



## HotelBlox Participates in World Travel Fair Shanghai 2008



World Travel Fair (WTF) is the ultimate business-to-business platform for the Chinese outbound travel industry to meet, network, negotiate and conduct business. By attending World Travel Fair, participants efficiently, effectively and productively gain immediate competitive advantage for their business and stay abreast with the latest developments in the Chinese outbound travel industry. During the WTF consumer days, Chinese business and leisure travelers will get the ultimate travel experience to *'Travel the World in One Day'* and be updated on new destinations and the latest travel trends and developments. This year's event was held in the Shanghai Exhibition Center from March 27-30, 2008.

China is economically booming and opening up more and more; remarkable is the 29.3 per cent annual, growth rate of Chinese traveling abroad. Therefore five years ago World Travel Fair (WTF) pioneered in this market with the first outbound travel show. WTF has now been developed into a sound business-to-business platform, extended with consumer days.

Held annually in Shanghai, WTF features over 500 exhibitors from 50 countries that showcase their destinations, products and services in the tourism industry to over 30,000 attendees.

**About HotelBlox LLC:** Chicago, Illinois USA based HotelBlox is changing the way buyers of bulk hotel rooms purchase and facilitate inventory. Organizations in various industries actively seek to acquire volume lodging levels to support their core objectives. HotelBlox offers these organizations proprietary cost-and-time saving, procurement services allowing them to focus on what they do best. HotelBlox is not a procurement only company, but supports its clients and supplier partners with turn-key, online fulfillment tools, group tours and expert program management in the United States and Internationally. HotelBlox is accredited by International Airlines Travel Agent Network (IATAN), a member of National Tour Association (NTA) and a NTA China Inbound Program approved tour operator. For more information on HotelBlox, visit [www.hotelblox.com](http://www.hotelblox.com).

###