

Truly Enjoy



CITIE 2021

广东国际旅游产业博览会

DATE
2021 **09/10-12**

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

| 愿美好世界与你相遇 | Meet the Wonderful World!

主办单位 / HOST

广东省旅游发展研究中心
Tourism Development Research Center of Guangdong Province

承办单位 / ORGANIZER

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 Ltd

广东省工艺美术有限公司
Guangdong Province Arts and Crafts Co.,Ltd



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

中国名列前茅的B2B和B2C国际文旅产业交流平台

The Leading International B2B and B2C Cultural Tourism Expo in China

广东国际旅游产业博览会（简称“广东旅博会”），自2005年创办至今已成功举办十六届，立足于全国最大的客源输出地，重要的旅游目的地和粤港澳大湾区核心旅游市场，广东旅博会专注B2B交易洽谈和B2C展销一体化，汇聚全球优质旅游目的地、旅游服务商及供应商，为海内外旅游业界提供信息交流、宣传展示与产品采购的综合性平台，助力粤港澳大湾区打造世界级旅游目的地。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 (short for "CITIE"), has been successfully held for 16 years since 2005. Based on China's largest source of tourists, important tourist destination and major tourism market of Guangdong-Hong Kong-Macao Greater Bay Area, CITIE is focusing on both B2B and B2C market, attracting worldwide high-quality tourism destinations, service providers and suppliers. Being a professional platform for sharing worldwide information, purchasing product and business development for exhibitors and buyers, CITIE facilitates building the Greater Bay Area into a world-class culture and tourism destination. With years of brand development, CITIE has become the best market-oriented international tourism exhibition in China.

2021广东旅博会 -助力深度开拓庞大的中国旅业市场 CITIE 2021 Enhancing Further Development of China Market

积极贯彻落实构建以国内大循环为主体、国内国际双循环相互促进的新发展格局的重要战略部署，继续创新升级展会平台以迎合疫情防控新常态之下中国旅业复苏和发展的庞大市场需求。

For implementing the important strategic of building a new development pattern marked by the domestic cycle as the main body and mutual reinforcing of both domestic and international cycles, and to meet huge demand and development of China's currently tourism market, CITIE 2021 will continues to innovate and upgrade the platform to meet recovery and development of China's tourism industry huge market demand under the new normal of the Epidemic control.

创新主题馆, 获取当下最IN旅游产品 Innovative Theme pavilion, Get The Most IN Travel Products

乡村度假
Rural Tourism
红色旅游
Red Tourism
研学旅行
Study Tourism
国潮文旅
Guochao Cultural Tourism

智慧文旅
Digital Cultural Tourism
文旅金融
Financial Tourism
旅游特卖
Tourism Hypermarket

户外冰雪
Outdoor Ice-snow Tourism
康养生态
Wellness and Ecotourism
咖啡文旅
Coffee Cultural Tourism





2021广东旅博会文旅发展论坛 CITIE 2021 Cultural Tourism Development Forum

- 疫情防控新常态下中国旅业新需求与新市场
New demand and new Markets for China's Tourism Industry Under the New Normal of the Epidemic Control
- 国际康养生态旅游发展论坛
International Wellness and Ecotourism Development Forum
- 华南房车露营文化旅游大会
RV Camping Culture Tourism Conference South China
- 新品发布及目的地推介
New Products Launch and Destination Promotion



2021广东旅博会买家之夜 CITIE 2021 Buyer Night

- 定向邀请，高端社交平台
Invitation Only, High-end Social Networking Platform
- 结识国内外优质目的地和资源方的潜在合作伙伴
Get in touch with potential partners of high-quality destinations and resources at home and abroad
- 高效维护、拓展行业人脉和关系网络
Efficient maintenance and expansion of industry contacts and networks



2021广东文化和旅游产业投融资对接会 2021 Guangdong Culture And Tourism Industry Investment And Financing Conference

- 定向邀请政府领导、学界专家、投资机构、行业标杆企业
Invitation Oriented to Government leaders, experts, institutions and leading companies
- 聚焦产业热点、难点、痛点问题
Focusing on industry hot spots and obstacles.



