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I N V I T A T I O N



The 7th
第七届

SITE

深圳国际旅游博览会

SHENZHEN INTERNATIONAL TOURISM EXPO

2020.11.20-22 深圳会展中心2&3号馆

Date: 20-22 November, 2020

Venue: Hall 2&3, Shenzhen Convention & Exhibition Center



主办：深圳市旅游协会 / 深圳市毅鹏会展服务有限公司

Organizer: Shenzhen Travel Association/Shenzhen Yipeng Convention and Exhibition Service Co., Ltd



展会概况 / Exhibition Overview

深圳国际旅游展从2014年创办以来,深耕旅游行业,通过专业化、市场化、国际化、品牌化的运作,已发展成为一个链接旅游产业,促进产业链上买卖双方交流、洽谈的重要窗口和平台。

Since its establishment in 2014, Shenzhen International Tourism Expo has been deeply cultivating the tourism industry. Through professionalization, marketization, internationalization and branding, it has developed into an important window and platform for the communication and negotiation between buyers and exhibitors on the industrial chain.

主办城市介绍 / Introduction of the host city

深圳,中国南部海滨城市,毗邻香港、澳门,是中国对外开放的“窗口”,是“粤港澳大湾区”的核心枢纽之一,是中国重要的旅游目的地、客源地和出入境游客集散地。2018年全国边检机关检查出入境人员达6.5亿人次,深圳口岸的出入境人员达2.5亿人次,占据全国的超过1/3份额。是全国拥有口岸最多和出入境最多的城市。深圳市海、陆、空、铁配套齐全,已实现144小时过境免签政策,陆路交通方面实现1小时可到达粤港澳所有主要城市。

截止2018年底深圳旅游企业近1500多家,其中旅行社950家,出境社230家,全市旅行社设立的营业部超过2000家。2018年,深圳旅游业总收入1609亿元人民币,入境旅游收入51亿美元。

深圳,全市常住人口超过1302万,2018年全市人均可支配收入5.7万元,远远超过北京、上海、广州,位居一线城市之首,是世界上发展最快、中国经济最发达城市之一。2018年深圳市国内生产总值(GDP)2.4万亿元, GDP总量位居全国大中城市第三,已经能够与旧金山、华盛顿等这些著名城市并列而行。

深圳拥有的高新技术企业总量已超过了1.4万家,早已是“中国的硅谷”,铸造了7家世界500强企业,诸如腾讯、华为、大疆、中集、万科、正威、比亚迪、柔宇科技等优秀企业。

深圳在全国乃至全球的旅游业和经济发展中占据了十分重要的位置。

Shenzhen, a coastal city in the south of China, adjacent to Hongkong and Macao, is the window of China's opening to the outside world, one of the core hubs of the "Great Bay area of the Guangdong-Hong Kong-Macao, and an important tourist destination, source of tourists and distribution center for inbound and outbound tourism in China. In 2018, the border inspection agencies across the country inspected 650 million people, and Shenzhen Port had inspected 250 million people, accounting for more than one-third of the country's share. It has the most ports and the most entry and exit cities in China. Shenzhen, with complete sea, land, air and rail supporting facilities, has achieved 144 hour transit visa free policy, and one hour land transportation to all major cities in Guangdong, Hongkong and Macao.

By the end of 2018, there were nearly 1,500 tourism enterprises in Shenzhen, including 950 travel agencies, 230 outbound agencies, and more than 2,000 travel agencies in the city. In 2018, Shenzhen's total tourism revenue was RMB160.9 billion, and inbound tourism revenue was 5.1 billion U.S. dollars.

Shenzhen with a permanent population of more than 13 million, has a per capita disposable income of 57,000 yuan in 2018, far more than Beijing, Shanghai and Guangzhou. It is one of the fastest growing cities in the world and one of the most economically developed cities in China. In 2018, Shenzhen's gross domestic product (GDP) was RMB 2.4 trillion, ranking the third in China's large and medium-sized cities, which has been able to go hand in hand with San Francisco, Washington and other famous cities.

The total number of high-tech enterprises in Shenzhen has exceeded 14,000, and it has long been the "Silicon Valley of China", casting 7 of Fortune 500 companies, such as Tencent, Huawei, DJI, CIMC, Vanke, AMER, BYD, ROYOLE, and other outstanding companies.





