

The 9th Shenzhen International Tourism Industry Expo



嗨·玩世界



INTRODUCTION ▶▶▶

"Shenzhen International Tourism Industry Expo (SITE)", since its establishment in Shenzhen in 2014, has developed into an indispensable professional in Guangdong, Hong Kong and Macao due to its unique geographical location and advantages in the economic and business district of the Guangdong, Hong Kong and Macao Greater Bay Area. The exhibition display platform has successfully linked various high-quality resources to tourism organizations, institutions, enterprises, etc. across the country and even overseas countries, and has also successfully held hundreds of national professional forums, summits, etc.

In addition, we have also launched two themed series of activities: "SITE Thoughts Gathering" and "Hi·Playing with the World". Among them, "SITE Thoughts" is a series of exchange activities that promote cross-border exchanges and integration of industries and achieve accurate resource links. It has been held for more than ten sessions; "Hi Play" IP series activities are large-scale events held for consumers. , have been successfully held many times.

In 2021, SITE also obtained the license certification from the "Universal Association of the Exhibition Industry (UFI)" and officially became an international exhibition.





GOOD BRAND REPUTATION

After 10 years of sedimentation, with the support of governments and organizations at all levels, the Shenzhen International Tourism Industry Expo has gradually developed into a tourism exhibition with wide participation, great influence, and obvious results. Over the years, we have been continuously recognized and supported by various sectors of society through market-oriented, professional, international, and branded operations.



HIGH QUALITY EXHIBITION RESOURCES

Every year, the exhibition sets up a dedicated buyer matching and exchange area, a buyer reservation and procurement area, and multiple resource matching meetings, aiming to provide exhibitors and invited buyers with one-on-one precise matching opportunities, allowing both buyers and sellers to enjoy comprehensive "integrated" resource matching services.



SUPERIOR GEOGRAPHICAL LOCATION

Shenzhen, located in the hinterland of the Guangdong Hong Kong Macao Greater Bay Area, has a large and high-quality consumer base and a developed commercial economy, radiating to the wealthiest Pearl River Delta region. Every year, a large number of domestic and foreign B-end buyers, as well as C-end visitors with certain purchasing power, actively participate in our exhibitions.



HIGHLY PROFESSIONAL EXHIBITION

The exhibition gathers various tourism industry practitioners, connects the entire tourism industry chain, jointly builds a new tourism industry ecology, empowers the tourism industry to solve current pain points and difficulties, presents a new context for the industry's development trend, and draws a magnificent blueprint for the industry's future.

EXHIBITION CORE ADVANTAGES



Deep excavation

100 thousand+

- Maximize the utilization of tourism resources and value enhancement
- Deeply explore domestic and international tourism related information enterprise resources



Big data precipitation

10 years

- Accumulate big data on the tourism industry chain
- Wide industry coverage with precise coverage



Wide exposure

20 million

- Covering industry paper media, websites, and private communities
- Covering new media such as Tiktok, Little Red Book, WeChat official account, video account, Bilibili, etc
- Joint KOC and KOL self media



Precise invitation

500 thousand+

- Precise invitation through over 500000 professional databases at the conference



Professional team

100+ people

- Professional team one-on-one invitation
- Multiple rounds of email, phone and SMS invitations before the exhibition

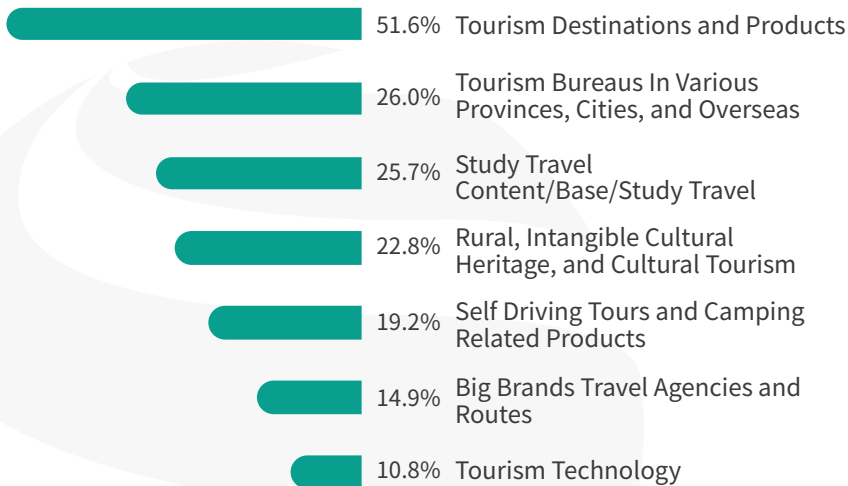
EXHIBITION ORGANIZER INTRODUCTION

Shenzhen Yipeng Exhibition Service Co., Ltd. has been established for nearly ten years. It is a comprehensive exhibition company composed of senior executives from leading exhibition companies. Its core business is exhibition, display, event planning, and conference organization. It is good at undertaking government and commercial projects. Planning and execution of various activities organized by organizations, enterprises, etc.; has hosted national exhibitions on its own for 9 years, and assisted local and municipal governments across the country in successfully organizing various large-scale activities or conferences.

