengthen the internationalized construction of the information platform, set up the sharing platform of WeHotel global hotel with the means of the industry and the Internet on the basis of loyalty members worldwide. So as to promote transformation and upgrading of the traditional service industry, boost the cross-border integration and development of the hotel industry, and jointly build a travel service ecosystem with hotel as the core.

Travelers can visit [hotels.jinjiang.com](http://hotels.jinjiang.com) to learn more details about JinJiang International Hotels collaboration with ITB China.

ITB China connects brand new products and innovative services of tourism with the best industry experts in one place. More than 600 top Chinese buyers as well as 10,000 professional visitors are expected at its premiere in Shanghai. They will be meeting round about 600 exhibitors, senior tourism, hospitality and media professionals from global tourism destinations, tourism agencies and organizations coming from all over the world.

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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 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 51 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](http://www.traveldaily.cn)).

More details are available at [www.itb-china.com](http://www.itb-china.com)

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