



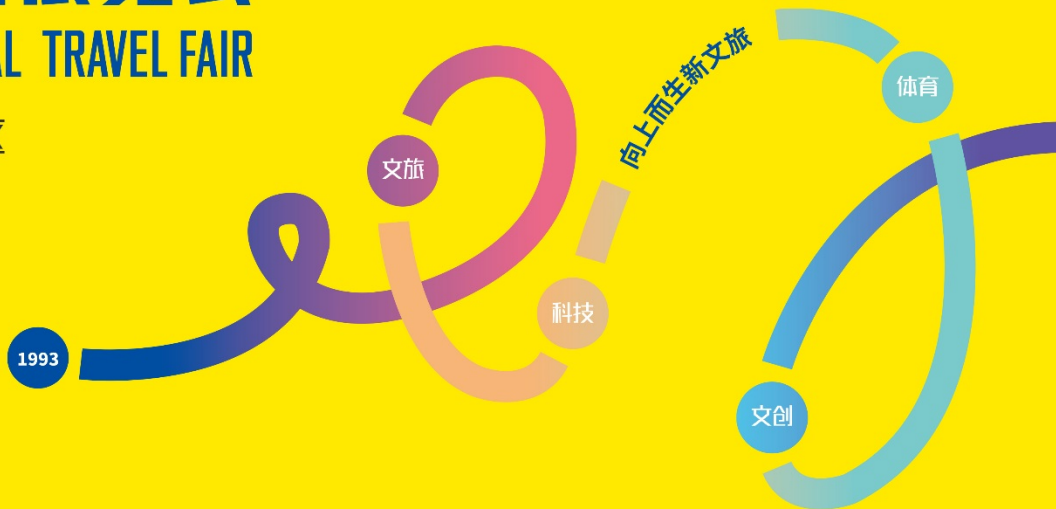
# 2023 广州国际 旅游展览会

GUANGZHOU INTERNATIONAL TRAVEL FAIR

中国进出口商品交易会展馆C区  
Area C, China Import & Export Fair Complex

2023年5月19-21日

May 19-21, 2023



'To meet your business at GITF'

# ***GITF 2023***

## ***Your Travel Exhibition***

### **Become an exhibitor**

Meet decision makers  
and buyers from related  
areas.

### **Media promotion**

Over 100 media partners to  
expand your publicity  
channels for exhibitors.



2021 广州国际旅游展览会  
GUANGZHOU INTERNATIONAL TRAVEL FAIR

GITF is your first choice to explore the Greater Bay Area market, which takes full advantage of Guangzhou and 30 years' development.

### **A series of promotion services**

GITF can provide diversified  
promotion services for you.

Close to Hong Kong and Macao



Guangzhou is core engine of the Greater Bay Area (GBA)



Most trendy tourism  
information



GBA is the largest outbound  
tourism market in China

- More than 230 navigation points at home and abroad
- Over 90 international and regional destinations



- Guangzhou has established friendly relations with 87 cities in 59 Countries
- 66 consulates general in Guangzhou



