

Truly Enjoy



# CITIE

## 2020

## 广东国际旅游产业博览会

CHINA (GUANGDONG) INTERNATIONAL  
TOURISM INDUSTRY EXPO

开拓中国重要的旅游客源市场

Explore China's Top Tourists Source Market

时间 / Date

2020年9月 / September, 2020

地点 / Venue

广州·中国进出口商品交易会展馆A区

Zone A, China Import and Export Fair Complex, Guangzhou



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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十五届,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 15 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 best market-oriented international tourism exhibition in China.

## 为什么选择广东? | WHY GUANGDONG?

### 1.第四大湾区展重要引擎,中国最富裕的人群聚居地。

1.Important engine in the development of the World's No.4 Bay Area, richest population inhabit area in China.

粤港澳大湾区

Guangdong-Hong Kong-Macao Greater Bay Area

面积:56,000平方公里

Area: 56,000sq.km

国内生产总值:13000亿美元

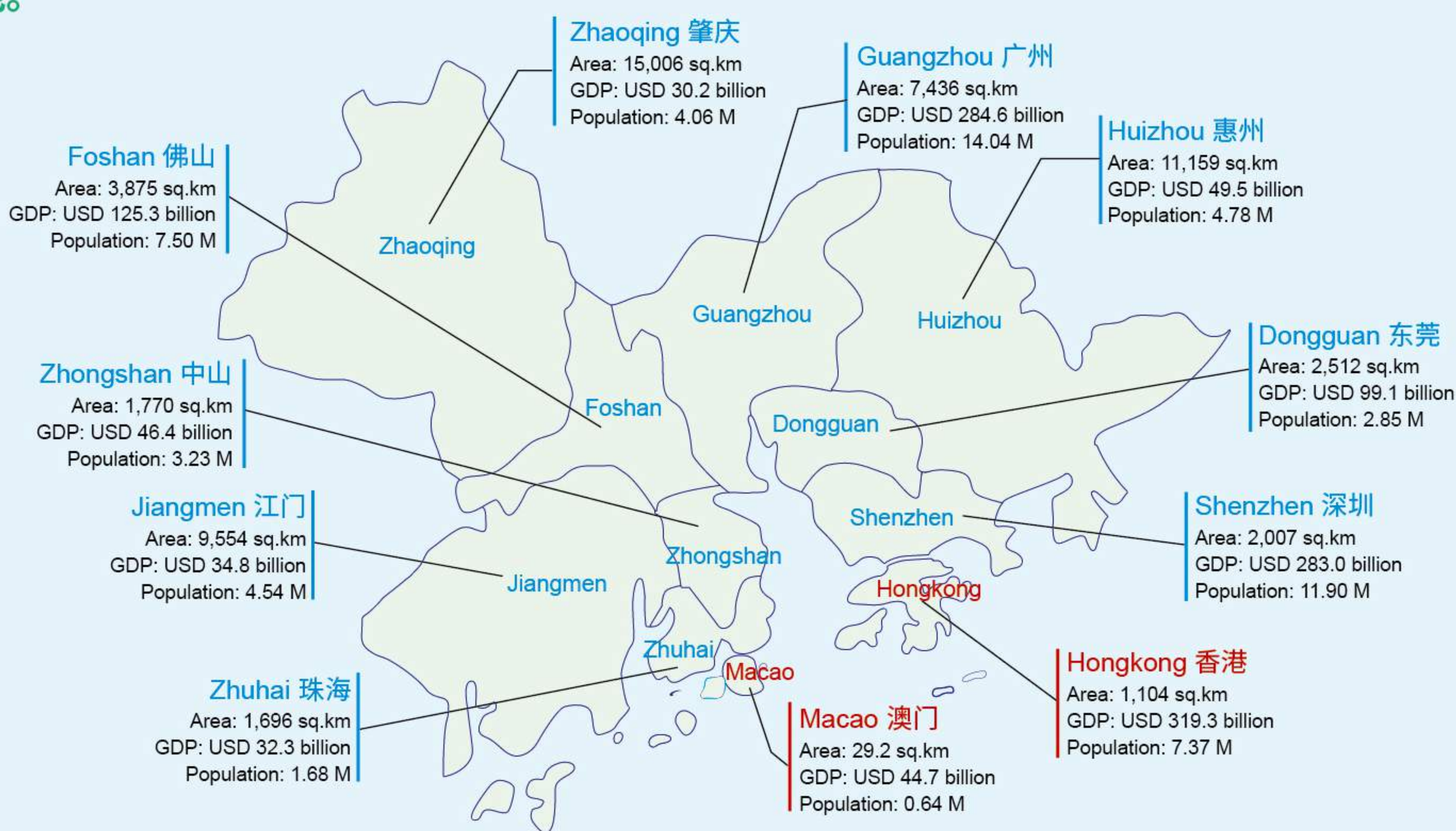
GDP: US\$1.3 trillion

人口:6672万

Population: 66.72 million

机构:9座城市和2个特区(香港和澳门)

