

Truly Enjoy



活力广东 时尚湾区



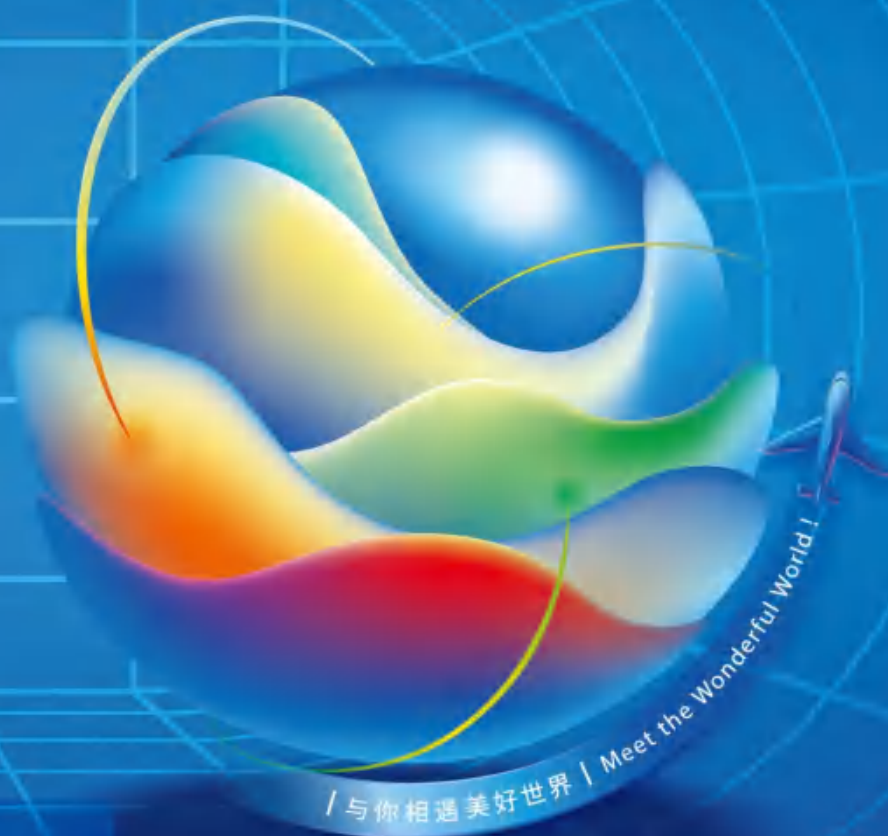
CITIE 2026

广东国际旅游产业博览会

DATE 2026 **09/11-13**

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



主办单位/HOST

广东省文化和旅游发展与保障中心(广东星海演艺集团)

Culture and Tourism Development and Support Center of Guangdong Province
(Guangdong Xinghai Performing Arts Group)

承办单位/ORGANIZERS

广州广之旅国际旅行社股份有限公司

GZL International Travel Service Ltd.

广州国际会展集团有限公司

Guangzhou International Exhibition Group Co.,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.

广州国际会展服务有限公司

Guangzhou International Conference and Exhibition Services Co., Ltd.

广东省老字号协会

Guangdong Time-honored Brands Association



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

链接全球文旅资源的商贸合作和公众体验平台

THE B2B AND B2C PLATFORM LINKING GLOBAL CULTURE AND TOURISM RESOURCES

广东国际旅游产业博览会（简称“广东旅博会”）于2005年创办，其前身是广东国际旅游文化节的主要配套活动项目之一，自2009年独立成展，至今已成功举办十七届，是国内创办历史最早、规模最大的旅游展会之一。经过多年的培育发展，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之一。

广东旅博会是广东省倾力打造的省级展会品牌，是广东与国内各地深化文旅合作的重要通道和开展文旅外事交流的重要窗口，也是推进广东文旅产业高质量发展的有力抓手。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，广东旅博会汇聚全球优质旅游目的地、旅游服务商及供应商，为海内外文旅业界搭建产业交流、宣传推广和产品展贸的专业平台。

China (Guangdong) International Tourism Industry Expo (short for "CITIE") was founded in 2005, its predecessor is one of the main supporting activities of Guangdong International Tourism and Culture Festival. Since being an independent exhibition in 2009, CITIE has been successfully held for 17 years, making it one of the earliest tourism exhibitions in China. With years of brand development, CITIE has become one of the most internationalization and best market-oriented tourism exhibitions in China.

