

ITB China Travel Trends Report: Fastest growth forecasts for Culture Travel

- with 62% of respondents reporting an expected growth of 30% or more over the next three years
- Culture travel: highest willingness to pay
- culture travel products are increasingly targeting more specific demands
- Chinese-speaking guides will stay in demand
- Local experience programs, scenery and events are very important for culture travel

Berlin/Shanghai, 8 May 2019 – Culture travel is on a fast growth path as recent findings of the ITB China Travel Trends Report revealed. The surveyed Chinese travel agents see the fastest growth rate in culture travel, with 62% of the respondents reporting an expected growth of 30% or more over the next three years. Local experience programs and scenery are what travelers care most about when going on a culture trip, according to the surveyed travel agents. At the core of this theme is a wish to experience the local culture of a destination and to understand it better by learning more about its history and its customs. This can be either through cultural institutions such as museums, through immersion in the local culture, or through attending cultural events. Culture travel is also the theme for which travelers, according to survey respondents, have the highest willingness to pay. The ITB China Travel Trends Report was created in collaboration with the international consulting and research company Kairos Future and will be presented at ITB China, set to take place from the 15 to 17 May 2019 in Shanghai.

The **stories of a place** are important to inspire cultural travelers to visit a destination. Travelers may be inspired through films, history books, food, or some other experience that connects culturally to a destination. Apart from museums and other traditional institutions, more immersive travel products are gaining popularity and the demand for different cultural experiences is becoming increasingly diverse. In some aspects, **culture travel is traditional**: this is the travel theme in which traditional tourism sights, in particular museums and spots with historic significance, are most important. Other travel products are also becoming popular and the demand is getting increasingly diverse. Many of today's Chinese travelers visiting Europe, for example, are keen to experience **local wine culture** through visiting wineries and to sample and learn about the local cuisine. Overall, the experience offered through a **culture travel product is increasingly targeting more specific demands**.

With many culture travelers - who are typically older than travelers opting for other themes - facing a language barrier when traveling abroad,



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Chinese-speaking guides will stay in demand and are described by interviewees as an upgraded service for Chinese travelers. Experts and 'opinion leaders' at the destinations – preferably Chinese-speaking – can ideally be engaged by tour operators for guiding services as well as for product development to increase the perceived authenticity of tours.

Just like for sports trips, **events** are important also for culture travel. Three types of seasonal events are mentioned by the interviewed experts. One is **art and music festivals**, such as the Mozart Week in Salzburg. Another type is **food-and-drinks-related**, with Munich's Oktoberfest as the prime example. Finally, local festivals connected to local or national holidays – such as the Running of the Bulls during the San Fermín festival in Pamplona, Spain.

Trade visitors may register [here](#) for ITB China 2019 and **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.

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