



7th
第七届

深圳国际旅游博览会
SHENZHEN INTERNATIONAL TOURISM EXPO



SITE

2020 深圳国际旅游博览会
SHENZHEN INTERNATIONAL TOURISM EXPO

展后报告
POST SHOW REPORT



ID 2020展会概况/2020 Exhibition Overview

2020年第七届深圳国际旅游博览会(简称:深圳国际旅博会/SITE)由深圳市旅游协会主办,深圳市毅鹏会展服务有限公司承办,广东省研学旅行协会、深圳市福田区旅游协会、中广影文化传媒有限公司协办,中国林业生态发展促进会生态旅游委员会作为战略支持单位,在2020年11月20日-22日深圳福田会展中心2-3号馆成功举办,本届展会展览面积为2.25万平方米,比往届扩大了50%,参观人数达5.2万人次。

自2014年创办以来,现已成为全深圳历史最悠久,展览面积最大、展出内容最专业的国际性旅游类展会,已为海内外的组织和机构,以及各领域旅游业者,成功链接了各种优质行业资源,为旅业同仁和广大旅游爱好者们呈现出一场又一场的美食盛宴,已发展成为全球旅游产业中企业、组织、机构等相关合作伙伴的重要洽谈与交流的窗口和平台。

深圳国际旅游博览会在2020年与旅业共同经历了非常特殊的一年。2020第七届深圳国际旅博会汇聚了各省市区和海外地区(含港澳台)70多个,近400家企业参展。疫后迎来了行业重振,本届展会共吸引了来自京津冀、江浙沪、东三省、滇贵渝、陕甘新、华南、华东、粤港澳大湾区等地区以及海外地区的展商及专业观众、VIP买家20000余人,其中展会特邀买家500余家,买家类别覆盖了旅行社、组团社、批发商、研学游学、户外旅游、会议会奖、商旅及酒店、文旅投融资、政府招商、大交通及航司等板块。同期举办的专业配套论坛、旅游推介会、大咖座谈会及新闻发布会等精彩活动,覆盖了生态旅游、休闲旅游、旅行社、文旅、研学、星空旅行、户外探险、旅游直播、旅游科技等热门话题,吸引了同行的高度关注,赢得了广泛好评,以多方共赢的姿态与旅业同仁们再创旅业辉煌。展会共设9大展区与自驾游房车专馆,其中生态旅游及扶贫、主题定制游、自驾游为今年新增设的特色展区。

The 7th China (Shenzhen) International Tourism Expo (abbreviated as: SITE) was successfully held in Hall 2 & 3, Shenzhen (Futian) Convention and Exhibition Center from November 20-22, 2020. It was hosted by Shenzhen Tourism Association and undertaken by Shenzhen Yipeng Exhibition Service Co., Ltd. Co-organized by Guangdong Study Travel Association, Shenzhen Futian District Tourism Association, and ZGY Culture Media Co., Ltd. With Ecotourism Committee of China Eco Development Association (CEDA) as the strategic support unit.

Since its establishment in 2014, with the support of all levels of governments and organizations in Shenzhen, and after nearly 7 years of marketization, professionalization, internationalization, branding operations, SITE has become a most professional international tourism exhibition in Shenzhen with the longest history and the largest exhibition area, successfully linked extensive and comprehensive industry resources for domestic and abroad organizations and institutions, as well as tourism enterprises in various fields, provided a feast after another for travel industry practitioners and travel enthusiasts. It has gradually developed into a vital window and platform for business negotiations and exchanges between enterprises, organizations and institutions in the global tourism industry.

SITE has experienced a really special year with all of you in 2020. The total exhibition area of the 7th SITE was 22,500 square meters, increased 50% compared with the last issue. Nearly 400 exhibitors from over 70 domestic provinces, municipalities, cities, overseas countries and regions (including HongKong, Macau and Taiwan), more than 20,000 invited buyers and professional visitors converged in the 7th SITE. And the number of visitor reached 52,000, even though under the influence of the COVID-19 epidemic. The professional forums, tourism promotional conferences, symposiums and press conferences and other exciting activities covered ecotourism, leisure tourism, cultural tourism, study travel and travel agencies etc. Buyer categories covered travel agencies, wholesalers, MICE, business travel facilitators, study-travel facilitators, cultural tourism investment and financing, government, tourism transportation and other sectors. The buyer groups fully communicated and negotiated with exhibitors, participated in hot forums and conferences, and has achieved a win-win situation, created the glory of the tourism industry again. Hot topics such as starry-sky travel, outdoor adventure, tourism live broadcast, and tourism technology have attracted great attention and won praise from tourism colleagues. The exhibition has 9 theme exhibition areas and a self-driving & RV pavilion, Eco-tourism and poverty alleviation, themed customized tours, and self-driving & RV tours are new exhibition areas.