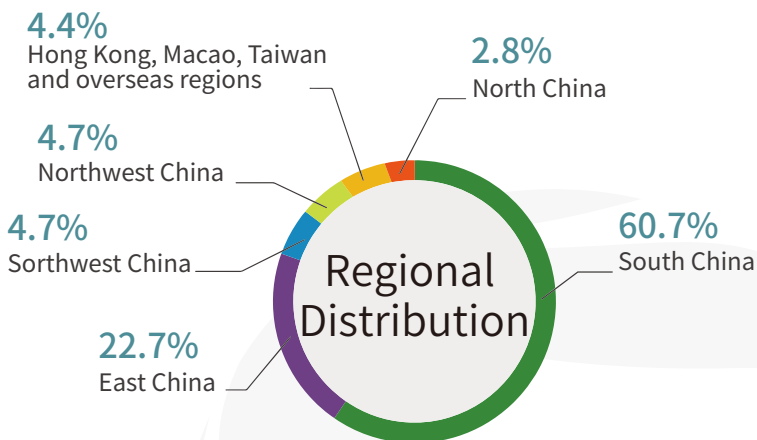


EXHIBITOR OVERVIEW ▶▶▶

▶ Exhibitor Regional Distribution



▶ Exhibitor Regional Distribution



▶ Exhibitor Purpose



PARTS OF PREVIOUS EXHIBITORS >>>

Shanxi Provincial Department Of Culture And Tourism	Fujian Provincial Department Of Culture And Tourism	Beijing Changping District Tourism Bureau	Jilin Municipal Culture And Tourism Bureau
Aksu Regional Culture And Tourism Bureau	Qianxinan Prefecture Culture, Sports, Radio, Television And Tourism Bureau	Guizhou Province Qianandongnan Tourism Development Committee	People's Government Of Xiufeng District, Guilin City, Guangxi
Huizhou Municipal Culture, Radio, Television, Tourism And Sports Bureau	Qingyuan Municipal Culture, Radio, Television, Tourism And Sports Bureau	Nanjing Municipal Culture And Tourism Bureau	Shaoguan Municipal Culture, Radio, Television, Tourism And Sports Bureau
Changsha Culture, Tourism, Radio, Film And Television Bureau	Meizhou Municipal Culture, Radio, Television And Tourism Bureau	Wenzhou Culture, Radio, Television And Tourism Bureau	Lingshui Li Autonomous County Tourism Development Committee
Shenzhen Baoan District Culture, Radio, Television, Tourism And Sports Bureau	Shenzhen Dapeng New District Culture, Radio, Television, Tourism And Sports Bureau	Tangshan Municipal Culture, Radio, Television And Tourism Bureau	Jiangxi Xunwu County Culture, Radio, Television And Tourism Bureau
Yushu Tibetan Autonomous Prefecture Tourism Bureau	Hechi Municipal Culture, Radio, Television, Sports And Tourism Bureau	Zhaotong Culture And Tourism Bureau	Jiayuguan Municipal Culture And Tourism Bureau
Polish Tourist Board	Spanish National Tourist Office	Tourism Australia	Mariana Tourism Bureau
Korea Tourism Organization	Tourism Authority Of Thailand	Singapore Tourism Board	Guam Visitors Bureau
Visit Finland	Tourism New Zealand	Iran Tourism Board	Japan Tohoku Tourism Promotion Organization
Leeds Tourism Uk	Shikoku Railway Co., Ltd. (Jr Shikoku)	Pacific Islands Trade And Investment Commission	Wakayama Prefecture, Ehime Prefecture, Japan
Tunisia National Tourist Office	Infinity Communication Co., Ltd.	Hawaii State Tourism Bureau Representative Office In China	Embassy Of The Republic Of Togo In China
Brighton Tourist Board	Xinxiang Foreign Affairs, Overseas Chinese Affairs And Tourism Bureau	Nanyang Technological University, Singapore	School Of International Tourism And Management, City University Of Macau
Aksu Cultural Tourism Development Group Co., Ltd.	Guizhou Province Qianxinan Xingyi Tourism Group Co., Ltd.	School Of Hotel And Tourism Management, The Hong Kong Polytechnic University	Jinan University Shenzhen Tourism College
Hong Kong Attractions And Parks Association	Hong Kong Disneyland	Hong Kong Ocean Park	Shenzhen Oct Happy Valley Tourism Company
Eastern Chinatown	Splendid China Folk Village	Luofu Mountain Scenic Area, Guangdong Province	Guizhou Sante Fanjing Mountain Scenic Area

Guangzhou Sunac Cultural Tourism City	Ping An Yunji Sightseeing Floor	Qingqing World	Guangdong Study And Travel Association
Hailiang Yanxue	China Porcelain Yongfengyuan	Fiyta (Group) Co., Ltd.	Shenzhen Yibo Boutique Online E-commerce Co., Ltd.
By-health	Virgin Australia	Ethiopian Airlines	Srilankan Airlines
Hainan Airlines	Malaysia Airlines	Cathay Pacific	Airasia
Shenzhen Baoan Airport	China Airlines	Hong Kong Wing Tung Bus	Shenzhen Bus Group
Dream Cruises	China Merchants Shekou Cruise Home Port	Costa Cruises	Dana Intelligent Valley Technology
China International Travel Service	Tongcheng Travel	Guangtie Qing International Travel Service	Guangdong China Travel Service
Ctrip Travel	China Merchants International Travel Service	Xinjingkai	Kanghui International Travel Service
Wanzhong International Travel Service	Tuniu Travel Network	Oct Hotel Group	Hilton Hotel
Atlantis Sanya	Long Teng Jie Travel Group	Mercedes Benz Rv	Volkswagen Tuyou Self-driving Club
Tesla	Ideal Car	Kuncheng Rv	Saic Maxus
Rvbang	Love Rvs	Dana Intelligent Valley Technology	Shansu Xingchuan Intelligent Technology
Fire Fox Outdoor	Shenzhen Fanlitong Translator	Fujifilm Instax One-time Imaging	Sanmaoyou
Tempus Travel	Hafu Uav	Canon (China) Co., Ltd. Shenzhen Branch	Yibao Pay
China Mobile	China Unicom	Travel Guardian	Tiger Wing Visa Procurement Platform
Massive Engine Shenzhen Self-operated Center	Meituan	Mill	Little Red Book

EXHIBITORS HAVE SOMETHING TO SAY >>>



Xinjingjie Travel Agency

Participated in the "Shenzhen International Travel Expo" for 4 consecutive sessions, and engaged in in-depth cooperation with the organizing committee to better convey the brand concept of "Beautiful Travel" in the Xinjingjie to audiences from all over the country, and introduced high-quality tourism products to Shenzhen citizens. Participating in the Shenzhen International Travel Expo greatly enhanced the brand influence of Xinjingjie, while increasing its share in the Shenzhen tourism market and increasing consumer recognition.

Asia Miles and Cathay Pacific Airlines

It is an honor to participate in the 2020 Shenzhen International Travel Expo. In the context of the impact of the epidemic on international tourism, the organizers were able to organize and successfully hold large-scale conferences, allowing us to showcase the characteristics of the brand and interact and communicate with the market and consumers during the exhibition. This has greatly improved the brand's popularity and preference in the South China region. During the organization process, the organizer also provided organized precautions and steps, and provided excellent media and exposure resource support during the exhibition. We are also very satisfied with the results of this event and hope to have deeper opportunities for cooperation and interaction in the future.