2021广东旅博会全国巡演 CITIE 2021 Industry Meet-up

- 巡演将于2021年上半年进行，助力提振行业信心，与行业人士共同探索文旅“新常态”下的新理念和新发展。
The CITIE Industry Meet-up will be held in the first six months of 2021 to help boost industry confidence and explore new ideas and developments under the "new normal" of the culture and tourism industry.

2020 展会回顾 CITIE REVIEW

广东首场重大国际文旅盛会 Significant Event After the Outbreak of COVID-19

展会数据 | CITIE Key Figures

40+ 参展国家和地区 Exhibiting Countries and regions	50 省市自治区文旅部门 Domestic Bureaus	465 个 文旅投资项目 Cultural Tourism Investment projects	569 特邀买家 Hosted Buyers
3,000 参展商 Exhibitors	20,000 专业观众 Trade Visitors	30,000+ 展览面积(㎡) Exhibition Area(㎡)	1000万元 惠民补贴 Subsidy for Citizens

扩大文旅消费, 维系业内交流, 促进文旅产业复苏

EXPAND CONSUMPTION, MAINTAIN COMMUNICATION, ENHANCE INDUSTRY RECOVERY

千万惠民补贴发放 大大拉动消费增长
10 Million RMB of Travel Subsidy to Stimulate Consumption

出省游营收同比增长约100%
Out-of-province Travel Revenue Increased 100%

周边游营收同比增长约300%
Surrounding Travel Revenue Increased 300%

展会模式新升级 实现商务无缝对接
Upgrade Exhibition Mode to Realize Seamless Business Negotiation

创新“云展会”+“远程”, 突破空间限制
Innovative "Online Exhibition" and "Remote Exhibition" Mode Break Through Space Restrictions
1000万+全网短视频播放量
10 Million Network Short Video Playback
3天内2000分钟直播时长
2000 Minutes of Live Streaming Time in 3 days



巨大行业影响力的系列活动
Series of Events with Unparalleled Influence

50+场 论坛和专业活动 Forums and Events
70+ 演讲大咖 Speakers
10500+ 听众 Attendees



深具采购力的高质量买家群体
High-quality Buyer Groups with Strong Purchasing Power

569位 精挑细选的特邀买家
Top and Hand Selected Hosted Buyers
20000+名 专业观众 Trade Visitors
1000+场 买卖家速配会 Speeding Dates

来自参展商的高度评价 | HIGHLY STATEMENTS FROM EXHIBITORS



茵迪乐·武提颂汶, 泰国国家旅游局广州办事处处长

Inthira Vuttisomboon, Director of Tourism Authority of Thailand Guangzhou Office

为缓解新冠疫情对旅游业带来的不利影响, 加速旅游和相关行业恢复, 今年旅博会泰国国家旅游局重点为市民介绍新推出的保障出行与健康的旅游政策, 旨在传递出泰国已经为迎接中国游客再次返回泰国做好了充分准备的信号。

In order to alleviate the adverse effects of COVID-19 and accelerate recovery of tourism and related industries, TAT is focused on introducing newly launched Safety & Health Tourism Policy on travel to the public at CITIE 2020, with the aim of sending a signal that Thailand has been well prepared to welcome Chinese tourists back.

中山 友景, 日本国家旅游局广州办事处首席代表

Tomokage NAKAYAMA, Executive Director of Japan National Tourism Organization Guangzhou Office

为了让大家在出境旅游重启后, 能够考虑把日本作为首选的出境旅游目的地, 我们通过旅博会这个平台推出了‘新日本 心体验’的主题, 联同多个优秀日本观光目的地在现场打造充满日式风情的展位, 并带来茶道表演、和服穿着教学、风吕敷教学等特色体验活动, 集中展示魅力日本旅游文化, 让游客更深入地了解日本。

In order to list Japan as the preferred outbound tourist destination after revitalization of outbound tourism, we launched "Experiences in Japan" project, together with a number of outstanding Japanese tourist destinations to participate in CITIE 2020. Tea ceremony performances, kimono wearing teaching, wrapping cloth teaching and other characteristics of experience activities were arranged on site, showcasing the charm of Japanese tourism culture to give tourists more in-depth understanding of Japan.