As a provincial-level exhibition brand built by Guangdong Province, CITIE is designed to be an important channel for deepening cooperation between Guangdong and other parts of China, an important window for foreign exchanges as well as a significant role in promoting the high-quality development of Guangdong's culture and tourism industry. Based on China's largest source of tourists, important tourist destination and major tourism market of Guangdong-Hong Kong-Macao Greater Bay Area (GBA), CITIE gathers high-quality tourism destinations, service providers and suppliers from around the world, providing a professional platform for industrial exchanges, publicity and promotion, and product display and trade for the global industry.

广东——中国文旅产业发展的前沿地

GUANGDONG-THE FOREFRONT OF CHINA'S CULTURE AND TOURISM INDUSTRY DEVELOPMENT

“中国南大门”，枢纽之核

“Gate of South China”, the core of the hub connecting the globe

链接全球240个城市，航线覆盖五大洲关键航点

Linking 240 cities worldwide, covering key destinations across five continents.

240小时，过境免签政策

China's 240-hour visa-free transit policy

超2.3亿人次，大湾区7座机场的旅客吞吐量

The passenger throughput of 7 airports in the Greater Bay Area exceeds

230 million people



01

02

GDP



经济实力雄厚，全球旅游收入增长核心动力

Strong economic strength and core driving force for global tourism revenue growth

37年，广东省经济总量稳居全国首位

Guangdong's total GDP has ranked first for 37 consecutive years nationwide

14.58万亿元，2025年广东省GDP总量

Guangdong's total GDP reached 14.58 trillion yuan in 2025

全国最大的旅游客源地和目的地，文旅消费市场活力充沛

The largest source market and tourists destination nationwide with a strong demand for culture and tourism consumption

1.29亿，广东省常住人口 The population size has reached 129 million

1.675亿，2025年中国公民出境旅游人次

167.5 million Chinese citizens traveled abroad in 2025

9.5亿，2025年广东全省接待游客人次 Guangdong received 950 million tourists in 2025



03

洞察中国文旅市场, 链接全球产业机遇

INSIGHT INTO CHINA'S CULTURAL AND TOURISM MARKET, CONNECT TO GLOBAL INDUSTRIAL OPPORTUNITIES

广东旅博会历届数据 | CITIE PREVIOUS DATA

30+ 省(区、市)参展机构 Provincial bureaus	50+ 参展国家和地区 Exhibiting countries and regions	60 各类主题活动 Theme activities	5,600万 总曝光量 Total exposure	346 文旅投资项目 Cultural and tourism investment projects
633万 央媒报道曝光量 Exposure of national level media	3,000 国内外参展机构 Exhibitors	20,000 专业观众 Professional visitors	40,000 展览面积(m ²) Exhibition area(m ²)	150,000 普通观众 Public visitors

六大平台矩阵赋能产业高质量发展

SIX MAJOR PLATFORM MATRICES EMPOWERING HIGH-QUALITY DEVELOPMENT OF INDUSTRIES



朱蒂斯·桑巴巴拉, 乌干达驻广州总领事馆总领事

Mrs. Judyth Nsababera, Consul General of the Republic of Uganda in Guangzhou

广东旅博会是推广乌干达旅游的最佳平台: “组织完善、访客量大。我们计划持续参展, 借此开拓中国市场, 吸引更多中国游客、投资者关注乌干达。”

CITIE is the best platform to promote Uganda tourism; “With a well-established organization and a large number of visitors, we plan to continue participating in CITIE to explore the Chinese market and attract more Chinese tourists and investors to pay attention to Uganda.”

奥列格·科丘格, 俄罗斯战略研究中心国际旅游发展中心主任

Mr. Oleg Kochug, Director of the National Center for Tourism Development CSR

广东旅博会为俄罗斯与中国文旅业界搭建了高效的对接平台, 在这里我们结识了许多广东旅游行业的合作伙伴, 让我们精准链接大湾区消费市场。

CITIE has provided an efficient platform for connecting the cultural and tourism industries of Russia and China. Here, we have met many partners from Guangdong tourism industry, allowing us to accurately link the consumer market in the Greater Bay Area.”

