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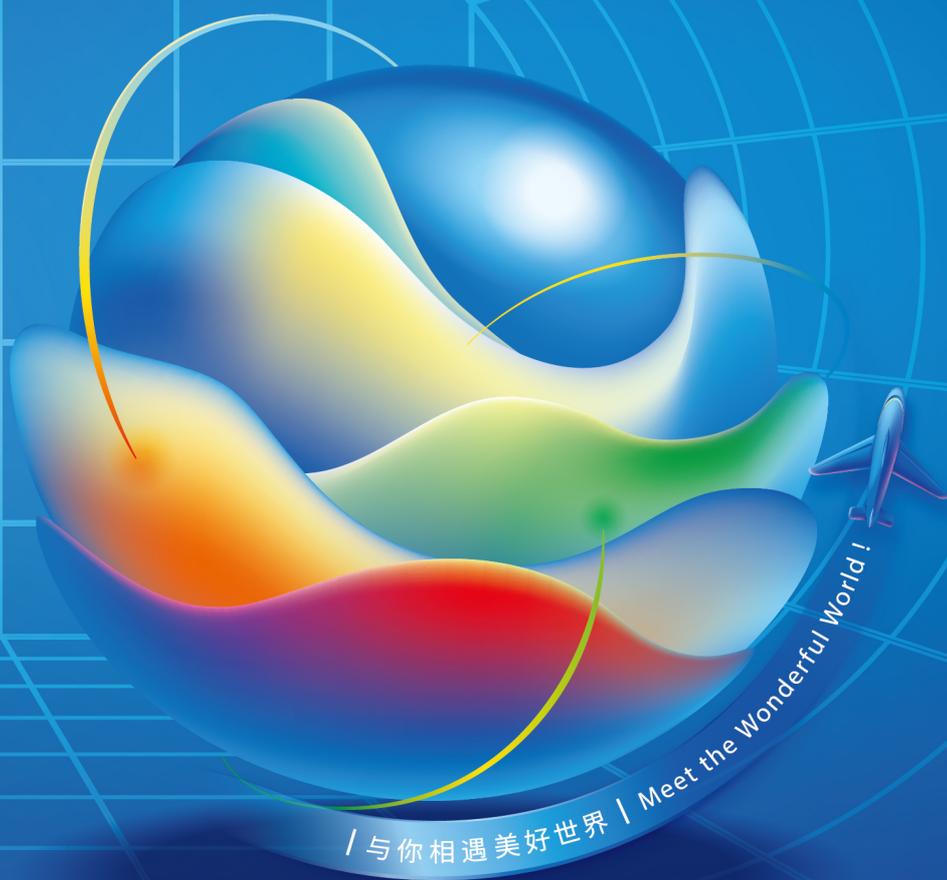


# CITIE 2025

## 广东国际旅游产业博览会

DATE  
2025 09/12-14

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(广东星海演艺集团)  
Culture and Tourism Development and Support Center of Guangdong Province  
( Guangdong Xinghai Performing Arts Group )

### 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”）于2005年创办，其前身是广东国际旅游文化节的主要配套活动项目之一，自2009年独立成展，至今已成功举办十六届，是国内创办历史最早、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之一。

广东旅博会是广东省倾力打造的省级展会品牌，是广东与国内各地深化文旅合作的重要通道和开展文旅外事交流的重要窗口，也是推进广东文旅产业高质量发展的有力抓手。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，广东旅博会汇聚全球优质旅游目的地、旅游服务商及供应商，为海内外文旅业界搭建产业交流、宣传推广和产品展贸的专业平台。

China (Guangdong) International Tourism Industry Expo (short for "CITIE") was founded in 2005, its predecessor is one of the main supporting activities of Guangdong International Tourism and Culture Festival. Since being an independent exhibition in 2009, CITIE has been successfully held for 16 years, making it one of the earliest tourism exhibitions in China. With years of brand development, CITIE has become one of the most internationalization and best market-oriented tourism exhibitions in China.

As a provincial-level exhibition brand built by Guangdong Province, CITIE is designed to be an important channel for deepening cooperation between Guangdong and other parts of China, an important window for foreign exchanges as well as a significant role in promoting the high-quality development of Guangdong's culture and tourism industry. Based on China's largest source of tourists, important tourist destination and major tourism market of Guangdong-Hong Kong-Macao Greater Bay Area (GBA), CITIE gathers high-quality tourism destinations, service providers and suppliers from around the world, providing a professional platform for industrial exchanges, publicity and promotion, and product display and trade for the global industry.