王尾娟, 安华美博集团副总裁

Wang Weijuan, Vice President of Anhua Meibo Group

今年对旅游业界来说是特殊的一年, 特殊时期参加旅博会, 对于提振文旅行业及市场消费信心, 促进文化旅游业平稳健康发展具有重要意义。欢乐舟主题乐园首次参与广东旅博会文旅行业盛事, 不仅受到了领导贵宾、同行同业及广大市民的高度赞誉, 还获得了“最佳展示创意”大奖, 我们将始终坚持为文旅行业做贡献, 致力打造爱与特色的文旅产品。

2020 is a special year for tourism industry and it is of great significance to participate in CITIE Tourism expo for boosting cultural tourism industry and market consumer confidence, promoting smooth and healthy development of cultural tourism. It's the first time for Golden Ark to participate in this tourism expo which was highly praised by leadership of VIPs, peers and the public citizens, and won the "BEST OF SHOW CREATIVITY PRIZE" award. We will always adhere to cultural travel industry to contribute to creating love and characteristics cultural tourism products.

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

手信节合作伙伴——惠州
HUIZHOU, SOUVENIR FESTIVAL PARTNER

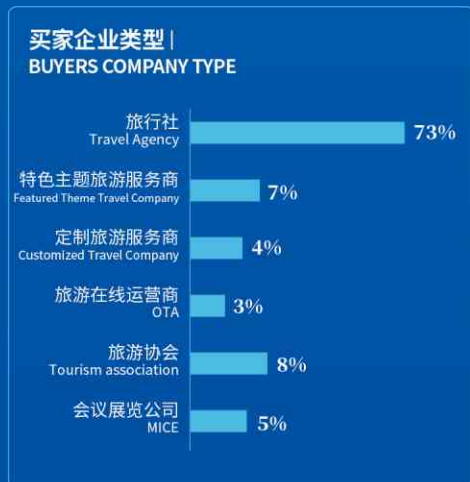


B2B专业平台, 无缝对接展商与买家

B2B PROFESSIONAL PLATFORM, SEAMLESS CONNECTION BETWEEN EXHIBITORS AND BUYERS



面对面交流, 对接需求 | FACE TO FACE COMMUNICATION TO MEET YOUR NEEDS



2020主题论坛 | CITIE 2020 THEME FORUMS



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



首届广东省民宿集群发展高峰会
The First Home Stay Cluster Development
Summit of Guangdong Province



广东文化和旅游产业投融资对接会
Guangdong Culture And Tourism Industry
Investment And Financing Conference

2020专业推介活动 | CITIE 2020 INDUSTRY PROMOTIONS

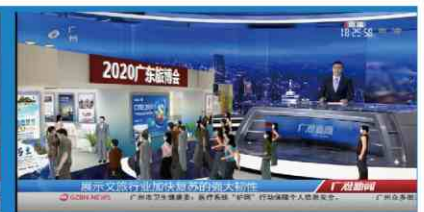


旅游目的地合作伙伴——韶关文化旅游产业推介会
Partner Tourism Destination-Shaoguan Cultural Tourism Industry
Promotion
欧洲目的地交流会
European Destinations Exchange

其他活动: 来自乌拉圭、斐济、葡萄牙、林芝、惠州、深圳、湛江、延安、毕节
等目的地推介。
Others Events: Destination Promotions from Uruguay, Fiji,
Portugal, Linzhi, Huizhou, Shenzhen, Zhanjiang, Yan'an, Bijie, etc.



媒体宣传 | MEDIA PUBLICITY



30+
文旅行业权威媒体
Industrial Media

76
大咖专访
Hotshot Interviews

100+
中央、省、市主流媒体
Mainstream Media

120万+
传播矩阵转载量
Forwarding Amount
(1.2 million)

2000分钟
导游展直播时长
Length of the Live
Streaming Tour

1000万+
全网短视频播放量
Network Short Video Playback
(10 million)