ID 组织架构/Organizational Structure

主办单位:深圳市旅游协会

Organizer:Shenzhen Tourism Association

承办单位:深圳市毅鹏会展服务有限公司

Undertaker:Shenzhen Yipeng Exhibition Service Co., Ltd.

协办单位:广东省研学旅行协会、深圳市福田区旅游协会、中广影文化传媒有限公司

Co-organizers:Guangdong Study Travel Association, Shenzhen Futian District Tourism Association, ZGY Culture Media Co., Ltd

战略支持单位:中国林业生态发展促进会生态旅游委员会

Strategic support institution: Ecotourism Committee of China Eco Development Association (CEDA)

ID 展会分析/Analysis of Exhibition

20,746人

专业观众
Professional Audiences

31,275人

公众
Citizen Visitors

516家

特邀买家
Invited Buyers

367家

展商
Exhibitors

76个

各省市区和海外地区
(含港澳台)
Countries and Regions

»展商类型/Exhibitor Type

51.6%

旅游目的地及产品

Tourist destination and Tourism product

26%

各省市及海外地区旅游局(含港澳台)

Tourism administration of all provinces, cities

25.7%

研学内容/基地/研学产品

Study-travel facilitator

22.8%

扶贫、非遗及文化旅游

Poverty alleviation, Intangible cultural heritage and Cultural tourism

19.2%

其他

Others

14.9%

品牌旅行社及线路

Brand travel agency

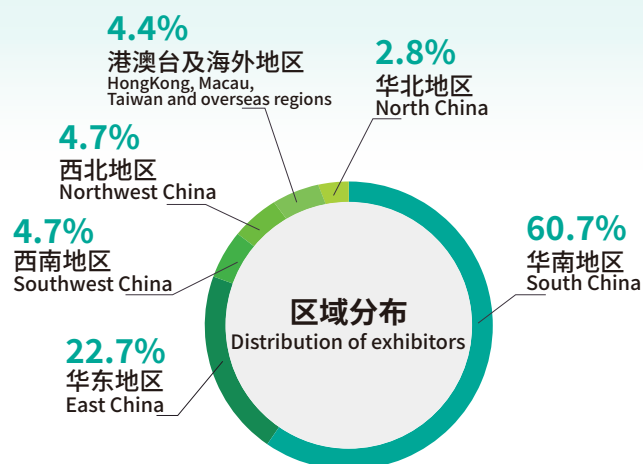
10.8%

旅游科技

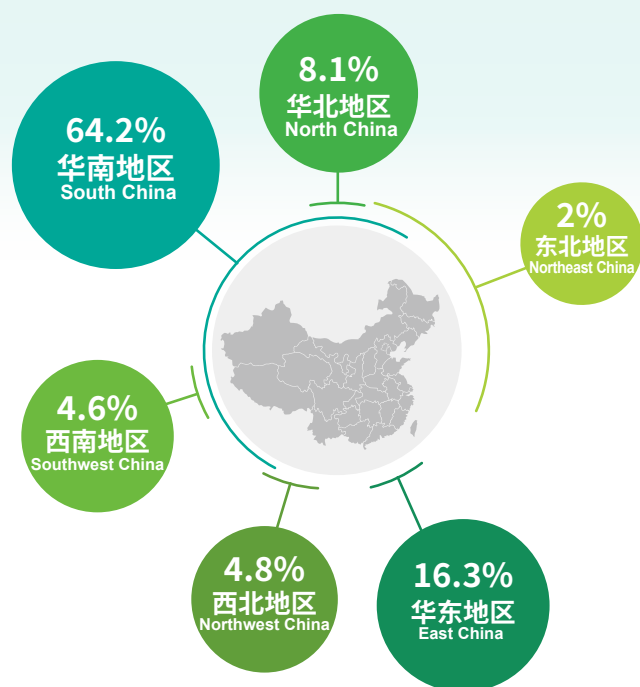
Tourism Technology



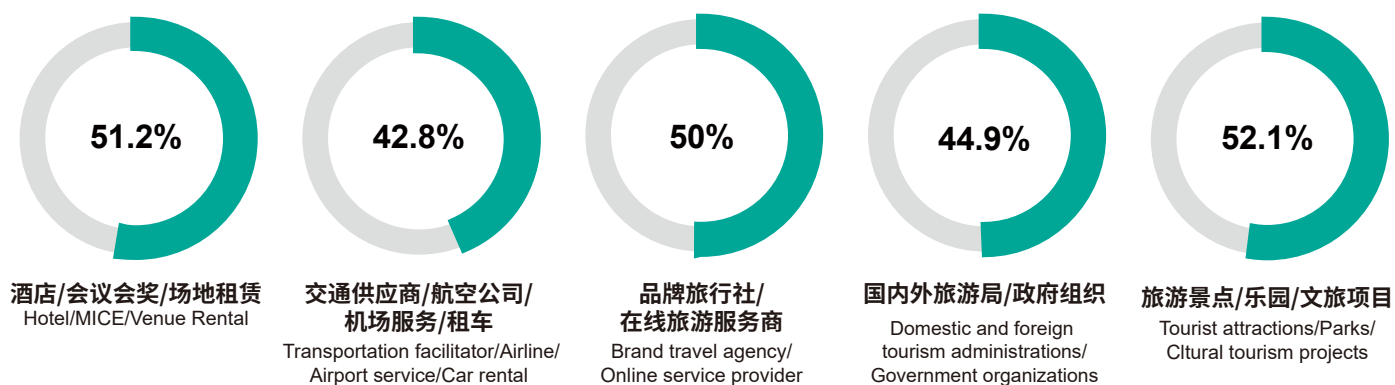
展商区域分布 Regional distribution of exhibitors



