

## 指导单位 Supporter

广州旅游协会

GUANGZHOU TOURISM ASSOCIATION

## 主办单位 Organizer

汉诺威米兰展览(上海)有限公司

Hannover Milano Fairs Shanghai Ltd.

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GUANGZHOU  
INTERNATIONAL

TRAVEL FAIR  
2021 广州国际  
旅游展览会



6月10-12日 中国进出口商品交易会C区

10-12 June, Area C, China Import & Export Complex



官方微博二维码



广州市文化广电旅游局



广州旅游协会



Deutsche Messe



FIERA MILANO





# 2021 广州国际旅游展览会

## 为何选择广州? WHY GUANGZHOU



### 巨大的出游消费潜力 Tourism Consumption Potential

2019年,中国出境游消费位列世界第一,上半年旅行支出达到1,275亿美元,其中广东居境外消费十大客源榜首  
In 2019, Chinese outbound tourism consumption is the No. 1 in the world. In the first half of the year, the travel expenditure reached US\$127.5 billion, of which Guangdong ranks the first in the top ten regions for overseas consumption

疫情前,除粤港澳大湾区内或港澳往来中国内地的旅游外,2019年大湾区出境游达2,200万人次  
Before the COVID-19, GBA is responsible for about 22 million outbound trips in 2019, not counting trips within the GBA or between Hong Kong and Macau to the rest of Mainland China



### 有力的政策支持 Favorable Policies

“144小时过境免签政策”  
The 144-hour transit visa exemption policy  
“一带一路”倡议  
The Belt and Road Initiative



### 丰富的航线 Flights

近80家中外航空公司驻点  
Nearly 80 Chinese and foreign airlines  
航线通达国内外230多个通航点  
More than 230 destinations around the world  
国际及地区航点超过90个  
More than 90 international and regional destinations



### 优越的地理位置 Geographical Advantages

广州已跨入世界一线城市行列  
One of the first-tier cities in the world  
毗邻港澳,是中国通往世界的南大门  
Close to Hong Kong and Macao, China's Southern Gate to the world  
粤港澳大湾区发展的核心引擎之一  
One of the core engines for the development of the GBA

## 成为展商的优势 PRIVILEGES FOR GIFT EXHIBITORS



旅业盛会,了解华南旅游  
B2C市场一手信息  
Get first-hand information of B2C tourism market in Southern China



充分享受GIFT28年发展所积累的行业影响力和买家资源  
Take full advantages of GIFT's 28 years of development, deep industry influence and buyer resource

全面的推广计划,深度挖掘粤港澳大湾区市场商机  
Comprehensive promotion program, delve into business opportunities of the Greater Bay Area



通过线上PSA预约配对系统与超过800位高质量特邀买家进行商业配对和交流  
Access to online Pre-Scheduled Appointment System, meet with more than 800 high quality hosted buyers

2019年,39,766位专业观众与会;进行3,975场线上及线下配对会晤  
In 2019, 3,975 matching making meetings done; 39,766 trade visitors joined GIFT



通过一系列活动,了解最新市场趋势及需求  
A series of activities to keep up with the latest trends and needs



广州国际旅游展览会(简称GIFT)作为亚太地区重要的大型国际旅游专业展览会,经过28年的发展,已成为海内外旅游同业广泛关注的旅业盛会。

2020年,是文旅融合、重生和发展的一年。由于疫情原因,2020年广州国际旅游展览会无法如期召开。为了与同业共度时艰,GIFT2020将线下展会转到线上,展前预约系统升级为线上配对洽谈系统,得到了许多展商及买家的赞誉。

2021年广州国际旅游展览会聚焦后疫情时代的旅业发展,将继续为业界带来权威的旅游资讯、专业的同期活动和优质的展会服务,为华南旅游市场提供一个商机汇聚的平台。

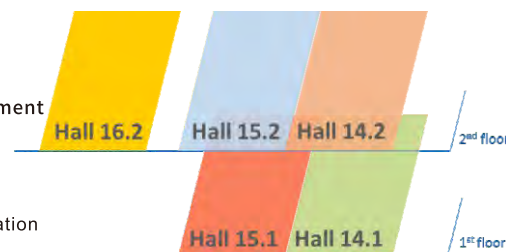
Guangzhou International Travel Fair (GIFT in short) is a large-scale professional international tourism fair in the Asia-Pacific region. After 28 years of development, it has become a pageant for tourism industry at home and abroad.

