



The 2010 Guangzhou International Travel Fair Successfully Completes Today

- **506 exhibitors with 46 per cent from overseas**
- **participants report excellent talks and see the market potential**
- **double-digit increase in attendance of trade buyers**

On the afternoon of March 27th, the Guangzhou International Travel Fair 2010 (GITF) was successfully concluded in the Guangzhou Jin Han Exhibition Center. During the three days, on a display area of 15,172 square meters, the fair attracted 506 exhibiting companies from 41 countries and regions. The first two days for professional audiences, welcomed people from 36 countries and regions, with 26,641 trade buyers visiting; the third day was open to the public, entrances crowded with long queues at the registration desk. The exhibition welcomed a total of 60,549 people from home and abroad.

17 years of experience and development have made the GITF 2010 a successful global operation, achieving impressive international participant levels, with the proportion of foreign exhibitors reaching an incredible 46%, and expanding the show's worldwide influence. The new participants including Tourism organizations and enterprises from Japan, Poland, Ireland, Hungary, Nepal, Cambodia, Guam, Slovakia and other countries and regions, proved once again, that the Guangzhou International Travel Fair is one of the most important annual tourism exhibitions in the Asia-Pacific region.

Under an exciting and bustling atmosphere, the three-day show was alive with dazzling exotic presentations of tourism resources all over the world. In the overseas exhibition section, exhibitors from Egypt, Singapore, Philippines spared no effort to compete for the Chinese market with wonderful distinctively designed dancing and musical performances. Additionally, audience was also impressed with the 135-sqm large stand of Korea National Tourism Organization which features an avenue sided with Sakura trees and Korean architectures. The 126-sqm show booth of Hong Kong, another hotly-contested international tourist destination, caught the eyes of visitors with the grand celebration of "the 2010 Hong Kong Festival Anniversary" themed upon "Integration of East and West". Macau Government Tourism Office, a loyal participant of Guangzhou International Travel Fair, invested even more in this year's show, taking a legion of travel agencies, hotels and airline companies to promote on their 225-sqm large show stand.

Authority from Dubai Department of Tourism and Commerce Marketing China notes that some 80,000 Chinese tourists stayed for over two nights in Dubai last year, and 20,000 more is expected this year, "We will put more emphasis on their promotion in the second-tier Chinese cities and put on road shows in Beijing, Shanghai and Guangzhou." Satisfied with their first-time participation in GITF, Ms. Barbara Tutak, Head of Foreign Markets Section, Polish Tourist Organization says, " the high-caliber exhibitors, buyers and

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good services have lent powerful evidence to the huge influence of GITF in South China. We have learned a lot about the latest trend in the Chinese tourism market. We are happy that we come.”

In the domestic exhibition area, with the “Wuhan-Guangzhou Express Railway” officially starting operation, the Tourism Bureau of Changsha, together with the Tourism Bureau of Wuhan and those of other cities in Hunan Province, made a high-profile presence in the “Wuhan-Guangzhou Special Display Area”. Also impressive is the show stand of China Southern Airline; presentations were made to introduce the new air line connecting Chifeng, Huhehaote and Guangzhou which will shorten the distance between Guangzhou and Inner Mongolia. This year’s show also introduced new sectors on the big city concept of “Guangzhou-Foshan-Zhaoqing” and “Beijing” to expand their share in South China tourism market. At the same time, exhibitors from Zhongshan, Huizhou and Heyuan also expanded their stands at GITF 2010.

To explore new “after-crisis” opportunities in the tourism market and promote effective restructuring of tourism resources in the global arena, a series of high-caliber events were held in concurrency with the travel fair to convene tourism colleagues from across the world, including the International Tourism Forum (Guangzhou) 2010, Buyers’ Night, Field-study in Zhuhai and Macau, etc. 300 VIP buyers from Europe, America and Asia were chosen from the huge registration pool following a strict set of criteria, which counts twice as many as that of last year; this is expected to effectively guarantee the ROI (return of investment) of exhibiting companies.

This exhibition attracted 367 journalists from main stream domestic and foreign media to deliver on-site reports, among whom are CCTV, Guangdong TV, Guangzhou TV, Hebei TV, Radio Foshan, Xinhua News Agency, China Tourism News, Nanfang Daily, Southern Metropolis Daily, Guangzhou Daily, Yangcheng Evening News, Ta Kung Pao in HK, Asia-Pacific Economic Times, the Information Times, Global Travel Report, Popular Science reports, 21st Century Economic Reports, China Economic Herald, China National Geography, China Tourism Overview, General Administration of Civil Aviation of China magazine, China’s Tourism Industry, Tourism, Science and Travel magazines, South China Journal, TTG China, Sohu, Sina, Lotour.com, China Travel Information Network and etc.

Sponsored by the Guangdong Provincial Tourism Administration and the Guangzhou Municipal Administration of Tourism, the Guangzhou International Travel Fair, organized by Hannover Milano Fairs Shanghai Ltd. will continue to represent the steady development of southern China’s tourism market, the internationalization of tourism bringing



customers and viewers ever more exciting opportunities! Guangzhou International Travel Fair 2011 will be held in Guangzhou in March next year.

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