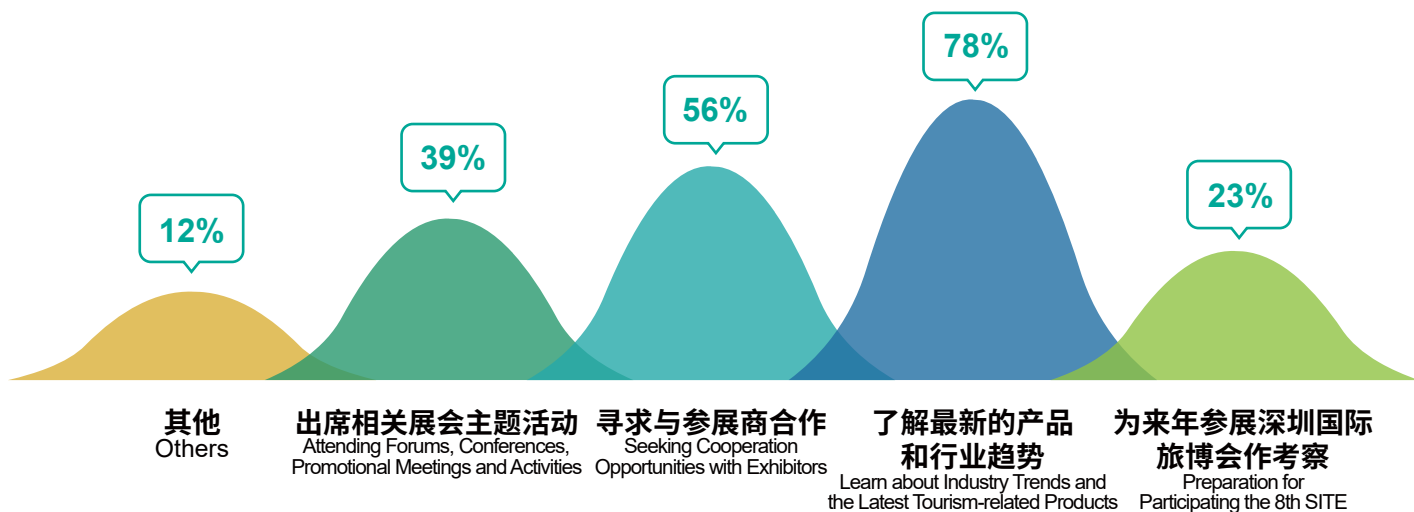
特邀买家区域分布 Regional distribution of exhibitors



买家比较感兴趣的展商/Distribution of buyers' interest



专业观众参观目的/Purpose of Professional Visitors



»特邀买家感言/The Statements of Invited Buyers

感谢主办方此次邀请茂名市旅游产业商会组织茂名市文旅代表团参加第七届深圳国际旅游博览会，此次博览会是一个很好的文旅新业态交流圈，推动行业交流互动和信息共享，促进疫后文旅市场复苏，为更好的推动旅游行业的发展奠定了基础！

在此次国际旅游博览会上茂名市旅游产业商会与景区码正式签约成为战略合作伙伴，再次感谢旅博会提供优秀的交流平台！

——茂名市旅游产业商会执行会长林汉升

Thanks to the organizing committee for inviting Maoming City Tourism Industry Chamber of Commerce to organize Maoming City Cultural Tourism Delegation to participate in the 7th Shenzhen International Tourism Expo. This expo was a good cultural and tourism industry exchange circle, promoting industry exchanges and information sharing. Promoted the recovery of the cultural tourism market after the epidemic, and lay a foundation for better promoting the development of the tourism industry! At this International Tourism Expo, Maoming Tourism Industry Chamber of Commerce officially signed a contract with "Scenic Spot Code" and to become strategic partners. Thanks again for the excellent communication platform provided by the Tourism Expo Organizing committee!

