



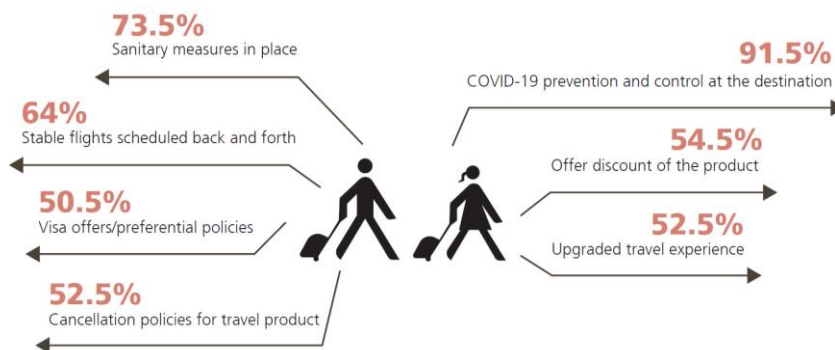
PRESS RELEASE

**ITB China Travel Trends Report:
 Travel products to focus on safety, health, nature and customization**

- **Health and safety become key concerns**
- **FIT and customizd travel will be preferred**
- **Bleisure to be still one of the trends for business travel**
- **Keep sustaining awareness and popularity in the market**

*Berlin/Shanghai, ** August 2020* – Health and safety are key concerns, impacting the travel intentions of Chinese tourists in the “new normal” as recent findings of the ITB China Travel Trends Report revealed. The report is a yearly publication, conducted by ITB China, to update the travel industry with the latest travel demands and trends in the China market.

According to the market survey based on 200 China outbound travel agencies and travel companies, the prevention and control of the epidemic at the destination are considered most important to Chinese travellers. Sanitary measures in force will also become key concerns, as will stable flights schedules.



(Shares of the surveyed travel companies on the consideration of Chinese travellers in selecting travel products in the next year)

Self-driving tours, Free Independent Travel (FIT) and customized tours are being driven by the new situation to avoid places with crowds and large travel groups. "After the outbreak, travelers may prefer outbound products focusing on safety, health and wellbeing, while the demand for natural landscape and customized travel will also increase," said **He Yong**, **President of HCG Travel Group**.

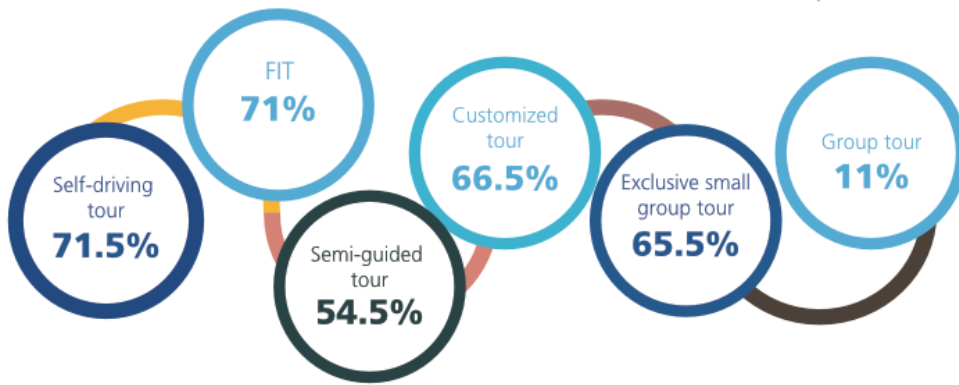
Press Contacts:

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

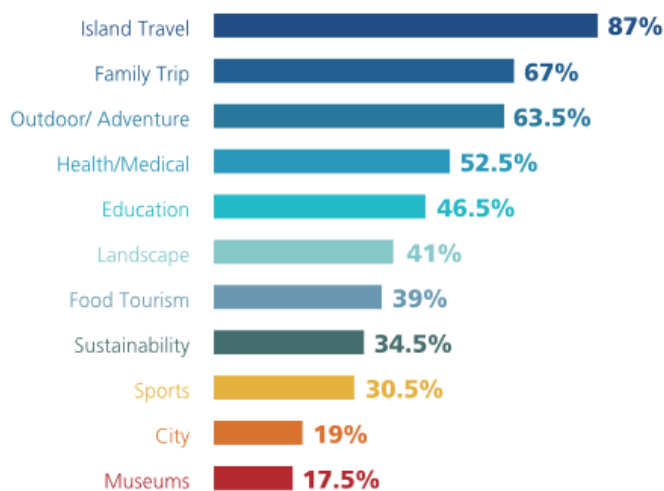
Additional information:
www.itb-china.com