Administration: 9 cities and 2 SARs (Hong Kong and Macao)



•国内生产总值13000亿美元,在世界国家排行中名列11位,与韩国持平,是全国经济最活跃的地区和重要增长极;

GDP reached US\$1.3 trillion, ranked 11th in the economies in the world, same as South Korea and is country's most active economically region and important growth pole;

### 2.中国巨大的消费潜力地。

2.Huge potential of travel consumption in China.

•据携程旅游集团与万事达卡联合发布报告显示,中国出境游客人均消费排名世界第一,大幅领先其他国家。数据显示,中国华东和华南地区消费者担当了出境游和境外消费的主力,中国游客在全球游客中消费能力最强,其中高端游客在所有出境旅客中约占20%,却惊人地贡献了超过八成的总境外消费额。

According to the Report that jointly released by CtripTravel Group and MasterCard, per capita travel consumption of China ranked first in the world and most of travelers were from south part of China. And High-end travelers, who comprised 20% of the total number of travelers, contributed to 80% of the total outbound spending.

2018 中国跨境旅行消费报告  
2018 Chinese Cross-border Travel Consumption

### 3.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。

3.One of the most important tourist source markets, tourist destinations and industrial cluster areas in the Asia-Pacific region.

•广东与80多个国家和地区作为自费出境游的目的地

More than 80 countries have been chosen by Guangdong Citizens as travel destinations at their own Expense.

•航线覆盖全球220个航点,打造全球12小时航空交通圈

Cover 220 waypoints to build "12-hour air traffic circle" around the world.

•截至2018年底,广东民航航线里程达到277.49万公里(其中国际航线里程超过83.43万公里),完成客运量超过1.06亿人。

Mileage of civil aviation routes in Guangdong reached 2.7749 million km (include more than 834300 km international mileage), and passenger traffic more than 106 million people.



# 2019展会回顾 | CITIE 2019 REVIEW

## 重要数据 | CITIE KEY FIGURES



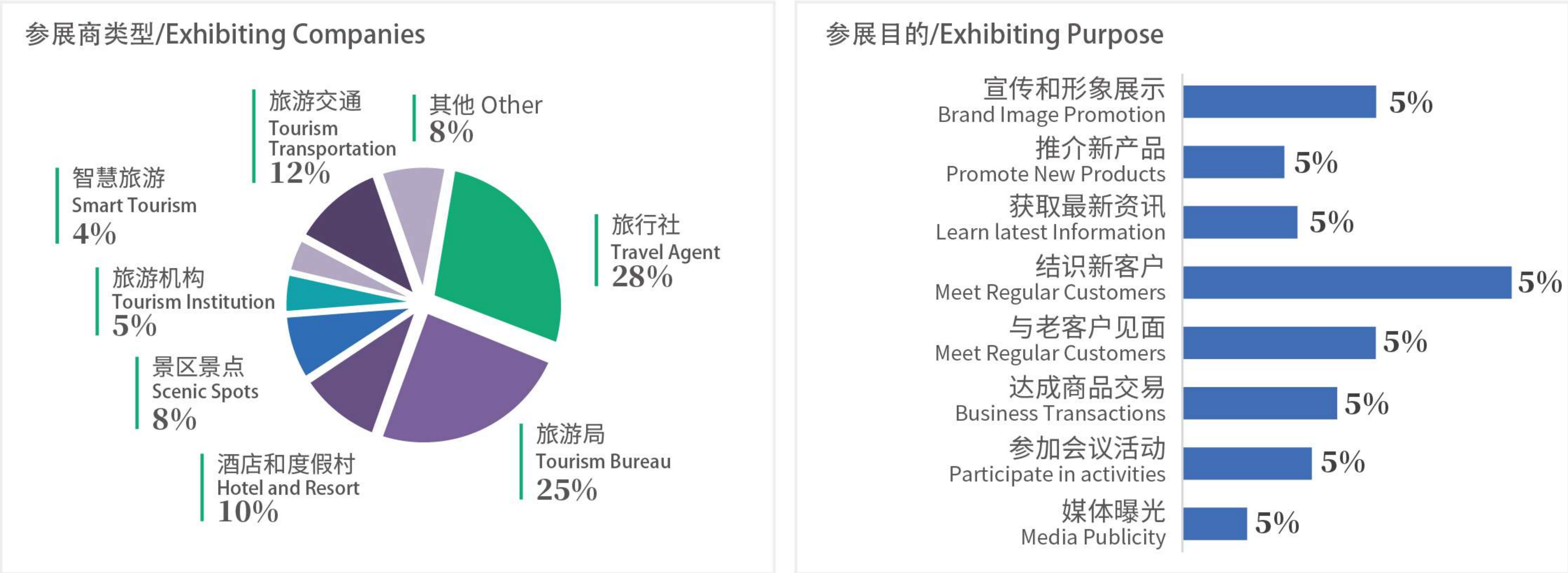
## 主宾国——马来西亚 | MALAYSIA, GUEST COUNTRY OF HONOR



