



First eTravel World at ITB China 2017

New segment introduced – meeting place for the digital community – Online Travel and Travel Technology Day on 11 May

Berlin/Shanghai, 21 March 2017 – The eTravel World is a new dedicated area at ITB China connecting established and start-up online focused and travel technology companies with buyers looking for the best technology solutions: The eTravel World China. From 10 to 12 May 2017 trade visitors can find out more about innovative products and apps for tour operators, the hospitality industry and destinations at the Shanghai World Expo Exhibition and Conference Center.

“China is one of the most important markets for Booking.com and we are absolutely delighted to be part of the first ever ITB China. We are looking forward to continuing to build new relationships with accommodation providers and offer value added such as Booking Suite, Travel Agents Tool to help our partners grow at a very competitive marketplace”, said Anthony Lu, General Manager Partner Services China from Booking.com.

David Axiotis, General Manager of ITB China says: “Globally renowned companies will present their wide product range to ITB China’s attendees and a wide range of papers and conference sessions will offer information on the important changes taking place in the digital world.”

In the eTravel World China visitors can find established travel technology companies, as well as newcomers, which include Amadeus, AsiaPay, Derby Soft , Expedia Affiliate Network, iGola, ISO Travel Solutions, jinnangtuan.com, Lushu, Quadlabs Technologies, Sociomantic, The Travelbook Group, vakatrip.com and many more.

“The immense pace of the travel industry’ s growth in China and the evolution of customer needs make travel technology solutions an indispensable ingredient to drive revenue and customer loyalty. We are looking forward to being part of ITB China to present our newest solutions, connect with industry peers and share and gather insights on market trends.”

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No. 9e

The new exhibition segment is flanked by a dedicated Online Travel and Travel Technology Day (May 11) at ITB China Conference providing attendees with exclusive developments on this area. Renowned companies like Meituan-Dianping, Tencent and Sociomantic have confirmed their participation at ITB China Conference. In addition, companies have the chance to present their newest travel solutions to the audience at destination showcase slots to be held at a separate on-floor presentation, the presentation hub, among them Tourico Holidays, igola, Meng Tu and Lu Shu, Further information: <http://www.itb-china.com/exhibitors/etravelworld/>

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).

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

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