

Truly Enjoy



活力广东 心悦之旅



# 广东国际旅游产业博览会

CHINA (GUANGDONG)  
INTERNATIONAL  
TOURISM INDUSTRY EXPO

# 2019

开拓中国重要的旅游客源市场

Explore China's Top Tourists Source Market

2019  
**08/30**  
|  
**09/01**

主办单位 / HOST

广东省文化和旅游厅  
Department of Culture and Tourism of Guangdong Province

承办单位 / ORGANIZER

广东省旅游发展促进中心  
Tourism Development Promotion Center of Guangdong Province

执行单位 / EXECUTIVE UNIT

广州广之旅国际旅行社股份有限公司  
GZL International Travel Service Ltd.

协办单位 / CO-ORGANIZERS

广州广之旅国际会展服务有限公司  
GZL International Conference and Exhibition Services Co.,Ltd.  
广东省广轻控股集团有限公司  
Guangdong Province GuangQing Holding Group Co.,Ltd.

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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Information

# 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十四届，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专业对接和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 14 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. 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 province which total consumption accounted for 11% in China. Therefore tourism market in Guangdong is full of huge potential.

2. 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、旅游目的地和产业聚集地之一。

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.

3. 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力，逐步建设成为世界级旅游目的地。

Guangdong-Hong Kong-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 2019?

01 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。  
CITIE has become the best market-oriented international tourism exhibition in China.

03 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.

05 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 in more than 1100 appointments.

02 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.

04 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.

