



# 2026 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

2026年5月21-23日

May 21-23, 2026



# GUANGZHOU



## WORLD-CLASS CITY

Guangzhou ranks 22nd in the 2024 World City System by GaWC and is designated as an Alpha-level global city.



## CHINA TOP 10 TOURIST DESTINATION

During the 2024 National Day holiday, Guangzhou welcomed 14.41 million visitors, generating over 11.26 billion yuan in tourism revenue.



## BAIYUN INTERNATIONAL AIRPORT

Passenger throughput totaled 63.163 million in the first 10 months of 2024. International flight volume reached 84,246 during the same period.



## 240H VISA-FREE TRANSIT

Applicable at Guangzhou Baiyun International Airport and Nansha Port



## TRANSPORTATION HUB OF GBA

A Key transportation hub and core engine of the Guangdong–Hong Kong–Macao Greater Bay Area.



## MAJOR SOURCE MARKET OF CHINA'S OUTBOUND TOURISM

The Annual Report on China's Outbound Tourism Development 2024 indicates that Guangdong Province has the highest number of outbound travelers, accounting for nearly 20% of the total, making it the largest source market for outbound tourism in China.



## QUICK ENTRY & EXIT THROUGH HK

45-minute high-speed rail to HK, and 2-hour direct access to HK International Airport via Pazhou Port of Guangzhou.





Founded in 1993

Large-scale international travel fair

China's earliest and longest-running travel fair.

The most professional travel fair in Greater Bay Area

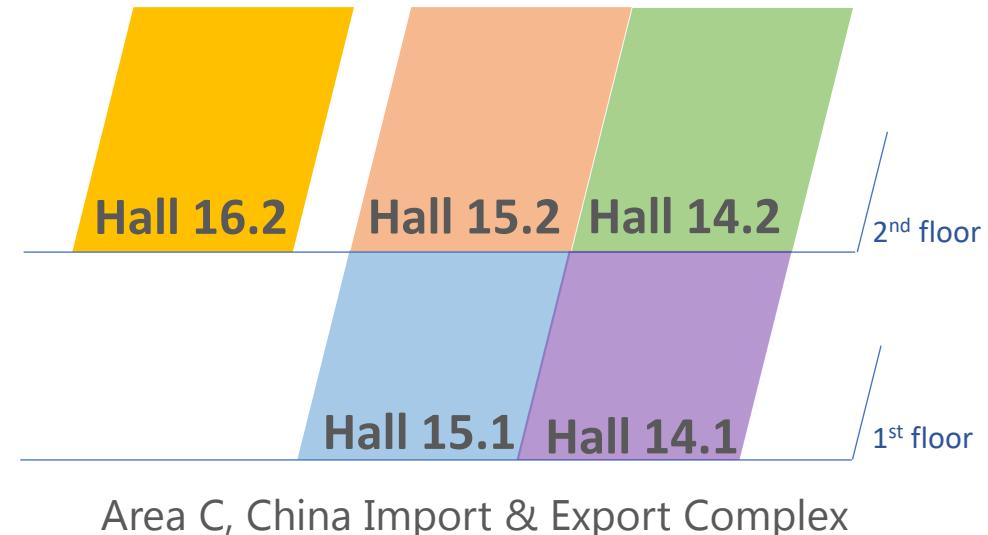
# Exhibition Halls of GITF2026

**Hall 16.2 Outbound Tourism & M.I.C.E (B2B)**

**Hall 15.2 Inbound Tourism & Travel Destination, Study Tour**

**Hall 14.2 Local Travel Agency & Scenic Area**

**Hall 15.1 & 14.1 Outdoor & Wellness Living Show**



## Exhibit Categories

Tourism Board / Alliance / Association

Travel Agency / Travel Operator

Tailor Made Travel Company

Destination Management Company

Airlines / Airline Alliance / Airline Agency

B&B / Resort / Hotel / Hotel Group

M.I.C.E. / Event & Conference Management

Scenic Area / Theme Park

On-line Reservation Service

Cruise / Yacht / Yacht Club

Car Rental / RV / Self-drive Club

Museum / Art Museum / Science Museum

Intangible Cultural Heritage

Cultural & Tourism Project

Sports & Health Tourism

Ice and Snow Tourism

City Planning / Landscape Design

Films & Television Cultural & Tourism

Digital Cultural & Tourism

Cultural & Creative Product

Anime IP & Toys, Gifts

Game & Amusement Equipment

Financial Product for Tourism

Tourism Real Estate

Tourist Commodity

IT Service for Tourism Industry

Other Enterprises of Tourism & Culture Industry

# Become Exhibitor



## Tap into the South China Market

Tap into 33 years of GITF's industry expertise. Connect with key buyers in the Greater Bay Area and South China, and grow your business fast.



## Extensive Media Exposure

200+ media partners, from mainstream to social and industry platforms, amplify your brand and boost visibility.



## Connect with Qualified Buyers

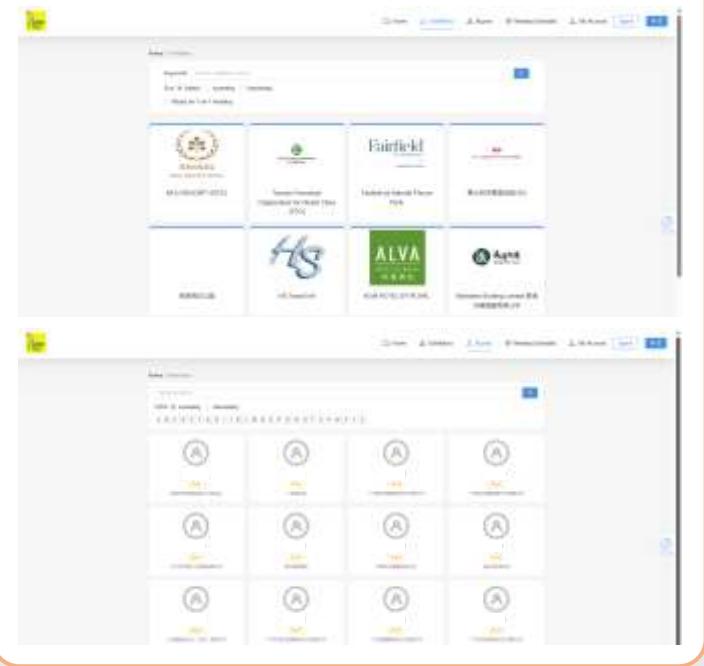
Use our PSA system to pre-schedule meetings with qualified buyers, maximize your time on-site, and accelerate deal-making with the right partners.