Pazhou Ferry Terminal Guangzhou  
2 hours to Hong Kong  
International Airport

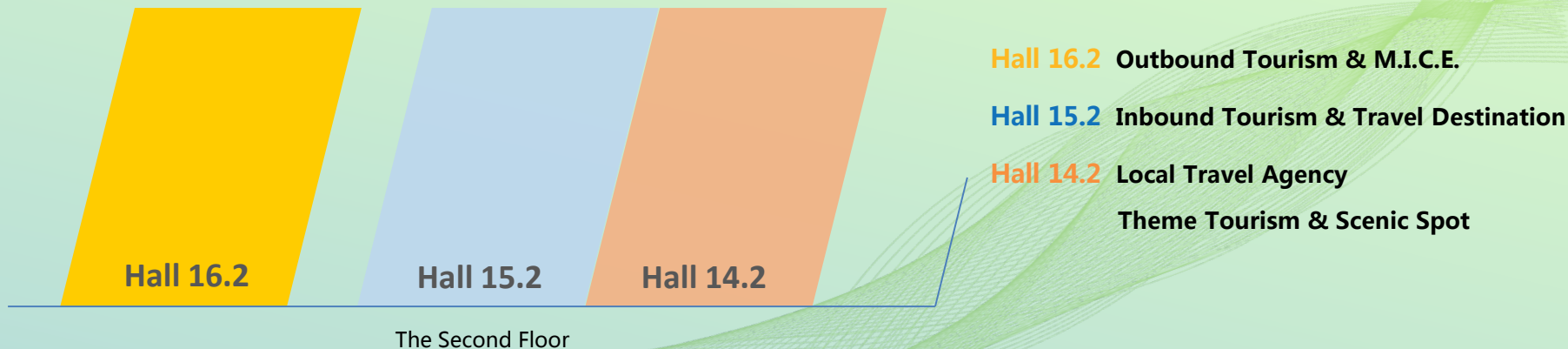
High-quality buyers



# Our Advantages



# Exhibition Hall



## Exhibit Categories

Tourism Board & Bureau / Tourism Alliance /  
Tourism Association  
Travel Agency / Travel Operator  
Scenic Spot / Theme Park  
Museum / Art Museum / Science Museum  
Cultural & Creative Product  
Game & Amusement Equipment / Indoor & Outdoor Parent-child Equipment  
Anime IP & Toys, Gifts

Airlines / Airline Alliance / Airline Agency  
Tailor Made Travel  
IT Service for Tourism Industry  
Tourism Real Estate  
Cultural & Tourism Project  
Intangible Cultural Heritage  
Red Tourism

B&B / Resort / Hotel / Hotel Group  
On-line Reservation Service  
Cruise / Yacht / Yacht Club  
M.I.C.E. / Event & Conference Management  
City Planning / Landscape Design  
Digital Cultural & Tourism  
Sports & Health Tourism

Films & Television Cultural & Tourism  
Car Rental / RV / Self-drive Club  
Financial Product for Tourism  
Destination Management Company  
Ice Snow Tourism  
Tourist Commodity  
Other Tourism-related Field



## Outbound Tourism & M.I.C.E.

It mainly focuses on outbound tourism and attract the quality of outbound proposals and buyers present, which refers overseas tourism boards, travel agencies, M.I.C.E., cultural & tourism related companies.

## Inbound Tourism & Travel Destination

Gathering many of exhibitors for inbound and domestic tourism business and find an unparalleled showcase here, to display performances and products with regional characteristics to fascinate visitors to travel.



## Local Travel Agency, Theme Tourism & Scenic Spot, Tourism Culture & Lifestyle

In order to satisfy emerging trends, this area not only includes latest travel products from travel agencies and theme park, but also force on sports tourism and open air for increasing Health Awareness.





## TECT·Tech Enabling Culture and Tourism & Metaverse Hall of GITF

In order to strengthen the application of digital technology in the culture and tourism industry, this area will focus on displaying the latest application of culture and tourism industry in digitalization.

## Rural Tourism

In order to further promote the smooth implementation of the "double carbon" goal and advocate a green, environment-friendly and low-carbon lifestyle, GITF plans to set up a rural revitalization section to bring more high-quality eco-tourism, rural tourism, health tourism and other exhibition contents.



## Museum, Cultural & Creative

In order to fully display the cultural and creative products of major museums and cultural and creative institutions, as well as the latest application of cultural and tourism scenes, GITF will bring more latest, hottest and latest cultural and creative products to let the public feel the new vitality of cultural relics in the new era.



## Intangible Cultural Heritage

It will gather many inheritors of intangible cultural heritage to show their skills, and cultivate a number of intangible cultural heritage projects and inheritors' brands through new media reports such as microblog, WeChat, short video, live broadcast and so on.

## Tea Culture

Guiding healthy leisure life, advocate scientific tea drinking and trigger a new wave of tea drinking through vivid and interesting display content and immersive tea culture experience.



## Sports Tourism

In order to fully display the new tourism format, the sports tourism area will present the latest experience items on the site, and experience a fun travel experience carnival for the public.



# ***GITF 2023 China Outbound Tourism Conference***

**“CHINA IS BACK! East-West Dialogues  
about the New Wave of Chinese Outbound Tourism”**



**First opportunity** for meetings between Chinese and international tourism service providers during major tourism fair in China after the restart of Chinese outbound tourism.

**The Chinese Tourist Welcome Award** has been organised by COTRI from 2004 until 2019. In past years, the CTW Award each got generated a lot of media attention, as the winners are also distributing the information about the fact that they have been awarded. From 2023 onwards it will be part of GITF.



# GITF 2023 Metaverse Hall of GITF



GITF2023 will further upgrade the presentation method of exhibitions and enhance the visual experience of online fair. In addition to the traditional online fair, this year GITF will launch a **Metaverse Hall** where visitors can experience more real communications with cloud exhibitors by using VR equipment.