Mariana Tourism Bureau

We have participated in the Shenzhen International Tourism Expo for two consecutive sessions. As the closest US territory to China, through the "Shenzhen Tourism Expo" platform, we have been able to promote the Mariana Islands to Shenzhen citizens and various partners. We have also seen the huge market potential of Shenzhen and even the Greater Guangdong region, and we are very satisfied with the achievements of this exhibition.

Guangzhou Sunac Cultural Tourism

Firstly, I would like to express my sincere gratitude to the organizers of the Shenzhen International Tourism Expo for their kind invitation. As an exhibitor, Guangzhou Sunac Cultural and Tourism City has gained a lot during this trip. The 180 meter wide venue provides us with more space to showcase the rich formats of the cultural and tourism city, and the unique booth also allows us to attract everyone's attention in the first time. This exhibition not only allowed more tourists to understand Guangzhou Sunac Cultural Tourism City, but also provided many opportunities for in-depth communication with peers. Winning the award of "Most Popular Vacation Scenic Area after the Epidemic" this time not only gains recognition, but also motivates us to continue moving forward. Finally, I sincerely wish the Shenzhen International Tourism Expo a better and more successful outcome.



Polish National Tourist Office in Beijing

The 2020 Shenzhen Tourism Expo is a surprising exhibition. Although affected by the epidemic and not as crowded as before, professional buyer invitations are precise and show a stronger interest in overseas exhibitors and resources. As an exhibitor, the Polish Tourism Bureau has gained a lot. The highlight and innovation of this exhibition is the "Research Travel Destination Collaborator Conference", which has added overseas destination recommendation links. After the conference, there is a strong interaction between destinations and professional research institutions and travel agencies, making it an ideal and efficient platform for promoting related travel products. Thank you again for the strong support of the organizers for participating in the exhibition with the Polish Tourism Bureau. Wishing the exhibition a better and more successful outcome!

Shenzhen Bus Group Tourism and Sightseeing Bus

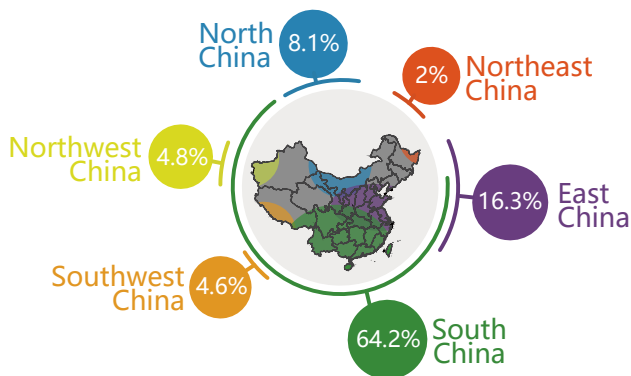
At this exhibition, the organizer asked us to drive the tourist bus into the exhibition hall to attract more attention, allowing citizens, tourists, and peers to see our products more intuitively and directly experience our tourist bus. In addition to allowing more tourists and citizens to learn about tourist buses, we also have the opportunity to have in-depth exchanges with many peers. This trip has yielded fruitful results, and we wish the Shenzhen International Tourism Expo better every year!



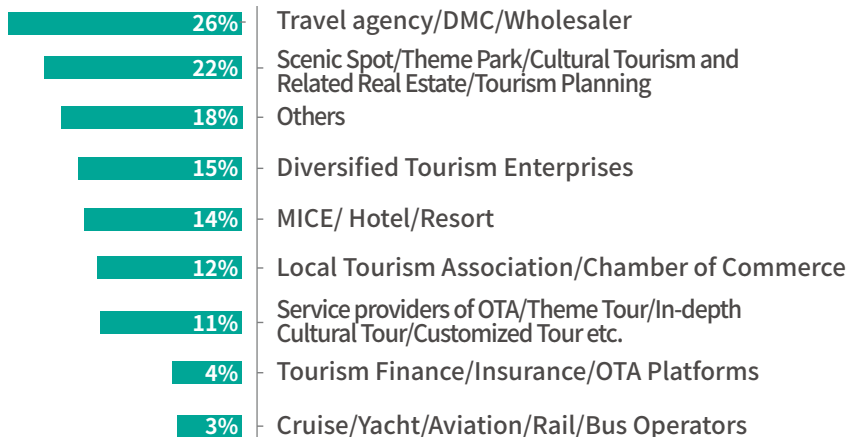
BUYER OVERVIEW ▶▶▶

In terms of precision in inviting professional buyers, Shenzhen International Tourism Industry Expo has its own uniqueness. We have a large number of experienced tourism industry practitioners, covering associations, hotels, travel agencies, resorts, universities, etc. Each exhibition has over 100000 professional buyers attending, and the annual transaction volume of exhibition orders is increasing year by year. In addition, a dedicated buyer negotiation area is set up at the exhibition site for both buyers and sellers to conduct business negotiations, greatly improving the transaction rate.

▶ Regional distribution of invited buyers



▶ Analysis of Professional Visitors



CHRONICLES OF PREVIOUS SITE EVENTS

2014

- The First Shenzhen International Tourism Industry Expo Officially Opened
- The first session has shown its strength, attracting over 200 domestic and foreign enterprises
- Türkiye Tourism Bureau entered the Travel Expo for the first time, and strongly recognized the development of the Travel Expo after the Expo



2015

- Gathering global government departments, industry associations, and tens of thousands of tourism professionals
- Represented by Wanda New Horizon, CITS, and Tongcheng, the on-site transaction volume of enterprise special sales areas reaches 31 million CNY

2016

- Heavyweight guests such as the Chairman of Tongcheng Tourism, the Chairman of OCT, and the CEO of CITS attended the "South China Tourism Distribution Summit" with over 1500 attendees, making it the largest event in the Chinese travel agency industry at present
- The on-site transaction volume of the Travel Expo reached 120 million CNY



2017



- The tourism and transportation exhibition zone welcomes for the first time the entry of well-known cruise enterprises such as Star Cruises and Costa
- The attendance of relevant leaders from the Shenzhen Tourism Bureau at the fourth opening ceremony signifies that the Tourism Expo has received high attention and recognition from the