2020 is a year of integration, rebirth and development of cultural and tourism industry. Due to the COVID-19, GIFT 2020 could not be held as scheduled. In order to overcome the difficulties with our peers, we successfully organized an online fair by our PSA System. Exhibitors and buyers completed the negotiation without leaving the house, which has been praised by many exhibitors and buyers.

GIFT 2021, focusing on the development of tourism industry in the post-virus times, will continue to bring the most trendy information, professional events and high-quality services to the world, provide the Southern China tourism market a platform where business opportunities converge.

## 展示范围 EXHIBIT CATEGORIES

- Hall 14.1 文化旅游生活馆  
Tourism Culture & Lifestyle
- Hall 15.1 主题旅游及景区设备馆  
Theme Tourism & Scenic Equipment
- Hall 14.2 本地旅行社馆  
Local Travel Agency
- Hall 15.2 入境及目的地推广馆  
Inbound Tourism & Travel Destination
- Hall 16.2 出境暨会奖旅游馆  
Outbound Tourism & M.I.C.E.



- 旅游局/旅游联盟/旅游协会 Tourism Board & Bureau / Tourism Alliance / Tourism Association
- 组团社/地接社/旅游批发商 Travel Agency / Travel Operator
- 景点景区/主题公园 Scenic Spot / Theme Park
- 航空公司/航空联盟/航空代理 Airlines / Airline Alliance / Airline Agency
- 主题旅游/定制旅游 Theme Tour / Tailor Made Travel
- 高尔夫球场/俱乐部 Golf Course / Golf Club
- 旅游技术服务 IT Service for Travel Industry
- 旅游地产 Tourism Real Estate
- 民宿/度假村/酒店/酒店集团 B & B / Resort / Hotel / Hotel Group
- 旅游在线预定服务 Online Reservation Service
- 邮轮/游艇会/游艇俱乐部 Cruise / Yacht & Yacht Club
- 会议服务/活动管理策划 M.I.C.E. / Event & Conference Management
- 城市规划/景观设计 City Planning / Landscape Design
- 汽车租赁/房车/自驾俱乐部 Car Rental / RV - Recreational Vehicle / Self-Drive Club
- 旅游金融 Financial Product for Tourism
- 旅游商品/文创周边产品 Tourist Commodity/Cultural & Creative Products
- 博物馆/美术馆/科技馆 Museum/Art Museum/Science Museum
- 文化旅游项目 Cultural Tourism Projects
- 游艺游戏设备 Game & Amusement Equipment
- 动漫IP/玩具/礼品 Anime IP/Toys/Gifts
- 其他旅游相关领域 Other Relevant Sectors



