

**PRESS RELEASE**

**ITB China joins forces with China's top-scale travel agencies and launches the ITB China Buyers Circle**

**A nationwide community for China's travel buyers – China's marketplace for the travel industry introduces new ITB China Buyers Circle – Founding Partners of the Circle – ITB China Travel Trends Report – Inaugural Offline Event on Hainan Island in December**



*Shanghai/ Berlin, 28 November 2018* – The organizers of ITB China – The Marketplace for China's Travel Industry – have announced to launch the ITB China Buyers Circle in 2019: a nationwide buyers' community for all professional Chinese travel buyers. ITB China, first launched in 2017 and set to take place from 15 to 17 May 2019 in Shanghai, has quickly established itself as the largest exclusive B2B travel trade show in China covering all travel segments by linking the dynamic Chinese travel market with the global travel industry.

The Buyers Circle is designed as a tailor-made networking, content-exchange and procurement platform exclusively accessible for professional Chinese travel product procurement managers. It will empower its members to digitally connect and interact, access ITB China's global supplier and knowledge database, identify industry trends and physically gather at numerous on-spot and topic-based offline events all over China.

ITB China and Kairos Future, a renowned international consulting and research agency with offices in Europe and China, will launch the ITB China Travel Trends Report to deliver exclusive insights into Chinese travel trends. The report will be conducted by Kairos Future and commissioned by ITB China.

**Founding Partners**

Underlining the strong support of the Chinese Travel industry for this initiative, China's leading travel agencies have joined the project by becoming "Founding Partners" of the ITB China Buyers Circle. These travel agencies are CAISSA Tourism Group, China Comfort Tourism Group (CCT), China International Travel Services (CITS), Ctrip, China Travel Service (CTS), China Youth Travel Service (CYTS), Guang Zhi Lv (GZL), Jin Jiang Travel, Tongcheng Tourism (LY), Tuniu and Utour.

**Press Contacts:**

**Messe Berlin GmbH**  
Emanuel Höger  
Press Spokesman and  
Press and Public Relations Director  
Corporate Communication  
Messe Berlin Group  
Messedamm 22  
14055 Berlin  
[www.messe-berlin.com](http://www.messe-berlin.com)  
Twitter: [@messedamm22](https://twitter.com/messedamm22)

**ITB China /  
ITB Berlin / ITB Asia:**  
Julia Wegener  
PR Manager  
T: +49 30 3038-2269  
[j.wegener@messe-berlin.de](mailto:j.wegener@messe-berlin.de)  
[www.messe-berlin.com](http://www.messe-berlin.com)

**Additional information:**  
[www.itb-china.com](http://www.itb-china.com)

**MB Exhibitions  
(Shanghai) Co., Ltd.**  
Management: Dr. Martin Buck,  
Executive Director  
4225 Wheelock Square,  
1717 West Nanjing Road  
Jing'an District,  
Shanghai, 200040 China



“The launch of ITB China has built a bridge of communication between the Chinese market and the global tourism industry. Caissa Travel is honored to be the founding partner of ITB China Buyers Circle and is delighted to provide worldwide quality partners with shared strengths - it is a win-win cooperation for both. A platform like ITB China will facilitate the opening tourist market in China to grow bigger and stronger. Caissa Travel will continue to support ITB China and expect more engagement of international players in the exploration of broader potentials for China and the world travel market” said Mr. Chen Xiaobing, Founder of CAISSA China & President of CAISSA Tourism Group.

Besides the founding partners, the list of supporters continues with multiple travel agencies showing their support by becoming topic-based partners of the Circle such as MICE partners, corporate travel partners, themed travel partners and many more.

### **ITB China Travel Trends Report**

Based on its broad buyers’ database, the ITB China Buyers Circle will regularly identify the most current trends of the Chinese travel industry through market surveys among the buyers circle members and by conducting a series of interviews with key industry players.

This buyer generated content will help empower international destinations and travel suppliers desiring to connect with the Chinese travel market to better understand the needs and upcoming trends of the world’s largest source market.

Findings will be continuously published throughout the year and jointly gathered and published on a yearly basis at ITB China within a yearly ITB China Travel Trends Report publication. All content will be free of charge and promoted globally through ITB China’s communication channels.

### **Offline Events**

The ITB China Buyers Circle is simultaneously launching a series of offline networking and content events among Chinese buyers throughout the year. These events will regionally take place all over China and focus on different target topics. The kick-off event is set to take place from 12 to 15 December at Wanning, Hainan Province, China’s famous island holiday destination. The kick-off event is being organized with the support of the local Hainan authorities. Attendees

from 50 leading Chinese travel agencies will participate and will share their knowledge on the topic of the development opportunities of Islands adventure travel of Chinese travelers.

The ITB China 2019 exhibitor registration is now open, click [HERE](#) to register and for more information please email to [contact@itb-china.com](mailto:contact@itb-china.com).

#### **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](http://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.

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

Follow us on Wechat (**Wechat ID: ITB-CN**)

Join the **ITB China Group** on [LinkedIn](#).

Become a fan of **ITB China** on [Facebook](#)

**You can find press releases on the internet** in the Press section at [www.itb-china.com](http://www.itb-china.com).

#### Information about the data protection law:

Under the data protection law the organisation responsible for this email is Messe Berlin GmbH, Messedamm 22, 14055 Berlin, represented by its management: Dr. Christian Göke (CEO), Dirk Hoffmann; Chairman of the Supervisory Board Wolf-Dieter Wolf; Data protection officer: postal address as for Messe Berlin GmbH, email: [datenschutz@messe-berlin.de](mailto:datenschutz@messe-berlin.de). The email address used for the dispatch of this information has been obtained for the purpose of sending press releases. Section 6, Subparagraph 1, Letter f, DSGVO forms the legal basis for this purpose and for the dispatch of press releases to press representatives. The justified interest is that of notifying media representatives about current and future trade fairs and similar events. This email address will not be passed on to third parties.

*If you no longer wish to receive ITB China press releases, please send an email to [itbchina@messe-berlin.de](mailto:itbchina@messe-berlin.de).*