买家概况 / Buyer profile

专业观众类型分析 / Analysis of professional visitors



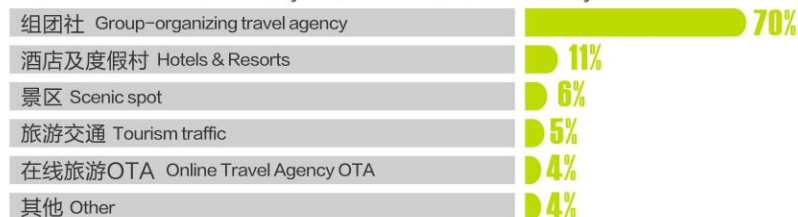
特邀买家 / Invited buyer

特邀买家区域分布

Regional Distribution of the Invited Buyers



特邀买家行业分布 / Industry Distribution of the Invited Buyers



专业观众 / Professional Visitors

专业观众区域分布

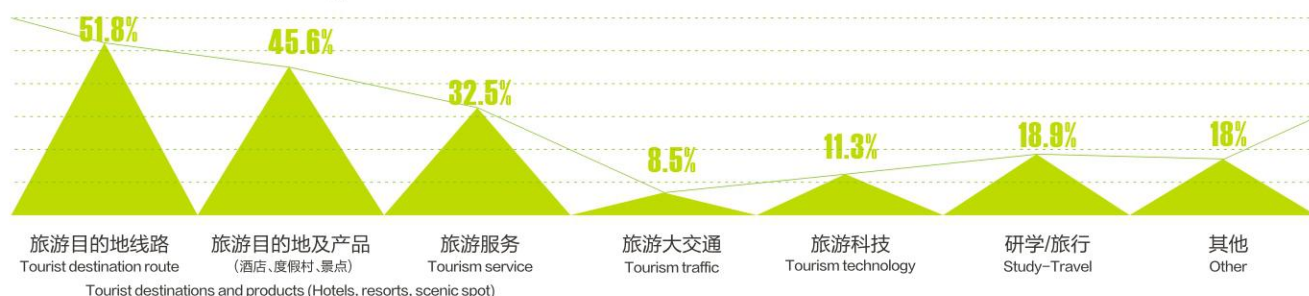
Regional Distribution of the Professional Visitors



专业观众参观目的 / Purposes of Professional Visitors



展商类型 / Exhibitor type



展期会议及活动 / Conferences & activities during the exhibition

同期会议论坛演讲嘉宾数量
Number of contemporaneous conference
forum speakers

49 人 / PERSONS

同期会议论坛参会者数量
Number of contemporaneous conference
forum participants

2322 人 / PERSONS

演讲话题覆盖 Topics include

研学、酒店、旅行社、导游
research, hotel, travel agency and tour guide

重点论坛参会者分布 / Distribution of participants in key forums



研学 Research



酒店 Hotel



旅行社 Travel Agency



导游 Tour Guide

重点B2B推介会 / Key B2B promotion meeting



展商感言 / The statement of exhibitor

焉总表示，这次来博览会的目标是对接10家企业，然而不到一天半，就已经有200家企业对我们产生了浓厚的兴趣，一天半的展会就已经远远超过预期。

Mr. Yan said that the goal of attending this expo is to communicate with 10 companies, but less than a day and a half, 200 companies have developed a strong interest in us. The exhibition in a day and a half has far exceeded our expectations.

——深圳里予教育科技 CEO 焉野
--Yan Ye, CEO of Shenzhen Liyu Educational Technology

我们希望通过第六届深圳国际旅游博览会展览会，将永东巴士的业务，尤其是跨境业务推广给内地的广大市民。希望大家能够通过永东巴士的优质服务，推动两地情感与文化的沟通互融。

We hope to promote the business of Yongdong Bus, especially the cross-border business, to the general public in the Mainland through the 6th Shenzhen International Tourism Expo. I hope that everyone can promote the communication of the feelings and culture between the two places through the excellent service of Yongdong Bus.

——香港永东直巴管理集团 副总经理 张剑雄
--Zhang Jianxiong, Deputy General Manager of Hong Kong Yongdong Bus Management Group

对我们来说，推广的第一步也就是最艰难的一步，是要向中国人宣传和提供有关伊朗的信息。参加展览会，我们希望改变中国人对伊朗的固有印象，向民众展示一个真实的伊朗。

For us, the first step of promotion is the hardest step. It is to publicize and provide information about Iran to the Chinese. At the exhibition, we hope to change the Chinese's inherent impression of Iran and show a Real Iran to the public.

