

Truly Enjoy



CITIE 2019

广东国际旅游产业博览会

China (Guangdong) International Tourism Industry Expo

展后报告 POST SHOW REPORT

展览时间：2019年8月30日-9月1日

展览地点：广州·中国进出口商品交易会展馆A区

Date: 30 August - 1 September, 2019

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



关注广东旅博会官方微信，了解更多资讯
Scan CITIE Wechat for more information



马来西亚国家旅游局

主宾国

Guest Country of Honor



旅游目的地合作伙伴
Partner Tourism Destination



CITIE2019 重要数据 KEY FIGURES

49

省市区文旅部门
Domestic Bureaus

52

参展国家和地区
Exhibiting Countries and regions

3,000

参展商
Exhibitors

50,000

展览面积(m²)
Exhibition Area(m²)



698

特邀买家
Hosted Buyers

20,000

专业观众
Trade Visitors

500,000

参观人次
Visitors (person-time)

462 ↑

投资和贸易合作项目
Projects of Investment and Trade

7

新增国家
New Exhibiting Countries





>>>主宾国——马来西亚 | Malaysia, Guest Country of Honor



马来西亚展台 Malaysia Stand



马来西亚旅游分享会
Malaysia Tourism Road Show

作为 2019 广东旅博会主宾国，马来西亚惊艳亮相。在马来西亚旅游、艺术、及文化部长拿督莫哈末丁可达比阁下带领下，共计 29 个单位 60 多位代表积极参展和大力宣传“2020 马来西亚旅游年”、“2020 中马文化旅游年”。同时携手槟城环球旅游机构、马六甲州旅游局和砂拉越州旅游局聚焦“2020 槟城旅游年”、“2019 观光马六甲旅游年”及“2019-2021 砂拉越州旅游年运动”，期望今年吸引 320 万名中国游客造访马来西亚。展会期间，主宾国-马来西亚旅游分享会、2020 马来西亚旅游年广州新闻发布会、魅力马来西亚之夜及丰富多彩的马来西亚传统舞蹈表演和独特的“拉茶”表演，全方面向参会者展示了主宾国马来西亚的风采。

Malaysia, the guest country of honor of CITIE 2019, made a stunning appearance during the exhibition. Under the leadership of Datuk Mohamaddin Bin Ketapi, the Minister of Tourism, Arts and Culture of Malaysia, 29 units with over 60 representatives participated in the expo to promote the ‘Visit Malaysia 2020’ and ‘Malaysia-China Cultural Tourism Year 2020’. At the same time, Penang Global Tourism, Melaka Tourism and Sarawak Tourism Board will focus on "Experience Penang Year 2020", "Visit Melaka Year 2019" and "Visit Sarawak Year 2019", expect to attract 3.2 million Chinese tourists to Malaysia this year. During the 3 days, Malaysia Tourism Road Show, Visit Truly Asia Malaysia 2020 @ Guangzhou Press Conference, Malaysia Truly Asia Reception as well as colorful Malaysian traditional dance performances by Briged Seni Melaka and unique “teh tarik” demonstration, made every participant feel in Malaysia.



魅力马来西亚之夜
Malaysia Truly Asia Reception



马来西亚新闻发布会
Press Conference

>>>旅游目的地合作伙伴——韶关 | Shaoguan, Partner Tourism Destination

作为本届旅博会唯一的“旅游目的地合作伙伴”，韶关市以“岭南名郡·善美韶关”为主题，在展会期间举办了多场非遗展演、文旅推介活动，生动展现了韶关丰富的文旅资源。据了解，韶关共组织了10个县（市、区）文旅部门、50多家旅游企业及特色文化表演团队约120人到场参展，向市民观众重点推广南粤古驿道、“重走长征路”红色旅游、韶关马拉松、徒步穿越丹霞山、环丹霞山自行车赛、丹霞山国际山地马拉松比赛、寻根南雄·姓氏文化旅游节、第十三届瑶族“十月朝”文化旅游节等文旅融合新产品，全面展示韶关“文化+旅游+体育”新形象，并与广大市民共同分享韶关旅游的发展成果。