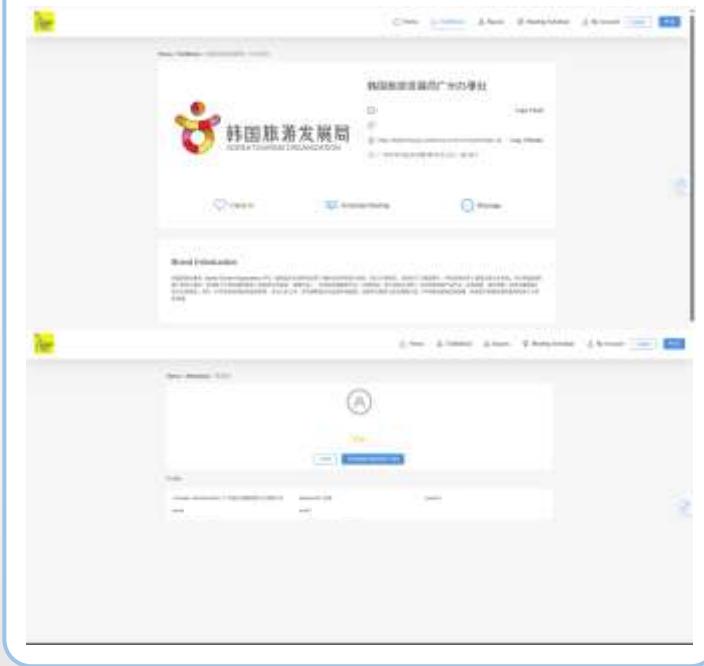
# Pre-scheduled Appointment (PSA) System

Efficiently connecting exhibitors and buyers — making every meeting count

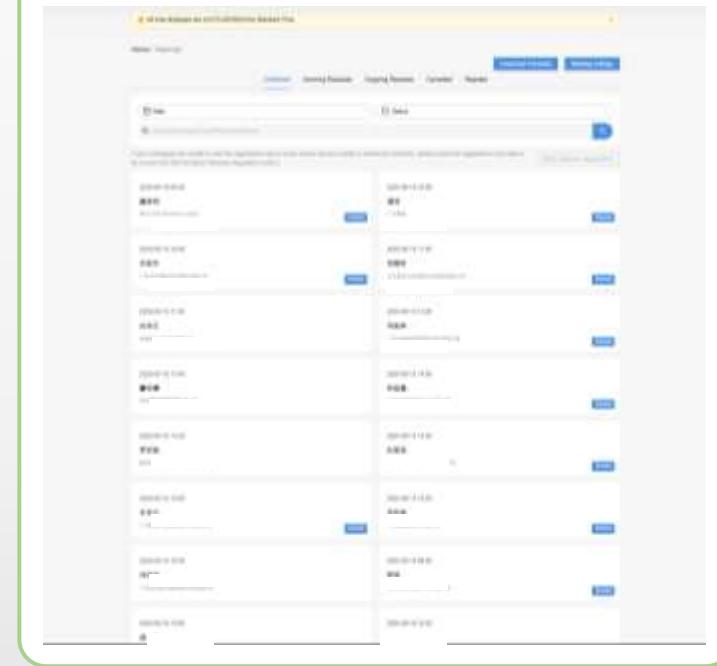
• Connect Early •



• Match Precisely •



• Meet Efficiently •



## Smart Pre-Show Matching

The system automatically recommends potential buyers, helping exhibitors precisely target key clients.

## Easy Online Booking

Exhibitors can view buyer profiles, send meeting requests, and check available time slots. Once confirmed, meetings are automatically added to both schedules.

## Clear and Organized Schedule

All confirmed meetings are compiled into one easy-to-view personal agenda, allowing exhibitors to plan their show days efficiently.