# GITF2019数据 FIGURES OF GITF2019

36,000  
sq.m.  
规模  
Scale

1,042  
展商  
Exhibitors

3,975  
会谈  
Match  
Making  
Meetings

819  
特邀买家  
Hosted  
Buyers

39,766  
专业观众  
Trade  
Visitors

## GITF2019 展商分析 GITF2019 EXHIBITOR ANALYSIS



## GITF2019 买家分析 GITF2019 BUYER ANALYSIS

区域 & 类别  
Region & Category

华南买家  
Buyers from  
Southern China  
90.45%

国内买家  
Domestic Buyers  
68%

国际买家  
Overseas Buyers  
32%



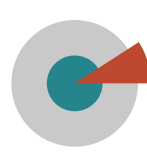
51.44%  
组团社/旅行社  
Travel Agency



20.97%  
会议及奖励旅游  
M.I.C.E. Organizer



9.38%  
高端个性化  
旅游定制  
Tailor Made Travel



9.14%  
企业差旅管理  
Business Travel  
Management



9.07%  
在线预订  
服务供应商  
Online Booking  
Service Provider

## GITF2019 活动 & 论坛 GITF2019 EVENTS & FORUMS

来自36个国家的领事、代表  
及近300名贵宾参加了  
GITF2019开幕式

Consuls General and representatives  
from 36 countries and more than 300  
guests attended the Opening  
Ceremony



特邀买家及VIP展商受邀参  
加2019年买家之夜, 共有22  
个展商获得当晚颁发的8个  
奖项

Hosted buyers & VIP exhibitors gathered  
at Buyer Night 2019 and 8 awards were  
delivered to 22 exhibitors

两大论坛:“文化点睛—文旅  
融合时代的战略选择”以及  
“国际旅居城市高峰论坛”;  
21场旅游推介会及展会活动

2 Forums: "Culture Highlights All -  
Strategies Choice in a Culture and  
Tourism Era" and "International  
Travel Living Summit"; 21 Exhibitor  
Presentations & Activities



## 展前巡回路演 PRE-EVENT ROAD SHOW

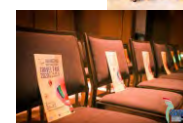
- 地点: 4-5个旅游资源及消费潜力较高的城市 Venue: 4-5 cities in China
- 参与者: 展商、买家与媒体 Participants: registered exhibitors, local buyers and media
- 路演内容: Event Rundown:  
GITF展会介绍 Presentation of GITF  
GITF展商介绍 Presentations of exhibitors  
商务洽谈与交流 Match making meetings and networking

## GITF2020路演精彩瞬间 MOMENTS OF GITF2020 ROAD SHOW

2019/11/19  
武汉  
Wuhan



2019/11/26  
深圳  
Shenzhen



2019/11/21  
北京  
Beijing



2019/12/06  
广州  
Guangzhou



## GITF2019 展商评价 GITF2019 EXHIBITOR COMMENTS

### 斯里兰卡旅游推广局

SRI LANKA TOURISM PROMOTION BUREAU  
State Minister of Tourism Development in Sri Lanka  
Mr. Ranjith Aluvihare

非常高兴来参加这次的广州国际旅游展，这个展对我们的作用很大。斯里兰卡将会成为世界第一的旅行目的地，这次我们带来了许多旅行社。我相信，在未来，中国的市场会更宽广。我希望我们明年会继续参展！  
I am very happy to be in GITF, the fair has a good function. Sri Lanka will become NO.1 world's tourism destination. We have numbers of tourism agencies to be here. I think in the future, the Chinese market will be larger. I hope we will participate in this exhibition next year.

### 希腊国家旅游组织

GREEK NATIONAL TOURISM ORGANIZATION  
Director of GNT0 China  
Mr. Ioannis Plexousakis

希腊国家旅游组织是第五次参加广州国际旅游展了。我们非常高兴今年也过来参展。今年我们推广更多奢华产品。我们对这个展会的效果很满意，我想它是成功的。我们收获了许多B2B洽谈。希望明年可以继续参展！  
Greek National Tourism Organization participates in GITF for the 5th time. We are very happy that we are here this year as well. We promote in this year with more luxury products. We are really happy with this exhibition. I think it's successful. We have really good B2B meetings. And we would be happy to be here again in next year.

