

Press Release

ITB China becomes strategic partner of the 2019 World Culture and Tourism Forum

- **22 - 25 October 2019 in Xi'an, China**
- **Theme: Integrating Culture & Tourism to Build an Intelligent Future**
- **ITB China to send international senior buyer delegation**

Berlin/Shanghai, 19 August 2019 – ITB China, the largest b2b exclusive travel trade show in China, has become strategic partner of the 2019 World Culture and Tourism Forum to be held on October 22-25 in Xi'an, China. Under the topic "Integrating Culture and Tourism to Build an Intelligent Future", more than 1,000 industry experts will explore new marketing ideas for inbound tourism, destinations and attractions, while promoting the East-meets-West culture and thinking in the mission of developing global tourism for a new era. The conference will be hosted by Xi'an Municipal People's Government and Ctrip Group. ITB China is organising a senior delegation of International and Chinese travel industry representatives to visit the forum and enjoy four days of exploring new marketing ideas for inbound tourism in China.

Hand-picked senior buyers from the established ITB Berlin Buyers Circle will attend the forum this year, representing the international tourism industry. The majority of the buyers are coming from Europa and Asia, covering the MICE, Corporate and Leisure travel sectors.

David Axiotis, General Manager of ITB China: "Our international buyers have a high degree of purchasing power that will benefit the Chinese markets. They will help facilitating the Chinese tourism industry to grow bigger and stronger. ITB - as a global brand - connects the world and will boast a remarkable network of worldwide premium buyers and unique insights of industry trends. The partnership between Xi'an and ITB China will further promote the city's amazing culture and tourist offerings beyond China and thus increase Xian's ties with international travel professionals".

"Being one of the 'Culture Cities of East Asia' in 2019, Xi'an has accelerated its evolution into an international metropolis with its rich history and diverse culture backed by cultural confidence and consciousness. In the 'Belt and Road' initiative, Xi'an creates a new cultural bridge for exchange ," noted **Mr. Xu Mingfei, Deputy Mayor of Xi'an People's Government, at the Forum of the Culture City of East Asia.**

According to data from the Chinese Ministry of Culture and Tourism, inbound tourism remained steady in 2018 when a total of 141 million inbound visitors were recorded, up 1.2 percent year-on-year. Inbound tourists brought a total of \$127.1 billion in revenue to the tourism sector, registering a three percent increase compared with 2017. "For China's tourism industry, inbound tourism is a basic indicator for measuring the level



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of international competition. The forum will explore the opportunities and challenges for inbound tourism products as consumption is stepping up”, said Axiotis.

During the four-day conference participants will also discuss topics about “Smart Strategies for Destination Marketing”, “The Sharing Accommodation Disrupts Global Economy” and “The Metamorphosis of Culture and Tourism Industry”, while networking with other industry peers or exploring the ancient city of Xi’an.

In its 4th year ITB China, taking place from 13 to 15 May 2020 in the Shanghai World Expo Exhibition and Convention Centre, has already established itself as the must-attend event for the Chinese travel industry. Early committed exhibitors who register before 30 September 2019, can benefit from an **Early Bird discount of 10 percent** on their stand rental fees: contact@itb-china.com.

About ITB China and the ITB China Conference

ITB China is China’s largest B2B exclusive travel trade show. ITB China 2020 will take place from Wednesday to Friday, 13 to 15 May, at the Shanghai World Expo Exhibition and Convention Centre. 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 to the show and is co-organized by the leading conference organizer TravelDaily (www.traveldaily.cn).

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

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