Shaoguan, the Tourism Destination Partner of CITIE 2019, fully showcased Shaoguan's resource of culture and tourism with a number of non-material cultural heritage performances and promotion under the theme of “Famous city in Lingnan-Beautiful Shaoguan” during expo. There were 10 cities, counties and districts and more than 50 tourism enterprises and culture performance group of about 120 people made their attendance to CITIE 2019, aimed at promoting the “South China Historical Trail” and red tourism, Shaoguan Marathon, Danxia Mountain Hiking, Danxia Mountain Cycling Race and other tourism product of integration of culture and tourism, as well as showcasing the new image of “Culture + Tourism + Sport” of Shaoguan, sharing the latest tourism development of Shaoguan with the public.



韶关展台 Shaoguan Stand



韶关文化和旅游产业推介会
Shaoguan Culture and Tourism Road Show

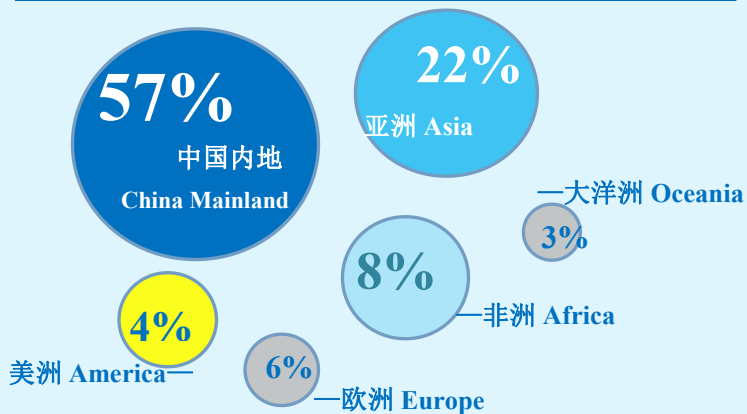


韶关非遗展示
non-material cultural heritage

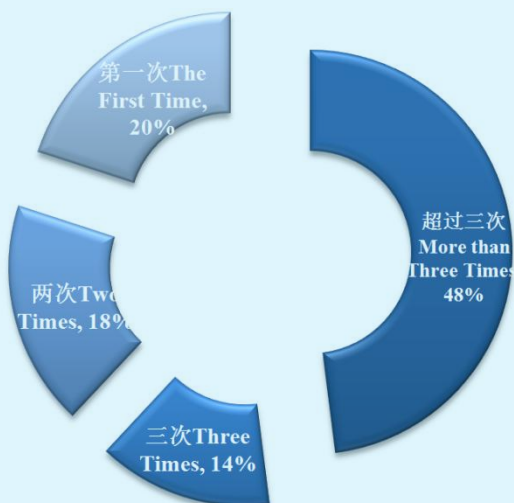


展商分析 EXHIBITOR ANALYSIS

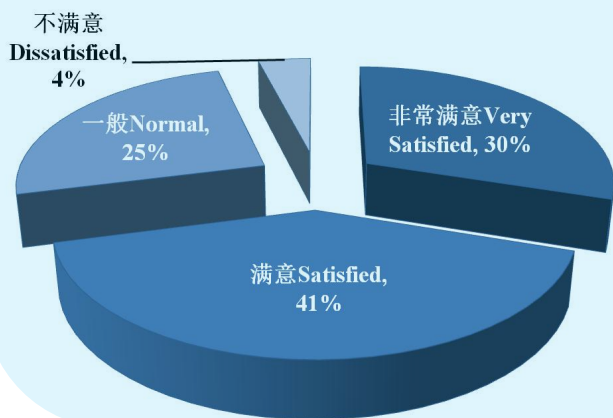
参展商分布区域/Exhibitors Geographic Breakdown



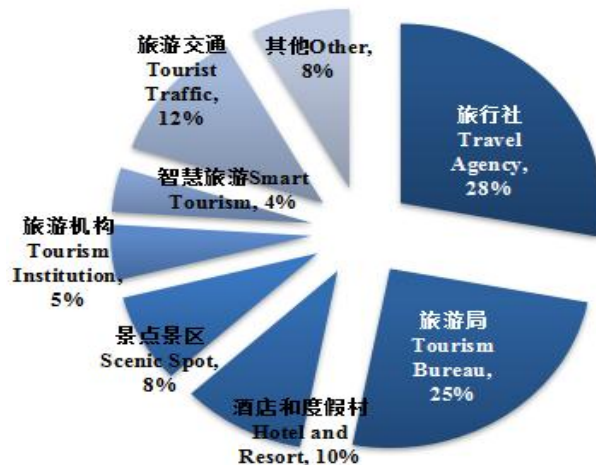
重复参展次数/Times of Participation



