

Truly Enjoy



# CITIE 2020

## 广东国际旅游产业博览会

DATE  
2020 09/11-13

广州·中国进出口商品交易会展馆A区  
Zone A, China Import and Export Fair Complex,  
Guangzhou



### 主办单位 / HOST

广东省旅游发展研究中心  
Tourism Development Research Center of Guangdong Province

### 承办单位 / ORGANIZER

广州广之旅国际旅行社股份有限公司  
GZL International Travel Service Ltd

### 协办单位 / CO-ORGANIZERS

广州广之旅国际会展服务有限公司  
GZL International Conference and Exhibition Services Ltd

广东省工艺美术有限公司  
Guangdong Province Arts and Crafts Co.,Ltd

/ 愿美好世界与你相遇 | Meet the Wonderful World !



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# 展会概况 | ABOUT CITIE

广东国际旅游产业博览会(简称“广东旅博会”),自2005年创办至今已成功举办十五届,立足于全国最大的客源输出地,重要的旅游目的地和粤港澳大湾区核心旅游市场,广东旅博会专注B2B展示和B2C展销一体化,汇聚全球优质旅游目的地、旅游服务商及供应商,为海内外旅游业界提供信息交流、宣传展示与产品采购的展销平台,助力大湾区打造世界级文化旅游目的地。**经过多年的发展,广东旅博会已成为目前中国国际化程度最高、市场化运作效果最好的综合性国际旅游展览会。**

China (Guangdong) International Tourism Industry Expo (hereinafter to be referred as "CITIE"), has been successfully held for 15 years since 2005. Based on China's largest source of tourists, important tourist destination and major tourism market of Guangdong-Hong Kong-Macao Greater Bay Area, CITIE is focusing on both B2B and B2C market, attracting worldwide high-quality tourism destinations, service providers and suppliers. Being a professional platform for sharing worldwide information, purchasing product and business development for exhibitors and buyers, CITIE facilitates building the Greater Bay Area into a world-class culture and tourism destination. With years of brand development, CITIE has become the best market-oriented international tourism exhibition in China.

## 为什么选择广东?| WHY GUANGDONG?



### 第四大湾区发展重要引擎,中国最富裕的人群聚居地。

Important engine in the development of the World's No.4 Bay Area, richest population inhabit area in China.

粤港澳大湾区  
Guangdong-Hong Kong-Macao Greater Bay Area

面积:56,000平方公里  
Area: 56,000sq.km

国内生产总值:13000亿美元  
GDP: US\$1.3 trillion

人口: 7000万  
Population: 70 million

机构:9座城市和2个特区(香港和澳门)  
Administration: 9 cities and 2 SARs (Hong Kong and Macao)



·国内生产总值13000亿美元,在世界国家排行中名列11位,与韩国持平,是全国经济最活跃的地区和重要增长极。

GDP reached US\$1.3 trillion, ranked 11th in the economies in the world, same as South Korea and is country's most active economically region and important growth pole.

# 2019展会回顾 | CITIE 2019 REVIEW

## 重要数据 | CITIE KEY FIGURES

49

省市自治区文旅部门  
Domestic Bureaus

52

参展国家和地区  
Exhibiting Countries and regions

3,000

参展商  
Exhibitors

50,000

展览面积(㎡)  
Exhibition Area(㎡)

698

特邀买家  
Hosted Buyers

20,000

专业观众  
Trade Visitors

500,000

参观人次  
Visitors (Person-time)

462 个

投资和贸易合作项目  
Projects of Investment and Trade

7 个

新增国家  
New Exhibiting Countries

## 主宾国——马来西亚 | MALAYSIA, GUEST COUNTRY OF HONOR



## 旅游目的地合作伙伴——韶关 | SHAOGUAN, PARTNER TOURISM DESTINATION



## 展商分析 | EXHIBITOR ANALYSIS

参展商区域分布/Exhibitor Company Type

参展商产品类型/Exhibitor Product Type

57%

中国内地  
China Mainland

22%

亚洲 Asia

6%

欧洲 Europe

8%

非洲 Africa

4%

美洲 America

3%

大洋洲 Oceania

旅行社  
Travel Agent

28%

旅游局  
Tourism Bureau

15%

酒店和度假村  
Hotel and Resort

10%

景区景点  
Scenic Spots

8%

旅游机构  
Tourism Institution

5%

智慧旅游  
Smart Tourism

4%

旅游交通  
Tourism Transportation

12%

其他  
Other

8%

## 部分参展商 | PART OF EXHIBITORS

主宾国/GUEST COUNTRY OF HONOR

旅游目的地合作伙伴/PARTNER TOURISM DESTINATION



优质旅游目的地/QUALITY TOURISM DESTINATIONS



优质航空公司/QUALITY AIRLINES



中国南方航空  
CHINA SOUTHERN



## 展商评价 | EXHIBITOR STATEMENTS



**塞米西·西卡, 汤加王国副首相兼基础设施和旅游部大臣**

H.E. Semisi Kioa Lafu Sika, Deputy Prime Minister and Minister for Infrastructure and Tourism of the Kingdom of Tonga

