

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



Press Release

Wyndham becomes Partner Hotel of ITB China for the third consecutive year



Berlin/Shanghai, 30 October 2019 – All good things come in threes: ITB China, taking place from 13 to 15 May 2020 in Shanghai, announces that hotel industry giant Wyndham Hotels & Resorts has become the official partner hotel for the third year in a row. A corresponding agreement was signed by Mr. Leo Liu, President & Managing Director of Wyndham Hotels & Resorts, Greater China and Mr. David Axiotis, General Manager ITB China in Shanghai yesterday. David Axiotis commented: "ITB China has proven to be the perfect business platform for marketing campaigns and therefore commercial success. We are very delighted to continue our strategic partnership with Wyndham." Wyndham Hotels & Resorts is the world's largest hotel franchising company with more than 1,500 hotels and 150,000 rooms. Over the next three years, the group is planning to open about 500 new hotels in China. Wyndham Hotels & Resorts is offering special accommodation rates for ITB China 2020 in Wyndham hotels.

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Leo Liu, President & Managing Director of Wyndham Hotels & Resorts, Greater China said: "For the fourth time in four years Wyndham Hotels & Resorts has been exhibiting at ITB China. We work closely together like old friends and hope to mutual gain from this partnership. Through in-depth exchanges and close contacts with potential business partners, so as to create more value for our hotels. As the largest b2b exclusive travel trade show in China, ITB China focus on the Chinese tourism market, providing a great platform for the hospitality industry. As the Official Partner Hotel we

look forward to meeting old and new contacts at ITB China next year and to further exploring future trends and work together to shape the future prospect of China's tourism market.”

Upgrade of the award-winning Wyndham Rewards Perk Program

The new upgrade of the award-winning Wyndham Rewards member perks helps members to exchange free nights much faster and with less points and more hotel choices. Members can earn and redeem Wyndham rewards perk points at more than 900 new La Quinta® hotels, as well as in many new partners' platforms. With the official launch of the Wyndham Rewards member perks APP, people can easily register their member account, follow the latest member benefits and quickly book their favorite hotel.

The latest development of Wyndham Hotels & Resorts

This year, Wyndham Hotels & Resorts has made significant progress in its growth in China. In January, the Ramada Hong Kong Harbour View with 432 rooms opened, marking the official return of the Ramada Hotel to the Hong Kong market. In the following May, Ramada Hong Kong Grand View opened with 317 rooms and an iconic rooftop pool.

Not long after Wyndham's return to the Hong Kong market, Wyndham Hotels & Resorts reacquired the direct franchising rights of Days Inn brand in China and since then, ten new Days Inn/hotels were opened in Chongqing, Guangzhou, Changsha and other cities in China.

In October this year, with the opening of Microtel by Wyndham Guiyang with 192 rooms, Wyndham Hotels & Resorts announced the debut of Microtel® by Wyndham in China. The Microtel brand is committed to providing long-term value and exquisite quality for hotel guests and owners. In order to meet the needs of the Chinese market and expand at a faster speed, Microtel® by Wyndham in China will become a unique service lifestyle brand featured with both function and style.

In its 4th year ITB China has already established itself as the must-attend event for the Chinese travel industry. 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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