

Truly Enjoy



CITIE 2024

广东国际旅游产业博览会

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

DATE
2024

09/13-15

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

广东省文化和旅游发展与保障中心
Culture and Tourism Development and Support 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-ORGANIZER

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



关注广东旅博会官方微信，了解更多资讯
Scan CITIE Wechat for more information

中国名列前茅的B2B和B2C国际文旅产业交流平台

THE LEADING INTERNATIONAL B2B AND B2C CULTURAL TOURISM EXPO IN CHINA

广东国际旅游产业博览会（简称“广东旅博会”），自2009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交易洽谈和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综合性平台，助力粤港澳大湾区打造世界级旅游目的地。经过多年的品牌发展，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 (short for "CITIE"), has been successfully held for 15 years since 2009. 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.

广东的优势 | ADVANTAGES OF GUANGDONG PROVINCE

全国人口第一大省，文旅消费需求旺盛——人口规模达1.26亿，齐聚旅业精英和出游旅客
Ranking No. 1 in population nationwide, with strong demand for culture and tourism consumption – the population size reaches over 126 million, widely gathering tourism industry elites and travelers.

广东省是中国最大旅游客源地和集散地，并加快推进建设粤港澳大湾区世界级旅游目的地
The largest source market and distribution centre of tourists, and is accelerating the construction of a world-class tourism destination in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA).

01

“中国南大门”，旅客运力全国领先——地缘位置优越，交通网络发达
"Gate of South China", leading passenger capacity in the country – superior geographical location, with well-developed transportation network.

02

改革开放前沿地，文旅市场强劲复苏——广东省GDP总量连续34年位居全国榜首，旅业市场活力足

The foreland of China's reform and opening up, culture and tourism market has strongly recovered – Ranking No.1 in total GDP for 34 consecutive years with a vibrant tourism market.

03

04



广东旅博会的优势 | ADVANTAGES OF CITIE

中国最大的综合性国际旅游盛会

LARGEST COMPREHENSIVE INTERNATIONAL TOURISM EXPO IN CHINA

01

《人民日报》| The People's Daily:

广东旅博会作为文旅行业一大风向标，展现了文旅市场复苏的强劲势头。

Known as the wind vane for the culture and tourism industry, CITIE has demonstrated the strong recovery momentum in the market.

广东电视台 | Guangdong Television:

2023广东旅博会科技感更强，文旅融合激发旅游新活力。

CITIE has a stronger sense of technology, and the integration of culture and tourism inspires new vitality in tourism.

02

03

《中国旅游报》| China Tourism News:

本届旅博会全球“朋友圈回归”，海外市场热情高涨。

CITIE's global circle of friends has returned and arose an unprecedented enthusiasm for overseas market.

广东旅博会历届数据 | CITIE PREVIOUS DATA

30+	30+	50+	60+	1000+
省(区、市)参展机构 Domestic bureaus	各类主题活动 Theme activities	参展国家和地区 Exhibiting countries and regions	官方合作媒体 Official media	特邀买家 Hosted buyers
3,000+	43,000	10,000+	30,000	2000万次
参展商 Exhibitors	参观人次 Visitors (Person-time)	商务洽谈(次) Business meetings	展览面积(m ²) Exhibition area(m ²)	全网报道总阅读量 Reading volume of news reports



多元化主题展区, 领先的旅游产品发布平台

DIVERSIFIED THEME PAVILIONS, PLATFORM FOR LAUNCHING LEADING TOURISM PRODUCTS

国际文化旅游馆

International Culture and Tourism Hall



境外目的地形象展区、航空邮轮展区、轻奢
高端海岛展区、国际非物质文化遗产体验区

Overseas Destination Pavilion, Airlines &
Cruise Pavilion, Luxury Islands Destination
Pavilion, International Intangible Cultural
Heritage Experience Pavilion

文旅融合馆

Culture and Tourism Hall



境内目的地形象展区、乡村振兴展区、智慧文旅展
区、数字金融展区

Chinese Mainland Destination Pavilion, Rural
Revitalization Pavilion, Smart Tourism Pavilion,
Digital Finance Pavilion

文旅消费体验馆

Culture and Tourism Consumption Experience Hall



文旅惠民热卖区、中华老字号展区、
非遗文创展区

Travel Products Hot Sale Pavilion, China
Time-honored Brand Pavilion, Intangible Cultural
Heritage and Cultural Creativity Pavilion

粤潮城市生活季展区

Cantonese Urban Lifestyle Show



粤潮咖啡潮饮节、粤语文化展、美食嘉年华、
房车露营及户外休闲展、粤潮青年派

Coffee Tasting, Cantonese Culture Learning,
Fine Food Festival, RV Camping and Outdoor
Leisure Lifestyle, Cantonese Youth Celebration

重聚旅业精英, 精准的业务拓展采购平台

REUNITE TOURISM INDUSTRIALS, PLATFORM FOR ACCURATED BUSINESS EXPANDING AND PURCHASING

“线上+线下”商务洽谈模式 | “Online + Offline” Business Negotiation Mode

预约配对小程序

Pre-scheduled Matching Mini Program

强大的信息检索和智能筛选功能
有效预约率达90%

Powerful functions of information
retrieval and intelligent filtering
effective reservation rate reached 90%.

线上online + 线下offline

买卖家速配会

Speed Matching Meeting for Buyers and Exhibitors

提前收集双方业务需求

实现精准一对一、面对面商贸配对

Collect business demand of both parties
in advance

achieve high accuracy in one-on-one
and face-to-face matching meetings.