——Lin Hansheng, Executive Chairman of Maoming Tourism Industry Chamber of Commerce

本届展会根据旅游市场需求特设有首届自驾游及旅居装备专馆、国际资源展区、酒店展区、研学游学展区、高端定制游展区、美丽中国展示区、旅游科技展区、文旅展区、大交通区、主题旅游展示区等丰富资源展示，为我市旅游从业人员与国内外旅游机构搭建了非常重要的交流与合作平台，为今后如何做好旅游产品设计及团队接待工作打下坚实的基础。

——珠海市旅行社行业协会 秘书长 汤丽娟

According to the needs of the tourism market, this exhibition featured the first RV self-driving tour and sojourn equipment special hall, International tourism resources exhibition area, Hotel & MICE exhibition area, Research and study tour exhibition area, High-end customized tourism exhibition area, Beautiful China exhibition area, Tourism technology exhibition area, Cultural tourism exhibition area, and Tourism transportation exhibition area, Theme tour exhibition area. The rich resources has built a very important platform for exchanges and cooperation between tourism practitioners in our city and domestic and foreign tourism agencies, laid a solid foundation for how to do well in the future of tourism product design and team reception.

——Tang Lijuan, Secretary General of Zhuhai Travel Agency Industry Association

非常荣幸收到主办方的邀请，组织佛山市旅行社同行们参观本次深圳旅博会。本次旅展集专业性、国际性、高效性为一体，

展会现场参展商与专业买家间商贸交流不断，构建起了海内外旅界企业间商务沟通及深度合作的重要桥梁，进一步助推企业间资源的高效对接。感谢主办方给予佛山代表团学习的机会，通过本次旅展，旅行社代表能进一步了解旅游行业发展新趋势，携手旅业大咖紧抓旅游行业发展新机遇。

——佛山市旅行社协会 副秘书长倪黎

It was a great honor to receive the invitation of the organizer for me to organize the Foshan travel agency partners to visit this Shenzhen Tourism Expo. This travel exhibition integrates professionalism, internationality, and efficiency. The constant trade exchanges between exhibitors and professional buyers at the exhibition site built an important bridge for business communication and in-depth cooperation between domestic and foreign companies in the travel industry, further boosted efficient connection of resources between enterprises. Thanks to the organizer for giving the Foshan delegation the opportunity to learn. Through this travel exhibition, travel agency representatives further understood the new trends in the development of the tourism industry, and being together with industry leaders to catch new opportunities of the development of the tourism industry.

——Ni Li, Deputy Secretary-General of Foshan Travel Agency Association

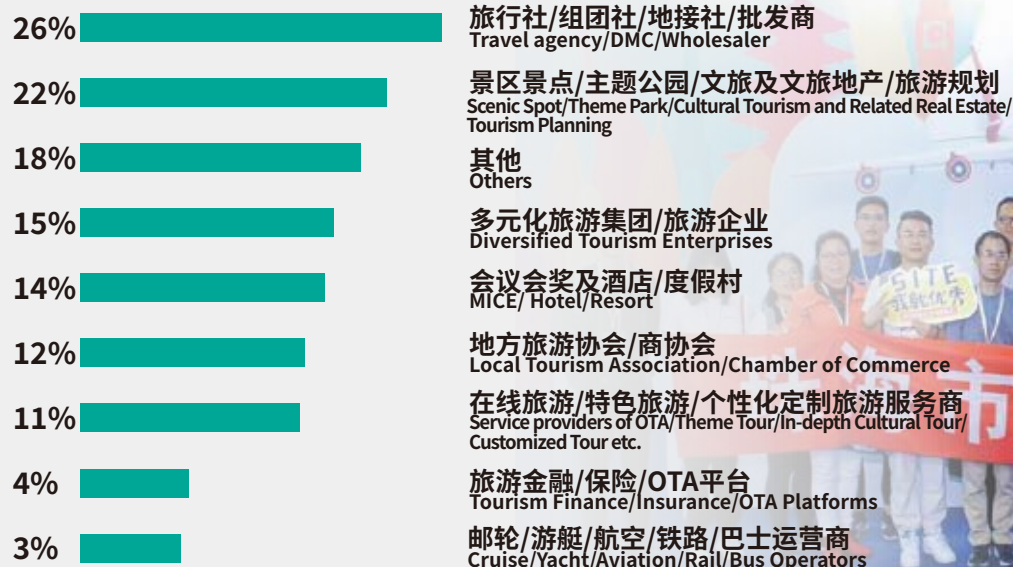
为支持深圳市建设中国特色社会主义先行示范区，江门市旅游行业协会积极对接，加强两市在文旅方面的交流合作，积极组织江门市各文旅企业参展和观展。中国（深圳）国际旅游博览会由深圳市旅游协会主办，充分发挥行业协会引领带动作用，充分贴近文旅市场，有利于资源方开拓广阔市场，便于旅行社和电商更好对接资源，更有大小各种专业性论坛，为文旅企业服务周到。最后愿中国（深圳）国际旅游博览会越办越好，2021年再牵手。