## 广东的优势 | ADVANTAGES OF GUANGDONG PROVINCE

01  
人口规模达1.27亿，庞大的人口基数为旅游市场提供了广阔的客源，文旅消费需求旺盛  
The population size has reached 127 million, providing a vast source of customers for the tourism market and a strong demand for culture and tourism consumption.

“中国南大门”，区位优势优越，交通网络发达，旅客运力全国领先  
"Gate of South China", with superior geographical location, well-developed transportation network and leading passenger capacity in the country.

02  
广东省是中国最大旅游客源地和集散地，汇聚出游游客和旅业资源，影响力辐射全球各地  
As the largest source market and distribution centre for tourists, Guangdong province is gathering tourists and tourism resources and its influence radiates to every corner of the globe.

03  
改革开放先行地，GDP总量连续35年位居全国首位，正构建万亿级文旅产业发展新格局  
The forerunner of China's reform and opening up, the total GDP has ranked first in the country for 35 consecutive years, and it is building a new development pattern of trillion-level cultural and tourism industry.

04  
广东省着力完善现代旅游体系，打造粤港澳大湾区世界级旅游目的地，推动旅游业全面提质升级  
Guangdong Province is focusing on improving the modern tourism industry system, creating a world-class tourism destination in the Guangdong Hong Kong Macao Greater Bay Area (GBA), and promoting the comprehensive upgrading of the tourism industry.



# 广东旅博会的优势 | ADVANTAGES OF CITIE

## 广东旅博会历届数据 | CITIE PREVIOUS DATA

<b>30+</b> 省(区、市)参展机构 Domestic bureaus	<b>50</b> 参展国家和地区 Exhibiting countries and regions	<b>60+</b> 各类主题活动 Theme activities	<b>121+万</b> 央媒报道曝光量 Exposure of national level media	<b>346</b> 文旅投资项目 Culture and tourism investment projects
<b>2,000+万</b> 新媒体曝光量 Exposure of new media	<b>3,000+</b> 国内外参展机构 Exhibitors	<b>20,000+</b> 专业观众 Trade visitors	<b>40,000+</b> 展览面积(m <sup>2</sup> ) Exhibition area(m <sup>2</sup> )	<b>100,000+</b> 入场参观人次 Visitors (Person-time)

## 六大平台矩阵赋能产业高质量发展

### SIX MAJOR PLATFORM MATRICES EMPOWERING HIGH-QUALITY DEVELOPMENT OF INDUSTRIES



《人民日报》  
People's Daily

一连三天的广东旅博会不仅仅是文旅消费盛会，更是一场高规格的行业内外融合交流平台。  
The three-day CITIE is not only a grand event for cultural and tourism consumption, but also a high-level platform for internal and external integration and communication in the industry.

《南方日报》  
Nanfang Daily

旅博会至今走过16年，规模有大有小，但从未间断，旨在以“政府有为”推动“市场有效”，让旅游市场始终保持活力。  
CITIE has been successfully held for 16 years, with varying scales but never be interrupted. It aims to promote 'market efficiency' through the 'government's initiative' and keep the tourism market dynamic.

《羊城晚报》  
Yangcheng Evening News

2024广东旅博会得到国际文旅机构积极关注和响应，深化交流合作展现文旅活力。  
CITIE 2024 has received positive attention and response from international cultural and tourism organizations. It deepens exchanges and cooperation and demonstrates the vitality of cultural and tourism market.

广东省文化和旅游厅  
Department of Culture and Tourism  
of Guangdong Province

“全方位强化旅游宣介营销”“持续提升广东旅博会影响力”。  
Committed to comprehensively strengthening tourism promotion and marketing in all aspects and continuously enhancing the influence of CITIE.

# 汇聚全品类旅游产品及服务

GATHERING ALL TYPES OF TOURISM PRODUCTS AND SERVICES

## 三大主题展馆 Three major themed exhibition halls

### 国际文化旅游馆

International Culture and Tourism Hall



### 文旅融合馆

Culture and Tourism Hall



### 文旅消费体验馆

Culture and Tourism Consumption Experience Hall



## N个多元化主题展区 CITIE plus——diversified themed exhibition areas

### 旅游目的地形象展

#### Tourism destination areas

境外目的地展区、粤港澳大湾区文旅形象展区、兄弟省市文旅目的地展区、广东文旅展区

Overseas Destinations, Chinese Mainland Destinations, Guangdong-Hong Kong-Macao Greater Bay Area (GBA), ect.