MB Exhibitions (Shanghai) Co., Ltd.
 Management: Dr. Martin Buck,
 Executive Director
 4235 Wheelock Square,
 1717 West Nanjing Road
 Jing'an District,
 Shanghai, 200040 China



(Shares of surveyed travel companies that estimate the travel products preferred by Chinese travelers in the next year)

Island, outdoor, natural landscape, family and medical tours are expected to be the most popular themes in the coming year.



(Shares of the surveyed travel companies that estimate the popular travel themes in the next year)

Business + Leisure will be still one of the trends for business travel in the future. Over 60 percent of the surveyed travel companies expect business travellers to make personal or family trips to the specific destinations of their business travel next year.

Regarding the question of how to effectively and quickly restore the Chinese travel market, 200 respondents from Chinese outbound travel agencies and travel-related companies participating in the survey, offered opinions and suggestions, such as “Sustain and improve awareness and popularity of destinations”, “Align and upgrade travel products focusing on safety and health”, “Communicate with Chinese partners to keep aware of changes in the Chinese market”, “Set up flexible operation process and quick response mechanism” and “Engage in pre-sale activities of travel products”.

“We would advise European tour operators to start work on preparing products to answer the needs of potential travelers and visitors in the aftermath of the outbreak. These products should focus on health, wellbeing, nature, and should be customisable. Examples of such products could be self-guided tours. Chinese tour operators should get in touch with potential partners in Europe to help prepare these products, especially taking into account the Chinese experience in restarting domestic travel

after the pandemic,” said **Mr. Eduardo Santander, Executive Director of European Travel Commission.**

About the 2020 ITB China Travel Trends Report

The report is based on a survey among 200 Chinese outbound travel agencies and travel companies, including interviews with several industry experts. The report is a yearly publication, updating global travel suppliers and Chinese buyers with the latest needs of the Chinese travel market, in order to get best prepared to restart travel business in China.

The complete version of the ITB China Travel Trends Report- **The 2020 China Market Recovery Special Edition** is available on www.itb-china.com.

Early committed exhibitors who register for ITB China 2021 before 30 Sept 2020, can benefit from a discount of 10 percent on their stand rental fees: exhibitor@itb-china.com.

About ITB China Industry MeetUp events

The ITB China Industry MeetUp events are designed to provide global travel suppliers unique opportunities to reconnect with China’s major source markets, and get updated on latest trend insights, relating to the ‘new normal’, as well as meet face-to-face with members of the exclusive ITB China buyers circle in key cities and regions across China. The events set to take place in seven major cities in China between September and November 2020. http://www.itb-china.com/industry_meetup/

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).

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

Follow us on Wechat (**Wechat ID: ITB-CN**)

Join the **ITB China Group** on [LinkedIn](#).

Become a fan of **ITB China** on [Facebook](#)

You can find press releases on the internet in the Press section at www.itb-china.com.

Information about the data protection law:

Under the data protection law the organisation responsible for this email is Messe Berlin GmbH, Messedamm 22, 14055 Berlin, represented by its management: Dr. Christian Göke (CEO), Dirk Hoffmann; Chairman of the Supervisory Board Wolf-Dieter Wolf; Data protection officer: postal address as for Messe Berlin GmbH, email: datenschutz@messe-berlin.de. The email address used for the dispatch of this information has been obtained for the purpose of sending press releases. Section 6, Subparagraph 1, Letter f, DSGVO forms the legal basis for this purpose and for the dispatch of press releases to press representatives. The justified interest is that of notifying media representatives about current and future trade fairs and similar events. This email address will not be passed on to third parties.

If you no longer wish to receive ITB China press releases, please send an email to

itbchina@messe-berlin.de