# SUCCESS

## GITF2025 Overview



**22,500m<sup>2</sup>**

Exhibition Area

**113**

Buyer Delegations

**36,986**

Trade Visitors from

**45**

Countries & Regions

**1,006**

Exhibitors from

**55**

Countries & Regions

**4,000+**

per day

Business Meetings via PSA system

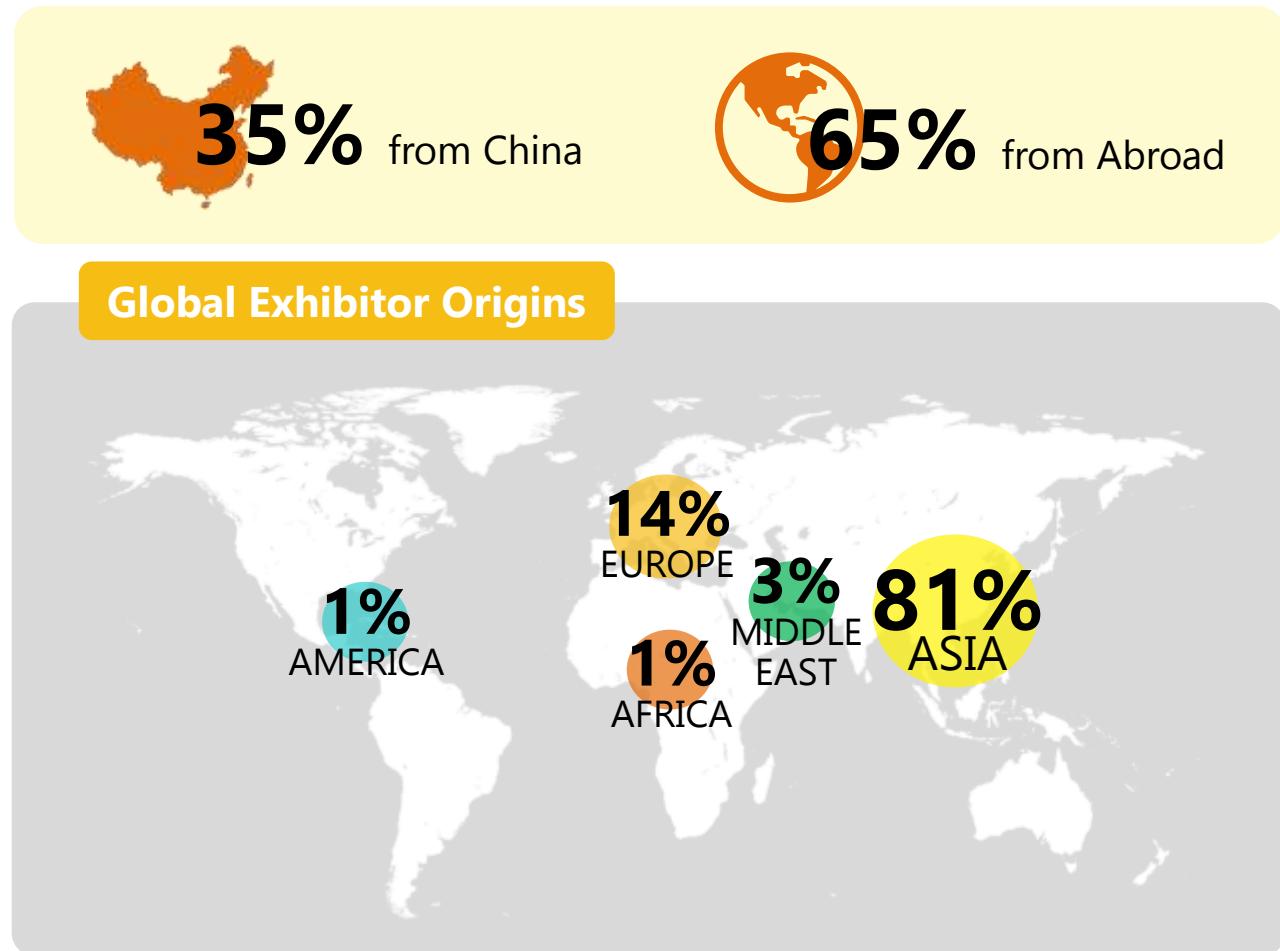
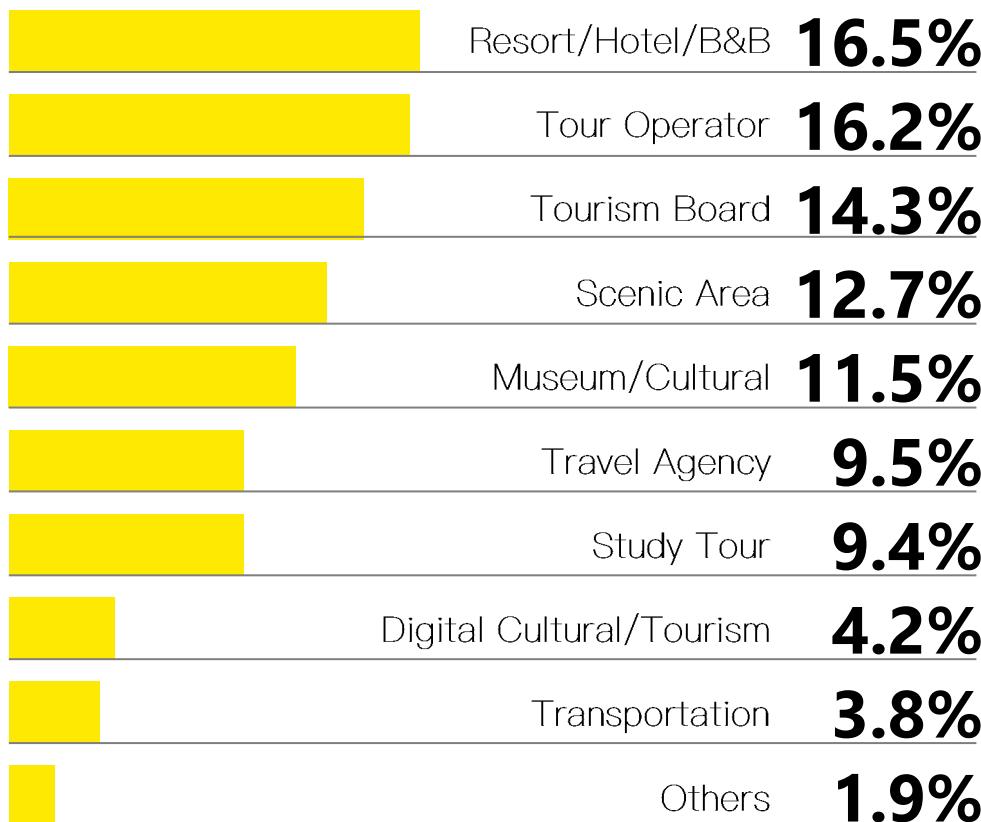
**180+**

