

PRESS RELEASE

ITB China Travel Trends Report: Looking at the future of Chinese Travel

- **ITB China's trend topic for 2019: Customized and themed travel, including island travel, adventure travel, sports travel and culture travel**
- **Yearly publication conducted by Kairos Future and commissioned by ITB China**
- **Experts to share insights at ITB China Conference**

Berlin/Shanghai, 29 November 2018 – ITB China, set to take place from 15 to 17 May 2019 in Shanghai, China, determines Chinese travel trends for ITB China, China's largest exclusive B2B marketplace for the travel industry. Kairos Future, an international consulting and research firm with offices in Europe and China, will provide detailed analysis on Chinese market trends. The ITB China Travel Trends Report is a yearly publication illustrating upcoming trends and the needs of Chinese travellers.

The 2019 report takes on an of-the-moment topic that will significantly impact the Chinese travel and tourism industry: **Customized and Themed Travel**, with special focus on **Island Travel, Adventure travel, Sports travel and Culture Travel**. The customization process starts by understanding the new demands of Chinese travellers, who, increasingly, are looking for trips that match their interests and hobbies. The ITB China Conference will feature dedicated sessions on Customized and Themed Travel, which has become a key fast-growing market. The recognized travel think tank runs parallel to ITB China, and will see business leaders and experts – from both China and abroad – share their expertise and ideas on this year's topic.

The findings of the report are based on data sourced from partners and members of the ITB China Buyers Circle, a nationwide buyers' community for all professional Chinese travel buyers. Data will include responses from a survey distributed to hundreds of the Chinese travel industry's key companies and a series of interviews with senior travel industry representatives. The preview of the key findings will be published before ITB China 2019, published in brief reports on the most important trends in the run up to next year's show. The final report will be launched to the public both on-site during the show, and online on the ITB China website.

David Axiotis, General Manager of ITB China: "This buyer-generated content will help empower international destinations and travel suppliers



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desiring to connect with the Chinese travel market to better understand the needs and upcoming trends of the world's largest source market.”

About ITB China and the ITB China Conference

ITB China 2019 will take place from Wednesday to Friday, 15 to 17 May, 2019, 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).

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. Boasting 940 exhibitors from 113 countries, ITB Asia in Singapore has established itself as Asia's Leading Travel Trade Show. 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 Kairos Future

Kairos Future has been in the business of spotting trends and helping clients understand and shape their futures since 1993, with travel and tourism among its core business areas. The company has conducted studies for the European Travel Commission, the World Tourism Organization, and a number of destination marketing organizations and tourism businesses on the changing tourism landscape in general and the Chinese outbound travel market in particular. Kairos Future is headquartered in Stockholm, Sweden, and has an office in Shanghai, China.

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

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