## 旅游目的地合作伙伴——韶关 | SHAOGUAN, PARTNER TOURISM DESTINATION



## 展商分析 | EXHIBITOR ANALYSIS





部分参展商 | PART OF EXHIBITORS



TOURISM MALAYSIA  
马来西亚国家旅游局



神奇泰国  
amazing THAILAND



LAOS  
Simply Beautiful



myanmar  
TOURISM FEDERATION



egypt  
埃及·一切从此开始



Ethiopia  
LAND OF ORIGIN



MOROCCO



TOURISM UGANDA  
You're welcome



VISIT RWANDA  
欢迎来到卢旺达



突尼斯  
INSPIRING



Venezuela  
abierto al futuro



厄瓜多尔  
热爱生活



BRAZIL



fiji  
where happiness finds you



长隆度假区  
CHIMELONG RESORTS



澳门特别行政区政府旅游局



香港旅游发展局



HKAAPA  
HONG KONG ASSOCIATION OF AMUSEMENT PARKS AND ATTRACTIONS  
香港遊樂園及景點協會



香港赛马会  
The Hong Kong Jockey Club  
同心协力 共同进步 RIDING HIGH TOGETHER



GLOBAL TOURISM ECONOMY FORUM  
世界旅游经济论坛  
WORLD TOURISM ECONOMY FORUM  
WORLD TOURISM ECONOMY FORUM



SA VISIT SARAJEVO  
TURISTIČKA ZAJEDNICA KANTONA SARAJEVO



MONTE NEGRO  
野性之美



SEMA  
SERBIA



Polska  
波兰旅游局



Ireland  
自然心动爱尔兰



中国南方航空  
CHINA SOUTHERN



中国东方航空  
CHINA EASTERN



Vietnam Airlines



中华航空  
CHINA AIRLINES



Virgin australia  
维珍澳大利亚



岭南集团  
LINGNAN



广东旅游集团



南湖国旅



CITS  
中国国旅



同程旅游



金马国旅



广东中旅  
GDCTS.COM



途牛  
tuniu.com



泰国国旅集团  
CCT GROUP



Global Fun Travel  
乐享环球



港中旅  
CTS



铁青旅游



GENTING  
CRUISE LINES  
云顶邮轮集团



携程旅游



春秋旅游  
SPRING TOUR



南都旅游



CCT



广东省研学旅行协会



广州研学  
世界是孩子的课堂



广东南方传媒国际旅行社



LCT



FLORENTIA  
VILLAGE  
佛罗伦萨小镇



GRG Banking  
广电运通



旅游卫士

(排名不分先后 In no particular order)

展商评价 | EXHIBITOR STATEMENTS

塞米西·西卡, 汤加王国副首相兼基础设施和旅游部大臣

H.E. Semisi Kioa Lafu Sika, Deputy Prime Minister and Minister for Infrastructure and Tourism of the Kingdom of Tonga

非常高兴能与世界各地众多旅游界人士交流会面, 接收世界旅游的最新信息。广东旅博会为汤加提供了一个国际性的专业旅游平台, 有机会向世界展示汤加的旅游资源和民俗文化。期待能有更多中国游客前往汤加旅游, 感受汤加人民的文化与热情。

I was glad to meet with so many tourism industrials from all over the world and learned the latest tourism information this time. CITIE is a very international and professional tourism exchange platform for Tonga, which providing the opportunity to promote Tongan tourism resource and folk culture to the world. I do hope more Chinese tourists could travel to Tonga and learn our culture and passion.