Capitalizing on the characteristics of online exhibitions that are **not limited** by **time**, **space**, and **region**, it provides tremendous help for the domestic and foreign cultural and tourism industries, stimulating the industry and promoting consumption with its capabilities such as digital virtual exhibition halls, real-time interaction, intelligent business negotiation, full-link participation experience, exhibition ecological services, and industry big data consulting, etc.

# STATISTICS



## ***GITF2021***

**20,940**m<sup>2</sup>

Scale

**55**

Countries & Regions

**482**

Exhibitors

**100+**

Media

**29,480**

Trade Visitors

**30+**

Buyer Delegations





# ***GITF2021 Exhibitor Types***



**28.32%**

Tourism Board & Bureau

**14.6%**

B&B / Resort / Hotel

**10.97%**

Cultural & Creative Product /  
Tourist Commodity

**8.39%**

Scenic Spot

**7.54%**

Sports Tourism

**7.1%**

Local Travel Agency

**6.24%**

Travel Operator

**5.36%**

Films & Television  
Cultural & Tourism

**5.26%**

Digital Cultural & Tourism

**4.58%**

Press & Media

**1.64%**

Others



# Visitors Analysis 2021

**30.78%**

**Travel agency/Tour Operator**

**15.97%**

**MICE Organizer**

**15.82%**

**Personalized Tour Operator**

**12.91%**

**Business Travel Management**

**8.70%**

**Online Booking Service**

**7.75%**

**Association/Chamber of Commerce**

**8.07%**

**Others**





# GITF2021 Activities

5 Theme Forums  
20+ Seminars



# GITF Guest List(Partial)



**Dr. Taleb Rifai**  
Former Secretary-General  
of the World Tourism  
Organization



**Prof. Geoffrey Lippman**  
Former Assistant Secretary-  
General of the World Tourism  
Organization



**Eduardo Santander**  
European Tourism  
Commission  
Chief Executive Officer



**Chris Flynn**  
CEO of the World Cultural  
and Heritage Tourism  
Association



**Ranjith Aluwihare MP**  
Minister of Tourism of  
Sri Lanka



**Hon. John Amaratunga, M.P.**  
Minister of Tourism Development,  
Wildlife and Christian Religious  
Affairs



**Gustavo Him**  
Minister of Tourism of  
Panama



**Didier Robert**  
President of Reunion Regional  
Conference



**Arum Kumar**  
Assistant Secretary of  
the United States  
Department of Commerce



**Martin Jacques**  
Senior Researcher, Department  
of Political and International  
Studies, University of  
Cambridge, UK



**Prof. Dr. Wolfgang  
Georg**  
CEO of COTRI



**Andrew Hogg**  
Australian Tourism  
Administration  
Executive General Manager of  
Asia Market and International  
Airlines



**Ana-Maria Lafuente  
Cordoba**  
Counsellor for Tourism,  
Spanish Tourist Office  
Guangzhou



**Roy Kriezman**  
Consul of Tourism Affairs  
Shanghai Israel Ministry of  
Tourism



**Philip Dodd**  
CEO MadeinChinaUK, Hurun  
Award Winner 2019, UK



**Paul Osterhout**  
Former Vice President of  
Universal Studios



**Xu Jing**  
Vice Chairman GTERC, Former  
Regional Director UNWTO  
Asia-Pacific



**Luo Qiuju**  
School of Tourism, Sun  
Yat-sen University  
Vice President and  
Professor



**Zhou Qiqun**  
President, China  
Institute of Consumer  
Science and Technology,  
Ipsos



**Liang Mingzhu**  
Executive Vice President  
of Tourism Planning and  
Design Institute of Jinan  
University



**Hang Shan Doctor**  
Unicom Smart Footprint Data  
Technology Co., Ltd  
Director of Transportation  
Industry Information



**Liu Xiaofeng**  
General Manager of  
Dunhuang Smart Tourism  
Co., Ltd



**Chen Ru**  
Person in charge of digital  
cabin operation of platform  
operation department of China  
Southern Airlines