Main Media



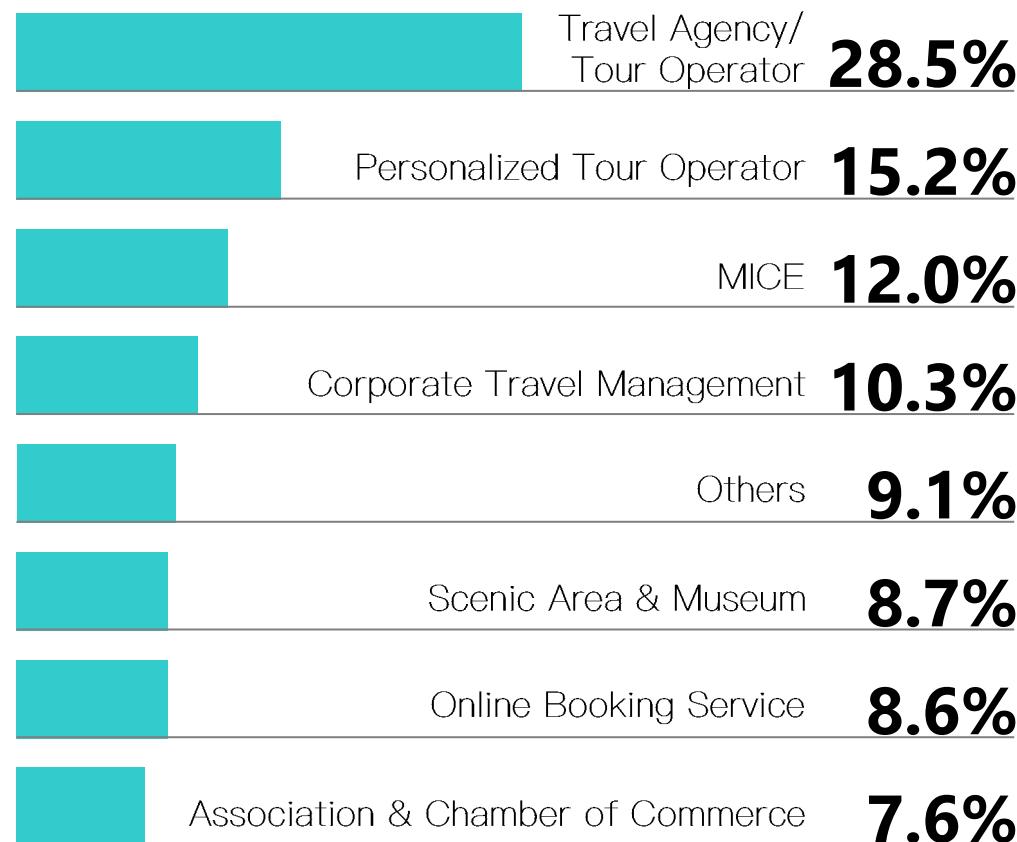
# GITF2025 Exhibitor Profile

## EXHIBITOR ANALYSIS

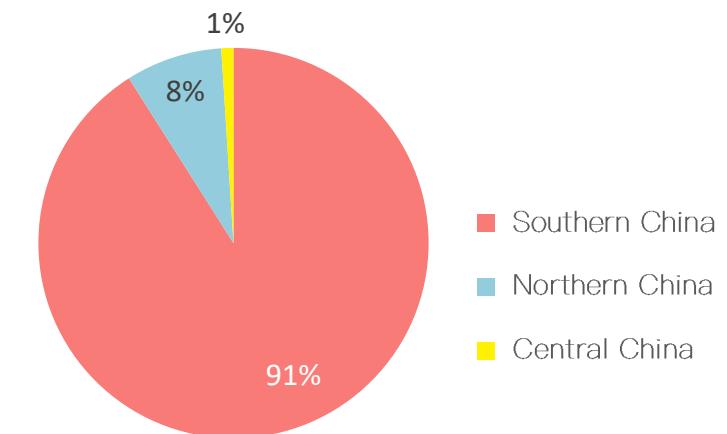
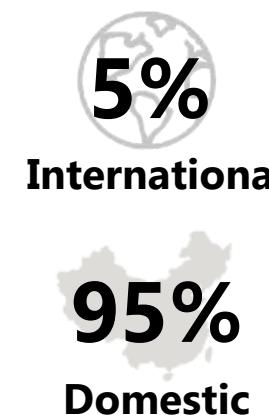
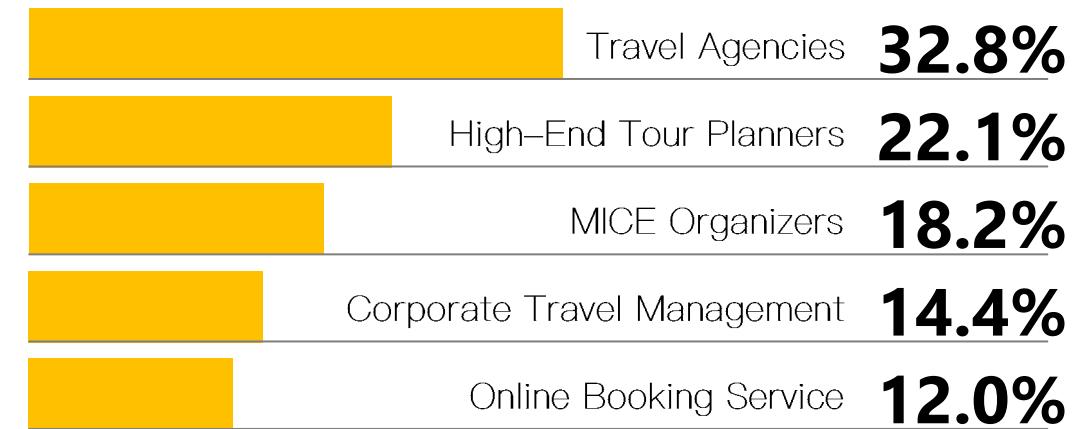


# GITF2025 Visitor & Buyer Insights

## VISITOR COMPOSITION



## BUYER ANALYSIS



# GITF2025 Visitor & Buyer Insights



**100+**  
delegation

From the travel-related industry associations in the Greater Bay Area.



