

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

MB EXHIBITIONS
SHANGHAI



PRESS RELEASE

JTB Group confirmed as official Sports Travel Partner of ITB China 2019



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growing popularity of sporting events – Sports travel: topic in ITB China Travel Trends Report and ITB China Conference



Berlin/Shanghai, 23 April 2019 – Sports tourism is a fast-growing sector of the global and Chinese travel industry. The JTB Group celebrates its premiere as the official Sports Travel Partner of ITB China, taking place from 15 to 17 May 2019 in Shanghai. With over 1.100 offices in 38 countries, and over 27.000 employees, JTB is one of the biggest travel agencies in the world. With dedicated sessions devoted to sports tourism, the segment will be of importance at ITB China Conference, the Chinese travel think tank, running parallel to the show. On the second day, 16 May, 11.20 a.m., a keynote speech followed by a panel discussion by **Kiyoshi Fujita, Japan Inbound Business Division Senior Manager**, will give ITB China attendees extensive information about sports travel, which is a hot topic that will significantly impact the Chinese tourism industry. The panel discussion is focusing on the winter sports market that is paying particular attention to the growth of Chinese markets for inbound travel to Japan. Based on interviews with Chinese business leaders, sports travel will also be featured in this year's ITB China Travel Trends Report, a yearly publication providing detailed analysis on Chinese market trends.

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“For the first time we are exhibiting at ITB China, because we are very much focused on the remarkable growth of the Chinese travel market. We will participate as an official partner of sports tourism. Among all types of sports, we are paying particular attention to winter sports. We hope that many Chinese will enjoy the wonderful winter sports in Japan,” said **Yasuhiro Tsuboi, Director and member of the board and head of Japan inbound business.**

David Axiotis, General Manager of ITB China: “There is huge potential of sports tourism in China. It is something most of the people will participate in at some point in their lives. Numerous Chinese tour operators are investing in growing the number of sports tourism products offered to Chinese travelers. We are honored that JTB debuts as partner of this year's sports travel segment.”

About JTB Group

The JTB Group was founded in 1912 as the Japan Tourist Bureau with the objective of contributing to the Japanese economy by bringing foreign visitors to Japan. During the subsequent 100 years, the JTB Group served as a leader of growth in Japan's tourism industry and one of the main creators of Japan's travel culture, while setting itself apart through its

contribution to society, a defining common mission for all its businesses.

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.

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

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