



WELCOMING YOU  
AGAIN IN PERSON!

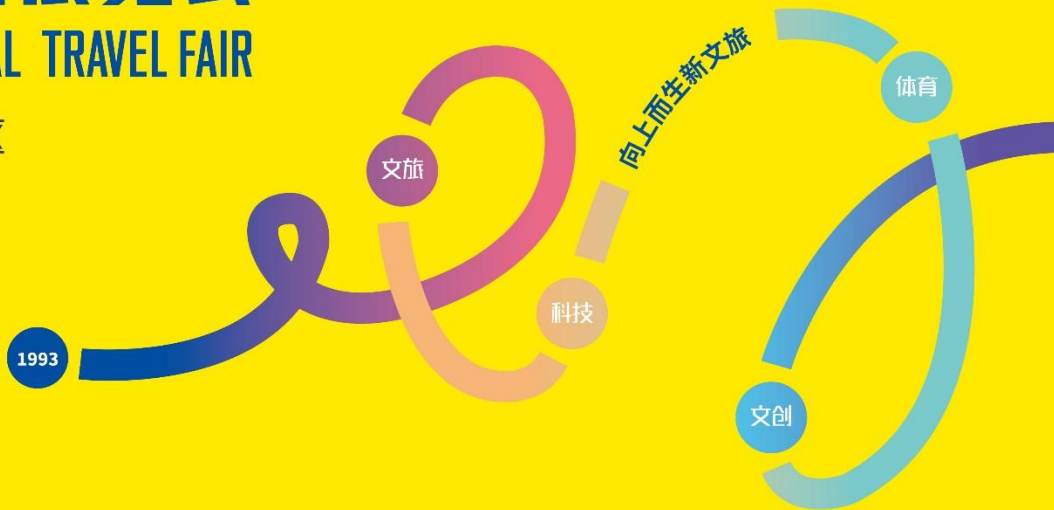


# 2023 广州国际 旅游展览会

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

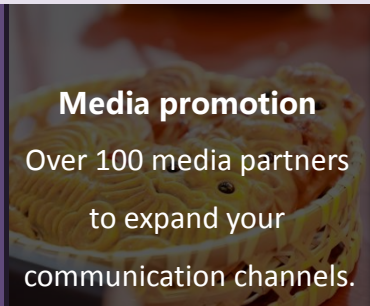


RECONNECT TO THE  
CHINESE MARKET AT  
***GITF 2023***  
***Your Travel Exhibition***

GITF Guangzhou International Travel Fair offers the first opportunity at a major travel exhibition and conference in post-pandemic China to re-establish your contacts with the Chinese tourism industry and to learn first-hand about the changed demand, travel forms and requirements.

**Become an exhibitor**

Meet Chinese and international decision makers and buyers.

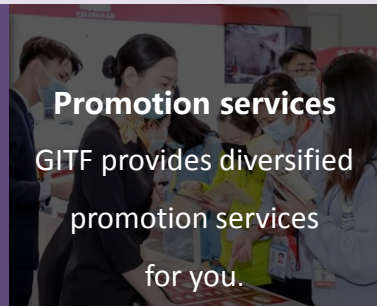


**Media promotion**

Over 100 media partners to expand your communication channels.

**Greater Bay Area**

**GITF is the first choice to explore the Greater Bay Area market, including Guangdong, Hong Kong SAR and Macau SAR, taking advantage of 30 years of development and experience.**



**Promotion services**

GITF provides diversified promotion services for you.