周志红, 广东省景区行业协会秘书长

Mr. Zhou Zhihong, Secretary General of Guangdong Tourism Attractions Association

本届旅博会为科技和文旅行业之间的跨界交流合作搭建了对接平台, 通过打造新质生产力资源对接活动, 让文旅科技企业与景区、博物馆运营方可以面对面交流, 精准匹配供需。

This year's CITIE has provided a platform for cross-border communication and cooperation between the technology and cultural tourism industries. By creating serious resource docking activities on the topic of new quality productive force, cultural and tourism technology enterprises can have face-to-face communication with scenic spots and museum operators, accurately matching supply and demand.

四大优势构建高效的文旅产业交流与交易平台

FOUR CORE ADVANTAGES BUILD AN EFFICIENT CULTURAL-TOURISM EXCHANGE & TRADE PLATFORM



省级展会平台认证·湾区资源高效链接

Certified as a Provincial Exhibition Platform · Efficient Connection of Bay Area Resources

- ✓ 省级官方资质，对接政府文旅资源；
Provincial official qualification, connecting government cultural and tourism resources;
链接全省文旅全产业链资源，联动粤港澳大湾区。
- ✓ Linking provincial cultural tourism resources & GBA.



深耕文旅领域·客源精准对接

In-depth Cultivation of Cultural & Tourism Sector · Precise Matching of Customer Sources

- ✓ 广之旅拥有17年旅博会承办经验，构建专业展会数据库；
GZL has accumulated 17 years of professional experience in the organization of Travel Expos, with professional exhibition database;
- ✓ 业务覆盖100+国家/地区，强化国际展商及买家引入；
Business covering 100+ countries/regions, bringing in international exhibitors & buyers;
- ✓ 超千万线上注册用户，精准引流C端消费。
Over 10 million online users, accurately driving C-end consumption.



专业会展运营·产业生态赋能

Professional Operation of Exhibitions & Conferences · Empowerment of Industrial Ecosystem

- ✓ 广州国际会展集团作为联合承办单位，聚力构建高标准专业会展综合平台；
As a co-organizer, Guangzhou International Convention and Exhibition Group is committed to building a high-standard, professional and comprehensive convention and exhibition platform.
- ✓ 联动头部企业/协会，拓展产业合作边界；
Linking leading enterprises/associations, expanding industrial cooperation;
- ✓ 依托岭南集团，构建文旅+会展+商贸融合生态。
Relying on Lingnan Group, building cultural-tourism-commerce ecology.



品牌深厚积淀·价值多维彰显

Profound Brand Accumulation · Multi-dimensional Manifestation of Value

- ✓ 17届办展历史，华南文旅产业风向标；
17-year exhibition history, a bellwether of South China's cultural and tourism industry;
- ✓ B2B+B2C双驱动，兼顾商务对接与大众消费；
B2B+B2C dual-drive, balancing business matching and public consumption;
- ✓ 文旅+科技/文创等多产业融合，引领数字化转型。
Cultural tourism + multi-industry integration, leading digital transformation.



三大主题馆覆盖全产业链

THREE THEMED PAVILIONS COVERING THE ENTIRE INDUSTRY CHAIN

- 国际文化旅游馆

International Culture and Tourism Hall

- 文旅融合馆

Culture and Tourism Hall

- 文旅消费体验馆

Culture and Tourism Consumption Experience Hall



“文旅+”业态融合多元展区

Diversified exhibition areas integrating "cultural tourism+" formats

目的地沉浸体验展

Tourism destination areas

国际文旅目的地展区 Overseas Destination

国际旅游年专题展区 International Year of Tourism

粤港澳大湾区文旅形象展区 GBA Cultural-Tourism Image

魅力广东展区 Guangdong Provincial Destinations

大中华地区展区 Mainland China Destinations

大湾区展区 Inland Tourism



文旅产业融合展

Cultural and tourism industry comprehensive areas

新质生产力主题展区 New Quality Productive Forces Enterprises

农文旅融合展区 Agriculture-Culture-Tourism Integration

广东文旅产业融合展示区

Guangdong Cultural-Tourism Industrial Integration

航空游轮展区 Aviation & Cruise Tourism

国际旅游产业链资源展区

International Tourism Industry Chain Resources

会奖商旅展区 MICE & Business Travel

文旅消费体验展区

Culture and tourism upgraded consumption areas

文旅惠民热卖区 Hot Selling Travel Products Area

银龄旅游展区 Silver Hair Tourism

中医药养生展区 TCM Health Preservation

亲子旅游主题展区 Parent-Child Tourism

老字号文化展区 Time-Honored Brand Culture

环球商品展区 Global Commodities



粤潮生活季展区

Guangdong Trendy Lifestyle Show

粤潮生活及咖啡潮饮市集、文创潮玩展区、广府文化展、户外休闲及露营生活展等。

Coffee Tasting, Cultural and Creative Products, Cantonese Culture Show, Outdoor Leisure and Camping, ect.