——Masih Parvaz旅行社 销售负责人 Amir Barani
--Amir Barani, Head of Sales, Masih Parvaz Travel Agency

希望把立足于西北的特种旅游带到深圳，更希望通过旅博会这样的平台，提高在广深两地的知名度，让更多的同业伙伴们能够了解和支撑“特旅”这样一个新兴的旅游形态。

I hope to bring special tourism based in the northwest to Shenzhen, and wish to increase the visibility of Guangzhou and Shenzhen through a platform such as the Shenzhen International Tourism Expo, so that more partners in the industry can understand and support such a special tourism form.

——同德特旅 总经理 王智源
--Wang Zhiyuan, General manager of Tongde Special Tourism

特邀买家感言 / The statement of invited buyers

每天都是一次新的旅行，每一位陪我们走过一段历程的人都值得感激！感谢深圳旅博展，拓宽了我们的眼界，丰富了我们的生命！愿来年办得更好！

Every day is a new trip, it's worth appreciating everyone who accompanies us through a journey. Thanks to Shenzhen International Tourism Expo, it broadened our horizons and enriched our lives! I hope it will be better next year!

——中山市旅游协会 秘书长 孙燕珊
--Sun Yanshan, Secretary General of Zhongshan Tourism Association

这次非常荣幸收到主办方邀请，组织佛山市旅行社企业参加深圳旅博会，感觉无论从规模，展位的布局和展示的内容上讲都很合理，对接方便，各项指引清晰，且产品很有品味。会员们在此获得了大湾区旅游业态的最新信息。尤其是买家洽谈区，环境优雅，便于商谈业务，工作人员认真协助，我们买家较容易找到对口单位。而研学旅行专题讲座办得很恰到好处等等，大家获益匪浅，不枉此行。感谢深圳旅博会组委给了佛山代表团学习的机会，非常感谢！

I am very honored to receive the invitation from the organizer and to organize the Foshan travel agent companies to participate in Shenzhen International Tourism Expo. The scale, the layout of the booth or the contents of the exhibition are reasonable, the docking is convenient, the guidelines are clear, and the product is tasteful. Members get the latest information on the tourism format of the Greater Bay Area. Especially in the buyer's negotiation area, the environment is elegant and easy to get negotiate business. The staff seriously assists us, and it is easier for our buyers to find counterparts. The seminars on study travel were so right, and everyone benefited a lot. Thanks to the Committee of Shenzhen International Tourism Expo for giving the Foshan delegation an opportunity to learn. Thank you very much!

——佛山市旅行社协会 秘书长 黄湛波
--Huang Zhanbo, Secretary General of Foshan Travel Agency Association

我们作为这次被邀请参加深圳旅博会的广西买家代表团，对2019中国（深圳）国际旅游博览会留下了深刻的印象。作为市一级的国际旅游博览会能在旅游协会的主办下连续6年成功举办，充分体现深圳旅游协会强大的势能，同时也可以看到深圳市政府在充分发挥行业协会引领作用方面的决心和信心。对此次博览会我们有以下体会，第一，主办方在展前招商工作细致周到，对买家组团提供完美服务。第二，展会主题突出。十大主题展区特色显著，特别是研学游游讲座实用性强。文旅融合产品丰富，充分展现了全域旅游的丰富内涵。希望下一届在展示深圳本地地区的旅游资源以及全域旅游的全产业链方面内容再多一些。地方旅博会一定要突出地域性。

We were deeply impressed by the 2019 China (Shenzhen) International Tourism Expo, as the Guangxi buyer delegation invited to SITE. As a city-level international tourism expo, it can be successfully held for six years by the Shenzhen Tourism Association, which fully reflected the strong potential of the organizer, and also showed the determination and confidence of the Shenzhen Government in giving full play to the leading role of the industry association. For this expo, we have the following experience. Firstly, the organizer has done a careful and thoughtful job in attracting investment before the exhibition and provided perfect services to the buyers. Secondly, the theme of the exhibition was prominent. Ten of the themed pavilions had distinctive features, especially the seminar of study-travel had strong practicability. Cultural and tourism integration products were abundant, fully showing the rich connotation of global tourism. We hope that the next session will show more content of Shenzhen's locally tourism resources and the entire industry chain of global tourism. The local travel expo must highlight the regional characteristics.