# 2018展会回顾 | CITIE 2018 REVIEW

## 重要数据 | CITIE Key Figures



## 国际旅游目的地合作伙伴——巴拿马 Panama--Partner Destination

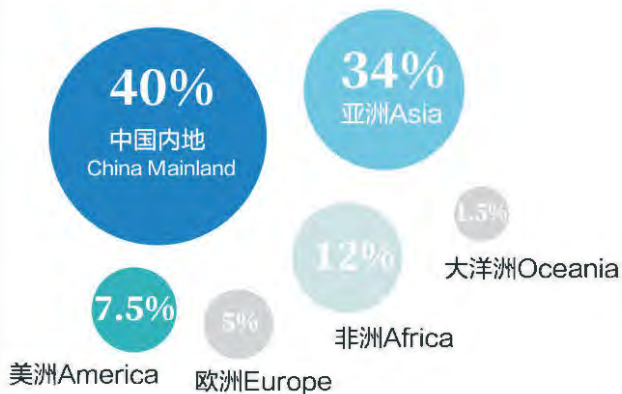


## 主题旅游日合作伙伴——韶关 Shaoguan--Partner of CITIE Tourism Day

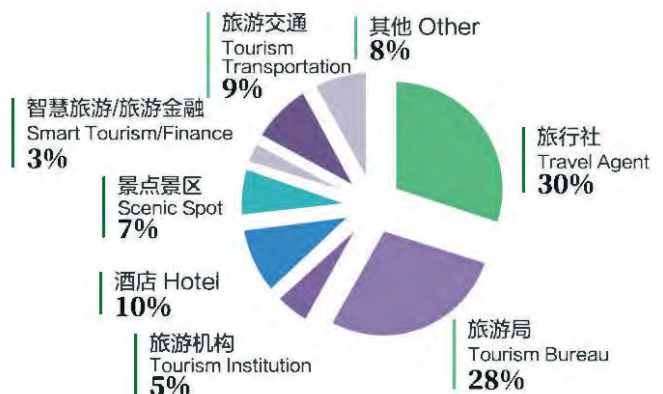


## 展商分析 | Exhibitor Analysis

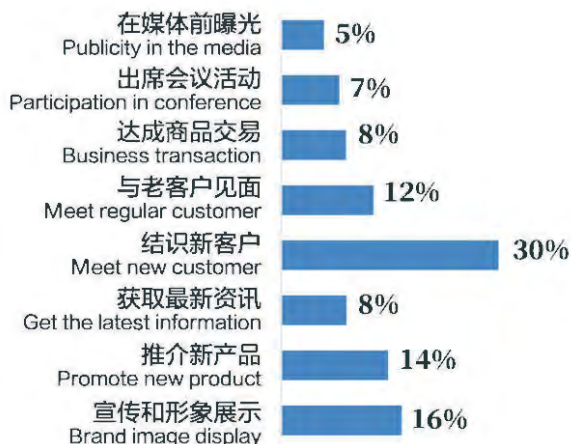
国家和地区分布/Origins of Exhibitors



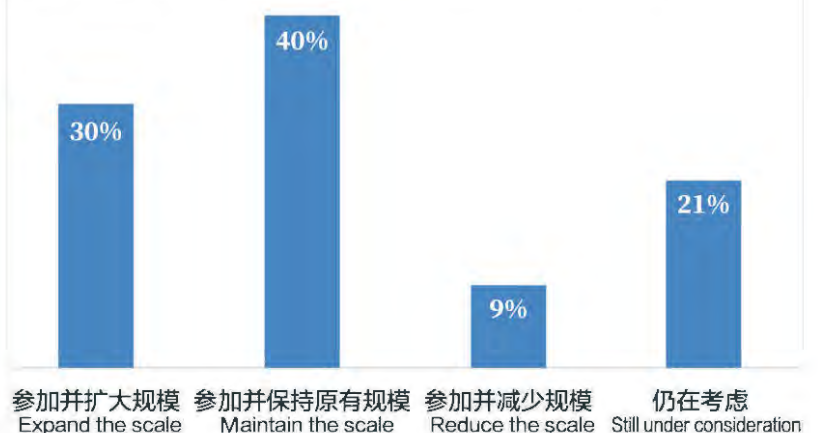
参展商类型/Exhibiting Companies



参展目的/Exhibiting Purpose



下届参展意愿/ Willingness to Participate in CITIE 2019



## ▶ 部分参展商 | Part of Exhibitors



(排名不分先后 In no particular order)

## ▶ 展商评价 | Exhibitors' Feedback



穆汉明 土耳其远东国际市场咨询进出口有限公司总经理  
Muhammed Mesut AKTÇI, GM of UZAKDOGU AJANS

这次我们代表土耳其伊斯坦布尔市政府旅游局参加的2018年广东旅博会取得圆满成功，我们的展位是现场最吸引人瞩目的，同时也认识了许多优秀的同行，对如何发展土耳其伊斯坦布尔的旅游业展开了深入的交流。我们2019年广东旅博会再见！

The CITIE 2018, which we participated in on behalf of the Istanbul Metropolitan Municipality, was a complete success. Our stand is the most popular and impressive, and we met many excellent industry peers here, which was beneficial to exchange on how to develop the tourism industry between Istanbul and Guangdong market! See you in CITIE 2019!

荣国发 华南厄瓜多尔商会会长  
Ronnie Almeida, Founder of South China-Ecuador Chamber of Commerce

祝贺CITIE 2018 圆满举行，每年都变得越来越好，成为广州最重要的旅游交易会之一。非常感谢CITIE2018 对于拉美旅游市场的支持，我们商会将在此平台上传播更多厄瓜多尔的人文和商业资讯。

Congratulations for the great event. Every year it's becoming better and soon will represent one of the most important tourist fairs in Guangzhou. The support you give to Latin America is amazing and we as Chambers will contribute to convey more our people, culture and business.



张萌 广东省研学旅行协会副秘书长  
Zhang Meng, Deputy Secretary-General of Guangdong Study Travel Association

这是广东省研学旅行协会成立以来首次参展，CITIE 2018为研学旅行行业提供了交流之窗，促进研学旅行行业发展，祝CITIE 2018成功举办！

It's the first show for our association in CITIE since its establishment, CITIE 2018 offered the best platform for study travel industry and help promoting its development. Congratulations on the success of CITIE 2018!