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

57000+
直播相册浏览次数
Reading of Live Photo

115000+
资讯发布量
Press Release

旅游目的地合作伙伴 | PARTNER TOURISM DESTINATION

惠州手信节合作伙伴 | HUIZHOU SOUVENIR FESTIVAL PARTNER



推荐出行品牌 | Recommended Transportation Brand

支持酒店 | Supporting Hotels



优质旅游目的地 | QUALITY TOURISM DESTINATIONS



优质旅行社及在线运营商 | QUALITY TRAVEL AGENCIES AND OTAs



买家合作伙伴 | Buyer Association Partners



媒体合作伙伴 | Media Partners



旅博会定制化合作模式 | CITIE CUSTOMIZED MARKETING COOPERATION MODE



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



远程及线上参展套餐
Remote and Online Exhibiting Package



用车合作伙伴
Car partner



展会期间活动赞助
Event Sponsoring



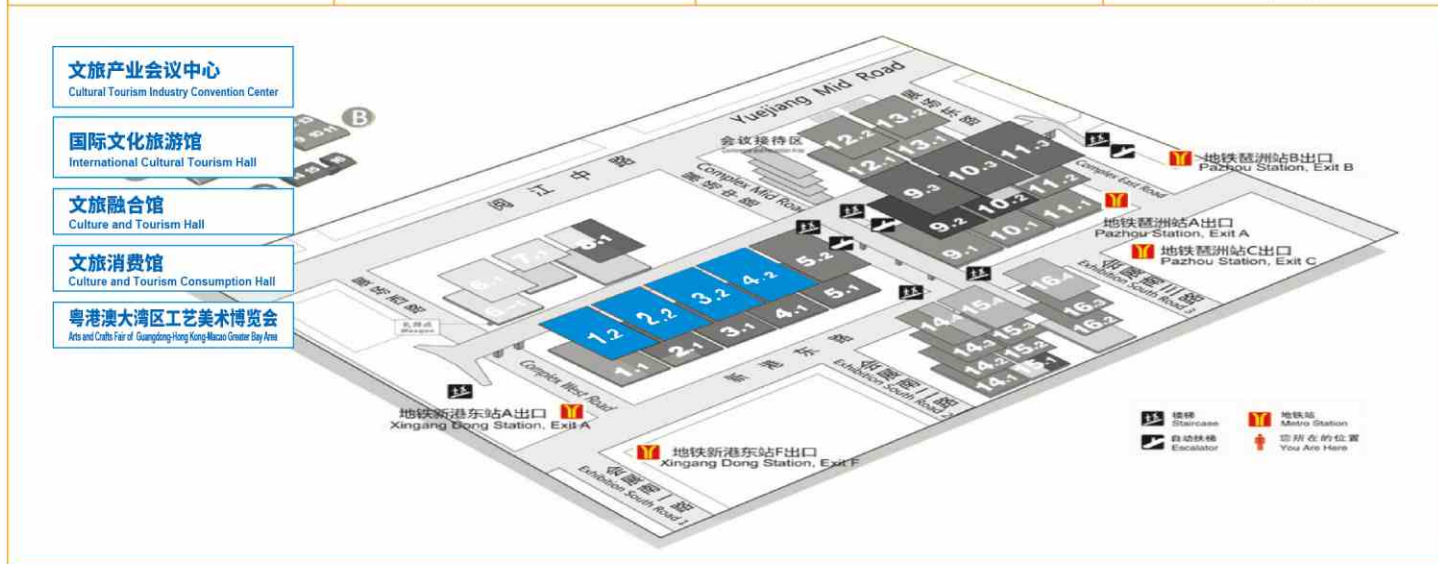
现场品牌露出
Onsite Branding



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
国际文化旅游馆 International Cultural Tourism Hall	标准展位 ¥18,300元/9m ² Standard Booth RMB 18,300/9m ²	文旅融合馆 Culture and Tourism Hall	标准展位 ¥9,000元/9m ² Standard Booth RMB 9,000/9m ²
	光地(36m ² 起) ¥17,100元/9m ² Raw Space(Minimum 36m ²) RMB 17,100/9m ²	文旅消费馆 Culture and Tourism Consumption Hall	光地(36m ² 起) ¥8,600元/9m ² Raw Space(Minimum 36m ²) RMB 8,600/9m ²



联系我们 | CONTACT US

2021广东国际旅游产业博览会 Organization Committee of CITIE 2021

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

谭舜利女士 Ms. Shelly Tan 谭芷欣女士 Ms. Elena Tan
电话/Tel: +86-20-36133357, 36131737
邮箱/Email: buyer@gzl.com.cn; tanzx@gzl.com.cn