CITIE买家俱乐部促精准高效商贸对接

CITIE BUYER CLUB PROMOTES PRECISE AND EFFICIENT BUSINESS MATCHING

“全域覆盖-精准匹配-升级服务”的买家邀请体系

"Global Coverage - Precise Matching - Upgraded Service" Buyer Invitation System

- 13家买家组团合作单位 Buyer group cooperation partners
- 1000+ 特邀买家 Hosted buyers
- 10000+ 商务洽谈(次) Business meetings

线上精准邀约
——预约配对系统助力展前触达
目标核心客群

Online Precise Invitation
- Pre-scheduled Matchmaking System
(PMS) helps reach the target
customer group before expo

线上online + 线下offline

线下高效配对
——买卖家专场配对会促进现场高质量拓客

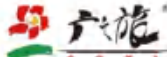
Offline Efficient Matching
- Business Matching Meeting for Exhibitors
and Buyers promotes high-quality
customer acquisition on-site

买家合作伙伴/BUYER ASSOCIATION PARTNERS



(排名不分先后 In no particular order)

CITIE 买家精选企业 CITIE Top Buyer-Selected Enterprises



(排名不分先后 In no particular order)

消费端成效显著 商业价值持续释放

REMARKABLE RESULTS ON THE CONSUMER END, SUSTAINED RELEASE OF COMMERCIAL VALUE



2000万

文旅消费券
Culture and tourism
Consumption voucher



1:11

消费拉动比
Consumption leverage ratio



30%+

旅行社销售额同比增长（最高）
Travel Agency Sales:
Highest YoY Growth



6000+

打卡互动参与人次
Check-in Interaction
Participant Count



3000万+

单家旅行社现场总营收额
One Travel Agency's Total
On-site Revenue

人流强势集结, 文旅展销旺地

Huge Crowd Gathering, The Hottest Spot for C&T Sales

- 旅游大卖场CITIE Tourism Mall
- 全球性、全行业、全方位、全年度
Global, Industry-wide, All-round, Year-round
- 强大的人流吸引力、多重惠民福利
Strong Crowd Appeal, Multiple Benefits



消费场景扩容, 全品联动热卖

Broader Consumption Scenarios, Full-Range Products
Selling Hot in Synergy

- 农旅特产、机票邮轮票务、景区门票、酒店房券、特色食品
Agritourism Specialties, Tickets, Vouchers, Specialty foods, etc.
- 一站式出行与生活消费需求
One-stop Travel & Daily Needs
- “旅游+生活”消费生态
“Tourism + Daily Life” Consumption Ecosystem



粤潮生活IP, 互动体验赋能

Guangdong Trendy Lifestyle IP -
Interactive Experiences Driving Engagement

- 文旅新体验活动品牌
New Cultural and Tourism Experiences
- 集合潮玩、美食、露营、时尚等新消费品牌
Gather a Wide Array of New Consumer Brandsspanning Trendy Play,
Fine Dining, Outdoor Camping and Fashion Sectors
- 沉浸式的粤潮文旅盛宴
A Rich Spectrum of Lifestyle Experiences



多维活动矩阵汇聚发展机遇

Multi-dimensional Event Matrix Gathers Development Opportunities

CITIE 2025 广东国际旅游产业博览会
CITIE 2025 China (Guangdong) International Tourism Industry Expo



“广东文旅产业派”系列活动

“Guangdong Culture and Tourism Industry Group” Professional Activities

- 广东文旅消费新业态热门场景交流分享会
Guangdong Cultural and Tourism Consumption New Business & New Scene Promotion
- 广东省研学旅游发展交流会
Guangdong Study Tourism Development Conference
- 第三届数智文旅创新发展交流会
The 3rd Digital and Smart Tourism Innovation and Development Conference
- 广东省民宿集群产业推介大会
Guangdong B&B Cluster Industry Promotion



资源对接活动

Resource Matching Activities

- 要素撮配对会
Business Matching Meeting
- 新质生产力资源对接活动
New-Quality Productive Forces Resource Matching Activities
- 文旅人才供需对接会
Culture and Tourism Talent Supply and Demand Matchmaking Conference
- 新品首发首秀、资源推介等
Resource Promotion, etc.