非常高兴能与世界各地众多旅游界人士交流会面, 了解世界各地最新的旅游资讯。广东旅博会为汤加提供了一个国际性的专业旅游平台, 有机会向世界展示汤加的旅游资源和民俗文化。期待能有更多中国游客前往汤加旅游, 感受汤加人民的文化与热情。

I was glad to meet with so many tourism industrial from all over the world and learned the latest worldwide tourism information. CITIE is a very international and professional tourism exchange platform for Tonga, which providing the opportunity to promote Tongan tourism resource and folk culture to the world. I do hope more Chinese tourists could travel to Tonga and learn our culture and passion.

(排名不分先后 In no particular order)

**何素银, 马来西亚国家旅游局国际推广部(亚非)副主任**

Sharon Ho Siew Nyoon, Deputy Director for International Promotion Division(Asia/Africa), Malaysia Tourism Promotion Board

马来西亚已经持续多年参加广东旅博会, 是旅博会名副其实的老朋友了。有别于往年, 今年马来西亚成为了广东旅博会的主宾国。明年是“马来西亚旅游年”及“2020中马文化旅游年”, 马来西亚政府希望能吸引3000万国际游客到访, 并带来1000亿林吉特(约合243亿美元)以上的收入, 而生态旅游、文化和艺术正是马来西亚政府的“主打招牌”。

Malaysia has participated in CITIE for years, and kept good relationship all the time. Unlike the previous years, Malaysia was the Guest County of Honor of CITIE 2019 this time. Next year will be Visit Malaysia 2020 and also Malaysia-China Year of Culture and Tourism 2020, it's expected to attract 30 million international tourists to Malaysia and benefit more than 100 billion ringgit (about \$24.3 billion) in tourism revenue. And ecotourism, arts and culture will be our focus.



**伊戈尔菲群斯, 比利时林堡省副省长**

Mr. Igor Philtjens, Vice governors of Limburg of Belgium

这是我首次来到花城广州参加广东旅博会, 在这几天的参展和日常生活中发现, 本地人把艺术、餐饮和传统文化进行整合的各类文创产品、旅游路线十分具有吸引力, 值得旅游业界学习。

It was my first time to Guangzhou to participate in CITIE. During these exhibition days, I found that local people tend to combine arts, catering, traditional culture into various cultural and creative products and tourism routes. This is very interesting and attractive which is worth learning for tourism industry.



# B2B专业平台,无缝对接展商与买家

## B2B PROFESSIONAL PLATFORM, SEAMLESS CONNECTION BETWEEN EXHIBITORS AND BUYERS

专业化预约配对系统,为参展商和专业买家打造智能预约配对平台。

Professional Pre-scheduled Matchmaking System (PMS), an intelligent platform for exhibitors and buyers to make appointments in advance.

50+

专业买家团  
Professional Buyers Group

698

精挑细选的特邀买家  
Top and Hand Selected Hosted Buyers

13000+

预约会晤  
Match Made & Pr-scheduled Appointments

### PMS 优势 ADVANTAGE

提前掌握目标客户信息  
Target Customer Information in advance

提前规划洽谈日程  
Plan Schedule In Advance

有效预约率高达96%  
Effective Reservation Rate reached 96%

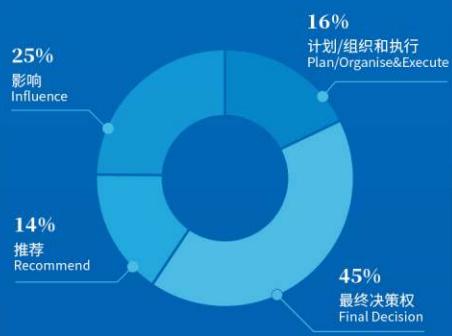
#### 买家分布区域 | BUYERS GEOGRAPHIC BREAKDOWN