——广西旅行社协会 秘书长 陈德元
--Chen Deyuan, Secretary General of Guangxi Travel Agency Association

标准展位套餐 / Standard Booth Package

(标准展位套餐包含展具、地毯、灯光、电。 Standard booth package includes exhibition equipment, carpet, lighting, electricity.)

单开口 Single-Opening Booth 9m²

人民币 12,000
国际展区 美金 3,000

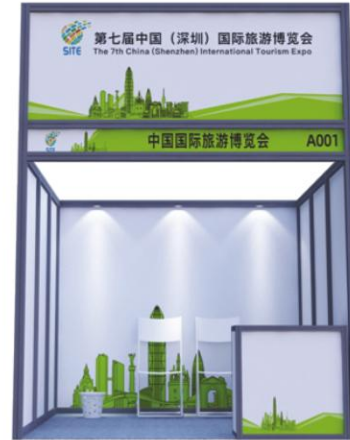
标准展位配置如下：

- 洽谈接待台*1
- 椅子*2
- 射灯*2
- 电源插座*1
- 垃圾篓*1
- 地面铺烟灰色防火地毯
- 背景雪弗板板喷绘搭建 140元/平方

RMB 12,000
International exhibition pavilions USD 3,000

The configuration of standard booth is as follows :

- Reception desk *1
- Chairs *2
- Spotlight *2
- Power supply socket *1
- Trash basket *1
- Smokey grey fire-resistant carpet on the floor
- Background constructed by painting foamed PVC sheet : RMB140 / square meter



烟灰地毯
Smokey grey carpet



前视图 Front view



底视图 Bottom view

双开口 Double-Opening Booth 9m²

人民币 13,800
国际展区 美金 3,450

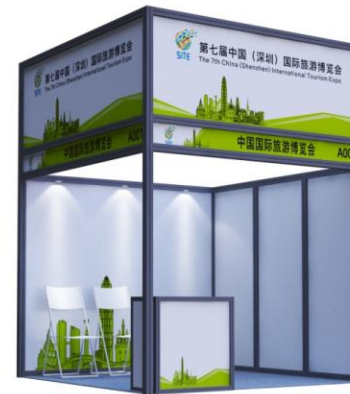
标准展位配置如下：

- 洽谈接待台*1
- 椅子*2
- 射灯*2
- 电源插座*1
- 垃圾篓*1
- 地面铺烟灰色防火地毯
- 背景雪弗板板喷绘搭建 140元/平方

RMB 13,800
International exhibition pavilions USD 3,450

The configuration of standard booth is as follows :

- Reception desk *1
- Chairs *2
- Spotlight *2
- Power supply socket *1
- Trash basket *1
- Smokey grey fire-resistant carpet on the floor
- Background constructed by painting foamed PVC sheet : RMB140 / square meter



烟灰地毯
Smokey grey carpet



前视图 Front view



底视图 Bottom view

单开口 Single-Opening Booth 18m²

人民币 24,000
国际展区 美金 6,000

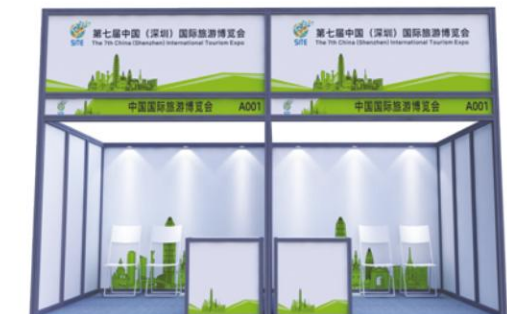
标准展位配置如下：

- 洽谈接待台*2
- 椅子*4
- 射灯*4
- 电源插座*4
- 垃圾篓*4
- 地面铺烟灰色防火地毯
- 背景雪弗板板喷绘搭建 140元/平方

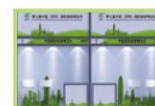
RMB 24,000
International exhibition pavilions USD 6,000

The configuration of standard booth is as follows :

- Reception desk *2
- Chairs *4
- Spotlight *4
- Power supply socket *4
- Trash basket *4
- Smokey grey fire-resistant carpet on the floor
- Background constructed by painting foamed PVC sheet : RMB140 / square meter