社交化传播互动

Social networking

- 吉祥福之夜
Guest Country of Hobbies Night
- 买单之夜
Buyer's Night, Lucky Draw Interaction
- 展览互动、抽奖打卡活动等
Exhibition Tour and Check-in Activities, etc.

场景化展演推介

Promotion And Performance

- 目的地旅游线路发布
Tourism Destinational Promotion
- 特色资源和惠民产品分享
Tourism Resource and Hot Selling Travel Product Sharing
- 文旅政策宣讲
Culture and Tourism Policy Promotion
- 全球文旅风情舞台
Global Culture and Tourism Performance

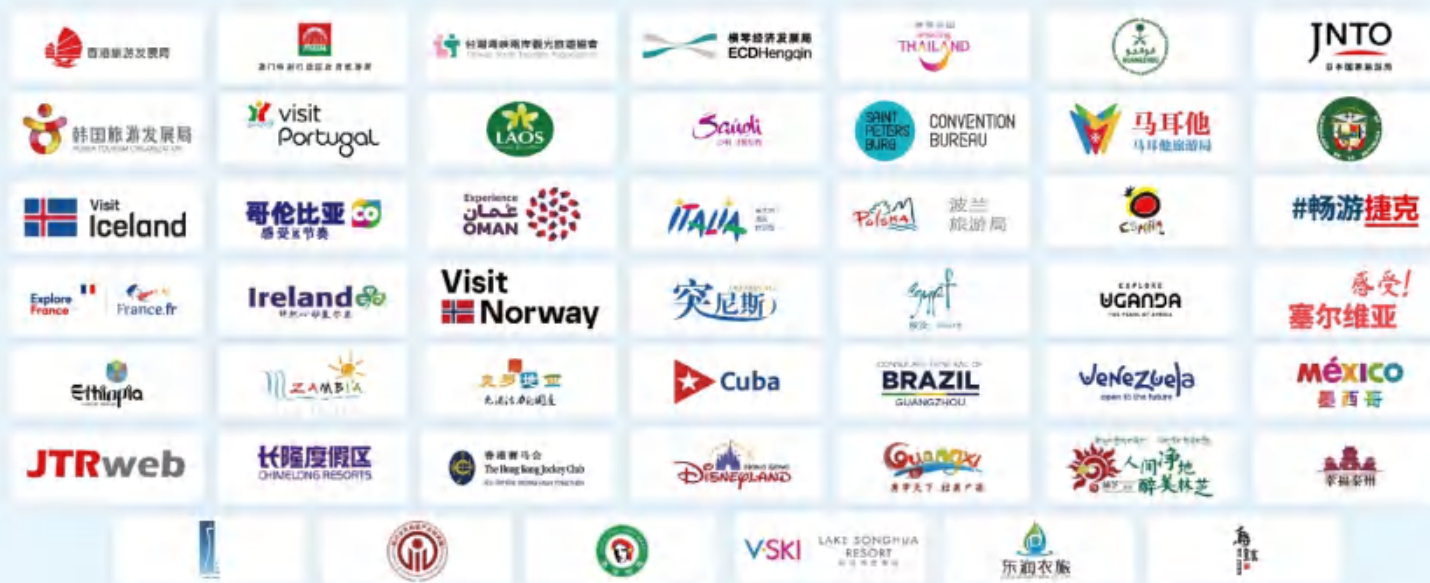


往届合作伙伴 | PREVIOUS COOPERATION PARTNERS

2025旅游目的地合作伙伴/ PARTNER TOURISM DESTINATION



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



优质航空&邮轮公司/ QUALITY AIRLINES & CRUISES



新质生产力展区/NEW QUALITY PRODUCTIVE FORCES



(排名不分先后 In no particular order)

