

**ITB China**  
**The Marketplace for China's Travel Industry**  
**15 to 17 May 2019**



## **PRESS RELEASE**

### **Israel is the official Culture Travel Partner of ITB China 2019**



**Israel Ministry of Tourism will be represented as exhibitor for the second time – this year's annual theme in Chinese market: "Promised land, made with wisdom" – rising demand for culture trips – culture travel to be featured in ITB China Travel Trends Report and ITB China Conference**



*Berlin/Shanghai, 11 April 2019* – The Israel Ministry of Tourism announces that it has become the official culture travel partner of the third edition of ITB China, set to take place from 15 – 17 May 2019, at the Shanghai World Expo Exhibition and Conference Center. Israel as the "land of creation" combines modernity and innovation with thousands of years' old tradition and history.

**Mr. Bora Shnitman, Israel Tourism Attache in China** said: "This is the second consecutive year that Israel Ministry of Tourism is taking part in ITB China and we are proud to enhance our collaboration with the organizers and become culture travel partner at ITB China 2019! Israel is well known in China as an attractive destination for those travelers who are looking for unique and unforgettable cultural experience".

Among many others, Nazarene Tours, Vered Hasharon Travel & Tours, Jerusalem Tourism Board, Eternity Travel Ltd., A.R. Eland Tours Ltd., Diamond Bourse and Caprice will present their services and products to China's top travel buyers and trade visitors. Visitors to Israel can enjoy a great variety of attractions, the comfortable Mediterranean weather, historic and cultural sites of Jerusalem as well as the young and vibrant atmosphere of Tel Aviv, the serenity of Negev desert and the uniqueness of the Dead Sea. The Israel Government Tourism Office China (IGTO) welcomes Chinese travelers to visit Israel for tourism, education and endless business opportunities. The IGTO cooperates with representatives of the Chinese travel industry to promote Israeli travel products, organize PR online and offline activities and enhance media publicity.

"This year our annual theme is "**Promised land, made with wisdom**". We would like to introduce to Chinese travelers the great diversity that Israel has to offer to its visitors, from ancient history and culture to advanced innovative technologies and ideas. In addition, during ITB China, we will be presenting new cultural travel products to visitors and looking forward to fruitful cooperation with our new and old Chinese partners", added **Bora Shnitman**.

The rise in globetrotting Chinese travelers prompts the worldwide demand

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for culture travel packages. At a panel discussion of ITB China Conference on 15 May 2019 at 2 pm Bora Shnitman and other top speakers will provide useful industry insights on the topic of “How Product Design Makes the Difference?”. Culture travel is also one of ITB China’s trend topics featured in the ITB China Travel Trends Report, a yearly publication illustrating upcoming trends and the needs of Chinese travelers.

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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