CHRONICLES OF PREVIOUS SITE EVENTS

2018

- OTA platform led by Ctrip and other leading tourism industry enterprises have entered the Travel Expo
- The on-site transaction volume of the Travel Expo reached a new high, reaching 186 million CNY



2019

- The first special tourism high-speed railway train in China was launched in 2019 SITE
- As a professional B2B tourism exhibition, the Shenzhen International Tourism Industry Expo attracted surpassed 30,000 professional enterprise merchants for the first time, reaching a new level

2020

- During the epidemic period, various records reached new heights: the space of 2020 SITE has expanded by 50% compared to previous years, attracting more than 500 specially invited buyers and more than 20000 professional visitors
- Over 30 forums and events were held at 2020 SITE, inviting over 82 domestic and foreign speakers, with a total of 2597 attendees



2023

- The exhibition combines industry summit forums, tourism live streaming festivals, daily necessities markets, public welfare linkage, and urban promotion, integrating new content, experiences, and game-play around "food, housing, transportation, travel, shopping, and entertainment" in all aspects
- This is a brand new "B2B+B2C" feast, which will help restart the successful recovery of the national and global tourism industry

Exciting Activities of Previous Exhibition

2016

• Establishment of high-speed rail alliance

During the third Travel Expo, a high-speed rail alliance was launched and make the first high-speed rail tourism transaction. The Shenzhen Tourism Exhibition based on Guangdong, Hong Kong, and Macao, integrating domestic high-speed rail destinations and tourism resources, hoping to promote more convenient, comfortable, and short distance travel through high-speed rail.



2016

• South China Tourism Distribution Thousand People Summit

The summit aimed to strengthen communication between North and South travel agencies. By digitizing the entire supply chain, and improve inventory process, packaging, distribution, and marketing, to reduce operating costs and improve efficiency. We aim to achieve the integration of business differences between North and South travel agencies, and ultimately achieve high-quality, diversified, intelligent tourism services.



2017

• World Tourism City Brand Marketing Innovation Forum China Tourism Brand Investment Fair

This conference shows the grand development of Chinese tourism brands, promotes regional cooperation in tourism, and is a luxurious feast for the tourism industry.



2019

Promote the "Service and Evaluation Standards for GD Primary and Secondary School Student Study Travel Service Institutions"

The Guangdong Study-Travel Association, the Department of Teacher Education of South China Normal University, and the Guangdong Travel Agency Industry Association jointly compiled the "Service and Evaluation Standards for study Travel Service Institutions for Primary and Secondary School Students in Guangdong Province", which has been implemented since January 1, 2020. The release and implementation of the "Study Travel Industry Standards" will contribute to the healthy development of the entire industry ecosystem, avoid vicious competition, and guide and promote the entire industry towards a scientific, reasonable, standardized, and healthy direction.



2019

The 2nd Shenzhen Hotel Industry Smart Hotel Forum Boao Cultural Tourism Pan Accommodation (Shenzhen) Forum

This forum is in line with the requirements of Shenzhen's 13th Five Year Plan on "quality leadership, co construction and sharing, reform and innovation". Based on the background of the 5G era, it focuses on high-quality development in the industry. It is an industry event that guides the direction of industry development, clarifies the development context of the industry, and guides and links capital trends.



2020 China Study Travel Destination Co author Conference •



This conference brings together more than 300 people across the country, including representatives from study-travel related associations, enterprises. This event has promoted the healthy development of the study-travel industry and strengthened communication and cooperation among study-travel destinations across the country.

2023

• The First China National Park Summit

The 2023 First China National Park Summit aims to explore the sustainable development mechanism of national parks with Chinese characteristics under the guidance of the concept of "protection first, public welfare for all".



2023

Global Destination Tourism Promotion Conference •



In this round table forum, technical experts from technology company provided rich imagination on the application of artificial intelligence in various aspects such as tourism sales and tourism experience. The forum pointed out that the world's leading airlines are implementing AI and other emerging technologies to provide personalized services and enhance customer experience, embracing the high-tech tourism industry. The future travel experience should be more diversified and intelligent.

2023 SITE Wonderful review

Shenzhen's exhibition and tourism have successively recovered

The 8th SITE Grand Opening

The three-day 8th Shenzhen International Tourism Industry Expo opened grandly at the Shenzhen (Futian) Convention and Exhibition Center from June 2 to 4. This exhibition adopts a combination of "offline + online" exhibition mode, inviting live broadcast agencies and experts into the exhibition hall, so that more travel enthusiasts can visit the exhibition without leaving home. At the same time, the exhibition is combined with industry summit forums, tourism live broadcast festivals, lifestyle markets, public welfare linkages and city promotions, and integrates new content, new experiences and new gameplay around "food, accommodation, travel, shopping and entertainment" to showcase the cultural tourism industry. The innovative direction meets the travel consumption upgrade needs of the vast number of travel enthusiasts, and plays the role of Shenzhen as an innovation highland for the great recovery and high-quality development of the national tourism industry. This is a new and upgraded integration feast of "B2B + B2C", which has become the recovery button for restarting the national and world tourism industry.

Exhibition Space

22,500m²



8 Exhibition Zones

2 Major Characteristic Sub Exhibitions



Tourism Products

10000+



Exhibitors

300+



Exhibitor gathering Multivariate coverage ▶▶▶

Beautiful China Resource Zone

Shanxi Department Of Culture And Tourism
qianxinan Cultural And Tourism Bureau/Qingyuan Cultural And Tourism Bureau
.....

International Tourism Resource Zone

Japan Northeast Tourism Promotion Agency/Poland Tourism Bureau
Beijing Representative Office
.....

Tourism Technology Zone

Fuji Film/Shenzhen Translator/Dena Zhigu Technology/Hafu Drone/Shenzhen Jiying Technology
.....

Self Driving And Camping Equipment Zone

Tesla/Lixiang Automobile/Bus Group/Yamaguchi Xingchuan/Intelligence/Yixiao Food/Dudu Rv/Kuncheng Rv/Tianqing Camping
.....