——江门市旅游行业协会 秘书长 陈文飞

In order to support Shenzhen's construction of Pilot Demonstration Zone of Socialism with Chinese Characteristics, the Jiangmen Tourism Industry Association actively connected, strengthened exchanges and cooperation between the two cities in cultural tourism, and actively organized cultural tourism enterprises in cities of Jiangmen to participate in. The China (Shenzhen) International Tourism Expo is hosted by the Shenzhen Tourism Association. It played the leading role of the industry associations, and fully closed to the cultural tourism market, which was conducive for the resource providers to develop a broader market, and it was convenient for travel agencies and e-commerce to better connect with each other. There was also a large amount various professional forums which provided thoughtful services for cultural tourism enterprises. Finally, I hope that the China (Shenzhen) International Tourism Expo will get better and better, and hope to cooperate again in 2021.

——Chen Wenfei, Secretary-General of Jiangmen Tourism Industry Association

»专业观众领域分布/Analysis of Professional Visitors



ID 展商感言/The Statements of Exhibitors

2020年深圳旅游博览会是给人惊喜的一届展会。虽然受疫情影响，没有往年人山人海的观众，但专业买家邀约精准，对海外展商及资源表现出更浓厚的兴趣，波兰旅游局作为展商收获颇多。本届展会的亮点和创新“研学旅行目的地合作者大会”增加了境外目的地推荐环节，会后目的地和专业研学机构及旅行社的对接十分踊跃，是推介相关游学产品的理想而高效的平台。再次感谢主办方对与波兰旅游局参展的大力支持，祝展会越办越好！

——波兰旅游局北京办事处

The 7th Shenzhen International Tourism Expo in 2020 is a surprising exhibition. Although affected by the COVID-19 epidemic, there were no crowds of visitors like previous years, the professional buyers were accurately invited and showing stronger interest in overseas exhibitors and resources. The Polish Tourism Administration has gained a lot as an exhibitor. One of the highlights and innovations of the 7th exhibition "Collaboration Conference of Study Travel Destinations" added overseas destination recommendation segment. After the meeting, study travel destinations have been actively connected with professional institutions and travel agencies. It is an ideal and efficient platform to promote study tours. Thanks again to the organizers for their strong support to Polish Tourism Administration, and wish SITE better and better!

——Beijing Office of Polish Tourism Administration

作为疫情之后，举办的第七届深圳国际旅游博览会，会聚各方热情参与和大力支持，实属不易。无论您是我们长期合作的伙伴，还是在展会上刚刚相识的新朋友，此次展览会上，我们相聚在一起，深切感受到了贵方的组织有力，为还处在寒冬的深圳旅游业带来一丝温暖，在此，我们真诚地说一声：谢谢！

此次展会备受业界瞩目，在本届展会上，有许多朋友了解到疫情之后深圳旅游行业发展新动态，我司也找到新的方向。对此，我们深感欣慰，这也将激励我们以最大的努力为深圳旅游行业尽绵薄之力。

最后，再次感谢展会方，没有你们的支持，就没有如此及时温情的展览会！展会方，让我们期待明年再会！让我们携手共创新的辉煌！

——广东中旅（深圳）旅行社有限公司

The 7th SITE, as an International Tourism Expo which was held after the COVID-19 epidemic, gained enthusiastic participants and strong support of all partners. Whether long-term cooperated partners of us, or new friends who we just met at the exhibition, we gathered at this exhibition. We deeply felt that the organizing committee is powerful and the exhibition was well organized, they brought a touch of warmth to Shenzhen's tourism industry in the cold winter of tourism industry, here, we sincerely say: Thank you! This exhibition has attracted great attention of tourism industry, at the 7th SITE, many friends learned about the new developments of Shenzhen's tourism industry after the epidemic, and our company has also found a new direction. In this regard, we are deeply gratified, it will also inspire us to do our best to contribute to the Shenzhen tourism industry. Finally, thanks the exhibition organizers again, without your support, there would be no such timely and warm exhibition! Let's look forward to meet again next year! Let us work together to create brilliance!

——Guangdong China Travel Service Co., Ltd.