**MAY 19 – 21, 2023, Guangzhou/China**

Close to Hong Kong and Macao

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

- 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

High-quality buyers

Current tourism trends information

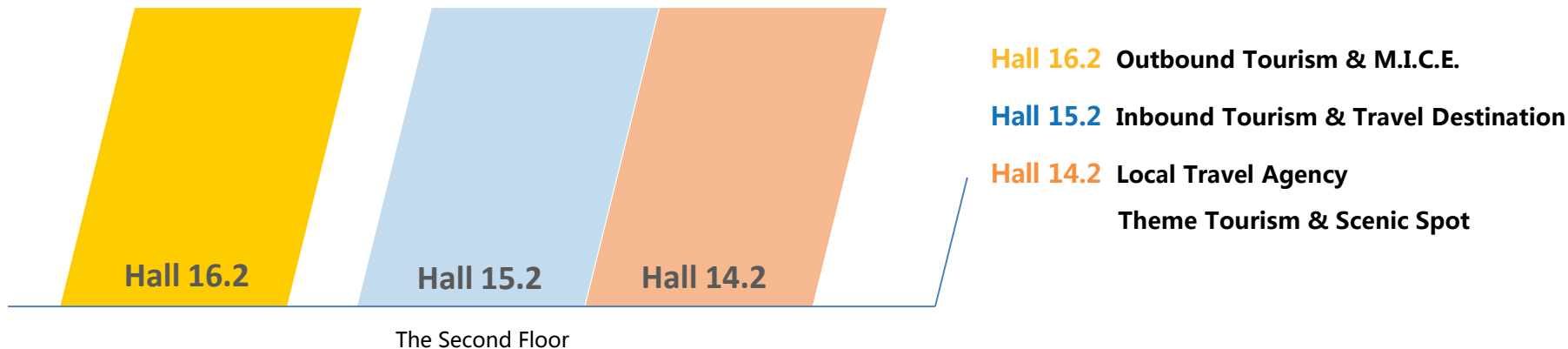
GBA is the largest outbound tourism market in China

Pazhou Ferry Terminal Guangzhou  
2 hours to Hong Kong  
International Airport

# ***GITF and Guangzhou***



# Exhibition Hall



## Exhibitor 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.

100% focus on outbound tourism.

High quality of outbound buyers present, eager to meet with 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 focuses on sports tourism and open air activities 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 Industries

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 new insights developed in the dialogues between 15 international experts from Europe, America, Oceania and Asia. Leaders of global organisations including PATA, ETC and TCWTF meet famous China outbound experts.

**Insights** put into practice by Chinese and international tourism service providers able to meet and talk in person during the first major tourism fair in China after the restart of China's outbound tourism.

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

09.30 – 10.00 h	Admission
10.00 – 10.10 h	<b>Welcome and Opening</b> by hmf-China and COTRI
10.10 – 10.40 h	Prof. Dr. Wolfgang Georg Arlt (Germany), CEO COTRI: Keynote: <b>China's Outbound Tourism – The New Wave provides new opportunities for Meaningful Tourism</b>
10.40 – 11.10 h	Eduardo Santander (Belgium), CEO ETC European Travel Commission: Keynote: <b>Europe welcomes back Chinese visitors</b>
11.10 – 11.40 h	Peter Semone (Indonesia), Chairman PATA Pacific Asia Travel Association: Keynote: <b>New forms and contents for Chinese outbound travel in the Asia-Pacific region</b>
11.40 – 12.10 h	Olivier Ponti (Spain), Vice President ForwardKeys: Keynote: <b>Forecast for China's Outbound Tourism 2013 based on airline bookings</b>
12.10 – 12.30 h	Catherine Germier-Hamel (Cambodia), CEO Destination Mekong: Presentation and talk with Prof. Kevin Hannam (Macau SAR), Pro-Rector for Research, University of Saint Joseph, Macau: <b>The Mekong Riparian countries welcoming the return of Chinese visitors with new products and new destinations</b>
12.30 – 14.00 h	Lunch Break (12.30 – 13.00 h press talk with speakers)
14.00 – 14.20 h	Interview: Prof. Dr. Arlt talks with Ana-Maria Lafuente Cordoba (Spain), Counsellor for Tourism Guangzhou office, about her <b>experiences in working for South China</b> as a special international tourism source market
14.20 – 14.50 h	Roundtable: Richard Matuzevich (China), International Relations WTCF World Tourism Cities Federation, Hüseyin Baraner (Germany), Secretary General TCWTF Twin Cities World Tourism Forum and Sarah Wang (China), Asia Representative of WTTC World Travel and Tourism Council: <b>New City Tourism as an important part of China's Outbound Tourism</b>
14.40 – 15.10 h	Brady Fox (Canada), Senior Vice Director Green Technology Asia, Joel Keimelo (Papua New Guinea), Director Marketing PNG TPA: Presentations and talk with Gary Bowerman (Malaysia), CEO Director of Check-in Asia: <b>Authentic cultural experiences around the world for Chinese Outbound Tourists</b>
15.10 – 15.30 h	Antonio Teijeiro (Spain), CEO Yunxi Espana: Presentation and talk with Eduardo Santander (Belgium), CEO ETC European Travel Commission: <b>Europe's main tourism destinations - New offers off the beaten track</b>
15.30 – 16.10 h	<b>CTW CHINESE TOURIST WELCOME AWARD</b> – Award Ceremony with presentations by five Gold Award winners from different continents Chairs: Prof. Dr. Arlt and Prof. Xu Honggang (China), Dean of the School of Tourism Management at Sun Yat-Sen University, Guangzhou
16.10 – 16.40 h	<b>Q&amp;A</b> discussion of All Speakers with the audience: All you always wanted to know about the New Wave of China's outbound tourism
16.40 – 17.00 h	Launch of new publication <b>COTMI China Outbound Tourism Market Intelligence</b> . The publication COTMI is started at GITF 2023! COTMI is published weekly in English, Italian, French, Spanish and German. The first five subscriptions (each worth 490 €) can be won in a <b>LUCKY DRAW!</b> Chair: Prof. Dr. Arlt

