

ITB Asia 2015
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PRESS RELEASE

ITB Asia partners with COTRI to offer insights on China's booming outbound travel market

Inaugural conference session will feature findings from the COTRI Market Report

Singapore, 9 April 2015 – ITB Asia, the 'Trade Show for the Asian Travel Market', has announced a partnership with the China Outbound Tourism Research Institute or COTRI to jointly develop a conference session focusing on China's growing outbound travel market. COTRI is the world's leading independent research institute for information, training, quality assessment, research and consulting relating to Chinese travellers.

As part of this partnership, COTRI will deliver a half day industry briefing titled 'Capturing the Chinese Outbound Tourism Market', for up to 100 delegates at the show. The eighth instalment of the leading regional trade show, organised by Messe Berlin (Singapore), will take place from 21 – 23 October 2015 at the Sands Expo and Convention Center, Marina Bay Sands.

"This partnership reflects our commitment to taking our conference programme content to the next level focusing on the importance of the Chinese outbound travel market. COTRI is renowned for its strong research and in depth understanding of the Chinese market and we look forward to working closely with them to bring quality, relevant and timely content to our delegates," said Katrina Leung, Executive Director of Messe Berlin (Singapore).

COTRI will present an in depth view on the development of the Chinese outbound tourism industry with leading experts discussing the different segments of the market and the different channels to reach the right kind of Chinese potential customers.

"COTRI has been working with ITB Berlin and the ITB Berlin Congress for many years now and partnering with ITB Asia is the next step for us. We will also be launching our second edition of the 'COTRI Market Report' at the show this year which will provide detailed insights into the Chinese outbound tourism industry," said Prof. Dr. Wolfgang Georg Arlt, Director, COTRI.

COTRI Market Report provides expert insights into the worldwide developments of China's outbound tourism market by offering the latest available data, statistics, and information on travellers' profiles and trends. The report highlights the travel and consumption patterns across the different segments of the Chinese outbound

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market, consideration factors influencing the current and future Chinese outbound environment and best practises to attract these travellers.

ITB Asia expects to have a strong-line up of conference sessions this year and also recently announced that CAPA - Centre for Aviation, a leader in global aviation knowledge, will also hold an industry outlook forum at the 2015 event. With a range of high calibre speakers expected to attend the session, the CAPA briefing will examine the latest change drivers essential to understanding the future of the aviation industry.

Last year's show attracted close to 750 exhibitors from 76 countries, as well as 850 buyers from 62 countries. ITB Asia is a partner event of TravelRave, a mega travel and tourism festival week organised by the Singapore Tourism Board.

For more information on ITB Asia 2015, visit www.itb-asia.com

About ITB Asia 2015

ITB Asia 2015 will take place at the Sands Expo and Convention Center, Marina Bay Sands, from 21 - 23 October. It is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau. The event will feature hundreds of exhibiting companies from the Asia-Pacific region, Europe, the Americas, Africa and the Middle East, covering not only the leisure market, but also corporate and MICE travel. Exhibitors from every sector of the industry, including destinations, airlines and airports, hotels and resorts, theme parks and attractions, inbound tour operators, inbound DMCs, cruise lines, spas, venues, other meeting facilities and travel technology companies are all expected to attend. www.itb-asia.com.

About COTRI

China Outbound Tourism Research Institute (COTRI) is the world's leading independent research institute for information, training, quality assessment, research, and consulting relating to the Chinese outbound tourism market. Further information can be found on www.china-outbound.com.



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