

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

**PRESS RELEASE**

## **The Bahamas become official Island Travel Partner at ITB China 2019**

**Strong demand for island vacations – Island travel to be featured in ITB China Travel Trends Report as part of the customized travel topic**

*Berlin/Shanghai, 9 April 2019* – The Bahamas have been confirmed as the Official Island Travel Partner for the upcoming ITB China, set to take place from 15 – 17 May 2019, in Shanghai. For the very first time the archipelagic nation will join China's B2B travel trade show with a dedicated Bahamas pavilion to explore all of their islands and do business with Chinese buyers. Under the heading "The Islands of The Bahamas - The Perfect Island Travel Destination" visitors can find out more about the ecological oasis in a dedicated keynote speech which is held on 16 May 2019 (ITB China Day 2) from 1 to 1.20 pm in the presentation hub in the conference area of hall 1.

Island travel is on the growth path. Chinese travelers continue to hone their conception of leisure due to rapid urbanization in the country as the ITB China Travel Trends Report revealed. Among the chosen foreign holiday options, island travel products remain in high demand, as has been the case for years. The market size of island trips exceeds RMB100 billion (approximately USD 14.6 billion) and travel companies are reporting an expected compound annual growth rate of 35 percent in the next three years.

**David Axiotis, General Manager ITB China:** "Island vacations have a lot to offer for travelers who perceive certain destinations, for instance ones in the Bahamas, to be both value-for-money as well as having a superlative experience at the same time. We invite everyone to explore all of Bahamas islands at ITB China this year. One step and you'll realize their beauty extends far beyond their extraordinary natural wonders."

**Paul Strachan, Senior Director Canada of Bahamas Ministry of Tourism and Aviation:** "We have participated in ITB Berlin for many years and always found it to be very productive. This will be our first time at ITB China, and we're excited about the opportunities this would allow for us to meet and engage with travel professionals from across China. For the past few years, we've seen steady, organic growth from China, so we're confident that our participation and partnership with ITB China would increase our visitor arrivals from China even more".

### **About the Bahamas**

The Bahamas is sprinkled over 100,000 square miles of ocean, starting just 50 miles off the coast of Florida. It comprises 700 breathtaking islands, over 2,000 rocks and cays, and boasts the clearest water on the planet with a

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visibility of over 200 feet. Travelers can see their toes as easily as they can the world's third largest fringing barrier reef.

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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