

ITB China The Marketplace for China's Travel Industry 13 to 15 May 2020



Press Release

ITB China lands pioneering partnership with Meituan

- **Meituan Hotel to become Partner OTA, Conference Area Sponsor and merchandise sponsor of ITB China 2020**

Berlin/Shanghai, 14 October 2019 – Riding on the success of three years, ITB China, the largest B2B exclusive travel trade show in China, is pleased to announce its milestone partnership with China's leading e-commerce platform for lifestyle services Meituan. The company operates well-known mobile apps in China, offering over 200 service categories. It has been developing in the travel sector since 2013 and Meituan Hotel will become official OTA Partner of ITB China 2020, set to take place from 13 to 15 May in Shanghai. Meituan Hotel's engagement will include the sponsorship of the Conference Area and numerous marketing activities to mutually promote each other as well as to enhance business opportunities and raise global awareness for the travel industry.



Press Contacts:

Messe Berlin GmbH
Emanuel Höger
Spokesman
Senior Vice President
Corporate Communication
Messe Berlin Group
Messedamm 22
14055 Berlin
www.messe-berlin.com
Twitter: @MesseBerlin

**ITB China / ITB Berlin /
ITB Asia / ITB India:**
Julia Sonnemann
PR Manager
T: +49 30 3038-2269
Julia.sonnemann@messe-berlin.de
www.messe-berlin.com

Additional information:
www.itb-china.com

**MB Exhibitions
(Shanghai) Co., Ltd.**
Management: Dr. Martin Buck,
Executive Director
4225 Wheelock Square,
1717 West Nanjing Road
Jing'an District,
Shanghai, 200040 China

“After only three years, ITB China has become one of the top events in China's tourism industry, hosting the world and bringing important partners and businesses from all over the world to China. People come here to meet, exchange and seek for new opportunities for collaboration. Next year we will witness the 4th edition of ITB China, which we'll be very much looking forward to. ITB China provides us with the latest travel trends, more cutting-edge travel tech solutions, and more opinions leaders, which will make next year's event even more exciting”, said **Mr. Guo Qing, Vice President of Meituan, General Manager of Meituan Hotel Booking Business, and General Manager of Meituan Ticket Booking and Travel Business.**

With the synergy of its on-demand delivery, car-hailing, bike-sharing, hotel and travel booking, movie ticketing, and other entertainment and lifestyle

services, Meituan covers 2,800 cities and counties across China. Every year, the company reaches 420 million transaction users and has 5.9 million online partners worldwide. Meituan Hotel is the accommodation service platform owned by Meituan. Since Meituan Hotel inception, it has always upheld the mission of "We help people live better" and repeatedly refreshed the new record of China's online accommodation industry. From April 1, 2018 to March 31, 2019, the number of room nights by hotels in China has exceeded 300 million; in August 2019, the number of room nights spent in one month was over 40 million; on Oct 1, 2019, the number of room nights by hotels in China has exceeded 3 million.

Just recently the Meituan Hotel Group has launched the "Evergreen Program" which aims to help the hospitality industry to present their comprehensive services, starting online booking and ranging from catering, wedding, fitness, leisure to entertainment. It is designed to digitalize the supply side, including product and presentation, transactions and rating, so that the catering, wedding and other non-accommodation services are displayed directly and clearly to consumers. This will not only reduce the consumer concerns brought about by information asymmetry, but also help hotels to effectively increase transaction volume and continuously improve service quality through online consumer feedback.

Early committed exhibitors who register before 30 November 2019, can benefit from a **discount of 5 percent** on their stand rental fees:

exhibitor@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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