Study-travel Tour Resource Zone

Hailiang Study-travel/Dahan Study-travel/By-health/Dongdong Parent-child Tour/Yaoneng Study-travel In Tongren City, Guizhou Province

Hotel And Homestay Zone

Atlantis Sanya/Shenzhen Marriott Hotel Golden Bay/Sheraton/Oct Hotel Group/Shenzhen Homestay Association

Intangible Cultural Heritage Zone

Shenle Jujube Root Carving Hall/Yiwan World/Daben Elephant National Chain Chamber Of Secrets/Frost Moon House

Scenic Area Zone

Splendid China/Happy Valley/Qingqing World/Guangming Farm Grand View Park/Shenzhen Ping'an Cloud Sightseeing/Luofu Mountain Scenic Area

*The above are representatives of some exhibitors



FORUM ACTIVITY REVIEW ▶▶▶



Professional Forums

- The First Bay Area International Cultural and Tourism Development Conference and the Third Bay Area Hotel Industry Innovation and Development Forum
- The First China National Park Summit in 2023
- New type retail for tourism and social stores
- The 3rd Study-Travel Forum and Research Content Release Conference
- The First Digital Culture and Tourism International Summit and Beautiful China Culture and Tourism Integration Industry Innovation and Development Forum
- The 3rd Guangdong Homestay Cluster Promotion Rural Industry Revitalization Summit Forum
- Global Destination Tourism Promotion Conference

Splendid Activities

- Opening Ceremony of the 8th Shenzhen International Tourism Industry Exhibition
- Hebei Hengshui Tourism Promotion Conference
- Guangdong Zengcheng Tourism Promotion Conference
- Southwest Guizhou Tourism Promotion Conference
- Best Exhibitor Award Ceremony ("Horse Treading on Swallows" Award)
- Theme speech on "Opening Travel with Little Red Books"
- Sanjiangyuan National Park Yellow River Source Park Nature Classroom
- Keynote speech on "Seizing the New Opportunities of Tourism Live Broadcasting"

01

The First Bay Area International Cultural and Tourism Development Conference The Third Bay Area Hotel Industry Innovation and Development Forum

Guiding unit:

Shenzhen Municipal Bureau of Culture, Radio, Television, Tourism and Sports /
Shenzhen Municipal Bureau of Commerce / Luohu District Commercial Bureau

Sponsor:

Shenzhen Tourism Association / Shenzhen Hotel Chamber of Commerce / Culture
and Tourism Working Committee of China Council for the Promotion of Ethnic Trade

With the theme of "New Starting Point, New Chapter", we will further help promote the high-quality development of the cultural tourism industry in the new era. The conference invited well-known experts and scholars in the industry to jointly advocate development ideas, analyze new opportunities, share new business formats, and look forward to future development trends.



02

2023 First China National Park Summit

The following are some of the speakers:

Su Yang, Researcher, Development Research Center of the State Council

Zhang Xiwu, Vice President of China Wildlife Conservation Association

Tian Zhiqi, Chief Operating Officer of the Asia-Pacific Region of the World Study and Tourism Organization

We have invited tourism industry leaders, industry experts and scholars, well-known corporate representatives, tourism experts and media organizations from all over the country to participate in this summit. The core of the meeting focused on topics such as the planning and construction of China's national parks, how the public can participate in China's national park projects, and prospects for the future development of China's national parks. At the same time, 10,000 people participated in the live broadcast of the forum online.

03

Tourism social "shop" business new retail

The following are some of the speakers:

Lin Yu, Regional Director of Tiktok Life Service Wine Travel Service Provider Management Department

Zhu Zhanzhao, Vice President of Tuniu Travel Network

Yinshuhu Vice President of Tongcheng Travel Network

Xiao Wei, founder of Wanzhong International Travel Service

We invited 9 practical expert traders who have achieved real results to explain to us the entire growth closed loop from [private domain customer acquisition], [content management], [new media-product operation], and leverage the "inflection point" of growth.

The meeting showed that the Metaverse is the next application form of the Internet, and the long-term industry trend is clear. At present, the most noteworthy directions of the Metaverse in the field of media and Internet are virtual digital people, NFT digital assets and chain games. In the future, industry trends are expected





04

The 3rd Research Travel Forum and Research Content Conference

The following are some of the speakers:

- Hu Lei Co-founder of Yanxue Toutiao
- Wan Zhibin Director of Research Branch of China Travel Agency Association
- Sun Wenzhi (Hainan Free Trade Port) Executive Director of Dream Building Research Project Operation Center

"This conference gathered representatives from study institutions and camps to think about new models and new developments in study travel. The meeting shared many aspects such as the industrialization development of research studies, the digital development of study tours, the evolution of research institutions, and the construction of cross-regional research ecosystems.

05

The First Digital Cultural Tourism International Summit and Beautiful China Cultural Tourism Integration Industry Innovation and Development Forum

The following are some of the speakers:

- Ma Yong, the leading talent of the National High-level Talent "Special Support Program" of the Organization Department of the Central Committee of the Communist Party of China
- Deng Zhaoming, Chairman of the New Thinking Think Tank, Postdoctoral Fellow of the Institute of Geographic Science and Natural Resources Research, Chinese Academy of Sciences, Member of the Exhibition Committee of China Tourism Association
- Zhou Zhihong, Secretary General of Guangdong Scenic Area Industry Association

It brought participants a "gourmet feast" with the theme of digital cultural tourism and leading the development trend of the cultural tourism industry. The conference brought together more than 200 people including local government leaders, cultural and tourism directors, industry entrepreneurs and media from all over the country. It also invited well-known domestic cultural and tourism experts to come together to share new trends, new technologies and new models for the development of the cultural and tourism industry.





06

Global Destination Tourism Promotion Conference

Representatives of tourism bureaus in China:

Deng Shuxian, Account Manager of Qatar Tourism Bureau / Ana Maria.Lafuente Cordoba, Spanish Tourism Consul

Representatives of organizing agencies and MICE exhibition companies:

Liang Xiaolong, General Manager of Channel Division of Ctrip Group Shenzhen Company / Zheng Ting, Deputy General Manager of Guangzhou Branch of Huacheng International Travel Agency Group Co., Ltd.