**36,986**  
trade visitors

Meet with a diverse array of buyers from top travel companies across China.



**Access the major source market of China's Tourism**

Guangdong Province is the most important source of tourists, tourist destination, and tourism industry agglomeration area in China and even the Asia-Pacific region.

## Selected Buyer Logos



# GITF2025 Selected Buyer / Delegation

GZL International Travel Service Ltd.  
 Comfort International Travel Service (GZ) Co., Ltd.  
 Guangzhou Ctrip International Travel Service Co., Ltd.  
 China International Travel Service Limited  
 GUANGDONG CHINA TRAVEL SERVICE CO., LTD.  
 China Youth Travel Service Guangdong  
 China Tourism Group  
 HK Youth (Guangzhou) International Travel Service Co., Ltd.  
 CHINA TRAVEL SERVICE (HONG KONG) LIMITED  
 Lingnan Travel International  
 X-ZONE International Travel Service (Beijing) Co., Ltd.  
 Beijing Xilezizai International Culture and Tourism Co., Ltd.  
 Dream Global International Travel Agency (Wuhan) Co., Ltd.  
 China Gateway International Travel Service (Beijing) Co., Ltd.  
 Beijing Kaiyu International Air Service Co., Ltd.  
 Beijing Tianping International Travel Agency  
 Beijing Qingge Feiyang Culture Media Co., Ltd.  
 Beijing Youlin Business Travel Agency Co., Ltd.  
 Bode (Beijing) International Business Service Co., Ltd.  
 Datong Peace International Travel Service Co., Ltd.  
 LIEN BANG TRAVEL TRADING COMPANY LIMITED  
 BEL TRAVEL & TOURS SDN. BHD.  
 Shenzhen Overseas International Travel Agency Co., Ltd.  
 Shenzhen Hailang Culture & Tourism Co., Ltd.  
 Guangzhou Yuanjing International Travel Service Co., Ltd.  
 Shenzhen Global Exhibition Service Co., Ltd.  
 Guangdong Oasis International Travel Service Co., Ltd.  
 ZHUHAI YUELE TRAVEL AGENCY CO., LTD.  
 Guangdong Sunshine Holiday International Travel Service Co., Ltd.  
 Shenzhen Tongyuan Culture Communication Co., Ltd.  
 Guangzhou Hangcheng International Travel Service Co., Ltd.  
 Guangdong South Eagle International Travel Service Co., Ltd.  
 Beijing A-mei Express International Travel Service Co., Ltd.

YINGKE TRAVEL  
 You Too Travel  
 Guangdong Everbright International Travel Service Co., Ltd.  
 Shenzhen Miaoyou Culture Tourism Development Co., Ltd.  
 Summit International Travel Service Co., Ltd.  
 Guangzhou Scene & Good Day International Travel Service Co., Ltd.  
 Guangdong China Youth Travel Service Co., Ltd.  
 Guangdong Yangcheng International Travel Agency Co., Ltd.  
 Guangdong Yuetianxia International Travel Agency Co., Ltd.  
 Guangzhou Zixiangyou Business Service Co., Ltd.  
 Guangzhou Tiraocan International Travel Service Co., Ltd.  
 Kuadu (Guangzhou) International Business Travel Consulting Co., Ltd.  
 Guangzhou Haiyou Voyage Co., Ltd.  
 Guangdong Travel Holiday International Travel Service Co., Ltd.  
 Guangzhou Silk Rain Travel Service Co., Ltd.  
 Guangzhou Han Bang International Travel Service Co., Ltd.  
 Guangdong CTS Holiday International Travel Agency Co., Ltd.  
 Guangdong Province Port International Travel Service Co., Ltd.  
 Shenzhen Enjoy Education Investment Consulting Co., Ltd.  
 Convergent International Travel Development Co., Ltd.  
 Guangdong Xiangyou International Travel Agency  
 Xiamen Yingtuo Business Co., Ltd.  
 Jiamei (Guangzhou) Cultural Tourism Co., Ltd.  
 Guangzhou Fengshuo Business Co., Ltd.  
 NewEarth Art of Travel  
 SZM CULTURE  
 Namkwong International Conference & Exhibition Ltd.  
 BN Travel Services Limited  
 Hainan Jinhong Travel Agency  
 Guangdong Letmetrip International Travel Agency Co., Ltd.  
 Guangdong Changyou International Travel Agency Co., Ltd.  
 Foshan Quyouyi Electronic Business Travel Service Co., Ltd.  
 Guangzhou Holly Travel Service Co., Ltd.



# GITF2025 Media Partnership Overview



**180+**  
Full coverage by  
Major Media

**200+**  
First  
Reports

**131**  
Central Media  
Reports

**3000+**  
Reprint  
Reports

**200+**  
Journalists  
on Site

## Selected Media Logos



# GITF2025 Star Partner Destination

★ Brand exposure at the venue and across all official promotional channels

★ Prime booth location



★ Priority PSA matchmaking



★ Keynote speaker at forums



★ Exclusive media interview



★ Onsite seminar

★ Speaking at Opening Ceremony & press conference



★ Priority Sponsorship Opportunity of Buyer Night



## SRI LANKA • KANDY

Kandy City, along with 18 sub-exhibitors organized by Sri Lanka Tourism Promotion Bureau, made their debut as Star Partner Destination on GITF2025.