### 文旅产业综合展

#### Cultural and tourism industry comprehensive areas

航空邮轮展区、文旅新质生产力主题展区、品牌文旅项目展区、会奖旅游展区、旅游配套服务展区

Airlines and Cruises, New Quality Productive Forces of Cultural Tourism Industry, Brand Cultural Tourism Projects, MICE, Tourism Supporting Services, ect.

### 文旅生活体验展

#### Cultural and tourism life experience areas

文旅惠民热卖区、文旅新场景新业态主题展区、老字号文化展区、非遗展区、体育旅游展区、自驾游及房车旅游展区

Hot Selling Travel Products, New Scenes and New Business Formats of Cultural Tourism, Time-honored Brand, Intangible Cultural Heritage, Sports Tourism, Self Driving and RV Tourism, ect.



### 粤潮生活季青年交流活动

#### Guangdong Trendy Lifestyle Show

粤潮生活及咖啡潮饮市集、文创潮玩展区、广府文化展、户外休闲及露营生活展等。

Coffee Tasting, Cultural and Creative Products, Cantonese Culture Show, Outdoor Leisure and Camping, ect.

# 汇资源促交易的首选平台

THE PREFERRED PLATFORM FOR BRINGING TOGETHER RESOURCES AND TRANSACTIONS

## 买家合作伙伴/BUYER ASSOCIATION PARTNERS

- 13家买家组团合作单位  
Buyer group cooperation partners
- 1000+ 特邀买家 Hosted buyers
- 10000+ 商务洽谈(次) Business meetings



(排名不分先后 In no particular order)

## “线上+线下”商务洽谈模式 | “Online + Offline” Business Meetings



## 买家评价/BUYERS STATEMENTS



**熊德祥 Xiong Dexiang**  
长沙市旅行社协会常务副会长、湖南中铁国际旅行社有限公司董事长  
Executive Vice President of Changsha Travel Agency Association and Chairman of Hunan China Railway International Travel Agency Co., Ltd

我们期待通过广东旅博会与出境游批发商、研学机构、境外服务商及签证机构开展深度合作，通过深度合作拓宽业务版图，提升服务品质，还能增加市场竞争力，为公司的长远发展注入强劲动力。

We are looking forward to in-depth cooperation with outbound tourism wholesalers, research institutions, overseas service providers, and visa agencies during CITIE. Through deep cooperation, we are aiming to expand our business scope, improve service quality, increase market competitiveness, and inject strong momentum into the company's long-term development.



**黄桂霞 Huang Guixia**  
广西旅游协会旅行社分会会长单位、桂林中国国际旅行社有限责任公司董事长  
Chairman Unit of Travel Agency Branch of Guangxi Tourism Association and Chairman of Guilin China International Travel Service Co., Ltd

旅博会是了解旅游新趋势的窗口，有助于汲取经验助力产品迭代升级。本次以买家身份参加，在展会现场与国内外旅游企业达成合作，进一步拓宽了桂林国旅的服务范围，推动旅游产品走向国际化。

CITIE is a window to dive into the latest travel trends, helps to gain experience and enhances product iteration and upgrading. As a hosted buyer, we have reached cooperation with domestic and foreign tourism enterprises, which has further broadened our service scope and promoted tourism products to internationalization.



## 集结行业大咖, 聚焦行业热点, 了解最新趋势

GATHERING INDUSTRIAL EXPERTS, FOCUSING ON INDUSTRY HOT SPOTS AND KEEPING UP WITH THE LATEST TRENDS

### 行业交流 INDUSTRY EXCHANGE

- 广东文旅推介大会  
Guangdong Culture and Tourism Promotion
- 旅游目的地推介会  
Tourism Destination Promotion
- 文旅新品首发仪式  
New Cultural and Tourism Product Launch Ceremony
- 文旅品牌发布会  
Cultural and Tourism Brand Press Conference



### “广东文旅产业派”系列专业活动

### "Guangdong Culture and Tourism Industry Group" Professional Activities

- 数智文旅创新发展交流会  
Digital and Smart Tourism Innovation and Development Conference
- 广东文旅消费新业态热门场景推介交流会  
Guangdong Cultural and Tourism Consumption New Business & New Scene Promotion
- 广东省研学旅游发展交流会  
Guangdong Study Tourism Development Conference
- 广东省民宿集群产业推介大会  
Guangdong B&B Cluster Industry Promotion
- 国际旅游目的地交流活动  
International Tourism Destination Promotion



