

## **PRESS RELEASE**

### **ITB China announces Air China as new partner airline**



#### **“Full process aviation experience”: Air China Keynote speech at ITB China Conference, 15 May 2019**



A STAR ALLIANCE MEMBER 

*Berlin/Shanghai, 17 April 2019* – Air China will be the partner airline of ITB China 2019 marking the first time that China's national flag carrier will hold this title. Air China and ITB China, which is set to take place from 15 to 17 May in Shanghai, have recently signed a corresponding partnership agreement. ITB China is a B2B exclusive tradeshow and convention designed to be the primary event for the Chinese travel industry. The airline is a member of the world's largest airline network Star Alliance and operates 445 routes, including 111 international routes, 16 regional routes and 318 domestic routes.

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Under the heading “Full process aviation experience” **Jun Xue, Deputy General Manager, Sales, Air China** will deliver a keynote speech at ITB China Conference, running parallel to ITB China, on 15 May 2019 at 11.20 a.m. in Conference Room A. The keynote is about how to provide exclusive services for the entry point of full-process travel, so customers can improve their travel experience.

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“In recent years, the vigorous development of China's tourism industry has stimulated the demand of the aviation market, and also brought tremendous potential and space for the global business development of Air China. By the end of February 2019, Air China had 590 aircraft of various types, mainly Boeing and Airbus. The number of passenger routes operated reached 445. I look forward to cooperating with ITB China and wish ITB China 2019 great success”, said **Xue Jun, Deputy General Manager of Sales Department of Air China Limited**.

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**David Axiotis, General Manager ITB China:** “With Air China we can count on a very strong and valuable partner airline. Every week, Air China offers over 1.80 million seats on over 8900 flights and has once again underlined its leading role in China's aviation”.

#### **About Air China**

By February 2019, Air China had a fleet of 590 passenger aircraft and freighters of mainly Boeing and Airbus families including those of the carriers which Air China has a majority stake in. It serves 188 cities in 43 countries and regions, including 68 international cities, three regional cities and 117 domestic cities. Utilizing its extensive route network and its hub in

Beijing, especially after its admission to the Star Alliance, Air China can fly passengers to 1,317 airports in 193 countries.

PhoenixMiles, Air China's customer loyalty program created in 1994, is a frequent flyer program shared by a number of carriers. In 2018, Air China ranked again as one of the world's top 500 brands with a brand value of RMB 145.296 billion. For more information, visit Air China's official website at [www.airchina.com](http://www.airchina.com).

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](http://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](http://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.

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

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