烟灰地毯
Smokey grey carpet



前视图
Front view



底视图
Bottom view

双开口 Double-Opening Booth 18m²

人民币 27,600
国际展区 美金 6,900

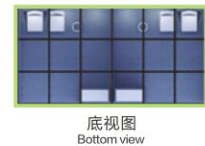
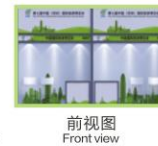
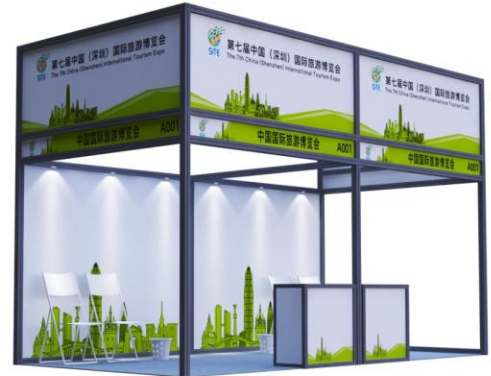
标准展位配置如下:

- 洽谈接待台*2
- 椅子*4
- 射灯*4
- 电源插座*2
- 垃圾篓*2
- 地面铺烟灰色防火地毯
- 背景雪弗板喷绘搭建 140元/平方

RMB 27,600
International exhibition pavilions USD 6,900

The configuration of standard booth is as follows :

- Reception desk *2
- Chairs *4
- Spotlight *4
- Power supply socket *2
- Trash basket*2
- Smokey grey fire-resistant carpet on the floor
- Background constructed by painting foamed PVC sheet : RMB140 / square meter



双开口 Double-Opening Booth 27m²

人民币 41,400
国际展区 美金 10,350

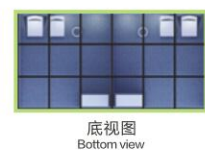
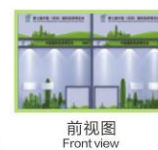
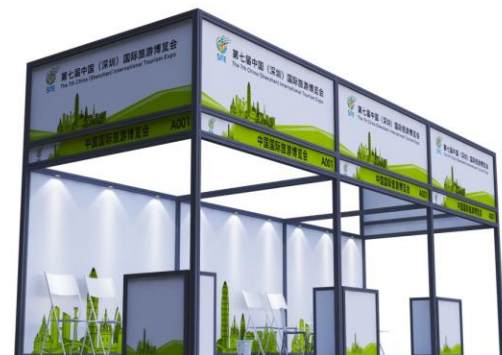
标准展位配置如下:

- 洽谈接待台*3
- 椅子*3
- 射灯*3
- 电源插座*3
- 垃圾篓*3
- 地面铺烟灰色防火地毯
- 背景雪弗板喷绘搭建 140元/平方

RMB 41,400
International exhibition pavilions USD 10,350

The configuration of standard booth is as follows :

- Reception desk *3
- Chairs *3
- Spotlight *3
- Power supply socket *3
- Trash basket*3
- Smokey grey fire-resistant carpet on the floor
- Background constructed by painting foamed PVC sheet : RMB140 / square meter



光地特装展区 Raw Space Booth

36m² 起订 (不含搭建费)

MOQ : 36m² (Excluding construction cost)

境内企业 人民币 1,200/平方

境外企业 美金 300/平方

Domestic enterprises RMB 1,200/ square meter

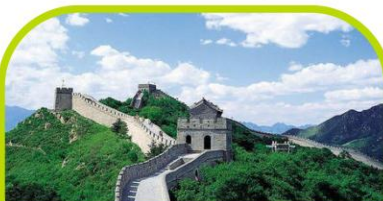
Overseas enterprises USD 300/ square meter



2019年第六届深圳旅游展部分光地特装展商图
Sketch map of some light special exhibition area of the 6th Shenzhen Tourism Exhibition in 2019

2020年深圳国际旅游展"十大精彩展区"预告

Notice of "10 wonderful exhibition pavilions" of SHENZHEN INTERNATIONAL TOURISM EXPO in 2020



美丽中国展示区
Beautiful China's exhibition pavilions

各省/市/县 旅游局/ 景区/主题公园等
Tourism Bureau / Scenic spot / Theme Park in each province/city/county



品牌旅行社展区
Brand travel agency exhibition pavilions

OTA, 各大旅行社(深圳/香港/澳门/广州出发)等
OTA, Overseas tourism agency (Departured from Shenzhen / Hongkong / Macao / Guangzhou), etc.