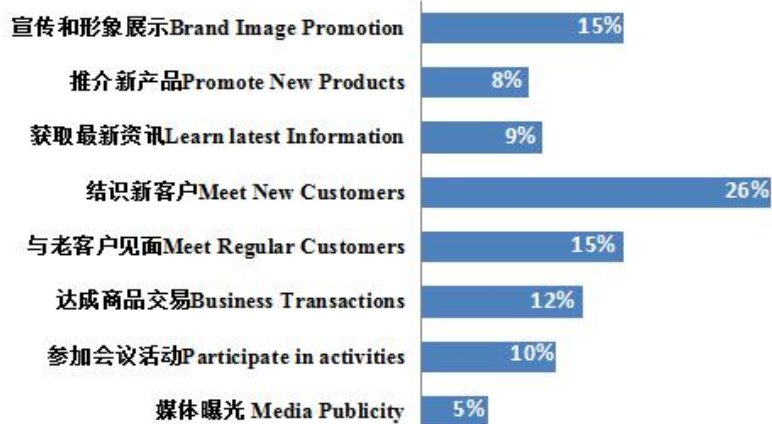
参展满意度/Evaluation to CITIE



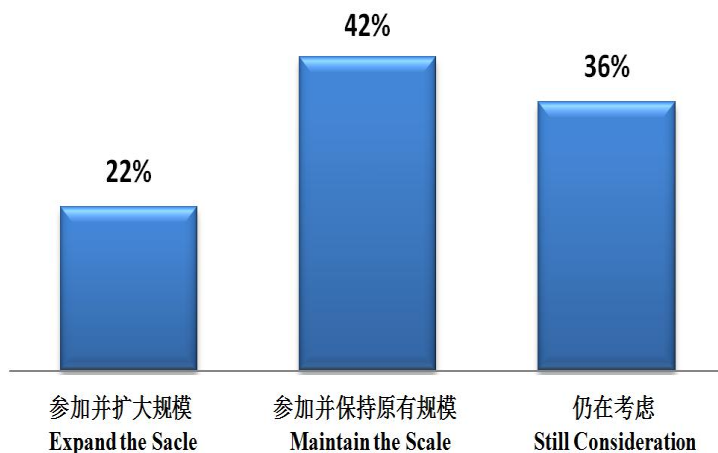
参展商企业类型/Exhibitor Company Type



参展目的/Exhibiting Purpose



下届参展意愿/ Willingness to Participate in CITIE 2020





部分展商一览 PART OF EXHIBITORS



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
abierta 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
馬心所向 齊心高揚



GLOBAL TOURISM ECONOMY FORUM
世界旅游经济论坛
FORUM DE ECONOMIA DE TURISMO GLOBAL



VISIT SARAJEVO
TURISTIČKA ZAJEDNICA KANTONA SARAJEVO



MONTE NEGRO
野性之美



SEON



PolSKA
波兰旅游局



Ireland
诗然心动爱尔兰



中国南方航空
CHINA SOUTHERN



中國東方航空
CHINA EASTERN



Vietnam Airlines



中華航空
CHINA AIRLINES



Virgin australia
维珍澳大利亚



岭南集团
LINGNAN



广之旅
CGZL



南湖国旅



CITS
中国国旅



同程旅游



金马国旅
代真旅游 品味生活



廣東中旅
GDCTS.COM



途牛
tuniu.com



泰国国各业集团
CCT GROUP



Global fun.Travel
乐享环球



港中旅
CTS
星放相伴 行者無疆



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
康辉集团



广东中旅



CSP 顺



广东旅行社
Guangdong Travel Service
China's Southern Global Corporation



Luchang



广药白云山
GUANGZHOU BYS HOLDINGS



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 industrial here are 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 of learning.