Representatives of various airlines:

Fang Hengliang, General Manager Assistant of Southern China Marketing Center of Eastern Airlines / Liu Yuxuan, Business Development and Marketing Manager of EgyptAir China / Erhan Balaban, General Manager of Turkish Airlines China

Representatives of artificial intelligence technology companies:

Liu Sijia, Business Development Manager of Tsingbo Intelligent South District / Li Leqing, Chief Architect of Tencent Cloud Ecosystem / Qian Li, Technical Director of Beijing Sponsor



The conference invited partners from airlines and travel companies to discuss, share, and engage in cross-sector cooperation. Some senior executives from high-tech companies were specially invited to attend the conference to conduct a round-table discussion around the "Application and Development of Artificial Intelligence Technology in the Aviation and Travel Industry."



07

The 3rd Guangdong Homestay Cluster Promoting Rural Industry Revitalization Summit Forum

The following are some of the speakers:

Luo Jianqiang, Vice President of B&B and Boutique Hotel Branch of China Tourism Association, President of B&B Branch of Guangdong Tourism Association

Li Chao, Executive President of Shenzhen Homestay Association

Cui Yuanxing, Distinguished Lecturer of Tsinghua University

Wu Jing, Guangdong Lvvuejia Homestay College

Zheng Mingqing,, Chairman of the Asia-Pacific Think Tank

With the theme of "High-quality Development of Homestays and Contributing to Rural Revitalization", industry representatives such as founders and investors of leading homestay brands in the Bay Area, authoritative cultural and tourism experts, and presidents of local homestay associations were invited to share their experience in the development of homestay clusters in Guangdong, to explore the development direction of B&B clusters and interpret B&B cluster creation and land policies to help the B&B industry in Guangdong Province upgrade, transform and develop sustainably.



Review of Eighth Forum Promotion Conference ▶▶▶



Hebei Hengshui Tourism Promotion Conference

Feng Xiaohua, director of the Binhu New Area Culture and Tourism Bureau, introduced the tourist attractions and resources of the Binhu New Area. Hengshui Lake Cultural Tourism Development Co., Ltd. and Gucheng County Gutou Cultural Tourism Group respectively promoted research and tourism products and cultural tourism resources in Gucheng County. Hengshui Binhu New District Culture and Tourism Bureau won the "Most Cultural Award". It also fully demonstrated Hengshui City's good eco-tourism resources, rich research and tourism products and characteristic traditional cultural products through various forms such as promotional videos, brochures, and physical exhibits, attracting nearly 10,000 people to stop and visit.



Guizhou Southwest Tourism Promotion Conference

The theme of this event is "Where Mountains Become Forests, Sunshine in Southwest Guizhou", radiating tourists from the Greater Guangdong Bay Area, empowering the influence of Southwestern Guizhou Prefecture cities, continuing to shape tourism brands, and inviting tourists and friends to come to Southwestern Guizhou Prefecture as guests. The upcoming International Outdoor Mountain Tourism Conference will carry out outdoor sports. The audience felt the magical charm of Southwestern Guizhou Prefecture's "astronomy, geography, and humanity" from the promotion.



Guangdong Zengcheng Tourism Promotion Conference

At this Zengcheng promotion event, a total of 12 Zengcheng enterprises participated, bringing tourism resources such as hotels, homestays, and scenic spots. At the event, the focus was on introducing Zengcheng's unique leisure ecological tourism resources, high-quality agricultural and sideline products, as well as creative non heritage cultural and creative works. Then, through the "Challenge the Great Demon King" prize winning game, the on-site citizens won nearly 50000 yuan worth of free room vouchers sponsored by various scenic spots, hotels, and homestays in Zengcheng through playing the game Hot spring coupons, discount coupons, and other promotional gifts will greatly enhance the brand awareness and reputation of Zengcheng Tourism through this promotion meeting, effectively expand the market share of Zengcheng Culture and Tourism in Shenzhen, and establish a good tourism development image of Zengcheng.

Review of the Eighth Forum Activities

To thank the exhibitors for their strong support of the exhibition, we planned the Best Popular Exhibitor "Ma Ta Fei Yan Award" and nine special exhibitor awards audience voting activities among the exhibitors during the exhibition. After three days of fierce competition and strict selection, Shenzhen Fulin Hotel received the most votes and won the first Best Popular Exhibitor "Ma Ta Fei Yan Award". In addition, the organizing committee focused on product display, display services Audience feedback from multi-dimensional evaluations identified nine featured exhibitors, who stood out among numerous exhibitors with their outstanding innovation, product features, and customer experience, becoming the dazzling stars of this selection!

Award Ceremony



Keynote Speech On "Seizing The New Opportunities Of Tourism Live Broadcasting"



At the meeting, case studies were used to provide a more intuitive experience of the charm of live streaming. Live streaming can provide precise positioning and promotion, achieving better sales results. The meeting also explained that with the development of technology, live streaming can undergo more innovation and transformation, such as adding AR special effects, which can provide users with a better visual experience.

Theme Speech On "Opening Travel With Little Red Book"

The guest shared how to use Little Red Book, a marketing traffic tool, to monetize traffic. There is travel agency marketing here, building a matrix of travel agency professional numbers for different tourist regions, and following the travel companion - Xiaohongshu, that's definitely right! Every travel suggestion is a firsthand experience.



The Value Of A Good Portrait Of Long Life To A Family Smart Elderly Care+image Culture With "Elderly Care"



Through the vibrant lens of the photographer, the spiritual outlook and rich inner world of Chinese longevity are depicted, revealing the secrets behind longevity. Elderly people can only live a long life if they have something to do. Learning photography for the elderly can be a low-cost cultural activity, which can not only cultivate their temperament, but also go out for parades and strengthen their bodies.

Sanjiangyuan National Park Yellow River Source Park Nature Classroom

Representatives of franchising enterprises shared specific cases of ecological experience and ecological research carried out in Sanjiangyuan National Park at the current stage. The National Park Science Leader and Manager Program has been officially recommended to the public.



First Site Tourism Live Stream Festival



SITE collaborates with leading MCN organizations to invite tourism experts to participate in the exhibition! Simultaneously carry out offline exhibition and online promotion activities, and the anchor will lead online audiences to cloud appreciate the exhibition site. Besides that! Dedicated live streaming room for free experience, allowing exhibitors to truly become anchors and engage in brand exposure!