高端定制游/自由行
High-end customized travel / independent travel

定制师/服务机构/自由行旅游配套产品等
Independent travel Customizer / service organization / independent travel supporting products, etc.



研学旅游资源及配套
Study-travel tourism resources and supporting facilities

学校/研学基地(含工业旅游)/研学服务商等
School / Study-travel base (including industrial tourism) / Study-travel service provider, etc



国际旅游资源
International tourism resources

海外旅游局/地接社/购物场所/海外医疗机构/医疗地接等
Overseas tourism bureau / ground agency / land operator / shopping place / overseas medical institution / medical ground conception, etc.



智慧旅游大交通
Intelligent tourism traffic

航司/游轮/高铁/地铁/To B租车/To C租车等
Airline / Cruise / High-speed Railway / Subway / To B Car Rental / To C Car Rental, etc



酒店及会奖配套
Hotel and awards supporting

度假酒店/会奖酒店/会奖配套等
Resort Hotel / Award Hotel / Award supporting facilities, etc



旅游科技
Tourism technology

旅游软件程序商/旅游业配套电子产品/AI智能设备/娱乐科技产品
Travel software programmer / Tourist industry supporting electronics / AI intelligent equipment / Entertainment technology products



文旅展区
Cultural tourism exhibition area

旅游+等产品(如,旅游,体育)/IP项目/文旅地产
文旅投融资/旅游规划/非物质文化遗产/特色民宿等
Tourism + and other products (e.g. tourism, sports) / IP projects / Cultural tourism real estate / Cultural tourism investment and financing / tourism planning / intangible cultural heritage / characteristic accommodation, etc



房车生活及配套
RV life and supporting facilities

房车厂家/房车俱乐部/房车配套等
RV manufacturer / RV club / RV accessories, etc

展会赞助 / Exhibition sponsorship

展会广告 / Exhibition advertising 会刊广告 / Journal advertising

规格 Specification: 210mmx285mm 单位 Unit: 人民币/元 RMB

广告 Advertising	封面 Cover	封底 Back cover	彩跨 Double-page Spreads	彩内 Inside Color Page
价格 Price	20,000	10,000	6,000	3,800

赞助广告/机会 / Sponsorship ads / opportunities



招待晚宴(独家)
Reception dinner (Exclusive)
50万元独家冠名(限1家)
10万元赞助(限3家)
RMB500,000 exclusive sponsorship (For 1 enterprise only)
RMB100,000 sponsorship (For 3 enterprises only)



赠予观众 / 买家的赠品
Souvenirs for visitors and buyers
5,000个起订
MOQ: 5,000 pcs



现场广告
Spot advertisement
50万元/场 (限1家)
10万元赞助 (限2家)
RMB500,000 / venue (For 1 enterprise only)
RMB100,000 sponsorship (For 2 enterprises only)



名企采访
Famous enterprises interview
2,000元/15分钟
RMB2,000 / 15 minutes



手提袋广告
Handbag advertising
尺寸: 38cmX28cmX9cm
价格: 100,000元/10,000个
Size: 38cmX28cmX9cm
Price: RMB100,000 / 10,000pcs



参展指南 / 参观券广告
Advertisement on the Visit Ticket or Visit Guide
尺寸: 21cmX9cm
价格: 50,000元 / 100,000张
Size: 21cmX9cm
Price: RMB50,000 / 100,000/pcs



参展/参观证广告
Advertisement of exhibition / visit card
尺寸: 9.5cmX9.5cm
价格: 100,000元/50000个
Size: 9.5cmX9.5cm
Price: RMB100,000 / 50000pcs