# GITF2025 High-Level Engagement



- 37 Consuls General
- 80+ International Representatives
- 50+ Government Officials
- 50+ VIP guests

## OPENING CEREMONY

### BUYER NIGHT

- 100+ Government Officials
- 200+ VIP Exhibitors & Invited Buyers
- Exclusive Networking
- GITF Awards Ceremony
- Lucky Draw for High-Value Travel & Culture Products



# GITF2025 Seminars Onsite

## GITF2025: 43 SEMINARS & EVENTS

- Destination Travel Seminars (B2B)
- Tourism Product Presentations (B2B)
- Culture & Tourism Promotion Conference
- Ceremony of GBA 9+2 Travel Associations



**With GITF's strong influence, onsite seminars offer the best exposure opportunities to your brand/ products/ destinations.**



# GITF2025 Key Theme Forums • Speakers

## 1 2025 China Outbound Tourism Forum

(Selected speakers)



**Peter Semone**  
PATA  
Chairman



**Wolfgang Georg Arlt**  
COTRI  
CEO



**Zoritsa Urosevic**  
UN Tourism  
Executive  
Director



**Peter Jeng**  
China-Europe  
Committee  
Deputy  
Secretary-  
General



**Richard Matuzevich**  
WTCF  
International  
Relations  
Manager



**Catherine Germier**  
Millennium  
Destinations  
Founder



**Anita Chan**  
Compass Edge  
CEO



**Natalya Borisovna Nabochenko**  
Tourism Dept of Primorsky Krai, Russia Minister



**Teresa Siles Suarez**  
Consulate General of Spain in Guangzhou  
Tourism Counsellor



**Buddhika Hewawasam**  
Sri Lanka  
Tourism  
Promotion  
Bureau  
Chairman



**Santosh Panta**  
Nepal Tourism  
Board  
Director



**Yang Yu**  
Netherlands  
Bureau of  
Tourism &  
Congress  
Chief  
Representative



**Victor Xu**  
TOURISM SAXONY  
Chief  
Representative of China



**Xing Dajiqi**  
Polish National  
Tourist Office in Beijing  
Marketing Director



**Ke Xiandong**  
Guangzhou  
Municipal Culture, Radio, Television, Tourism Bureau Deputy Director



**Li Xieju**  
Guangdong Travel Agency Industry Association Executive President



**Li Lisong**  
Dongguan Museum Director



**Huang Yanlin**  
Ctrip Group  
Government Cooperation Department General Manager of Guangdong



**Hou Guonian**  
OPB China  
Chairman



**He Huanbang**  
Guangzhou Tongxingzhiyou International Travel Service Co. GM



**Sudarshan Chapagain**  
Nepal Soaftee Hotel Group Vice President



**He Yuanfei**  
Yuexiu District Culture & Tourism Bureau Deputy Director



**Wu Xiaoxia**  
Guangzhou Association of Study Tourism Think Tank Expert



**Zhang Yan**  
China Travel Service Co., Ltd. GM



**Liu Yingjia**  
Guangdong China Youth Travel Service International Department Manager



**Xu Fengying**  
Tianya Education Group  
Tianya International Travel Service



**Sun Xiaomin**  
Guangzhou Culture Highland Investment Development Co. GM



**Li Shuyi**  
GDCTS  
Manager of Inbound Tourism



**Zhu Xiaoqiu**  
Guangzhou Museum Deputy Director



**Chen Rui**  
Institute of Zoology, Chinese Academy of Sciences Biologist



**Yu Li**  
Alliance for Hong Kong and Macau Youth's Study Tours on the Chinese Mainland Representative



**Zhuo Yousen**  
Research Institute of Study Tours in GBA Executive Director



**Liu Xiaofeng**  
Macau Travel Agencies Association Deputy Secretary-General



**Wang Zhilin**  
Hubei Zhaojun Culture and Tourism Deputy General Manager



**Chen Zekai**  
China Tourism Design Institute Chief Brand Officer

## 2 2<sup>nd</sup> Study Tour & Educational Travel Forum

## 3 3<sup>rd</sup> Inbound Tourism Destination Forum

## 4 Meaningful Tourism Forum

## 5 4<sup>th</sup> Museum, Cultural & Creative Product Seminar

# GITF2025 Buyer Night



GITF's most popular dinner event offers a relaxed networking platform for guests, while its award ceremony and lucky draws present exhibitors with prime B2B promotion opportunities.



## GITF Awards Ceremony

13 Awards were presented to 21 winners

- Star Partner Destination – Kandy
- Most Popular Tourism Destination – Hongkong
- Most Dynamic Destination – Macao
- Most Charming Tourism Destination – Korea, Spain, Primorsky Territory, Almaty, Saxony
- Most Popular Cultural Tourism Destination – Nepal, Cambodia, Uzbekistan, Qatar, Poland
- Excellent Sustainable Award – Sri Lanka
- Best Overseas Partner – TPO
- Most Popular Airline – China Southern Airlines
- Most Popular Vacation Club – Mandavilla Cultural
- Best Destination Marketing – Unique Brilliant Safaris
- Most Popular High-end Study Tour Product – Guangdong QZL
- Best Italian Private Group DMC – Voglia D'Italia
- Global Leader in Ecotourism Direct Sourcing – Paleo Diary



## Lucky Draw

13 prizes sponsored by Star Partner Destination

- Rooms in Cinnamon Colombo Hotels
- Rooms in Seasons Hotels Kurunegala
- Rooms in Rngiri Dambulla Resort
- Rooms in Passi Villa Passikudah
- Rooms in Temple Tree Resort & Spa
- Rooms in Hotel RIU Sri Lanka
- Rooms in five-star hotel with local transport in Sri Lanka
- Tour package with hotel & local transport in Sri Lanka
- Return tickets Guangzhou-Colombo-Guangzhou

Sponsors:

 SriLankan Airlines

 LSR  
LANKA SRI LANKA TRAVEL SERVICES

 Cinnamon  
HOTELS & RESORTS

 RIU  
悦宜宾

 TEMPLE TREE  
SRI LANKA

 Eagle Global  
Holidays  
SEASONS  
RESORTS

# GITF2025 Exhibitor Comment



GITF is a really exciting and important travel fair for us. We've been coming here for over 10 years, and every time we get great feedback from the trade, especially from our partners in China. Honestly, among all the fairs we join, GITF has been the most successful one for us. China is one of our key markets — super important for us. Plus, China is really well connected with Sri Lanka, so it's always great to be here.