亚洲万里通以及国泰航空很荣幸的参加了2020年深圳国际旅博会，在疫情影响国际旅游的情势下，主办方能很好的组织以及成功举办大型会议，让我们在展会中能很好的展现品牌的特性以及与市场 and 消费者互动，沟通，对品牌在华南地区的知名度以及偏好程度都有一定的提升。在组织过程中，主办方也很有条理的提供注意事项以及步骤，展会期间也提供了很好的媒体以及曝光资源支持。该次的活动我们对效果也十分满意，希望能在未来有更深一层的合作与互动机会。

——亚洲万里通及国泰航空

Asia Miles and Cathay Pacific were honored to participate in the 2020 Shenzhen International Tourism Expo. Under the situation that the epidemic affects international tourism, the organizers organized and successfully held such large-scale exhibition, so that we could well demonstrate the characteristics of our brand and deeply interact with the market, also communicate with consumers, improved our brand's popularity and preference in southern China. During the organization process, the organizer also notified precautions and participating & exhibiting steps in an orderly manner, and provided good media and exposure support during the exhibition. We are also very satisfied with the outcome of this event, and hope to have deeper cooperation and interaction opportunities in the future.

——Asia Miles & Cathay Pacific Airways Ltd.

本次旅博会面向中国旅游市场最前沿，覆盖面广，交流机会多，政策分析全面，与大量机构、旅游运营商和资源供应商探讨行业趋势，宝能旅游在此次活动中荣获“最佳人气奖”，感谢会务组提供此次机会和平台！

——宝能旅游

This Expo represented the forefront of Chinese tourism market, with wide coverage, plenty of communication and exchange opportunities, comprehensive policy analysis, and industry trends discussions with a large amount of institutions, tourism operators and resource suppliers. Baoneng Tourism won the "Best Popularity Award", thanks to the organizing committee for providing this opportunity and platform!

——Baoneng Tourism

首先非常感谢深圳国际旅游博览会主办方的盛情邀请，作为参展商，广州融创文旅城此行收获颇丰。180m²的宽阔场地让我们有更多空间展示文旅城丰富的业态，得天独厚的展位也让我们得以第一时间吸引大家的眼球。此次参展，除了让更多的游客了解广州融创文旅城之外，还获得了许多与同行深入交流的机会，我们也看到旅游业的发展虽遇瓶颈，但众多旅游人仍在不断地挖掘机遇，作为文旅城，同样也在不断探索未来发展的道路。这次获得“疫后最受欢迎度假景区”这一奖项，除了收获肯定之外，也在鞭策着我们不断前行。最后衷心祝愿深圳国际旅游博览会越办越好！

——广州融创文旅

First of all, I'd like to thank the organizers of Shenzhen International Tourism Expo for their kind invitation. As an exhibitor, Guangzhou SUNAC Resort gained so much. The 180-square-meter booth space allowed us to show the rich business formats, and the unique location allowed us to attract everyone's first attention. In addition to letting more tourists know about Guangzhou Sunac Resort, we have also obtained many opportunities for in-depth exchanges with tourism industry partners. We have also seen that although the development of

the tourism industry has encountered bottlenecks, many partners are still exploring opportunities. As a cultural tourism city, we are also constantly exploring the path of future development. The award of "Most Popular Resort After the Epidemic" that we won at SITE, not only represented that we gained recognition, but also encourages us to keep moving forward. Finally, sincerely wish Shenzhen International Tourism Expo better and better!

—Guangzhou SUNAC Resort

首先非常感谢深圳国际旅游博览会主办方的盛情邀请，作为参展商，此行收获颇丰，深圳旅游观光巴士由深圳巴士集团负责运营，目前共有3条线路，分别是红线（人文历史）、蓝线（生态科技）、黄线（城市夜景）。此次参展，主办方让我们将旅游观光巴士驶入展厅现场也更加吸引大家的眼球，让市民、游客、同行更直观的看到我们的产品，可以直接上车体验我们的观光巴士。除了让更多的游客市民了解旅游观光巴士之外，也获得与许多同行深入交流的机会，祝愿深圳国际旅游博览会一届办的比一届好！

—深圳巴士集团旅游观光巴士

First of all, I'd like to thank the organizers of Shenzhen International Tourism Expo for their kind invitation. As an exhibitor, this trip has been very rewarding. The Shenzhen Tour Bus is operated by Shenzhen Bus Group. There are currently 3 routes, namely the Red Line (Humanities and History) and Blue Line (Eco-tourism and Technology), Yellow Line (City Night Scene). At this exhibition, we drove the sightseeing bus into the exhibition hall and attracted public attention, so that citizens, tourists and industry partners could see our products more intuitively, and they could directly experience our sightseeing bus. In addition to letting more tourists and citizens understand the sightseeing bus, we also have the opportunity to communicate with many colleagues in depth. I wish the Shenzhen International Tourism Expo will be better and better!