#### 买家企业类型 | BUYERS COMPANY TYPE



#### 买家在预算和购买的决策影响力 | BUYERS' RESPONSIBILITY IN BUDGETARY & PURCHASING DECISIONS



### 买家评价 | BUYERS STATEMENTS

刘小霞,东莞康辉国际旅行社营业总监

Liu Xiaoxia Director of Dongguan Kanghui International Travel Service Ltd

2019年的广东旅博会规模大、平台好,资源多,展会期间举办了多场文化旅游专题活动,内容丰富充实。现场还能见到多个国家的优质境外供应商,收获满满。旅博会的品牌知名度越来越高,今年的预约系统也非常好,对于精准对接洽谈有很大帮助,提高了我们的时间管理和效率。总体而言,对广东旅博会的各项安排非常满意!

CITIE 2019 is of great exhibition scale, best platform and rich resource with various theme events of culture and tourism, and I have met with so many quality outbound suppliers. Now the brand awareness of CITIE is better and better, especially the PMS (Pre-schedule Matchmaking System) was benefit to organize the business meeting with exhibitors and improve our time arrangement. Generally I was satisfied with the whole arrangement of CITIE 2019.

陈德元,广西旅游协会旅行社分会秘书长

Chen Deyuan, Secretary General of Guangxi Travel Service Association

感谢组委会精心搭建了国际化文化旅游行业交流平台,同时旅游卖场也大力推动了文化旅游便民惠民。组委会非常重视买家组织,来自各区域出境游市场排名前10的旅行社为参展商提供了优质的买家资源。

Thanks a lot for the organizing committee to build up such an international exchange platform for culture and tourism industry and at the same time, convenient services and high-quality products at site facilitated the public a lot. The organizer did the great job in inviting buyers and ensured most buyers were from top 10 outbound travel agencies which offering high quality buyer resources to exhibitors.

# B2C平台实现市场与品牌联动,展销效果显著

## B2C PLATFORM TO REACH WIN-WIN COOPERATION BETWEEN BRAND IMAGE AND MARKET

20家旅行社及OTA供应超过10万个旅游优惠名额,让利幅度达1亿,成交金额达2亿。

20 travel agencies and OTA provided more than 100 thousand discounted tourism products for the upcoming winter and a pre-sale of 2020 tourist products, with a profit margin of 100 million yuan and a transaction amount of 200 million yuan.



## 会议及活动 EVENTS & ACTIVITIES

“文旅产业赋能”和“目的地新探索”专题会议及活动,搭建业界深度交流平台,为文旅产业发展汇聚新思路。

Theme events and activities of “Empowerment for Cultural Tourism Industry” and “New Exploration of Destinations”, providing a deep communication platform for industrial to get new ideas for the development of the cultural and travel industry.

### 18场主题活动、论坛、行业交流活动

#### Theme Events/Forum/Industrial Activities



文旅产业发展论坛  
Cultural Tourism Industry Development Forum



聚焦教育变革·论研学旅行的“需”与“实”  
Focus on Educational Transformation, On the "Need" and "Reality" of Study Travel



广东旅博会之夜暨世界旅游经济论坛推介会  
GTEF PRESENTS: CITIE BUYER'S NIGHT 2019



广东省民宿行业产业大会  
Guangdong Homestay Industry Conference

## 24场目的地推介与新产品发布 | Destination Promotion/Product Release

国际:马来西亚、塞尔维亚、黑山、波斯尼亚和黑塞哥维那、委内瑞拉、俄罗斯、缅甸、卢旺达、埃塞俄比亚、太平洋岛国等。

International: Malaysia, Venezuela, Ethiopia, Russia, Serbia, Bosnia Herzegovina, Montenegro, Rwanda, Myanmar, Pacific Islands, ect.

国内:韶关、林芝、湛江、珠海、海口、柳州、宜昌等。

Domestic: Shaoguan, Linzhi, Zhanjiang, Zhuhai, Haikou, Liuzhou, Yichang, ect.