## 业务拓展与资源整合

### BUSINESS DEVELOPMENT AND RESOURCES INTEGRATION

- 广东文化和旅游产业招商暨投融资对接会  
Guangdong Culture and Tourism Industry Investment and Financing Networking Conference
- 境内外买卖家速配会  
Speed Matching Meeting for Buyers and Exhibitors
- 文旅人才供需对接会  
Cultural and Tourism Talent Supply and Demand Matchmaking Conference
- 文旅项目签约仪式  
Signing Ceremony for Cultural and Tourism Projects
- 标杆文旅项目考察活动  
Benchmark Cultural and Tourism Project Inspection Tour

## CITIE 2024 | 买卖家速配会

广东国际旅游产业博览会 | Speed Matching Meeting for Buyers and Exhibitors

指导单位: 广东国际旅游产业博览会组委会 承办单位: 广州广之旅国际会展服务有限公司



## 社交活动

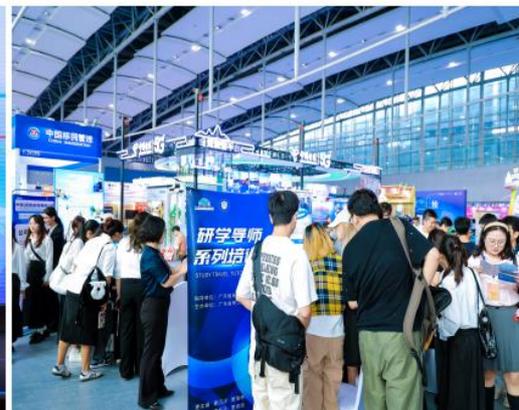
### SOCIAL NETWORKING

- 广东旅博会主宾国之夜  
CITIE Guest Country of Honor Night
- 广东旅博会买家之夜  
CITIE Buyer's Night
- 商务会奖下午茶交流会  
MICE Afternoon Tea Break Networking
- 落日派对 Sunset Party

## 粤潮生活季青年交流活动

### Guangdong Trendy Lifestyle Show

- 粤潮主理人沙龙  
Brand Steward Salon
- 粤潮青年探展  
Youth Expo Walk
- 粤潮趣味工坊  
Fun Time Workshop



# 往届合作伙伴 | PREVIOUS COOPERATION PARTNERS

2019主宾国/GUEST COUNTRY OF HONOR

2018-2024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



## 新质生产力展区/NEW QUALITY PRODUCTIVE FORCES



(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 NO.	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	<b>冠名权益 NAMING RIGHT</b>			
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	<b>商标露出 TRADEMARK DISPLAY</b>			
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 Manual	√	√	√
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	<b>活动权益 ACTIVITY RIGHT</b>			
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	<b>广告权益 ADVERTISING RIGHT</b>			
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	<b>媒体推广权益 MEDIA PUBLICITY RIGHT</b>			
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 <sup>2</sup> Standard Booth RMB 9,800/9m <sup>2</sup>	光地(36m <sup>2</sup> 起) ¥9,000元/9m <sup>2</sup> Raw Space(Minimum 36m <sup>2</sup> ) RMB 9,000/9m <sup>2</sup>
国际文化旅游馆 International Culture and Tourism Hall	标准展位 ¥21,960元/9m <sup>2</sup> Standard Booth RMB 21,960/9m <sup>2</sup>	光地(36m <sup>2</sup> 起) ¥20,520元/9m <sup>2</sup> Raw Space(Minimum 36m <sup>2</sup> ) RMB 20,520/9m <sup>2</sup>

## 展馆平面图 | Exhibition Hall Layout



## 联系我们 | CONTACT US

### 2025广东国际旅游产业博览会 | Organizing Committee of CITIE 2025

#### 境内展商/Domestic Exhibitor

黄思敏女士 Ms. Simmy Huang 于宗灵女士 Ms. Zongling Yu  
电话/Tel: +86-20-37436013、36553841  
邮箱/Email: citie@gzl.com.cn

#### 境外展商/Overseas Exhibitor

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: citie@gzl.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、36712702  
邮箱/ Email: buyer@gzl.com.cn; tanzx@gzl.com.cn