—Shenzhen Bus Group

》买家人群画像—排名前10的城市 Top 10 Cities for Buyers



》专业观众了解旅博会的途径 Ways of Professional Visitors Knowing SITE

- 1 互联网搜索/媒体广告
Internet search/Media advertising
- 2 展商邀请/同业推荐
Exhibitors invitation / Industry partners recommendation
- 3 旅博会官方网站/微博/微信
The official website of SITE/Weibo/WeChat
- 4 新闻媒体报道
Media coverage
- 5 组委会直接邀请/旅博会官方快讯
Invitation from the Organizing Committee/Official News
- 6 其他
Others



*感谢日本、西班牙、波兰、伊朗、多哥等海外旅游局的参展支持。

ID 展期论坛及活动/ Professional Forums and Activities

同期会议论坛演讲嘉宾数量
Number of Speakers

82人

同期会议论坛参会者数量
Number of Forums and Conferences Participants

2597人

涵盖范围
Coverage

旅行社 生态旅游 研学 导游
Travel agencies Ecotourism Research & study travel Tour Guide
文旅 户外探险 旅游直播
Cultural tourism Outdoor adventure Live Travel

»重点论坛会议/Key Forums and Conferences

第二届华南旅游全天峰会 南北大对话——疫后国内市场新浪潮

The 2nd South China Tourism All-Day Summit South-North Dialogue--New Trends in the Domestic Market after the Epidemic

中国生态旅游产业高峰论坛暨生态旅游实施标准发布会

China Ecotourism Industry Summit Forum--Ecotourism Implementation Standards Release Conference

2020旅业智能引流与经营主题论坛

2020 Tourism Intelligent Drainage and Management Theme Forum

第五届中国文旅大消费年度峰会暨龙雀奖华南区评选启动仪式

The Fifth China Cultural Tourism Consumption Annual Summit and the Launching Ceremony of the "Longque Award" in South China

携手同行、互惠共赢——中国研学旅行目的地合作者大会

Hand in hand, mutual benefit --Cooperation Conference of China Study-Travel Destination Partners

深圳市第十届职工技术创新运动会暨2020年深圳技能大赛--导游员技能竞赛颁奖仪式

The 10th Shenzhen Workers Technological Innovation Game and 2020 Shenzhen Skills Competition--Tour Guide Skills Competition Award Ceremony

导游业务专题讲座--箭杜鹃大讲堂2020年第四期《后疫情期间导游带团操作规范》

Feature Seminars on Tour Guide Professional Work "Bougainvillea Lecture Hall" 2020 the 4th "Guidelines of Travel Group Operation During the Post-epidemic Period for Tour Guide"

星空旅行论坛暨最美星空目的地评选标准颁布及颁奖

Starry-sky travel Forum--the Most Beautiful Starry Sky destination award Selection and Selection Criteria promulgation

»精彩推介活动及发布会/Promotion Meetings and Press Conferences

1. “深出发”产品发布会暨深圳市旅游零售市场复苏计划启动仪式
"Shenzhen Start off" product launch conference-- launching ceremony of Shenzhen Tourism Retail Market Recovery Plan
2. 广东中旅 悦中旅游门店合伙人机制新闻发布会
Press Conference on the Tourism Stores Partner Mechanism of Guangdong China Travel Service Co., Ltd. & Guangdong Yuezhong Travel Co., Ltd.
3. 西班牙旅游局推送FLAMENCO表演
FLAMENCO Performance Brought by Spanish Tourism Administration
4. “丝路古龟兹，神奇阿克苏”-新疆阿克苏地区旅游推介会
"Silk Road Ancient Guizi, Magical Aksu"-Tourism Promotion Conference of Aksu, Xinjiang
5. 嘉峪关市文化旅游推介会
Jiayuguan City Cultural Tourism Promotion Conference
6. 云南昭通市文化旅游推介会
Zhaotong City, Yunnan province, Cultural Tourism Promotion Conference
7. 中国户外星空直播第一人——近4百万粉丝旅行KOL分享会
The first person of outdoor star live broadcast in China- travel KOL sharing to nearly 4 million fans.
8. 不为彼岸只为海：解锁普通人的大航海梦想——宋坤分享会
"Not for the other shore, but for the sea": Unlocking people's dream of sailing--Song Kun's sharing session
9. 少年强则中国强-青少年信念教育：引爆户外旅游业新机会——独脚潘分享会
"If Young persons are strong, China will be strong"--Youth Belief Education:
Detonating New Opportunities in Outdoor Tourism--One-foot Pan Sharing Session
10. 台山那琴半岛地质海洋公园（酒店）推介
Taishan Naqin Peninsula Geological Ocean Park (Hotel) Promotional Meeting
11. 磨房与深圳百公里20周年庆新老朋友大聚首
Doyouhike.net and "Shenzhen 100km Hiking" 20th Anniversary, Old and New Hiking Friends
12. 旅游业务如何突围短视频直播带货, 拓展线上市场
How Can Tourism Industry Catch the Short Video Live Broadcast Business and Expand the Online Market



