

Truly Enjoy



活力广东 心悦之旅



# 2018广东国际旅游产业博览会

## China (Guangdong) International Tourism Industry Expo

时间: 2018年9月7日-9月9日 Date: September 7th -9th, 2018

地点: 广州·中国进出口商品交易会展馆A区

Venue: Zone A, China Import and Export Fair Complex, Guangzhou



### 开拓中国重要的旅游客源市场

### Explore China's Top Tourist Source Market

主办单位 | 广东省旅游局  
Host | Tourism Administration of Guangdong Province

承办单位 | 广东省旅游发展促进中心  
Organizer | Tourism Development Promotion Center of Guangdong Province

执行单位 | 广州广之旅国际旅行社股份有限公司  
Executive Unit | GZL International Travel Service Ltd.

协办单位 | 广州广之旅国际会展服务有限公司  
Co-organizers | GZL International Conference and Exhibition Services Ltd.  
广东信基华展展览有限公司  
Guangdong Xinji Huazhan Exhibition Co.,Ltd.



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## 展会概况 About CITIE

广东国际旅游产业博览会（以下简称“广东旅博会”），自2005年创办至今已成功举办十三届，始终立足于全国最重要的客源输出地，汇聚全球优质旅游目的地、旅游服务商及供应商，专注B2B展示和B2C展销一体化，为海内外旅游业界提供信息交流、宣传展示与产品采购的展销平台。经过多年的品牌发展，广东旅博会已成为目前**中国展览规模最大、国际化程度最高、市场化运作效果最好的综合性国际旅游展览会**。



China (Guangdong) International Tourism Industry Expo (hereinafter to be referred as "CITIE"), has been successfully held for 13 years since 2005. Based on China's most important source of tourists, CITIE focus on both B2B and B2C market to attract worldwide high-quality tourism destinations, service providers and suppliers, which is a professional platform sharing information, purchasing product and business development for exhibitors and buyers. With years of brand development, **CITIE has become the largest-scale and the best market-oriented international tourism exhibition in China.**

## 为什么选择广东？ Why Guangdong?

■ 广东是中国综合实力最强、开放程度最高、最具活力的地区之一，消费总额占全国11%左右，广东旅游市场消费潜力巨大。

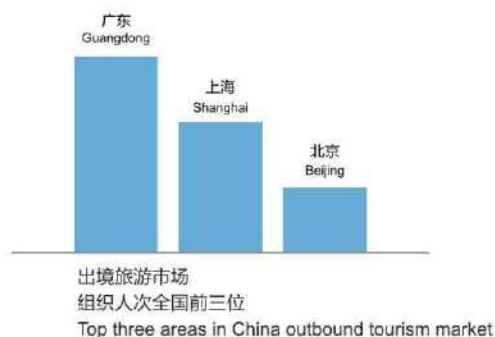
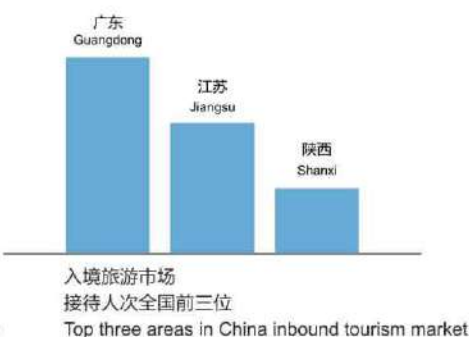
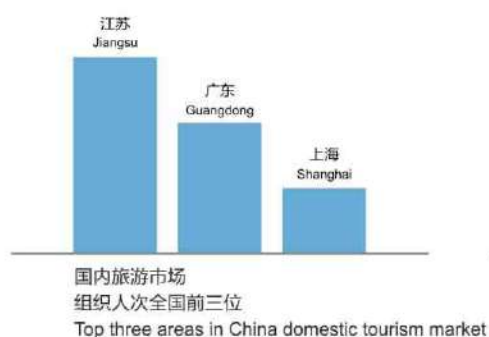
Guangdong is one of the most comprehensive economic strength, market openness and dynamic provinces which total consumption accounted for 11% in China. Therefore tourism market in Guangdong is full of huge potential.