何素银, 马来西亚国家旅游局国际推广部 (亚非) 副主任

Sharon Ho Siew Nyoon, Deputy Director for International Promotion Division(Asia/Africa), Malaysia Tourism Promotion Board

马来西亚已经持续多年参加广东旅博会, 是旅博会名副其实的老朋友了。有别于往年, 今年马来西亚成为了广东旅博会的主宾国。明年是“马来西亚旅游年”及“2020中马文化旅游年”, 马来西亚政府希望能吸引3000万国际游客到访, 并带来1000亿林吉特(约合243亿美元)以上的收入, 而生态旅游、文化和艺术正是马来西亚政府的“主打招牌”。

Malaysia has participated in CITIE for years, and kept good relationship all the time. Unlike the previous years, Malaysia was the Guest County of Honor of CITIE 2019 this time. Next year will be Visit Malaysia 2020 and also Malaysia-China Year of Culture and Tourism 2020, it's expected to attract 30 million international tourists to Malaysia and benefit more than 100 billion ringgit (about \$24.3 billion) in tourism revenue. And ecotourism, arts and culture will be our focus.

伊戈尔菲群斯, 比利时林堡省副省长

Mr. Igor Philtjens, Vice governors of Limburg of Belgium

这是我首次来到花城广州参加广东旅博会, 在这几天的参展和日常生活中发现, 本地人把艺术、餐饮和传统文化进行整合的各类文创产品、旅游路线十分具有吸引力, 值得旅游业界学习。

It was my first time to Guangzhou to participate in CITIE. During these exhibition days, I found that local people tend to combine arts, catering, traditional culture into various cultural and creative products and tourism routes. This is very interesting and attractive which is worth learning for tourism industry.



# B2B专业平台，无缝对接展商与买家

## B2B PROFESSIONAL PLATFORM, SEAMLESS CONNECTION BETWEEN EXHIBITORS AND BUYERS

专业化预约配对系统, 为参展商和专业买家打造智能预约配对平台。  
Professional Pre-scheduled Matchmaking System (PMS), an intelligent platform for exhibitors and buyers to make appointments in advance.

50<sup>+</sup>

专业买家团  
Professional Buyers Group

96%

有效预约率  
Effective Reservation Rate

13000<sup>+</sup>

预约会晤  
Match Made & Pr-scheduled Appointments



### 买家评价 | BUYERS STATEMENTS

刘小霞, 东莞康辉国际旅行社营业总监  
Liu Xiaoxia Director of Dongguan Kanghui International Travel Service Ltd

2019年的广东旅博会规模大、平台好，资源多，展会期间举办了多场文化旅游专题活动，内容丰富充实。现场还能见到多个国家的优质境外供应商，收获满满。旅博会的品牌知名度越来越高，今年的预约系统也非常好，对于精准对接洽谈有很大帮助，提高了我们的时间管理和效率。总体而言，对广东旅博会的各项安排非常满意！

CITIE 2019 is of great exhibition scale, best platform and rich resource with various theme events of culture and tourism, and I have met with so many quality outbound suppliers. Now the brand awareness of CITIE is better and better, especially the PMS (Pre-schedule Matchmaking System) was benefit to organize the business meeting with exhibitors and improve our time arrangement. Generally I was satisfied with the whole arrangement of CITIE 2019.

苏志江, 厦门厦旅国际旅行社有限公司出境中心总监  
Su Zhijiang, Director of Outbound Department of Xiamen Xialv International Service Ltd

第二次参加广东旅博会，无论从规模，还是活动安排都越来越好，特别要表扬的是，主办方对我们这些特邀买家给予管家式的服务，以便我们在整个活动期间，不但节省了时间，也提高了与展商洽谈的工作效率。

It's my second time to CITIE, which is much better from exhibition scale to activity arrangement. In particular, the organizer has offered best buyer service to us so that we can not only save time and improve the efficiency of business meeting with exhibitors.