Convenient And Beneficial To The People Tourism Consumption New Experience

This year, participating companies such as travel agencies, cruise ships, hotels, resorts, scenic spots, and theme parks have launched a hot selling tour package with annual freezing point prices to give back to citizens. The tourism products are rich and colorful, creating a convenient and efficient tourism consumption and purchase platform.



Love Charity Sale Benefiting From Others Autistic Children Dream Building

Ms. Ye Haiyang, a fan influencer with millions of followers, is specially hired as the public welfare ambassador of Shenzhen International Tourism Industry Expo to assist in the on-site charity sale. She hopes to use her own network influence and the dissemination of Shenzhen Tourism Expo to empower more public welfare undertakings.



Daily Necessaries Life Market

Bring the market into the exhibition! This market event, which is accompanied by the "Self driving Travel and Camping Equipment Exhibition", integrates rich content such as intangible cultural heritage handicrafts, cultural and creative works, national cuisine characteristics, trendy accessories, as well as painting, flower art, etc., integrating the comprehensive elements of "food, accommodation, travel, shopping, and entertainment" during the trip throughout the entire venue.



Innovation Interactive Tourism Carnival

- 600 square meters live immersive script entertainment, experiencing the script The charm of entertainment+cultural tourism
- Travel, adventure, treasure hunting, check-in, printing, and gift exchange
- 40 meter long Shenzhen photography scroll, experiencing the beauty of panoramic Shenzhen
- Xiaoyan Painting Academy collaborated with outstanding artists to live broadcast at 30 meters

The charm of hand-painted Shenzhen on the painting scroll



2024 SITE Future and You

The 2024 Shenzhen International Tourism Industry Expo will Create another glory!

The 9th Shenzhen International Tourism Industry Expo (abbreviation: SITE) will be held at the Shenzhen (Futian) Convention and Exhibition Center in 2024! Since SITE was founded in 2014, it has been accompanying the majority of tourism industry colleagues for ten years. In the 2024 exhibition, we will bring a new industry-leading exhibition full of innovation and technology, and will create four "ceremony + exhibition + summit + live broadcast" An integrated industry trend discussion and tourism resource exchange conference will gather practitioners in the tourism industry chain, innovation chain, capital chain, and ecological chain to jointly build an industrial ecosystem. It is expected to bring together 500 tourism companies, organizations and institutions.

This exhibition will give full play to its resource advantages and industry trends, and will be supported by more than ten professional forums. During the period, it will focus on the development of national parks, tourism technology empowerment, digital upgrading of travel agencies, the development of customized business travel, new directions for study tours, A series of major forums and promotion activities were held on topics such as the new integration of the homestay industry. We warmly invite elites from various industries to the stage to build cooperative relationships and channels. It is the best business display platform to build brand awareness.

This is a "B2B+B2C" integration feast, which will allow tourism colleagues across the country and even around the world to gain diversified and all-round gains during the exhibition.

We look forward to your joining the 9th Shenzhen International Tourism Industry Expo in 2024!



2024 SITE

Exciting Exhibition Zone Preview ▶▶▶

Internationalization · Specialization · Marketization



Beautiful China City Image Exhibition Zone

Tourism Bureaus/ Scenic Spots/ Theme Parks

High Level Customization/ Theme Tourism Exhibition Zone

Group Organization/ Customization Tourism/ Supporting Service Agency/ Supporting Products, Etc



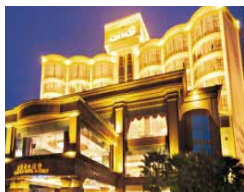
Rural Revitalization and Ecological Tourism Exhibition Zone

Rural Tourism Destinations/ Ecotourism Destinations and Products/ Tourism+/ IP Projects/ Cultural Tourism Real Estate, Cultural Tourism Investment and Financing/ Tourism Planning/ Rural Tourism Specialties, Etc



Cultural and Creative Tourism/ Intangible Cultural Heritage Exhibition Zone

Cultural and Tourism Investment/ Health Towns/ Scenic Spots/ Tourism Performances/ Local Characteristic Products/ Cultural and Creative Products/ Intangible Cultural Heritage, Etc



Homestay/hotel/ Mice Exhibition Zone

Resort Hotels/ Supporting Facilities/ Characteristic Homestays, Etc

2024 SITE

Exciting Exhibition Zone Preview ▶▶▶

Internationalization · specialization · marketization



Self Driving Tours and Accommodation (Camping) Life Equipment Museum Zone

Rv and Equipment/ Private Cars and Equipment/ Outdoor Related/ Camping Sites and Supporting Facilities/ Residential Products/ Self Driving Clubs and Related Organizations

International Tourism Resource Exhibition Zone

Overseas Tourism Bureaus/ Local Travel Agencies/ Shopping Venues/ Overseas Medical Institutions/ Medical Agency, Etc



Exhibition Zone For Study Tours

Study Tour Service Providers/ Study Tour Bases (Including Industrial Tourism)/ Related Supporting Providers

Tourism and Transportation Exhibition Zone

Airlines/ Cruise Lines/ High Speed Rail/ Subway/ Team Car Rental/ Personal Car Rental/ Scenic Area Car, Etc



Tourism Technology Exhibition Zone

Tourism Software Programmers/ Tourism Supporting Electronic Products/ Ai Intelligent Devices/ Entertainment Technology Products

Special forum for exhibition period Interpreting the Development Trends of the Tourism Industry ▶▶▶

We have rich experience in conference planning. During the 10 years since our establishment, we have planned and held more than 100 summit forums and seminars, creating wonderful conference activities for our partners. By giving full play to the resources of our professional team, we are committed to providing you with first-class conference services and jointly promoting the prosperity and development of the tourism industry. We warmly welcome colleagues in the tourism industry to have in-depth exchanges with us and create a better future together!



International Tourism Resources B2B Platform, Connect with over 2000 global travel industry peers ▶▶▶

As a tourism resource integration platform, Shenzhen International Tourism Exhibition pays attention to the cutting-edge market dynamics, gathers tourism professionals from around the world to discuss new trends and developments. At the same time, it organizes buyer resource matchmaking meetings, provides one-on-one resource matchmaking services, and strives to create a professional B2B tourism exhibition in the industry.



