

# ITB China The Marketplace for China's Travel Industry 12 to 14 May 2021



## Press Release

### ITB China to co-host 2020 TravelDaily Conference



- **ITB China to be the co-host of 2020 TravelDaily Conference**
- **Held on 25-27 November 2020 at Shanghai International Convention Center**
- **Topic: "Rebuild with Synergy"**
- **New dates announced for ITB China 2021: 12-14 May**

*Berlin, 29 May 2020* – ITB China, the largest B2B exclusive travel trade show in China, will be the co-host of the 2020 TravelDaily Conference, set to take place from 25-27 November 2020 in Shanghai. In order to address the industry's greatest challenges after COVID-19, "Rebuild with Synergy" will be the overarching theme of the event. Since its inauguration in 2008, the TravelDaily Conference, a global leading travel industry event, has been held for thirteen years in a row. The organizers expect around 1,300 delegates, including mid- and high-rank executives of major airlines, hotels groups, OTAs, destination & attractions, tourism boards, travel agencies, air-ticketing agents, cruises and car-rental firms.

**Charlie Li, CEO of TravelDaily**, said: "Covid-19 has brought the travel world to a standstill and everyone wonders if travel will ever be the same again. Our three-day event will bring together high-ranking attendees from various segments of the tourism sector, presenting the top industry developments, help all attendees explore new business opportunities and be prepared to tackle future challenges after the pandemic."

#### New dates for ITB China 2021

ITB China 2020 that was postponed three months ago due to concerns around the COVID-19 pandemic has been rescheduled for next spring. ITB China 2021 will take place from Wednesday to Friday, **12 to 14 May**, at the Shanghai World Expo Exhibition and Convention Centre.

"The travel industry depends on face-to-face meetings like no other. We are very much looking forward to co-hosting 2020 TravelDaily Conference in November and welcoming the world in China again in the customary manner at ITB China 2021 in Shanghai next year. Given the success of three editions of ITB China, and given the fact the China travel market is gradually recovering, we believe the participation of the international suppliers to the events will enable them to speed up the pace to opening up the China market", said **David Axiotis, General Manager of ITB China**.

Early committed exhibitors who register for ITB China 2021 before 30 June 2020, can benefit from a discount of 15 percent on their stand rental fees:

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## About TravelDaily Conference

The TravelDaily Conference, combined with its breakout sessions of the China Hotel Marketing Conference and the China Destination Go-Digital Conference (DDC) Conference, will bring together travel industry professionals of China and the world. The show will be held concurrently with the third edition of Digital Travel Show, the only trade exhibition in China for promoting travel marketing and technology products.

([https://event.traveldaily.cn/tdc2020/index\\_en](https://event.traveldaily.cn/tdc2020/index_en))

## About ITB China and the ITB China Conference

ITB China is China's largest B2B exclusive travel trade show. ITB China 2021 will take place from Wednesday to Friday, 12 to 14 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](http://www.traveldaily.cn)).

More details are available at [www.itb-china.com](http://www.itb-china.com)

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