■ 亚洲城市处于旅游增长的前沿，广东成为亚太地区最重要的旅游客源地、旅游目的地和产业集聚地之一。  
Asian cities are at the forefront of tourism growth over the next ten years, and Guangdong will become one of the most important tourist source markets, tourist destinations and industrial cluster areas in the Asia-Pacific region.

- 广东旅行社在中国国内、入境及出境旅游市场组织人次名列前茅。  
Guangdong group reception tops three in China domestic, inbound and outbound tourism market.

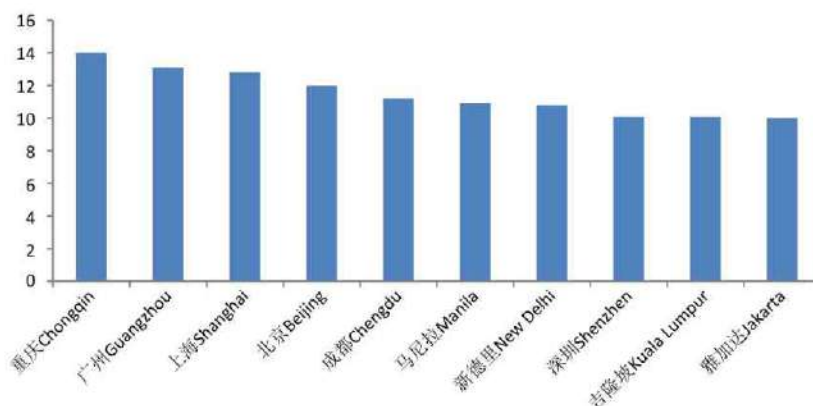


数据来源：《国家旅游局关于2017年第三季度全国旅行社统计调查情况的公报》  
Source from the 2017 national travel survey by China National Tourism Administration.

- 世界旅游收入年均增长率为4%，其中广东两大城市广州（13.1%）、深圳（10.1%）在全球旅游收入年增长排名前十。  
With the world average growth rate at 4% per year, and Asia Pacific at 5.8%, both Guangzhou and Shenzhen in Guangdong province respectively reached 13.1%, 10.1% outpacing the regional and global average.

