

PRESS RELEASE

Qyer and ITB China to host IT'S MY WORLD TRAVEL AWARD and exclusive pavilion for KOLs at ITB China 2019

ITB China and Qyer to renew partnership – new KOLs pavilion with presentation stage, networking area and gallery to feature customized and themed travel – IT'S MY WORLD TRAVEL AWARD to take place at ITB China 2019 for the second time: presented in 6 categories

Berlin/Shanghai, 8 April 2019 – China's biggest outbound travel service platform, Qyer, and ITB China, the largest exclusive B2B marketplace for the Chinese travel industry, have announced the renewal of their strategic partnership. For the first time ITB China, set to take place from 15 to 17 May 2019 in Shanghai, will be fully devoting a **travel experience hub for China's travel KOLs** (Key Opinion Leaders) to be hosted by Qyer. **David Axiotis, General Manager ITB China**, believes that KOLs have a strong influence on Chinese tourists. "Less young Chinese continue to travel with a group and more will travel independently. So, KOLs might provide the perfect inspiration for their next independent travel trip, plus provide inspiration and help travelers discover new destinations on social platforms such as WeChat or Weibo", said Axiotis.

Cai Jinghui, President & Co-founder of Qyer said: "In 2018, nearly 150 million Chinese travelers went abroad, which is a year-on-year increase of 14.7%. Today's Chinese consumers are younger and in search of personalized travel experiences. With more and more Chinese tourists travel the world and given our partnership with ITB China, we expect to continue exploring the world along with travelers worldwide. We'll go further, experience differences and witness a bigger world while traveling."

At the KOL pavilion all eyes will be on the **presentation stage**, which features travel experience sharing and a gallery about **customized and themed travel**, such as island, adventure, food, culture and family travel. Each morning and afternoon session will be dedicated to one special topic informing visitors about the latest trends and developments in these growth markets. An exhibit area will display the works from all KOLs about their travel experience. The **networking area** will enable Chinese top KOLs to establish valuable links with exhibitors from all over the world in the shortest possible time.

For the second year in succession ITB China and Qyer will host the **IT'S MY WORLD TRAVEL AWARD** holding an awards ceremony and networking lunch for exhibitors to meet with travel KOLs. The award recognizes innovative tourism destinations, organizations and businesses that present the latest outbound travel trends of Chinese travelers. The award is presented in six categories and applications can be submitted **starting**



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from 8th April until 15th April 2019.

- **Top 10 Travelers of the Year** – recognizing creative travel solutions
- **Top 10 Best Destinations** – recognizing most popular places in terms of culture, unique experience and safety
- **Top 10 Amazing Travel Experiences** – recognizing best travel experiences, trendy but also suitable for the average traveler

Applicants can apply for the three awards above by clicking the following link: <https://bbs.qyer.com/thread-3161783-1.html#item-post-20068270>

- **Top 10 Intelligent Travel Transportation Providers** – recognizing best transportation services, including airline, cruise and railway etc.
- **Top 10 Intelligent Local Travel Service Providers** – recognizing best local travel services, including shopping malls, financial services institutions and tax rebate institutions etc.
- **Top 10 Pioneers of Travel & Tourism** – recognizing great contributions to the travel industry

Applicants interested in applying for the three awards above by clicking the following link:

<http://bbs.qyer.com/post.php?action=jump&pid=20077472>

The voting of “Top 10 Travelers of the Year”, “Top 10 Best Destinations”, “Top 10 Amazing Travel Experiences” will be open to the public in the Qyer APP from 16 April until 30 April 2019. The finalists will be announced on 16 May at the award ceremony of ITB China.

About QYER.com

QYER.com is a worldwide platform for travel, lifestyle and social networking which was founded by Mr. Yi Xiao in 2004. So far over billions of users have shared travelling tips on the platform to record their journey and moments of life. The users can get travel inspiration through the premium content from the Q-Guidebook, Q-Community, the Travel Q&A in QYER.com and making travel plans by using Q-Planner and Q-Mall.

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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