## 媒体宣传 | MEDIA PUBLICITY

100+ 合作媒体 Supporting Media	1000+ 媒体发稿量 Press Release	10万 传播矩阵转载量 Forwarding Amount (100 thousand)	3000万 搜索引擎结果 Search Engine Results (30 million)	7000万 媒体曝光量 Media Exposure (70 million)
9000万 媒体价值 Media Value(90 million)	2500万 微博话题阅读量 Reading on CITIE via Weibo (25 million)	88000+ 线上相册阅读量 Reading of Online Album	28天50个 超A级地铁灯箱广告 Media Exposure(70 million) 覆盖约5.6亿人次 28days, 50 light boxes ads on metro covering 560 million person-time	

## 移动资讯平台合作伙伴 | MOBILE INFORMATION PLATFORM PARTNERS



## 合作媒体 | SUPPORTING MEDIA



(排名不分先后 In no particular order)

## 2020主题展区 | THEME PAVILIONS

广东-东盟旅游文化展区 ASEAN Culture and Tourism Show

广东-拉美高端定制旅游展区 Latin Countries High-end Tourism Pavilion

广东-非洲新兴旅游目的地展区 New Destinations of African Countries

广东研学旅行主题展区 Guangdong Study Travel Exhibition

FUN享旅游特卖主题展区 FUN Tourism Products On Sale Pavilion

亲子旅游、体育旅游、工业旅游、邮轮旅游、红色旅游、智慧旅游、旅游金融等新业态主题展区。

Family tour, sports tourism, industrial tour, cruise tour, red tour, smart travel, tourism finance etc.

## 2020主题及专业活动 | THEME EVENTS AND PROFESSIONAL ACTIVITIES

1. 主宾国文化旅游日 Guest Country of Honor Day
2. 旅游目的地合作伙伴旅游推介会 Partner Tourism Destination Promotion
3. 文旅产业发展论坛 Cultural Tourism Industry Development Forum
4. 2020广东旅博会买家之夜 CITIE 2020 Buyers' Night
5. 新品发布及目的地推介 New Products Launch and Destination Promotion
6. 2020广东文化和旅游产业投融资对接会 2020 GuangDong Culture And Tourism Industry Investment And Financing Conference

## 2020 定制化合作模式 | CUSTOMIZED MARKETING COOPERATION MODE



## 主宾国 Guest Country of Honor



## 旅游目的地合作伙伴 Partner Tourism Destination



旅博会航司合作伙伴  
CITIE Partner Airline



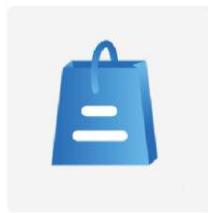
旅博会酒店合作伙伴  
CITIE Partner Hotel



旅博会用车合作伙伴  
CITIE Car partner



## 会议活动赞助机会 Event Sponsoring



## 现场赞助机会 Onsite Sponsor



## 媒体推广套餐 Media Package

## 收费标准 | PARTICIPATION COST

馆名/Hall	收费标准/Price of Booth	馆名/Hall	收费标准/Price of Booth
1.2 国际文化旅游馆 International Cultural Tourism Hall	标准展位 ¥18,300元/9m <sup>2</sup> Standard Booth RMB 18,300/9m <sup>2</sup>  光地(36m <sup>2</sup> 起) ¥17,100元/9m <sup>2</sup> Raw Space(Minimum 36m <sup>2</sup> ) RMB 17,100/9m <sup>2</sup>	2.2 文旅融合馆 Culture and Tourism Hall  3.2 大众旅游卖场 Tourism Hypermarket Hall  4.2 旅游商品汇及老字号馆 Tourism Gifts and Time-honored Brands Hall	标准展位 ¥9,000元/9m <sup>2</sup> Standard Booth RMB 9,000/9m <sup>2</sup>  光地(36m <sup>2</sup> 起) ¥8,600元/9m <sup>2</sup> Raw Space(Minimum 36m <sup>2</sup> ) RMB 8,600/9m <sup>2</sup>

注:每个双开口标准展位增收10%  
Note: Every double opening standard booth adds 10%



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2020广东国际旅游产业博览会 Organization Committee of CITIE 2020

### 国内参展商/Domestic Exhibitors

黄思敏女士 Ms. Simmy Huang 关嘉仪女士 Ms. Kyra Guan  
电话/Tel: +86-20-37436013, 36130590  
邮箱/Email: [citiel@gz1.com.cn](mailto:citiel@gz1.com.cn)

## 国际展商/International Exhibitors

黄俊银女士Ms. Cola Huang 李明君女士 Ms. Jasmine Lee  
电话/Tel: +86-20-36139619, 36555049  
邮箱/Email: [citiel@zgl.com.cn](mailto:citiel@zgl.com.cn)

### 特邀买家/媒体合作/Buyers and Media

谭舜利女士 Ms. Shelly Tan 谭芷欣女士 Ms. Elena Tan  
电话/ Tel: +86-20-36133357, 36131737  
邮箱/ Email: buyer@gzl.com.cn; tanzx@gzl.com.cn