### 全球旅游收入年增长率前十大城市（%） Top 10 Cities in Annual Growth Rate of World Tourism Income 2017

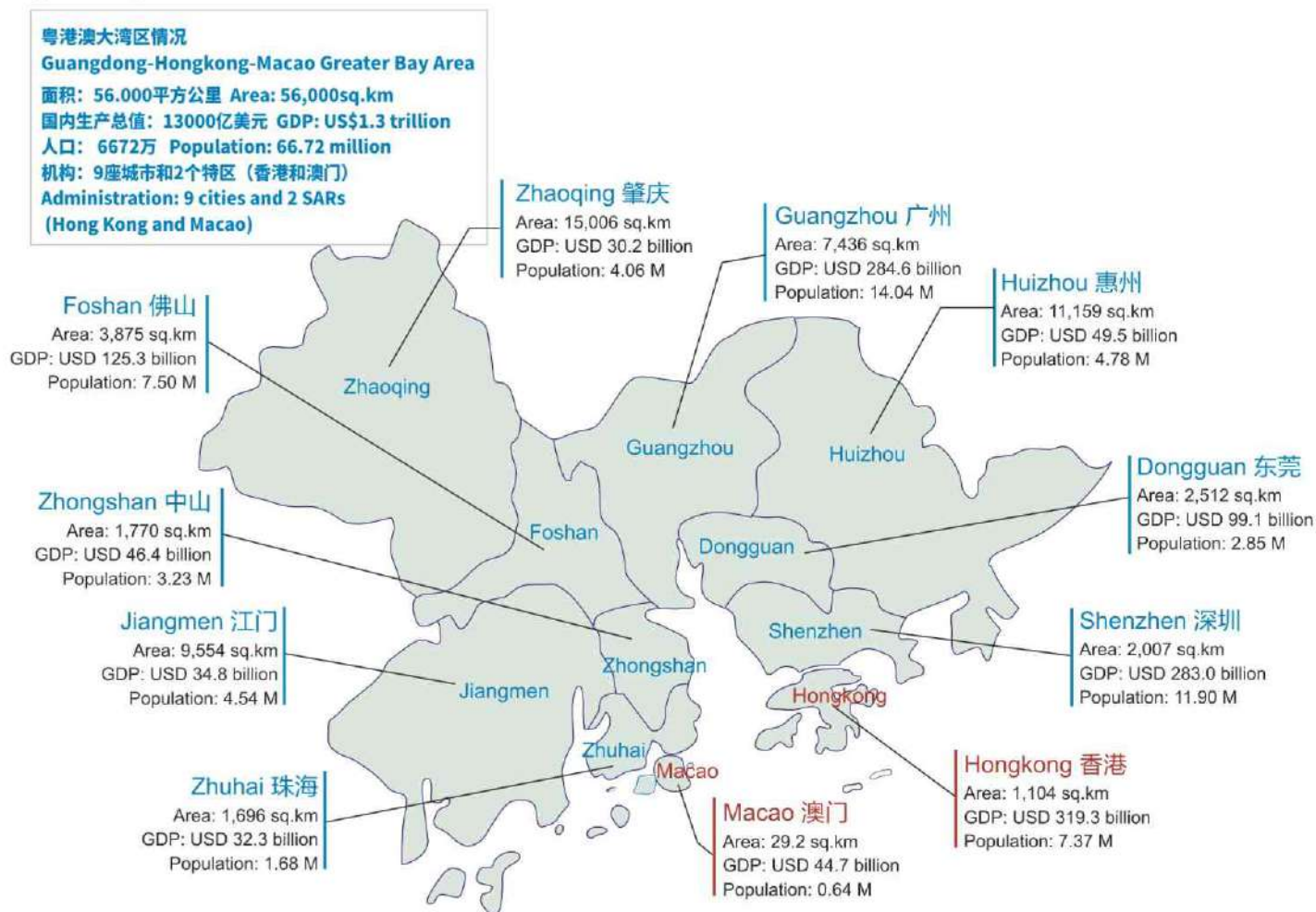
数据来源：2017年世界旅游及旅行理事会（WTTC）研究报告  
Source from 2017 WTTC report







■ 粤港澳大湾区正式成为国家战略部署，将具有全球要素资源配置能力和影响能力，逐步建设成为世界级旅游目的地。  
Guangdong-Hongkong-Macao Greater Bay Area has officially become national strategic deployment, which have ability to promote the efficiency of global resource allocation and international influence, gradually turn into a world-class tourism attraction.



# 为什么参加广东旅博会

Why CITIE 2018?

## 中国规模最大的综合性国际旅游展览会。

CITIE is China's largest comprehensive international tourism exhibition.



## 汇聚全球最有影响力的旅游目的地，打造世界级的旅游交易与交流平台。

Gathering all the most influential tourist destination in the world, to build up a world-class trading and exchange platform.

以区域联动打造粤港澳大湾区旅游展区，集中欧洲、非洲、美洲、拉美、亚洲等各国旅游资源筹划广东国际友好省州旅游展区、广东-东盟旅游合作展区、广东-欧洲旅游合作展区、广东-拉美国家旅游合作展区等主题；以“全域旅游”进行泛旅游产业融合，重点打造研学旅游、客栈民宿旅游、体育旅游、工业旅游、邮轮旅游、红色旅游、智慧旅游、旅游金融等新业态主题展区，推动更多新型业态互通共融，培育新旅游消费热点，助力区域旅游资源系统整合。

Under regional cooperation, CITIE 2018 is to build up Guangdong-Hongkong-Macao Greater Bay Area Pavilion, and centralize worldwide tourism resources to create Guangdong International Friendship Province Pavilion, ASEAN Culture and Tourism Show, EU-Guangdong Tourism Pavilion, Latin Countries Cooperation Pavilion. Meanwhile, with holistic tourism, CITIE will focus on study tour, home stay travel, sports tourism, industrial tour, cruise tour and smart travel into different theme areas to improve new industrial integration and cultivate new consumption hotspot.

## 旅游目的地、供应商与线上线下旅行社联动，携手打造“缤FUN旅游盛会”。

The Grand Tourism Carnival, an excellent platform for reaching win-win cooperation.