陈德元, 广西旅游协会旅行社分会秘书长  
Chen Deyuan, Secretary General of Guangxi Travel Service Association

感谢组委会精心搭建了国际化文化旅游行业交流平台，同时旅游卖场也大力推动了文化旅游便民惠民。组委会非常重视买家组织，来自各区域出境游市场排名前10的旅行社为参展商提供了优质的买家资源。

Thanks a lot for the organizing committee to build up such an international exchange platform for culture and tourism industry and at the same time, convenient services and high-quality products at site facilitated the public a lot. The organizer did the great job in inviting buyers and ensured most buyers were from top 10 outbound travel agencies which offering high quality buyer resources to exhibitors.



# B2C平台实现市场与品牌联动， 展销效果显著

## B2C PLATFORM TO REACH WIN-WIN COOPERATION BETWEEN BRAND IMAGE AND MARKET

20家旅行社及OTA供应超过10万个旅游优惠名额,让利幅度达1亿,成交金额达2亿。

20 travel agencies and OTA provided more than 100 thousand discounted tourism products for the upcoming winter and a pre-sale of 2020 tourist products, with a profit margin of 100 million yuan and a transaction amount of 200 million yuan.



# 18场主题活动、论坛、行业交流活动

## Theme Events/Forum/Industrial Activities

# 会议及活动

## EVENTS & ACTIVITIES

“文旅产业赋能”和“目的地新探索” 专题会议及活动,搭建业界深度交流平台,为文旅产业发展汇聚新思路。

Theme events and activities of “Empowerment for Cultural Tourism Industry” and “New Exploration of Destinations”, providing a deep communication platform for industrial to get new ideas for the development of the cultural and travel industry.



文旅产业发展论坛  
Cultural Tourism Industry Development Forum



聚焦教育变革·论研学旅行的“需”与“实”  
Focus on Educational Transformation, On the "Need" and "Reality" of Study Travel



广东旅博会之夜暨世界旅游经济论坛推介会  
GTEF PRESENTS: CITIE BUYER' S NIGHT 2019



广东省民宿行业产业大会  
Guangdong Homestay Industry Conference

# 24目的地推介与新产品发布 | Destination Promotion/Product Release

国际:马来西亚、塞尔维亚、黑山、波斯尼亚和黑塞哥维那、委内瑞拉、俄罗斯、缅甸、卢旺达、埃塞俄比亚、太平洋岛国等。

International: Malaysia, Venezuela, Ethiopia, Russia, Serbia, Bosnia Herzegovina, Montenegro, Rwanda, Myanmar, Pacific Islands, ect.

国内:韶关、林芝、湛江、珠海、海口、柳州、宜昌等。

Domestic: Shaoguan, Linzhi, Zhanjiang, Zhuhai, Haikou, Liuzhou, Yichang, ect.





媒体宣传 | MEDIA PUBLICITY

100+ 合作媒体 Supporting Media	1000+ 媒体发稿量 Press Release	10万 传播矩阵转载量 Forwarding Amount (100 thousand)	3000万 搜索引擎结果 Search Engine Results (30 million)	7000万 媒体曝光量 Media Exposure (70 million)
9000万 媒体价值 Media Value(90 million)	2500万 微博话题阅读量 Reading on CITIE via Weibo (25 million)	88000+ 线上相册阅读量 Reading of Online Album	28天50个 超A级地铁灯箱广告 Media Exposure(70 million) 覆盖约5.6亿人次 28days, 50 light boxes ads on metro covering 560 million person-time	

移动资讯平台合作伙伴 | MOBILE INFORMATION PLATFORM PARTNERS



合作媒体 | SUPPORTING MEDIA



(排名不分先后 In no particular order)

2020主题展区 | THEME PAVILIONS

- 广东-东盟旅游文化展区 ASEAN Culture and Tourism Show
- 广东-拉美高端定制旅游展区 Latin Countries High-end Tourism Pavilion
- 广东-非洲新兴旅游目的地展区 New Destinations of African Countries
- 广东研学旅行主题展区 Guangdong Study Travel Exhibition
- FUN享旅游特卖主题展区 FUN Tourism Products On Sale Pavilion
- 亲子旅游、体育旅游、工业旅游、邮轮旅游、红色旅游、智慧旅游、旅游金融、精品酒店等新业态主题展区。
- Family tour, sports tourism, industrial tour, cruise tour ,red tour, smart travel , Tourism Finance and Boutique Hotel area etc.