熊熙 同程国际旅行社有限公司度假区域销售中心总经理  
Xiong Xi, GM of Holiday Sales Center, LY.com

CITIE 2018作为中国旅游市场的盛会，景区形象展示、出游的提前体验以及旅游大卖场总是让市民惊喜。祝CITIE 2018圆满成功！

As the grand event in Chinese tourism market, CITIE 2018 impressed us a lot by the image displaying of scenic spots, early experience of travelling and the hot sale in Tourism Hypermarket. Congratulations on the success of CITIE 2018!



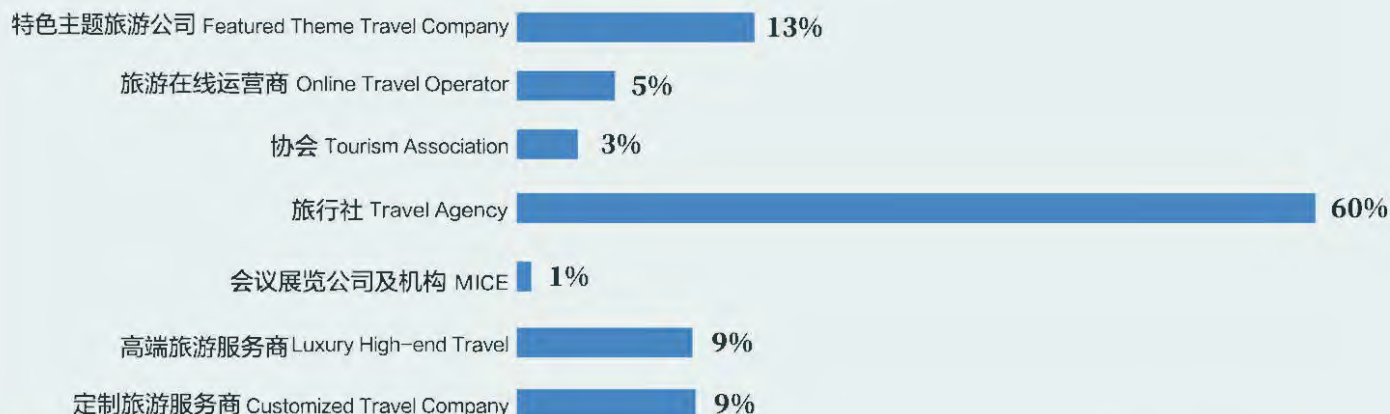
## 买家分析 | Buyers' Profile

**50+** 专业买家团  
Professional Buyers Group

**1000+** 展前预约次数  
Make appointment before exhibition via PMS

买家来自哪些旅游机构?

What type of companies do the buyers work for?



## 买家评价 | Buyers' Feedback

叶晓梅 港中旅(广东)国际旅行社有限公司总监

Ye Xiaomei Director of CTS (Guangdong) International Travel Service Ltd

2018年的广东旅博会从规模上创新高,从展会期间活动安排上,内容非常丰富,目不暇给,三天的展会时间安排非常充实。旅博会的品牌知名度越来越高,今年特邀买家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。希望明年继续作为特邀买家参加旅博会。总体而言,我们很感谢买家组的安排!也非常满意!

The exhibition scale of CITIE 2018 has reached the record high, there were various activities during exhibition, which is good for us to make time arrangement. The brand awareness of CITIE is getting better and better, and the Pre-schedule Matchmaking System (PMS) is beneficial to make appointment with exhibitors before exhibition. Thanks to the cooperation from the Organization Committee, hope that we could be the buyers again next year!