Buddhika Hewawasam  
Chairman  
**Sri Lanka Tourism Promotion Bureau**

Nepal Tourism Board made a strong presence at GITF2025 along with 10 travel trades. It was a great platform to showcase the country's rich culture, friendly people and amazing natural wonders. Nepal pavilion attracted visitors that led to meaningful business interaction and networking for future. It was an opportunity to promote the best tourism offerings of Nepal and connect with international travel trade. We hope to receive maximum number of Chinese as Nepal is geographically very close and a destination for all seasons for all age.

Ranu Shah  
Tourism Marketing Dept  
**Nepal Tourism Board**

It is our first time attending GITF. The impression is very strong. Guangzhou is a very developed city. Over the past 2–3 years, we have been actively working with the Chinese market, and Guangzhou is the priority direction of our partnership. The organization of GITF is very good. They are giving us a great opportunity to represent our national culture, allowing us to fully showcase everything we have. Whatever you are looking for in your travels, you can find it in Almaty. There are a lot of attractions waiting for you.

Abikhan Yerkebulan Kuatuly  
Head of Tourism Promotion Dept  
**Almaty City Tourism Dept of Kazakh**

We are working to raise awareness of Uzbekistan among Chinese travelers. I think this event is quite important because Guangdong is one of the largest and most promising markets in China for both inbound and outbound tourism. We are glad to participate in GITF 2025. We believe that through this fair, we can not only reach the Guangdong market but also neighboring areas like Guilin, Hong Kong, and Macao. This is a very good location to explore the Greater Bay Area of China.

Feruz Dodiev  
Adviser to Chairman  
**Tourism Committee of Uzbekistan**

# GITF2025 Exhibitor Comment



This year GITF showcased Tibet's stunning landscapes, rich culture, and diverse tourism resources. We felt the strong interest from visitors, especially from the Greater Bay Area, which highlights the great potential of Tibet's tourism in the national market and strengthens our confidence in further expansion. We warmly invite travelers from the Greater Bay Area and across China to visit Tibet and embark on a journey of the soul. We wish GITF continued success in building a valuable platform for exchange and cooperation, and we look forward to contributing further to the promotion of Tibet's cultural tourism.

**Tibet Autonomous Region  
Department of Culture and Tourism**

Chenzhou made a brilliant appearance at GITF, with its pavilion showcasing 12 scenic spots and tourism enterprises like Dongjiang Lake and Yuntian Lake Grassland, along with cultural heritage and creative products. Its unique charm and rich tourism resources attracted wide attention and became a highlight of the event. We sincerely wish GITF continued prosperity, like the timeless beauty of Chenzhou, and continued success as a global platform for cultural and tourism exchange.

**Chenzhou Municipal Bureau of Culture,  
Tourism, Radio, Television and Sports**

Foshan's immersive cultural tourism booth themed "Kung Fu in Foshan" became a highlight of this year's GITF. Blending traditional martial arts with modern technology, it vividly showcased the city's cultural heritage and innovative spirit. Through interactive installations and martial arts performances, visitors experienced the charm of Lingnan culture, enhancing Foshan's city brand. We sincerely wish GITF continued success in connecting global tourism resources and driving industry innovation!

**Foshan Bureau of Culture, Radio,  
Television, Tourism and Sports**

Hainan is focusing on improving the quality of tourism and values promotion a lot. GITF is a great platform for us. We're not aiming for short-term products, but steady growth to build Hainan into an international tourism and consumption center. Hainan and the Greater Bay Area are not competitors but partners. We work closely together, and through GITF, we're building stronger regional cooperation—supporting each other, exchanging tourists, and growing together.

**Department of Tourism,Culture,  
Radio, Television and Sports of  
Hainan Province**

# GITF2025 Exhibitor Comment



With the theme “Meaningful Tourism, Enduring Connections,” GITF fosters global tourism innovation. Guangdong China Travel Service Co., Ltd joined hands with partners from 55 countries, highlighting three key achievements: China’s first polar cruise, Shanwei eco-cultural tours, and the “Sing and Travel Shanxi” music IP. Five industry forums promoted “Culture + Sports” integration, injecting vitality into the Greater Bay Area. We wish GITF continued success in leading future tourism trends.

Hu Yiming  
Chairman  
**Guangdong China Travel Service  
Co.,Ltd. (GDCTS)**

Combining the “May 19 China Tourism Day” theme of benefiting and delighting the people, the Guangzhou Travel Fair—held around mid-May for three consecutive years—has effectively boosted cultural and tourism consumption habits. Its promotional impact continues to unlock consumer potential. According to GZL data, limited-time deals during the three-day fair drove strong all-channel sales, with May 15 sales at GZL’s Guangzhou outlets up nearly 40% year-on-year.

Wu Chen  
Chairman & President  
**Guangzhou GZL  
International Travel Service Co., Ltd.**

As a key barometer of industry trends, GITF not only offers deep insights into regional tourism dynamics but also highlights new paths for market value growth. With Guangzhou Comfort’s rising strength, this year’s booth scale and on-site revenue both hit new highs. Leveraging the GITF platform, the company amplified its brand presence and diversified its profit channels. Looking ahead, Guangzhou Comfort will continue to focus on customized travel, immersive experiences, smart services, and sustainable development, aiming to deliver higher-quality and more valuable journeys.

Wang Mingguang  
General Manager  
**Comfort International Travel Service  
(GZ) Co., Ltd.(CCT)**

As a globally recognized tourism IP, GITF brings together exhibitors and popular destinations worldwide, offering the latest international travel updates. In response to changing market demands, Ctrip focuses on niche markets, especially overseas long-haul destinations, launching customized tours and private groups with better experiences and higher quality. This has received strong feedback. We wish GITF continued success and unique growth.