### 柬埔寨旅游部

TOURISM MINISTRY OF CAMBODIA  
Director of Mkt & Pro Dpt.  
Mr. Prak Vuthy

柬埔寨旅游局长年参加广州国际旅游展。我们和广州国际旅游展有长远的伙伴关系，今年我们也带来了一些新东西。广州国际旅游展是一个非常好的平台，可以展示我们的产品。除了买家，我们也很高兴可以看到很多大众参与。希望广州国际旅游展越来越成功，越办越好！  
Tourism of Cambodia are taking part in GITF for a long time. We have a long partnership with GITF. This year we have something new to the show. GITF is a good platform for us to send our product. We are also happy to see more public beside the buyers. I hope GITF is getting success and better and better!

## GITF2019 买家评价 GITF2019 BUYER COMMENTS

中国康辉苏州国际旅行社有限公司 CHINA SUZHOU COMFORT TRAVEL SERVICE CO., LTD.

副总经理 贺文昂先生

Deputy General Manager Mr. He Wenang

GITF 已参加近十届，每次的形式及目的地都有变化，对我们的业务促进很大，例如我们的斯里兰卡线路就是从GITF认识的合作供应商。会后考察是我每年最期待的活动，除了考察地点外，同行之间都会有新的思路交流。愿GITF越办越好！

I have been the hosted buyer of GITF for 10 years. The fair has new contents and new travel destinations every year. Participating in GITF is a big boost to our business. The Buyer Tour is my most anticipated activity. Besides the destination we visited, there were new exchanges of ideas between the buyers. Wish all the best to GITF!

海南省中国旅行社 CHINA TRAVEL SERVICE (HAINAN)

总经理助理 袁玲玲女士

GM Assistant Ms. Yuan Lingling

我这次是第3次以特邀买家参加展会，每一次都有很大的收获，这次展商的素质很高，让我们有机会能了解更多的目的地，也有更多的机会接触不同的地接社，希望展会以后越办越好。

This is the third time I've been invited to be hosted buyer of GITF. Every time I got great harvest. In this year, we meet lots of high quality exhibitors. The fair gave us a chance to know more destinations, and meet different tour operators. I hope that GITF will become better and better.

青岛建研旅游 CHINA QINGDAO JIAN YAN INTERNATIONAL TOURISM CO., LTD.

副总经理 彭明哲先生

Deputy General Manager Mr. Peng Mingzhe

今年是我第一次参加GITF广州旅游展，很高兴有机会认识全球各地的旅游局，航空公司和地接社，在这次参会益处良多，跟伊兹密尔旅游局讨论了很多关于旅游以及进出口贸易业务，认识了很多斯里兰卡的地接社，讨论了很多以后可以发展的业务。主办方接待安排非常满意，很期待下次再次参会。

This is the first time I attended the GITF. I am glad to have the opportunity to meet tourism bureaus, airlines and local operators all over the world. During the fair, we discussed with Izmir Tourism Bureau a lot about tourism and import & export business, met tour operators from Sri Lanka and discussed of business that could be developed in the future. We are very satisfied with organizer's reception arrangements. We look forward to participating again next year.

## GITF 社交媒体推广 GITF SOCIAL MEDIA PROMOTION

官网及官方微信平台提供全新观众预登记服务

全新自媒体平台——微博、抖音、小红书及bilibili

实时发布展会最新消息及行业新闻

促进旅游业内人士与公众的互动

Website and WeChat offer new functions of visitors' pre-registration and onsite registration  
New self-media platforms - Weibo, Douyin, Xiaohongshu and bilibili  
Keep updating news of GITF and tourism industry  
Promote the interactions between tourism practitioners and the public



## GITF2019 主宾国 GITF2019 PARTNER COUNTRY



## GITF2019 B2C本地旅行社 GITF2019 B2C LOCAL TRAVEL AGENCY



本地旅行社汇聚本地龙头旅行社企业，直接面向大众，与专业展馆展商联动，推广线路产品及销售。

A B2C platform for local travel agencies to interact with professional exhibitors, and to boost sales of tourist routes and products.

## GITF2019 媒体合作（部分） GITF2019 MEDIA PARTNERS (Selected)