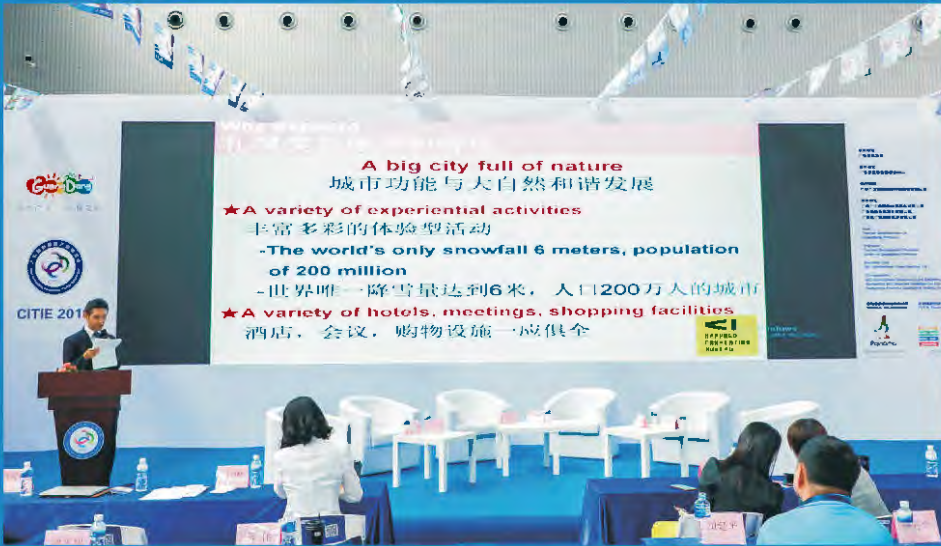
曲石 江西省中国旅行社有限公司董事长

Qu Shi, Chairman of China Travel Service of Jiangxi Province

广东旅博会有3个优点:接待安排和展会秩序很好;展会商谈环境良好;会务组对邀请买家的要求工作流程,清晰并且有效。

There are 3 advantages of CITIE: excellent reception arrangement and order maintenance; great fair business atmosphere; effective and distinct buyers' invitation procedure.

## 主题活动 | Theme Events



第四届广东国际会展旅游交流大会  
The 4th China (Guangdong) International MICE Exchange Conference



粤港澳大湾区旅游推介交流活动  
Greater Bay Area Tourism Promotion Symposium



广东旅博会之夜暨世界旅游经济论坛推介会  
CITIE Night Powered by GTEF

## 旅游推介活动 | Tourism Promotion

### 32场旅游推介、研讨会、分享会 | Tourism Promotion, Workshop

国际：伊斯坦布尔、巴拿马、马来西亚、缅甸、斯里兰卡、汤加、巴西、瓦努阿图等。  
Outbound: Istanbul, Panama, Malaysia, Myanmar, Sri Lanka, Tonga, Brazil, Vanuatu, ect.  
国内：韶关、湛江、茂名、潮州、新疆、喀什等。  
Domestic: Shaoguan, Zhanjiang, Maoming, Chaozhou, Xinjiang, Kashi, ect.



## 合作媒体 | SUPPORTING MEDIA



(排名不分先后 In no particular order)

## 2019主宾国——马来西亚 | CITIE 2019 GUEST COUNTRY OF HONOR-MALAYSIA



## 2019主题展区 | THEME PAVILIONS

- 粤港澳大湾区旅游展区 Guangdong-Hong Kong-Macao Greater Bay Area Pavilion
- 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
- “旅游+”展区 "Tourism +" Pavilion
- 海岛潜水旅游、亲子旅游、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。  
Islands and diving tourism, family tour, study tour, home stay travel, sports tourism, industrial tour, cruise tour and smart travel etc.