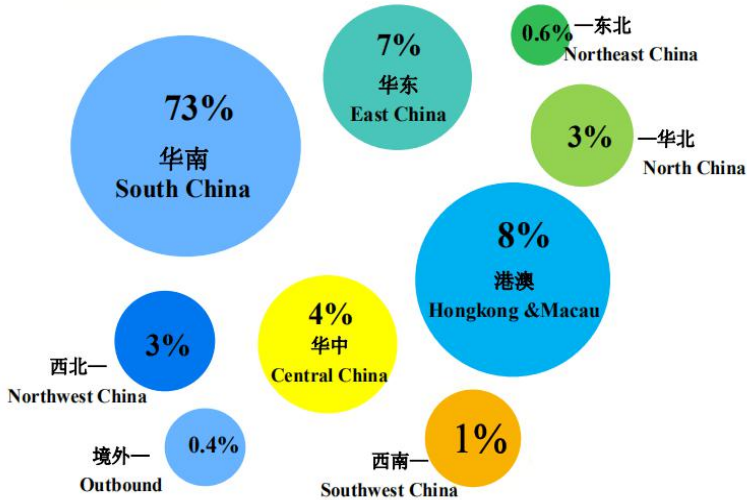


买家分析 BUYER ANALYSIS

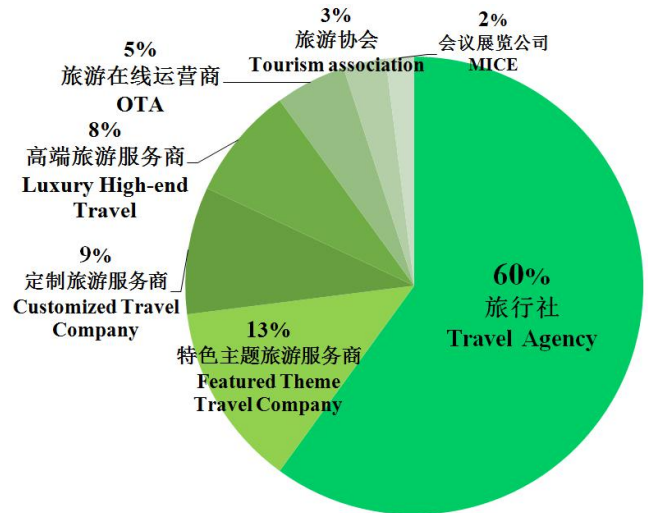
50+ 专业买家团 | Professional Buyers Group

13000+ 预约会晤 | Match Made & Pre-scheduled Appointments

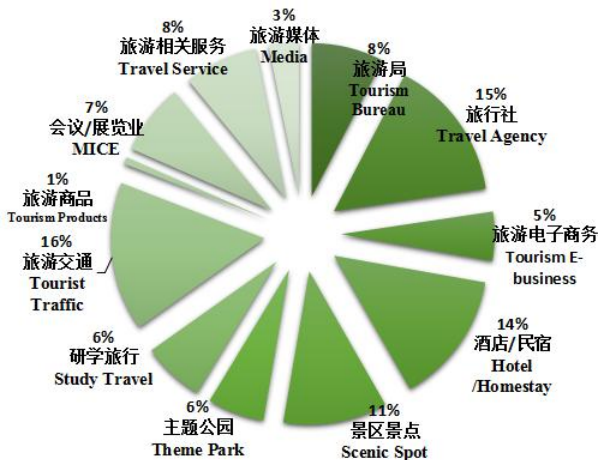
买家分布区域/ Buyers Geographic Breakdown



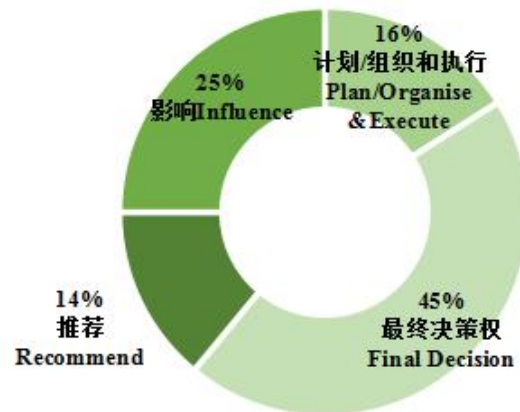
买家企业类型/ Buyers Company Type



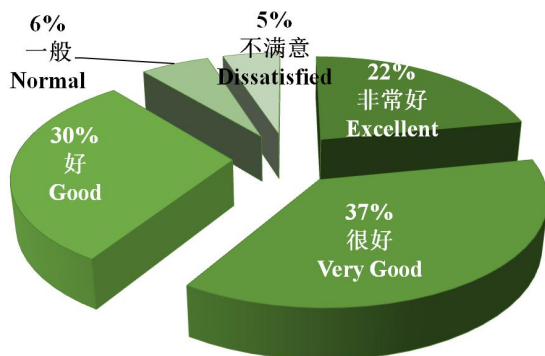
买家采购目标/ Buyers' Purchasing Target



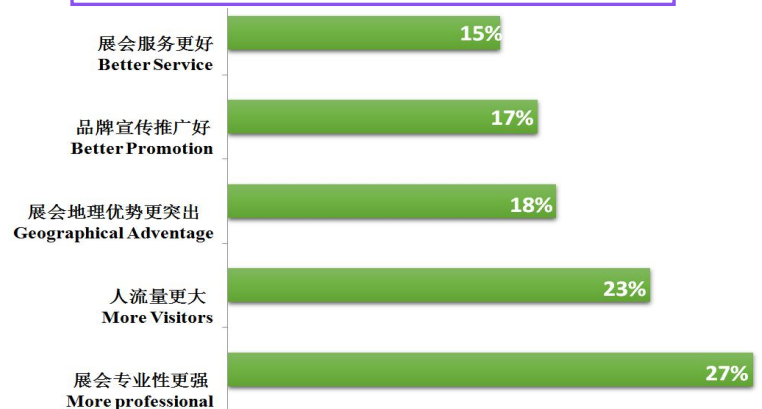
买家在预算和购买的决策影响力/ Buyers' Responsibility in Budgetary & Purchasing Decisions



买家参会体验/ Evaluation to CITIE



买家评价旅博会的优势/ Advantages of CITIE



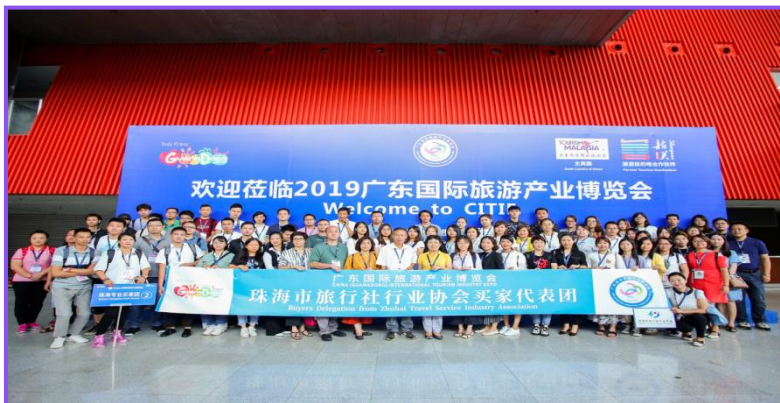


买家精彩花絮 BUYERS FEATURE

部分买家名单 | Part of Buyers List

- 广西南湖国际旅行社有限公司
- 中南国际旅游湖北有限责任公司
- 厦门厦旅国际旅行社有限公司
- 江西省海外旅游总公司
- 厦门建发国际旅行社集团有限公司
- 江西省中国旅行社
- 湖南华天国际旅行社有限责任公司
- 深圳职工国际旅行社
- 湖南光大国际旅行社有限公司
- 江门市大方旅游国际旅行社
- 东莞市青年国际旅行社有限公司
- 广东省拱北口岸中国旅行社有限公司

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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 was a very professional platform with large exhibition scale and rich resource and various concurrent activities made it a very successful event. I have met with many quality outbound suppliers at site which was worth of coming. CITIE brand awareness is getting higher and higher, and this year the PMS (Pre-schedule Matchmaking System) improved a lot in meeting efficiency with precise exhibitors. On the whole, I was satisfied with the 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 was my second time to visit CITIE and learned that it has become better and better. In particular, the organizer has offered best buyer service to us which can not only save the time but also improve the efficiency of meetings 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.