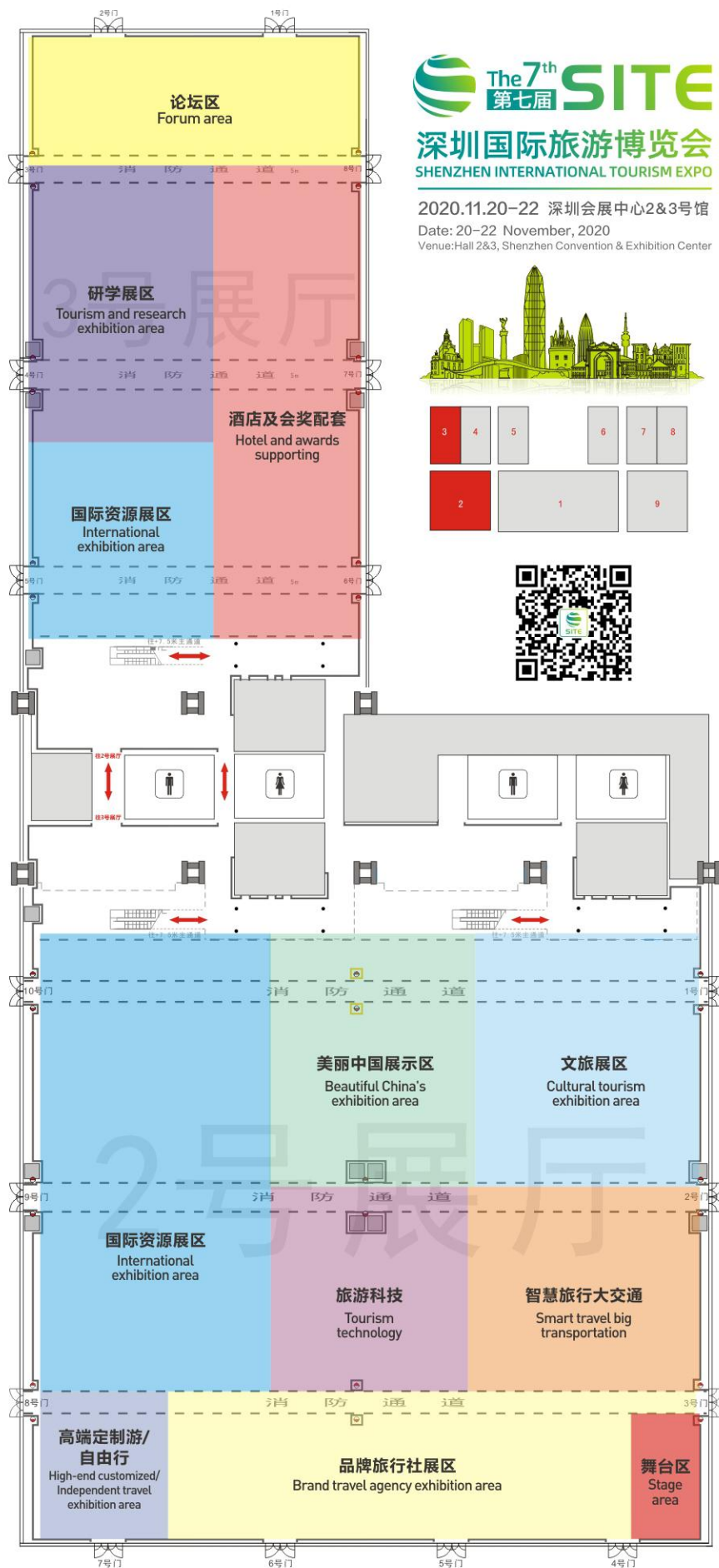
展厅吊旗
Hanging flags of exhibition hall
尺寸: 6mX8m
价格: 18,000元/幅
Size: 6mX8m
Price: RMB18,000 / pc



推介区场地租赁(含设备)
Venue leasing in promotion area
(Including equipment)
价格: 10,000元/30分钟
Price: RMB10,000 / 30 minutes



舞台区广告位
Stage area advertising space
全套广告位(舞台、座椅等)
价格: 100,000元
Full set of advertising space (Stage, chairs, etc.)
Price: RMB100,000



部分重磅 论坛预告

Part of blockbuster forums forecast



- ▶ 2020第二届华南旅游分销峰会
 The Second Distribution of Travel Industry Seminar in Shenzhen 2020



- ▶ 研学专题研讨会
 Special research seminars



- ▶ 第三届深圳饭店业智慧酒店论坛
 &2020中国（深圳）饭店业
 绿色发展大会
 The Third Shenzhen Hotel Industry
 Wisdom Hotel forum & Green Development
 Conference of China (Shenzhen) Hotel
 Industry in 2020