## 2019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. 第五届广东国际会展旅游交流大会 The 5th China (Guangdong) International MICE Exchange Conference
3. 新品发布及目的地推介 New Products Launch and Destination Promotion
4. 主题旅游日活动 Theme Tourism Day

## 展览范围 | EXHIBITION SCOPE

- 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

# 大会日程表 | SCHEDULE

日期 Date	时间 Time	内容 Content
2019年8月28日 (周三) August 28 (Wednesday)	09:00~17:00	注册/布展 Register/Move-in
2019年8月29日 (周四) August 29 (Thursday)	09:00~17:00	注册/布展 Register/Move-in
2019年8月30日 (周五) August 30 (Friday)	09:00~17:00	开馆仪式/开展 Opening Ceremony
2019年8月31日 (周六) August 31 (Saturday)	09:00~17:00	第五届广东国际会展旅游交流大会 The 5th China (Guangdong) International MICE Exchange Conference
2019年9月1日 (周日) September 1 (Sunday)	09:00~16:00	情况总结大会/撤展 Summary/Move-out

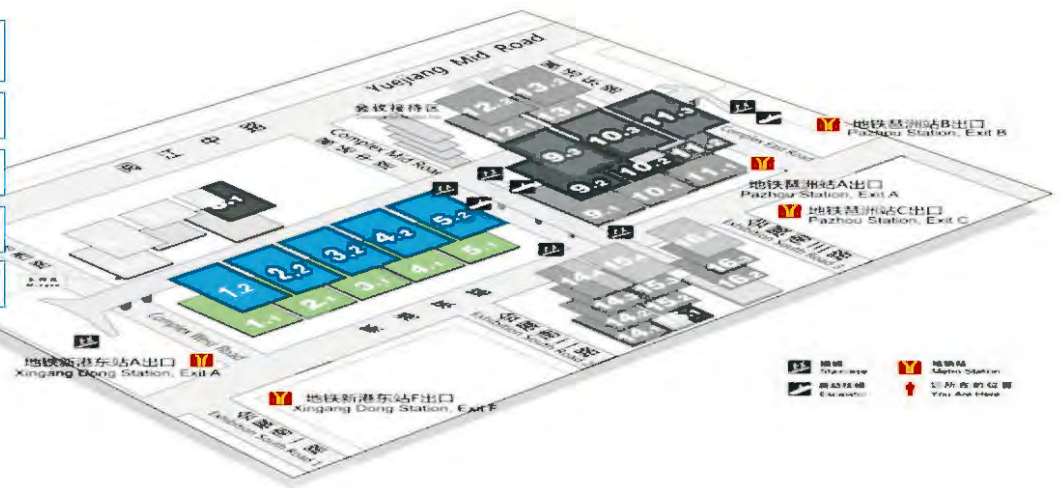
注：以上日程如有变化，另行通知。

Note: any changes to the above schedule will be announced separately.

# 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/9㎡ Standard Booth RMB 18,300/9㎡	2.2 中华全域旅游馆 China Holistic Tourism Hall	标准展位 ¥9,000元/9㎡ Standard Booth RMB 9,000/9㎡
	光地 (36㎡起) ¥17,100元/9㎡ Raw Space (Minimum 36㎡) RMB 17,100/9㎡	3.2 大众旅游卖场馆 Tourism Hypermarket Hall	光地 (36㎡起) ¥8,600元/9㎡ Raw Space (Minimum 36㎡) RMB 8,600/9㎡
	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 中华全域旅游馆  
China Holistic 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



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## 2019广东国际旅游产业博览会 Organization Committee of CITIE 2019

### 国内参展商/Domestic Exhibitors

黄思敏女士 Ms. Simmy Huang 关嘉仪女士 Ms. Kyra Guan  
电话/Tel: +86-20-37436013、36130590  
邮箱/Email: citie@gzl.com.cn

### 国际展商/International Exhibitors

黄俊银女士 Ms. Cola Huang 李明君女士 Ms. Jasmine Lee  
电话/Tel: +86-20-36139619、36555049  
邮箱/Email: citie@gzl.com.cn

### 特邀买家/媒体合作/Buyers and Media

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电话/Tel: +86-20-36133357、36131737  
邮箱/Email: buyer@gzl.com.cn; tanzx@gzl.com.cn