Moments of exciting B2C activities immersive experience, Super interactive with over 100000+viewers >>>

The Shenzhen International Tourism Industry Expo has professional capabilities in organizing C-end events, including creative planning, resource integration, event execution, media promotion, and other aspects. It can provide comprehensive services and add color to the event; Able to provide unique and attractive theme creations based on customer needs and goals, such as interactive games, cultural experiences, and diverse entertainment performances. The future C-end events of exhibitions will bring more diverse and diverse exhibition experiences to exhibitors and visitors.



Full coverage of mainstream media Online channels ▶▶▶

Covering mainstream media and industry (tourism/internet/finance/culture) media channels nationwide, with over a hundred deep strategic cooperative media outlets



Exposure of new media, fully covered by joint KOC+KOL self media

Today's Headlines/
Sina Weibo

13,000,000+



Tiktok/
Watermelon/
Volcano

200,000,000+



Official account/
Video account/
Circle of friends

2,400,000,000+



Baidu

120,000,000+



Full coverage of mainstream media Online channels ▶▶▶

100+ mainstream websites WeChat groups

- SITE 嗨玩 户外课堂群 (83)
- SITE 思想荟 文旅资源1群 (166)
- SITE 旅业同行交流群 8群 (200)
- SITE 思想荟 户外资源2群 (91)
- SITE 思想荟 西藏资源1群 (119)
- SITE 思想荟 户外资源1群 (250)
- SITE 旅业同行交流 202群 (193)
- SITE 旅业同行交流 201群 (357)
- SITE 旅游同业资源广告1群 (333)
- SITE 嗨玩户外 1群 (109)
- SITE 旅行研究所 203群 (126)
- SITE 旅行研究所 204群 (73)
- SITE 嗨玩露营 ⑧ (56)



Shenzhen Satellite TV

GRT Satellite Channel

中华人民共和国文化和旅游部

深圳国际旅游产业博览会举办

文旅头条

第八届深圳国际旅游产业博览会举办

国内游 2023-08-05 23:12 中国旅游报·文旅头条

出境游 日前, 第八届深圳国际旅游产业博览会(以下简称“深圳旅博会”)在深圳(福田)会展中心举办。展会由深圳市旅游协会、深圳市康悦东方文旅集团有限公司联合主办。

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每日读史知今

2023 第八届深圳国际旅游产业博览会倒计时!

第八届深圳国际旅游产业博览会于2023年8月2日至4日在深圳国际会展中心(福田)举办

联合主办: 深圳市旅游协会、深圳市康悦东方文旅集团有限公司

承办单位: 深圳市康悦文旅集团有限公司

会展和旅游相继复苏: 第八届深圳国际旅游产业博览会开幕

Mainstream media fully covers offline channels ▶▶▶



Shenzhen Elevator Media



Outdoor curtain wall advertising



Shenzhen High Speed Rail Station Lamp Post Advertising



Shenzhen Metro Advertising



LED advertising at ports



Shenzhen Metro Advertising



Shenzhen Airport Advertising

Booth Package ▶▶▶

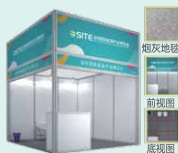
The standard booth package includes basic booth configurations
The special booth is an open space without basic configuration and needs to be built by exhibitors themselves

Single-opening Booth 9m²



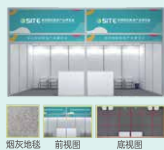
- Reception Desk * 1
- Chairs * 2
- Spotlight * 2
- Power Supply Socket * 1
- Trash Basket * 1
- Smokey Grry Fire-resistant Carpet On The Floor

Double-opening Booth 9m²



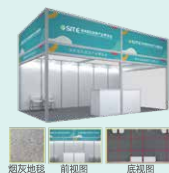
- Reception Desk * 1
- Chairs * 2
- Spotlight * 2
- Power Supply Socket * 1
- Trash Basket * 1
- Smokey Grry Fire-resistant Carpet On The Floor

Single-opening Booth 18m²



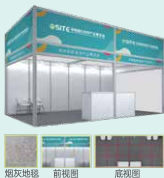
- Reception Desk * 2
- Chairs * 4
- Spotlight * 4
- Power Supply Socket * 4
- Trash Basket * 4
- Smokey Grry Fire-resistant Carpet On The Floor

Single-opening Booth 18m²



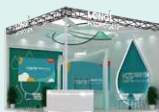
- Reception Desk * 2
- Chairs * 4
- Spotlight * 4
- Power Supply Socket * 2
- Trash Basket * 2
- Smokey Grry Fire-resistant Carpet On The Floor

Double-opening Booth 27m²



- Reception Desk * 3
- Chairs * 3
- Spotlight * 3
- Power Supply Socket * 3
- Trash Basket * 3
- Smokey Grry Fire-resistant Carpet On The

Raw Space Booth 36m²



- This location is a special booth space and needs to be built by the exhibitor themselves
- Starting at 36m²

*For other booths, please contact the organizing committee for special customization.

Exhibition Sponsorship >>> And Promotion Opportunities



General Title of
Conference Forum



Exhibition Entrance Arch
Advertising Space



Advertising Space At The
Conference Service Desk



Bag Advertising Space



Exhibition Entrance Photo
Area Advertising Space



Exhibition Flag Hanging
Advertising Space



Billboard
Advertising Space



Billboard Advertising
Space For The Conference



Guide The Way To Paste
Advertising Space



Ticket Advertising Space



Advertising Space For
Conference Journals



Exhibition Guide
Advertising Space

Exhibition Sponsorship >>> And Promotion Opportunities



Exhibition/ Visitor Card Advertising Space



Rental of Promotion Venue



Forum Venue Advertising Space



Forum Area Project Display



Subway Joint Advertising Space



Buyer Resource Docking and Negotiation Area Advertising Sponsorship



Exhibition Shuttle Bus Sponsorship



Designated Souvenir Sponsorship For The Conference



Buyer Dinner Sponsorship

Limited booth
Please feel free to contact

Contact : Miss Ma

Telephone : 17722696735



SHENZHEN INTERNATIONAL TOURISM INDUSTRY EXPO



Hi·玩世界

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Website : <http://www.szite.com.cn>



Wechat
Official
Account



Wechat
Subscription
Account



Sina Weibo



Tiktok