与全国百强旅行社及在线运营商展前建立合作意向，在大众旅游卖场馆（广东旅博会最具人气的展馆之一）开展联合营销，线上线下大融合，为即将到来的中国“十一”黄金周及来年春节做旅游产品预售，共同撬动广东旅游客源市场。

National top hundred travel agencies and online operators will be introduced to destinations, suppliers to establish partnership before exhibition. During the exhibition, cooperative scheme could be carried out to presale products for the upcoming China Golden Week and China Spring Festival at the hottest Tourism Hypermarket Hall.

## 部分参展商 Part of Exhibitors



(排名不分先后 In no particular order)



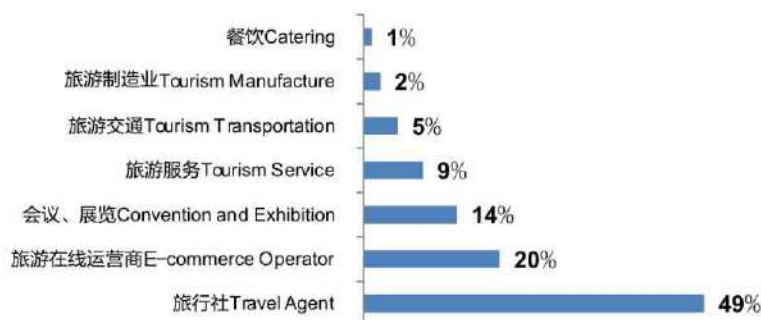
## ■ 聚集中外百强旅行社优质买家群体，商务配对高达**1100**场。

High-quality buyers group from Top 100 Travel Agencies will participate more than **1100** appointments.

精选中外百强旅行社3000名采购商作为特邀买家，通过买家预约配对平台定制会晤洽谈计划，有效提高商业合作转化率。  
3,000 Domestic and overseas hosted buyers from Top 100 Travel Agencies will be invited to make appointments through Pre-schedule Matching System (PMS), which effectively improve the conversion rate of commercial cooperation.

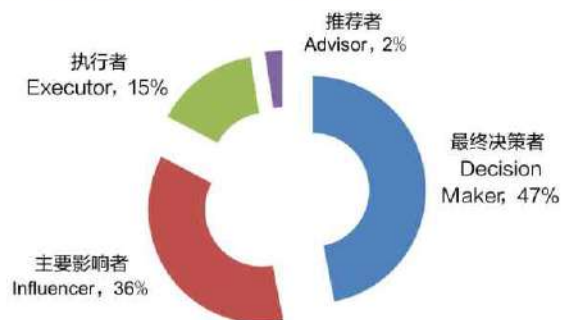
### 买家来自哪些旅游机构？

What type of companies do the buyers work for?



### 买家的决策影响力如何？

How influential are our visitors in purchasing?



## ■ 打造全球领先的旅游产品发布平台，发布最新旅游行业趋势，引领未来旅游新格局。

World's leading release platform for tourism products, latest industry trends to guide the new future.

为旅游目的地、服务商及供应商搭建政府、企业与行业之间的沟通桥梁，举办各类主题论坛/座谈、新品/新趋势发布会、产品/技术推介会等活动，促进各方协作、协同发展，了解客源市场需求，引领市场发展风向，建立客源地营销市场体系。

In order to build bridges between G2G, G2B, B2B and B2C, various kinds of forum, press release, technology promotion and other activities will be organized to improve cooperation and development of all parties. CITIE is a platform to realize the latest demand of Chinese tourist market and to acquire industry from around the world.