》其他现场精彩活动/One of the Exciting Activities

由中国旅游报社宣传推广中心与中国星空视觉联盟（简称“星联CSVA”）联合主办，中国全球图片总汇“移课中国”、文旅产业指数实验室、中新城镇化研究院、深圳国际旅博会组委会协办的“寻找中国最美星空”活动，从宣传、投稿、评选、到现场展示，活动历时5个月之久。

本次活动也是第七届深圳国际旅游博览会的重头项目之一。来自全国各地的星空目的地负责人、文旅界人士与众多星空摄影师，出席了本次活动。

活动获奖数量：一等奖 1人 二等奖2人 三等奖3人

优秀奖：21人

现场展示作品：300+



Sponsored by the Promotion Center of China Tourism News and China Star Vision Alliance ("Star Alliance CSVA"), co-organized by China Global Photo Collection "Move China", Cultural Tourism Industry Index Laboratory, China Urbanization Research Institute, Shenzhen International Tourism Expo Organizing Committee, from publicity, collection of contributions, discussion and election to on-site presentation, the "Search for the Most Beautiful Starry Sky in China" activity lasted for 5 months. This event is also one of the highlights of the 7th Shenzhen International Tourism Expo. Persons in charge of starry sky destinations, cultural tourism professionals and many starry-sky photographers from all over China attended the event. Number of Awards of the event: First prize- 1 person, Second prize- 2 persons, Third prize - 3 persons, Excellence award- 21 people, Works on site- 300+

》现场亮点活动之一/One of the Highlighted Summit Forums



由国家林业和草原局指导，中国林业生态发展促进会主办，中国林业生态发展促进会生态旅游委员会承办的“中国生态旅游产业高峰论坛”在中国（深圳）国际旅游博览会上成功举行。活动结合“两山论”生态文明思想及产业经济的持续发展，共话中国生态旅游产业发展的未来，助力实现十九届五中全会提出的2035年“美丽中国”建设目标。

本次发布的中国生态旅游十条精品线路和首批中国生态旅游十大示范景区，是经由中国生态智库、百强旅行社、权威媒体及旅游界知名专家组成工作小组，依据《中国生态旅游实施标准纲要》《国家生态旅游示范区评分细则》，从体制机制、区位交通、环境质量、资源禀赋、产品服务等6大层面，25项生态旅游评价指标，并在邀请专家多次考察推敲，开展了严肃、科学、认真评价，同时，在参考在线旅游网站预订、业绩指标等多项数据才最终出炉。

The "China Ecotourism Industry Summit Forum" which was Guided by the National Forestry and Grassland Administration, hosted by the China Eco Development Association (CEDA), and undertaken by the Ecotourism Committee of CEDA, was successfully held at the China (Shenzhen) International Tourism Expo. The activity combined the "Two Mountains Theory" ecological civilization thoughts and sustainable development of the industrial economy, discussed about the future of China's ecotourism industry development, and helped achieving the goal of building a "Beautiful China" in 2035 that proposed by the Fifth Plenary Session of the 19th Central Committee of the Communist Party of China.

The "ten top-quality Eco-tourism routes in China" and "the first batch of top ten demonstration scenic spots in China's Eco-tourism" released this time are based on the work of a working group formed by China's Eco Think Tank, top 100 travel agencies, authoritative media and well-known experts in the tourism industry. According to "Outline of China Ecotourism Implementation Standards" and "National Ecotourism Demonstration Zone Rating Rules", considered institutional mechanism, location and transportation, environmental quality, resource endowment, and product services, in addition to 25 Eco-tourism evaluation indicators. And experts were invited to investigate and deliberate many times. It was finally released after referring to a number of data such as the number of bookings and performance indicators on online travel websites.

部分参展企业/Part of Exhibitors



媒体宣传推广/Media Partners

中国旅游报	新华网客户端	人民网	南方都市报	生态中国网	中国新闻网
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*以上部分媒体的宣传推广排序不分先后,展会期间多达245家媒体宣传报道。



SITE

第八届 深圳国际旅游博览会

SHENZHEN INTERNATIONAL TOURISM EXPO

2021年11月19日 — 21日 深圳(福田)会展中心

我们再会

SEE YOU AGAIN

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