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

## **CTW AWARD IS BACK!**

**Since 2004 the CTW Chinese Tourist Welcome Award is given to  
Best Practice Examples for the Chinese outbound market.  
After a three years break it is now back and has a new home – GITF!**



**The Chinese Tourist Welcome Award** is organised by COTRI China Outbound Tourism Research Institute.

It is given in five categories, each in Gold, Silver and Bronze and is considered the most prestigious award in its field in the world.

It has generated for the winners admiration and attention and has been used as a proof for the engagement with the Chinese source market.

For the first time in 2023 it will be awarded during the GITF China Outbound Tourism Conference.

## **NEW WEEKLY PUBLICATION UNVEILED AT GITF!** **China Outbound Tourism Market Intelligence**

New publication available in

- English Global Edition
- English Ireland Edition
- English Australia Edition
- English New Zealand Edition
- Spanish Edition
- French Edition
- Italian Edition
- German Edition
- Portuguese Edition



China Outbound Tourism Market Intelligence

Every Tuesday

- The most important news in less than 50 words each
- Regular feature articles
- Statistics with explanations
- Analysis of a burning topic
- Key player Intelligence
- Full page regional news
- Fully translated into regional language

From thought leaders for industry leaders

# 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**

Counselor 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 TRAVEL 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



# *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 Evening 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

**W** 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



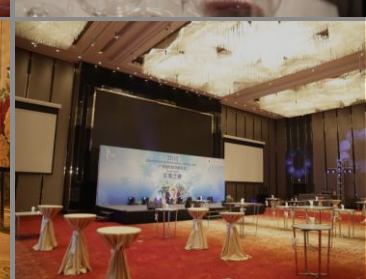
## Promotional Campaign

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

萨克森·艺术王国



波兰  
旅游局

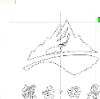
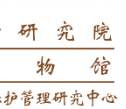
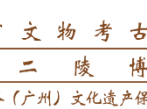
CONSULATE GENERAL OF THE  
UNITED ARAB EMIRATES  
GUANGZHOU



القنصلية العامة  
للإمارات العربية المتحدة  
كوانغ جو



República del Ecuador  
Consulado General del Ecuador en Cantón  
厄瓜多尔共和国驻广州总领事馆



# ***GITF 2023 Pricing***



## **RAW SPACE**

\* Min.size: 18sqm

**RMB 3,240.00 / sqm + 6%VAT**

\* The exhibition hall will charge RMB 28 per sqm as special decoration administration fee.



## **SHELL SCHEME**

\* Min.size:9sqm

**RMB 30,060.00 / 9sqm + 6%VAT**



## **DELUXE BOOTH**

\* Size: 18sqm

**RMB 58,000.00 / 18sqm + 6%VAT**



## **EXHIBITOR SEMINARS**

(price for exhibitor only)

\*90 min for one session

**Seminar of May 19:**

**RMB 9,800.00 /Session+ 6%VAT**

**Seminar of May 20:**

**RMB 9,345.00 /Session+ 6%VAT**

**No VAT when ordering with COTRI – save 6%!**

**Free admission to GITF China  
Tourism Conference**



Contact :

COTRI

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Deutsche Messe