部分境外展商 / Part of Overseas Exhibitors



部分国内展商 / Part of Domestic Exhibitors

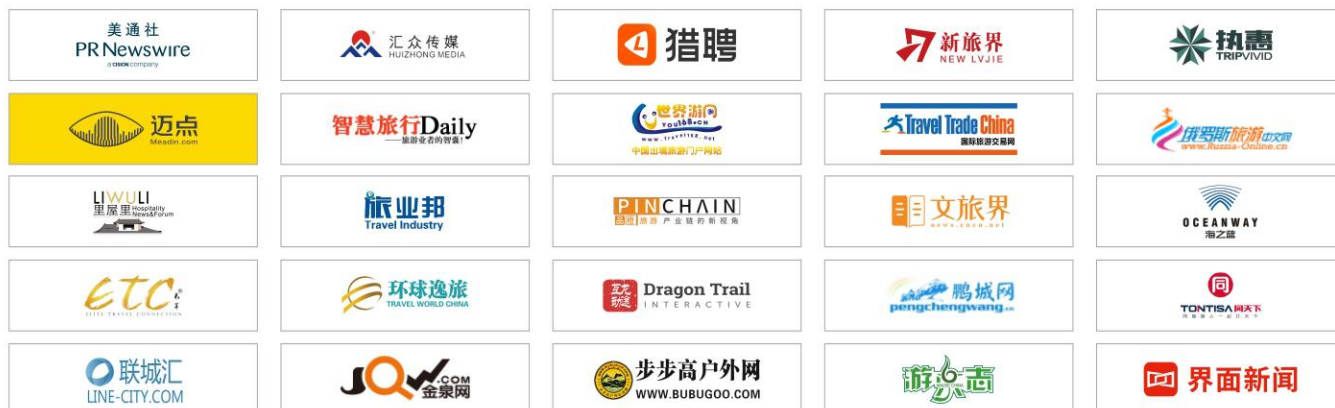


媒体报道

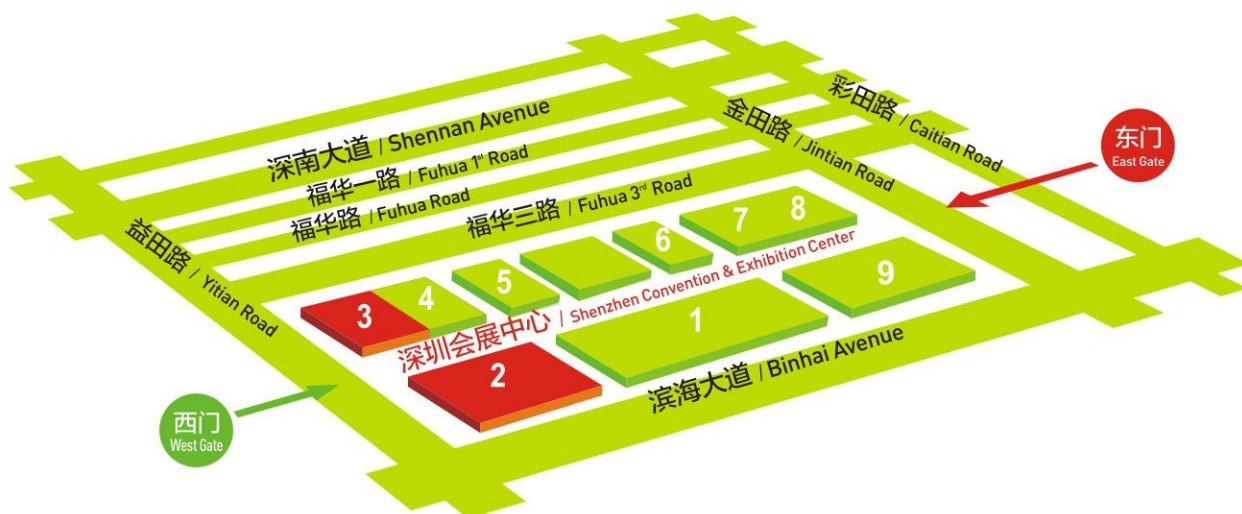
Media Reports



部分业内合作媒体 / Part of Industry Partners



部分大众合作媒体 / Part of the Public Media Partners



中国（深圳）国际旅游博览会组委会
Organizing Committee of China (Shenzhen) International Tourism Expo

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