**Gazmend Haxhia**  
Aidaiai Group  
Chief Executive Officer



# List of Selected Hosted Buyer

GZL Information Travel Service Ltd.	Shenzhen Miaoyou Cultural Tourism Development Co., Ltd.
Guangdong China Travel Service Co., Ltd.	Guangdong YCZL International Travel Service Co., Ltd.
China Suzhou Comfort Travel Service Co., Ltd.	Shenzhen Huijin Travel International Travel Service Co., Ltd.
China International Travel Service (Guangzhou, Guangdong) Co., Ltd.	Shenzhen Fanmeiya International Travel Service Co., Ltd. Guangzhou Branch
Gangqing (Guangzhou) International Travel Service Co., Ltd.	Guangzhou Golden Holiday International Travel Service Co. Ltd.
Yingke Meichen International Travel Service Co., Ltd.	Guangdong Tianma International Travel Co., Ltd.
Tianjin CITIC International Travel Agency Co., Ltd.	Guangxi Guilin China Travel Service
Beijing Wisdom Travel	Zhongshan Feiyang Travel Ltd.
Dana International Travel (Jiangsu) Co., Ltd.	Guangdong Wanke International Travel Service Co., Ltd.
Expedia TAAP	Beijing Fine Tour International Travel Service Co., Ltd.
Kuadu (Guangzhou) International Business Travel Consulting Service Co., Ltd.	Xi'an Zhongqiao International Travel Service Co., Ltd.
Shenlang International Travel Service Co., Ltd.	Chongqing Boyuan Business & Conference Co., Ltd.
Beijing A-mei Express International Travel Co., Ltd. Guangzhou Branch	Beijing Dezhi World International Conference Service Co., Ltd.

# LOCAL TRAVEY AGENCY (B2C)

► Data : average public visitors 100,000 / year

A B2C platform for local travel agencies to promote travel destinations, boost sales of tourist routes and products.





2600+  
Reprinted Articles

175+  
Mainstream Media

# Media Promotion

200+  
Media on Site

112+  
Reports in National  
Level

100+  
New Media Reports

170+  
First Reports

178,000+  
Clicks on Individual  
Forums Overseas

SELECTED MEDIA LOGO



# *List of Selected Media Partners*

China Central Television	China Global Television Network	GDTV - Guangdong Television
TRAVEL WEEKLY CHINA	TTG Asia Media	PR Newswire
《MEETING》	People's Daily	MICE&Tourism around the world
Tencent	Sina	TouTiao
Travel Daily	China Daily	《MICE in asia》
Nanfang Daily	Zhonghongwang.com	China National Radio
Netease news	Guangzhou Radio Station	China Radio International (CRI)
China News Service	Guangzhou Daily Travel	CMG-Radio The Greater Bay
Xinhua News Agency	Yangcheng Evenng News	Takungpao
Guojialvye.com	Xkb.com.cn	Giants net
Cntour.cn	People.cn	News.gmw.cn
Russia-Online	Travelling Sisters	World Hotel Network
China Tourism News	Macao Commercial Post	Information Times
Travellution Media	Hong Kong Commercial Daily	Southern Metropolis Daily
cnr.cn	China Economic Herald	MICE Business Tourism
Travel Trade	China.com.cn	Guangdong Radio and Television
Travel World China	www.Chinanews.com	Leisure Insight
World Travel Online	Tripvivid	China Travel Agent Travel Trade Media
Ycwb.com	Yidianzixun.com	Southcn.com



# Partner Country

To be the most important exhibitor.  
GITF will base on your needs to  
provide multiple channel to  
customize a series of promotion  
for you.



# Roadshow

## ► Promotion Pitch



**Roadshow**  
主题：探索大湾区文旅发展新趋势

GITF can provide a series of presentations opportunities made in various locations leading up. You can promote and introduce your tourism products or attractions recommendation in potential tourism market cities, such as Beijing, Guangzhou, Shenzhen, Chengdu, Wuhan, Hangzhou, Foshan.





# Promotional Campaign

## ► Presentation



## Promotional Campaign

GITF can provide a quality presentation stage for launching your attraction, which is an excellent opportunity to introduce your charming products.

# Buyer Night

This event is for selected exhibitors and VIP buyers to get the best relaxation at a well-prepared cocktail party, to gather with friends in the industry and share delicious food and wine!

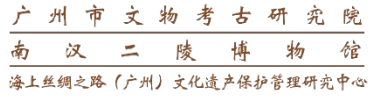
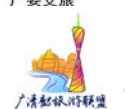
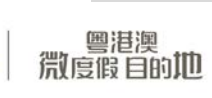
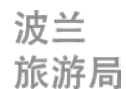
Let's Join GITF





# Exhibitors

\*The following is part of the Exhibitors





Deutsche Messe



FIERA MILANO

2022 广州文交会  
GUANGZHOU CULTURAL  
COUNTRY FAIR 2022



# 2023 广州国际旅游展览会 GUANGZHOU INTERNATIONAL TRAVEL FAIR

中国进出口商品交易会展馆C区14.2-16.2馆  
Hall 14.2-16.2 Area C China Import & Export Fair Complex

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WeChat Official Account



WeChat Video



Xiao hong shu



MicroBlog



Tik Tok



BILIBILI

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