2020主题及专业活动 | THEME EVENTS AND PROFESSIONAL ACTIVITIES

- 1.主宾国文化旅游日 Guest Country of Honor Day
- 2. 旅游目的地合作伙伴旅游推介会 Partner Tourism Destination Promotion
- 3. 文旅产业发展论坛 Cultural Tourism Industry Development Forum
- 4. 2020广东旅博会买家之夜 CITIE 2020 Buyers' Night
- 5. 新品发布及目的地推介 New Products Launch and Destination Promotion



# 2020 定制化合作模式 | CUSTOMIZED MARKETING COOPERATION MODE



主宾国  
Guest Country of Honor



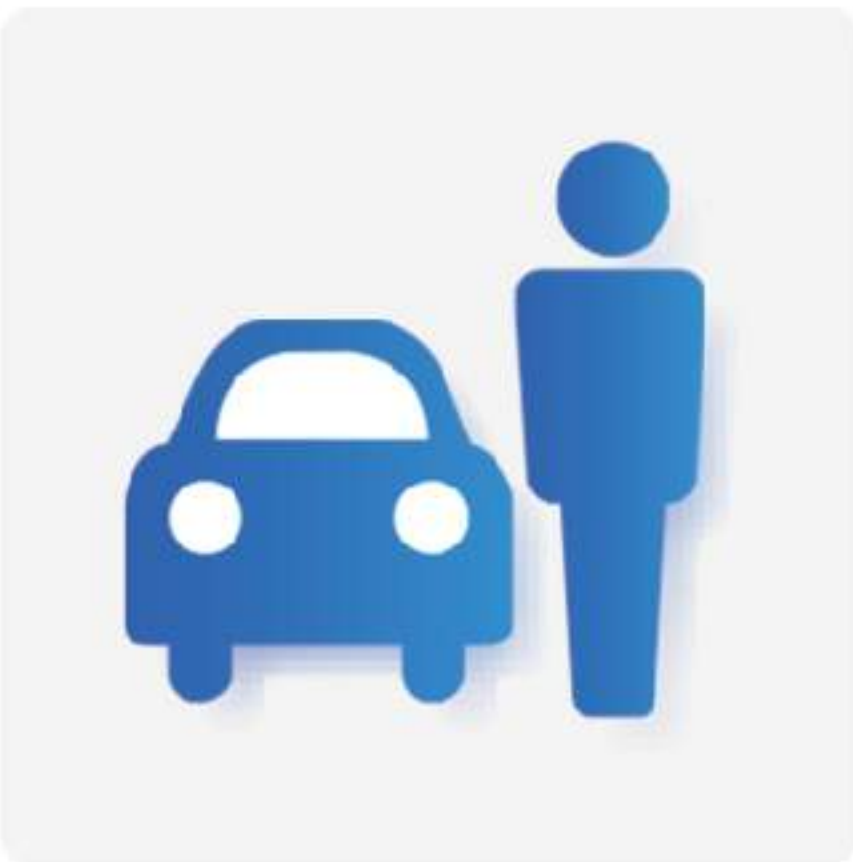
旅游目的地合作伙伴  
Partner Tourism Destination



旅博会航司合作伙伴  
CITIE Partner Airline



旅博会酒店合作伙伴  
CITIE Partner Hotel



旅博会用车合作伙伴  
CITIE Car partner



会议活动赞助机会  
Event Sponsoring



现场赞助机会  
Onsite Sponsor



媒体推广套餐  
Media Package

## 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 文旅融合馆 Culture and 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	

1.2 “一带一路”国际旅游馆  
Belt and Road International Tourism Hall

2.2 文旅融合馆  
Culture and Tourism Hall

3.2 大众旅游卖场馆  
Tourism Hypermarket Hall

4.2 旅游商品汇及老字号馆  
Tourism Gifts and Time-honored Brands Hall

5.2 粤港澳大湾区工艺美术博览会  
Arts and Crafts Fair of Guangdong-Hong Kong-Macao Greater Bay Area

## 联系我们 | CONTACT US

2020广东国际旅游产业博览会 Organization Committee of CITIE 2020		
国内参展商/Domestic Exhibitors	国际展商/International Exhibitors	特邀买家/媒体合作/Buyers and Media
黄思敏女士 Ms. Simmy Huang 关嘉仪女士 Ms. Kyra Guan	黄俊银女士 Ms. Cola Huang 李明君女士 Ms. Jasmine Lee	谭舜利女士 Ms. Shelly Tan 谭芷欣女士 Ms. Elena Tan
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