

PRESS RELEASE

ITB China Travel Trends Report: China to become a driving force within the adventure travel sector globally

- **adventure travel appeals most strongly to Chinese millennials**
- **52 percent of interviewees think Chinese travellers are willing to spend more than CNY10,000 on each adventure trip**
- **trip customization is key for all segments of adventure travellers**
- **safety, local activities and scenery most important three aspects that Chinese travellers care for in adventure travel**
- **almost 75 percent considered customized and personalized travel experiences to be in high demand when it comes to adventure trips**

Berlin/Shanghai, xx March 2019 – Adventure travel is still at an early stage in the Chinese market, but with a rapidly growing interest within both the advanced and the casual segment, China is expected to become a driving force within the adventure travel sector internationally as recent findings of the ITB China Travel Trends Report revealed. According to the market survey result from 300 Chinese outbound travel agents, over 52 percent of the interviewees think Chinese travellers are willing to spend more than CNY10,000 on each adventure trip. A survey has also been conducted among members of the ITB China's Buyers' Circle. 80 percent of these surveyed businesses agree that adventure travel is a travel category that appeals most strongly to young Chinese born in the 1980s and 1990s. The trends report was created in collaboration with the international consulting and research company Kairos Future and will be presented at ITB China, set to take place from the 15 to 17 May 2019 in Shanghai.

Adventure travel can take many forms, and the **meaning of "adventure" differs widely from traveller to traveller**. For some, the ultimate adventure can be found in high adrenaline activities such as skydiving or paragliding. For others, adventure requires embarking on an expedition into the wilderness to engage in activities such as hiking or rock climbing. The interest in adventure among Chinese travellers runs parallel to the strong entrepreneurial ideals present in today's Chinese society. According to the travel industry experts interviewed, it is **no coincidence that entrepreneurs and company leaders love adventure**: Expedition and entrepreneurship have similarities, such as extraordinary courage and dedication, not being afraid of difficulties and challenging oneself. This, at the same time, gives rise to a feeling of worry among many prospective travellers. Concerns on safety point to the importance for providers of adventure travel products targeting less experienced travellers of clearly



Press Contacts:

Messe Berlin GmbH
Emanuel Höger
Spokesman
Senior Vice President
Corporate Communication
Messe Berlin Group
Messedamm 22
14055 Berlin
www.messe-berlin.com
Twitter: [@MesseBerlin](https://twitter.com/MesseBerlin)

ITB China / ITB Berlin / ITB Asia / ITB India:

Julia Sonnemann
PR Manager
T: +49 30 3038-2269
Julia.sonnemann@messe-berlin.de
www.messe-berlin.com

Additional information: 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

showing that everything is under control.

Different segments among adventure travellers can be seen in travellers with more and less experience, who demand activities of different difficulty levels. **Trip customization is the key** for all segments of adventure travellers, because uniqueness is part of what makes adventure travel attractive. Among the surveyed travel companies, almost **three quarters considered customized and personalized travel experiences to be in high demand** or absolutely necessary when it comes to adventure trips – a much higher share than for the other travel themes in focus of the ITB China Travel Trends Report.

The most important three aspects that Chinese travellers care for in adventure travel are **safety (30 percent), local activities (26 percent) and scenery (17 percent)**. Safety concerns are more common in China than internationally, as travellers are far less experienced in adventure travel. Topics include safety risks of activities such as bungee jumping as well as the risk of getting lost in the wilderness, and the dangers stemming from not carrying the right equipment. Providers of adventure travel products targeting the outbound Chinese market need to tailor products to traveller segments with different expectations on difficulty, safety and comfort. The complete analysis will be published together with the ITB China Travel Trends Report.

Exhibitors interested in ITB China 2019 can register [HERE](#) and secure a booth. As of now media can obtain their **accreditation** [here](#).

More information at www.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).

About ITB Berlin, ITB Asia and ITB India

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 more than 1,000 exhibitors from 127 countries, ITB Asia in Singapore has established itself as Asia's Leading Travel Trade Show. Messe Berlin will be organising the inaugural ITB India in 2020. The 3-day business-to-business travel trade show and convention will take place at the Bombay Exhibition Centre in Mumbai, India, from 15 to 17 April 2020. The show will bring together industry leaders and buyers from cities across India, and international exhibitors from the MICE, leisure and corporate sectors.

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