## 2018主题及配套活动

### Theme and Supporting Activities 2018

- 主宾国文化旅游日 Guest Country of Honor Day
- 第四届广东国际会展旅游交流大会 The 4th China (Guangdong) International MICE Exchange Conference
- 广东-东盟旅游资源对接会 ASEAN-Guangdong Tourism Resource Matchmaking
- 广东-欧洲旅游交流推介会 EU-Guangdong Tourism Exchanges Seminar
- 粤港澳大湾区旅游推介会 Guangdong-Hong Kong-Macao Greater Bay Area Tourism Promotion
- 新品发布及目的地推介 New Products Launch and Destination Promotion

## 展览范围

### Exhibition Category

- 旅游局及旅游机构 Tourism Administrations
- 旅游企业 Tourism Enterprises
- 航空公司及邮轮 Airlines and Cruises
- 酒店、度假村及会议展览场所 Hotels, Resorts and Convention and Exhibition Venues
- 景区景点、主题公园及旅游地产 Scenic Spots, Theme Parks and Tourism Real Estates
- 特色餐饮企业 Characteristic Catering Companies
- 旅游媒体 Tourism Media
- 旅游婚庆服务 Honeymoon Services Organizations
- 旅游电子商务及互联网企业 Tourism E-Business and Internet Companies
- 旅游保险及银行 Travel insurance Organization and Banks
- 旅游精品及纪念品 Tourism Products and Souvenir

## 合作媒体

### Supporting Media

 广东广播电视台 GUANGDONG RADIO AND TELEVISION	 广州广播电视台 Guangzhou Broadcasting Network	 南方日报	 广州日报 GUANGZHOU DAILY	 南方都市报 办中国最好的报纸
 环球旅讯 TravelDaily	 纵横天下游	 羊城晚报报业集团 Yangcheng Evening News Group	 金羊网 www.ycwb.com	 youlou.com www.youlou.com 中国出境游门户网站
 会议 MEETINGS CHINA	 汇众传媒 汇众全华 HUIZHONG MEDIA	 信游天下	 腾讯·大粤网 GD.QQ.COM	 地道发现 发现之旅
 旅游刊 Vyoukan	 Traveltrade.cn 国际旅游交易网	 度假传播 HOLIDAY MEDIA	 劲旅网	 头条 今日头条 你关心的 才是头条
 e展网 eshow.365.com	 Travelink 旅业链接 DOILY	 TVSP	 新展国际传媒	 方塘智库 fangtang, fangtang, fangtang
 广州潮生活	 环球逸旅 TRAVEL WORLD CHINA	 MEADIN 迈点 旅游及大住宿业门户	 新展国际传媒	 直播 ZLIVE.GDTH.CH

(排名不分先后 In no particular order)

## 大会日程表 Schedule

日期 Date	时间 Time	内容 Content
2018年9月5日 (周三) September 5 (Wednesday)	09:00~17:00	注册/布展 Register/ Move-in
2018年9月6日 (周四) September 6 (Thursday)	09:00~17:00	注册/布展 Register/ Move-in
2018年9月7日 (周五) September 7 (Friday)	09:00~17:00	开馆仪式/开展 Opening Ceremony
2018年9月8日 (周六) September 8 (Saturday)	09:00~17:00	第四届广东国际会展旅游交流大会 The 4th China (Guangdong) International MICE Exchange Conference
2018年9月9日 (周日) September 9 (Sunday)	09:00~16:00	情况总结大会/撤展 Summary / Move - out

注：以上日程如有变化，另行通知。

Note: Further notice will be given if there is any change.

## 收费标准 Participation Cost

馆名/Hall	收费标准/Price of Booth	馆名/Hall	收费标准/Price of Booth
1.2 “一带一路”国际旅游馆 Belt and Road International Tourism Hall	标准展位 ¥18,300元/9m <sup>2</sup> Standard Booth RMB 18,300/9m <sup>2</sup>	2.2 中华全域旅游馆 China Holistic Tourism Hall	标准展位 ¥9,000元/9m <sup>2</sup> Standard Booth RMB 9,000/9m <sup>2</sup>
	光地(36m <sup>2</sup> 起) ¥17,100元/9m <sup>2</sup> Raw Space (Minimum 36m <sup>2</sup> ) RMB 17,100/9m <sup>2</sup>	3.2 大众旅游卖场馆 Tourism Hypermarket Hall	光地(36m <sup>2</sup> 起) ¥8,600元/9m <sup>2</sup> Raw Space (Minimum 36m <sup>2</sup> ) RMB 8,600/9m <sup>2</sup>
		4.2 旅游商品汇及老字号馆 Tourism Gifts and Time-honored Brands Hall	



## 联系我们 Contact Us

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