

PRESS RELEASE



Wyndham Hotels & Resorts to renew its major partnership with ITB China



Wyndham Hotels & Resorts is the official Partner Hotel of ITB China 2019 – successful participation with positive response after first partnership in 2018

Shanghai/ Berlin, 14 November 2018 – For the second time in a row, Wyndham Hotels & Resorts (WHR) announces that it has become the official Partner Hotel of ITB China, taking place from 15 to 17 May 2019 in Shanghai. A corresponding agreement was signed on 13 November by Mr. Robert Loewen, Chief Operating Officer Wyndham Hotels & Resorts and Mr. David Axiotis, General Manager ITB China. Wyndham Hotels & Resorts has been an exhibitor of ITB China since its inaugural edition. In 2018, WHR already was the official Partner Hotel of ITB China attracting an unprecedented amount of attention from Chinese travel agents, opinion-leaders and travel trade media with great response and positive feedback.

As part of the partnership, more than twenty different hotels from the WHR are anticipated to attend ITB China 2019 showcasing the variety and internationality of the WHR brand and property portfolio. Among others hotels from China, various overseas hotels will be showcasing their services on a large exhibition pavilion on the show floor. During the three-day event the WHR will benefit from several hundred pre-scheduled appointments with travel agencies sending buyers from all over China to Shanghai. As the Partner Hotel the WHR will not only have a broad exposure during the exhibition, but will also be the co-host of ITB China's official opening event one day prior to the show.

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David Axiotis, General Manager ITB China (Left) and Robert Loewen, Chief Operating Officer, Wyndham Hotels & Resorts (Right) at the agreement signing ceremony in Shanghai on 13 November 2018

Leo Liu, President & Managing Director of Wyndham Hotels & Resorts Greater China: “ITB China has been well received by the travel industry. Back in 2017, Wyndham Hotels & Resorts has benefited a great deal from being one of the exhibitors and travel service providers at the premiere event. In 2018, we were pleased to be the official hotel partner of ITB China, which took our participation at the show to the next level. For the upcoming event in 2019, we anticipate an even more successful attendance. We are excited to see brand new products and innovative services coincide with professional travel industry experts, ultimately providing Chinese consumers with better travel experiences.”

David Axiotis, General Manager ITB China, said: “We are honored that the Wyndham Hotels & Resorts, being one of the leading international hospitality groups in the world, has been a partner of ITB China since its very first edition. Wyndham becoming ITB China 2018’s official Partner Hotel has been a milestone of our cooperation highlighted by the fact that they have been the most sought-after exhibitor amongst all buyers attending our 2018 event. We are thankful for their continuous and renewed trust and support by becoming the official Partner Hotel for ITB China 2019. We and all our partners very much look forward to the event and commit once again to providing the Wyndham Hotels & Resorts with our tailored business platform bridging the Chinese with the Global travel industry”

Importance of Chinese market

Together with the Americas the Chinese market is a key strategic focus of Wyndham Hotels & Resorts’. The recent boom in China’s travel industry drives up the hotel demand resulting in a tremendous market and development potential in China. In implementing the Group’s China strategy of “All-stars, Multi-brands and New Model”, Wyndham’s number of hotels in

China has exceeded 1,400 with 140,000 rooms across eleven brands. WHR will continue to invest in China and explore more possibilities in third and fourth-tier cities. Besides that, Wyndham Hotels & Resorts plans to expand their footprint to Hong Kong, Macao and Taiwan and thereby better positioning itself for the sustained growth of Wyndham Hotels & Resorts across Greater China.

About ITB Berlin and ITB Asia

First launched 53 years ago, ITB Berlin is recognized 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 eleven years Messe Berlin has successfully organized ITB Asia in Singapore. Having hosted more than 1,000 exhibitors and over 1,000 buyers this year, ITB Asia 2018 had also recorded an increase of 8.9% of total visitors representing more than 127 countries. 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 2019 will take place from Wednesday to Friday, 15 to 17 May, at the Shanghai World Expo Exhibition and Convention Centre in Hall 1. 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-organized by the leading conference organizer TravelDaily (www.traveldaily.cn).

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

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