Zhang Ping  
Vice President and General Manager  
of South China Region  
**Ctrip Group**

# GITF2025 Buyer Feedback



Tan Jie – Business Manager – **China Youth Travel Service Guangdong**

I'm honored to attend GITF 2025, a truly fruitful and well-organized event. From pre-show to onsite, everything ran smoothly with clear guidance for buyers and exhibitors. I connected with many domestic and international travel providers, gaining valuable insights, especially into Middle Eastern tourism resources. The exhibitors' warm hospitality and efficient communication laid a strong foundation for future cooperation. The vibrant exhibition areas, interactive activities, and impressive performances created a lively atmosphere. Professional forums expanded our vision, inspiring new ideas for industry growth. Buyer Night was full of energy and great networking. I look forward to an even more exciting GITF next year!



Lin Xiaofeng – COO – **Guangdong Oasis International Travel Service Co., Ltd.**

With "Meaningful Tourism" as its core, GITF2025 has successfully built an ecological platform for the innovation and sustainable development of the cultural and tourism industry. GITF's international participation, professional services and ability to activate consumption for the benefit of the public have injected a powerful stimulant for the recovery of the global tourism industry. We look forward to deepening our exploration in sustainable tourism, digital tourism and other vertical areas, and continuing to release the industry's upgrading kinetic energy, so that we can bring more surprises when we meet again next year!



Chen Xuewei – Manager – **Guangdong Yangcheng Travel International Travel Agency Co., Ltd.**

The Guangzhou International Travel Fair 2025 came to a successful conclusion with an impressive overall experience. The exhibition was grand in scale, with a clear layout of exhibition areas and a large number of quality exhibitors from home and abroad, ranging from traditional travel agencies to emerging cultural and tourism technology enterprises, all of which showcased a wealth of products and innovative services. Particularly praiseworthy were the interactive experiences in the Southeast Asia and Europe zones, allowing buyers to experience exotic flavors without leaving home. The organizer's services were efficient and considerate, with a smooth flow from signing in to guided tours, professional and enthusiastic volunteers, and reasonable on-site network and rest areas. Some of the booths had a large flow of people, and it was recommended to optimize the diversion measures in the future. Overall speaking, this exhibition has provided a high-quality platform for industry exchange and cooperation with remarkable results, and we look forward to meeting again next year!

# GITF2025 Buyer Feedback



Li Guorong – General Manager – **Beijing Xilezizai International Culture and Tourism Co., Ltd.**

GITF2025 was very fruitful, we had the opportunity to discuss the future direction of tourism with travelers around the world. Through one to one matchmaking, I had more understanding of the history and culture of the destination, especially the matchmaking with Manager Zhang of Brilliant Africa. I was very impressed with Oman and Sri Lanka, and satisfied with the layout and presentation of the show. The TPO Night held on the evening of May 14 was very exciting, with a great view of the Pearl River at night. Overall, GITF2025 was a very successful industry event that has injected new vitality into the development of the travel industry and promoted its continuous progress. In the future, I believe it will continue to play an important role and become an important platform for the global cultural and tourism industry.



Yi Heming— Business Manager – **Guangdong Aoyou Holiday International Travel Service Co., Ltd.**

GITF 2025 was highly professional, with well-organized layout and smooth visitor flow, creating an excellent environment for exhibitors and buyers. The event exceeded expectations, attracting many quality buyers and fostering abundant cooperation opportunities. Exhibitors showcased cutting-edge, innovative products reflecting industry trends, with interactive booths enhancing engagement. The thoughtful, professional service and responsive staff ensured a seamless experience. Overall, GITF 2025 was a top-tier industry event — looking forward to next year!



Chen Ailing – COO – **Guangdong Sunshine Holiday International Travel Service Co., Ltd.**

I would like to take this opportunity to express my sincere thanks to GITF. Participating in this exhibition has brought us an extremely profound and favorable experience. Compared with last year, the quality of this year's exhibitors had made a qualitative leap, and many new destinations and new product companies in the industry had appeared in the show, bringing cutting-edge products and concepts, which broadened our business horizons and provided more cooperation possibilities. There was also a significant increase in the number of exhibitors, and they covered a wider range of fields, which made the show more diversified and rich in content. Moreover, the division of the exhibition area was clear and definite, we could quickly locate the exhibitors we were interested in, which greatly improved the efficiency of the exhibition and saves a lot of time and energy. We sincerely wish that GITF will be better and better and continue to build a high-quality and efficient communication and cooperation platform for the industry in the future!

# GITF Events

**GITF is more than just a three-day event**

It's a year-round platform with diverse activities and ongoing connections.

roadshows,  
matchmaking meetings,  
symposiums...





# Selected Exhibitor Logo



## Contacts for Exhibiting:

Jasmine Zhang  
+86 20 86266696 ext.8001  
Jasmine.zhang@hmf-china.com

Dennise Ding  
+86 20 86266696 ext.8008  
Dennise.Ding@hmf-china.com

Terry Wang  
+86 20 86266696 ext.8003  
Terry.wang@hmf-china.com

## Hannover Milano Fairs Shanghai Ltd. Guangzhou Branch

ADD: Room 1510, West Tower, Poly World Trade Center, No. 1000 Xingang East Road, Haizhu District, Guangzhou

## Website:

[www.gitf.com.cn](http://www.gitf.com.cn)



WECHAT



WECHAT  
VIDEO



REDNOTE



WEIBO



DOUYIN



BILIBILI

## Organizer:



Deutsche Messe



FIERA MILANO

## Buyer & Delegation:

Helen He  
+86 20 86266696 ext.8010  
Helen.he@hmf-china.com

Liana Huang  
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Liana.huang@hmf-china.com

## Media & Events:

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