会议及活动 Events & Activities

“文旅产业赋能”和“目的地新探索”两大专题活动。围绕产业赋能、主题细分市场发展、目的地营销等热点话题发布前沿资讯，邀请海内外文旅大咖进行观点和经验分享，搭建业界深度交流平台，为文旅产业发展汇聚新思路。 There were two major topic events as “Empowerment for Cultural Tourism Industry” and “New Exploration of Destinations” in CITIE 2019, which release frontier information on latest topics range from industrial empowerment, the development of themed market segment to destination marketing, and build an industrial platform for further exchange.

18 场 主题活动、论坛、行业交流活动 Theme Events/Forum/Industrial Activities

24 场 目的地推介与新产品发布 Destination Promotions/New Products Launch

15 场 文化演出与公众活动 Performances/Public Activities

主题活动、论坛、行业交流活动 Theme Events

文旅产业发展论坛

Cultural Tourism Industry Development Forum

本次论坛以“多维·赋能·融合”为主题，文旅项目营销专家、知名文旅服务商和国内外目的地代表围绕文旅产业迭代更新、产品和服务升级以及细分市场协同发展等热点话题分享最新资讯、凝聚新思路。 Cultural tourism marketing experts, service providers and destination representatives are invited to discuss the latest topics around upgrade the product and service of cultural tourism industry, market segments, ect.



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

聚焦研学旅行产品设计、研学目的地建设和人才培育，汇集国内外知名研学产品供应商和服务机构探讨研学旅行发展新机遇。 Focusing on product design, destinations construction and talent cultivation, the forum brought together well-known suppliers and service institutions to explore new opportunities for development of study travel.





广东省民宿行业产业大会

Guangdong Homestay Industry Conference

活动深入解读广东省民宿暂行管理办法，分析广东民宿发展新趋势，并汇集国内外民宿运营专家的围绕民宿品牌发展、运营管理进行经验分享。Discussing the interim management methods of homestay in Guangdong Province and its development in Guangdong, the activity brought together operation experts sharing experience on brand development and operation management.

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

广东旅博会联合世界旅游经济论坛共同主办广东旅博会买家之夜活动，为参展商、专业买家和国内外旅游客商创造良好的商务社交机会。The event was co-hosted by CITIE 2019 and GTEF, which is to create business networking for outbound and domestic exhibitors and buyers.



目的地推介与新产品发布 Destination Promotion

✚ 10 场国际推介：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、汤加、萨摩亚等。

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

✚ 14 场国内推介：韶关、林芝、湛江、珠海、海口、柳州、宜昌等。

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





媒体宣传 MEDIA PUBLICITY

媒体数据 | Media Figures

30+
文旅行业权威媒体
Professional Media

70+
中央、省、市主流媒体
Mass Media

150+
展会采访
Media Interview

1000+
媒体发稿量
Press Release



10 万
传播矩阵转载量
Forwarding Amount
(10 million)

3000 万
搜索引擎结果
Search Engine
Result (30 million)

7000 万
媒体曝光量
Media Exposure
(70 million)

9000 万
媒体价值
Media Value
(90 million)



28 天 50 个
超 A 级地铁灯箱广告
覆盖约 **5.6 亿** 人次
28days, 50 light boxes ads on
metro covering 560 million
person-time

2500 万
微博话题阅读量
Reading on CITIE via Weibo
(25 million)



83000+
线上相册阅读量
Reading of Online Album





2019 广东国际旅游产业博览会
China (Guangdong) International Tourism Industry Expo 2019

移动资讯平台合作伙伴 | Mobile Information Platform Partners



部分合作伙伴 | Part of Media Partners



展后报道花絮 (报纸、电视、网站) | Post-Release Feature (Newspaper, Television, Website)



Truly Enjoy



CITIE 2020

2020广东国际旅游产业博览会

China (Guangdong) International Tourism Industry Expo

相约2020年9月!
See You Next Year!

开拓中国最重要的 旅游客源市场

Explore China's top tourist
source market



联系我们/CONTACT US

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