赞助机会 | SPONSOR REPUTATION

■ 从众多竞争对手中脱颖而出, 助力品牌形象全面升级

Stand Out from The Crowd, Sponsorship to Maximise Your Brand Presence

● 特级赞助商 人民币50万 | Super Sponsor ¥500,000



● 其他赞助套餐 | Other Sponsorship Packages

序号 NO.	赞助项目 Items	钻石级赞助商 Diamond ¥300,000	黄金级赞助商 Gold ¥200,000	白银级赞助商 Silver ¥100,000
1	冠名权益 NAMING RIGHT			
1.1	展会赞助名誉 Branded by CITIE	√	√	-
1.2	官方LOGO使用权 Right to use CITIE Official LOGO	√	√	-
2	商标露出 TRADEMARK DISPLAY			
2.1	宣传折页 Brochure	√	√	-
2.2	大会演讲厅主背景板 Main Backdrop of Lecture Hall	√	√	-
2.3	大会舞台主背景板 Main Backdrop of the Stage	√	-	-
2.4	商务洽谈区主背景板 Main Backdrop of the Business Negotiating	√	√	√
2.5	买家手册 Buyer's Manual	√	√	√
2.6	参观指南 Visitor Guide	√	√	√
2.7	买家证件 Buyer's Badge	√	-	-
2.8	会刊 Exhibition Catalog	√	-	-
2.9	展后报告 Post-show Report	√	√	√
2.10	资料袋 Reusable Bag	√	-	-
3	活动权益 ACTIVITY RIGHT			
3.1	出席大会所有活动 All Official Activities	√	√	√
3.2	推介机会及资料摆放 Promotion opportunity and materials display	60分钟 60 Minutes	45分钟 45 Minutes	30分钟 30 Minutes
3.3	B2B资源专场对接会 Exclusive B2B Matchmaking	√	-	-
4	广告权益 ADVERTISING RIGHT			
4.1	旅博会官网 Banner of CITIE Website	√	√	-
4.2	珠江散步道吊旗广告 Banners over Pearl Promenade	√	-	-
4.3	买家手册广告 Buyer Manual Ad	√	-	-
4.4	二层通道灯箱广告 Passage Light Box Ad on 2F	√	√	-
4.5	会刊内页广告 Exhibition Catalog with 1 full inner page Ad	√	√	√
5	媒体推广权益 MEDIA PUBLICITY RIGHT			
5.1	KOL现场视频拍摄 KOL Filming Video on site	√	√	-
5.2	媒体采访 Media Interview	√	√	√
5.3	微信公众号推文 Official WeChat Account Release	√	√	√
5.4	参与官方视频录制 Be part of the official filming	√	-	-

■ 现场部分可视化广告 | Visible Advertising



二层通道灯箱广告
Passage Light Box Ad on 2F



珠江散步道天花吊旗
Banners over Pearl Promenade



参观指南广告
Visitor Guide



买家手册广告
Buyer Manual



买家证件广告
Buyer Badge Ad



参展商证广告
Exhibitor Badge Ad



矿泉水广告
Mineral Water Bottles



资料袋LOGO
Delegate Bags

■ 参展费用 | EXHIBITION RATES

展馆名称/ Exhibition Hall	收费标准/Price of Booth	
文旅融合馆 Culture and Tourism Hall 文旅消费体验馆 Culture and Tourism Consumption Experience Hall	标准展位 ¥9,800元/9m ² Standard Booth RMB 9,800/9m ²	光地(36m ² 起) ¥9,000元/9m ² Raw Space(Minimum 36m ²) RMB 9,000/9m ²
国际文化旅游馆 International Culture and Tourism Hall	标准展位 ¥21,960元/9m ² Standard Booth RMB 21,960/9m ²	光地(36m ² 起) ¥20,520元/9m ² Raw Space(Minimum 36m ²) RMB 20,520/9m ²

■ 展馆平面图 | Exhibition Hall Layout



■ 联系我们 | CONTACT US

2026广东国际旅游产业博览会 / Organizing Committee of CITIE 2026

境外展商/Overseas Exhibitor

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邮箱/Email: citie@gzli.com.cn

境内展商/Domestic Exhibitor

黄思敏女士 Ms. Simmy Huang 于宗灵女士 Ms. Zongling Yu
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邮箱/Email: citie@gzli.com.cn

特邀买家/媒体合作/Buyers and Media

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