洞察行业动向, 高质量的论坛活动推广平台 PERCEIVE INDUSTRY TRENDS, PLATFORM FOR HIGH-QUALITY FORUM AND EVENT PROMOTION

- 广东文旅推介大会
Guangdong Culture and Tourism Promotion
- 广东文化和旅游产业投融资对接会
Guangdong Culture & Tourism Industry Investment and Financing Conference
- 广东旅博会主宾国之夜
CITIE Guest Country of Honor Night
- “广东文旅产业派”专业活动
“Guangdong Culture and Tourism Industry Party” professional activities
- 粤潮青年探展行动
EXPO WALK

- 广东旅博会买家之夜
CITIE Buyer's Night
- 旅游目的地推介会
Tourism Destination Promotion
- 文化体验和表演活动
Cultural Experience and Performance



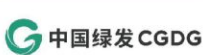
往届合作伙伴 | PREVIOUS COOPERATION PARTNERS

2019主宾国/GUEST COUNTRY OF HONOR

2018-2023旅游目的地合作伙伴/PARTNER TOURISM DESTINATION



优质旅游目的地/QUALITY TOURISM DESTINATIONS



优质旅行社及在线运营商/QUALITY TRAVEL AGENCIES AND OTAS



优质航空公司/QUALITY AIRLINES



优质买家/QUALITY BUYERS GROUPS



(排名不分先后 In no particular order)

赞助机会 | SPONSOR REPUTATION

■ 从众多竞争对手中脱颖而出, 助力品牌形象全面升级

Stand Out from The Crowd, Sponsorship to Maximise Your Brand Presence

● 特级赞助商 人民币50万 | Super Sponsor ¥500,000



● 其他赞助套餐 | Other Sponsorship Packages

序号 Order	赞助项目 Items	钻石级赞助商 Diamond ¥300,000	黄金级赞助商 Gold ¥200,000	白银级赞助商 Silver ¥ 100,000
1	冠名权益 NAMING RIGHT			
1.1	展会赞助名誉 Branded by CITIE	√	√	-
1.2	官方LOGO使用权 Right to use CITIE Official LOGO	√	√	-
2	商标露出 TRADEMARK DISPLAY			
2.1	宣传折页 Brochure	√	√	-
2.2	大会演讲厅主背景板 Main Backdrop of Lecture Hall	√	√	-
2.3	大会舞台主背景板 Main Backdrop of the Stage	√	-	-
2.4	商务洽谈区主背景板 Main Backdrop of the Business Negotiating	√	√	√
2.5	买家手册 Buyer' s Badge	√	√	√
2.6	参观指南 Visitor Guide	√	√	√
2.7	买家证件 Buyer' s Badge	√	-	-
2.8	会刊 Exhibition Catalog	√	-	-
2.9	展后报告 Post-show Report	√	√	√
2.10	资料袋 Reusable Bag	√	-	-
3	活动权益 ACTIVITY RIGHT			
3.1	出席大会所有活动 All Official Activities	√	√	√
3.2	推介机会及资料摆放 Promotion opportunity and materials display	60分钟 60 Minutes	45分钟 45 Minutes	30分钟 30 Minutes
3.3	B2B资源专场对接会 Exclusive B2B Matchmaking	√	-	-
4	广告权益 ADVERTISING RIGHT			
4.1	旅博会官网 Banner of CITIE Website	√	√	-
4.2	珠江散步道吊旗广告 Banners over Pearl Promenade	√	-	-
4.3	买家手册广告 Buyer Manual Ad	√	-	-
4.4	二层通道灯箱广告 Passage Light Box Ad on 2F	√	√	-
4.5	会刊内页广告 Exhibition Catalog with 1 full inner page Ad	√	√	√
5	媒体推广权益 MEDIA PUBLICITY RIGHT			
5.1	KOL现场视频拍摄 KOL Filming Video on site	√	√	-
5.2	媒体采访 Media Interview	√	√	√
5.3	微信公众号推文 Official WeChat Account Release	√	√	√
5.4	参与官方视频录制 Be part of the official filming	√	-	-

■ 现场部分可视化广告 | Visible Advertising



二层通道灯箱广告
Passage Light Box Ad on 2F



珠江散步道天花吊旗
Banners over Pearl Promenade



参观指南广告
Visitor Guide



买家手册广告
Buyer Manual



买家证件广告
Buyer Badge Ad



参展商证广告
Exhibitor Badge Ad



矿泉水广告
Mineral Water Bottles



资料袋LOGO
Delegate Bags

■ 参展费用 | EXHIBITION RATES

展馆名称/ Exhibition Hall	收费标准/Price of Booth	
文旅融合馆 Culture and Tourism Hall 文旅消费体验馆 Culture and Tourism Consumption Experience Hall	标准展位 ¥9,800元/9m ² Standard Booth RMB 9,800/9m ²	光地(36m ² 起) ¥9,000元/9m ² Raw Space(Minimum 36m ²) RMB 9,000/9m ²
国际文化旅游馆 International Culture and Tourism Hall	标准展位 ¥21,960元/9m ² Standard Booth RMB 21,960/9m ²	光地(36m ² 起) ¥20,520元/9m ² Raw Space(Minimum 36m ²) RMB 20,520/9m ²

展馆平面图 | Exhibition Hall Layout



■ 联系我们 | CONTACT US

2024广东国际旅游产业博览会 | Organizing Committee of CITIE 2024

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