

Truly Enjoy



活力广东 心悦之旅



开拓中国重要的 旅游客源市场

Explore China's top tourist
source market



展后报告

2017广东国际旅游产业博览会

China (Guangdong) International Tourism Industry Expo

专业观众日：2017年9月8日 Trade Day: 8 September, 2017

公众日：2017年9月9—10日 Public Days: 9-10 September, 2017

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, China

主办单位 | 广东省旅游局
Host | Tourism Administration of Guangdong Province

承办单位 | 广东省旅游发展促进中心
Organizer | Tourism Development Promotion Center of Guangdong Province

执行单位 | 广州广之旅国际旅行社股份有限公司
Executive Unit | GZL International Travel Service Ltd.

协办单位 | 广州广之旅国际会展服务有限公司
Co-organizers | GZL International Conference and Exhibition Services Ltd.
广东信基华展展览有限公司
Guangdong Xinji Huazhan Exhibition Co., Ltd.



55

参展国家
Exhibiting Countries

22

省市旅游局
Domestic Bureaus

3,000

参展商
Exhibitors

20,000

专业买家
Professional Buyers

500,000

参观人次
Visitors

90,000 m²

展览面积
Exhibition Area

789 亿元

项目投资总额
Total Investment of RMB 78.9 Billion



开馆仪式出席的领导和嘉宾:

广东省人民政府副省长邓海光, 国家旅游局政策法规司司长满宏卫, 广东省旅游局局长曾颖如, 马达加斯加旅游部部长罗兰·拉齐拉卡, 汤加基础设施和旅游部部长塞米西·西卡, 泰国国家旅游局副局长林萍等。

Participating Leaders and Guests:

Deng Haiguang, Vice Governor of Guangdong Provincial Government, **Man Hongwei**, Director of the Policy and Regulation Department of China National Tourism Administration, **Zeng Yingru**, Director of Guangdong Provincial Tourism Administration, **Ratsiraka Iarovana Roland**, Minister of Madagascar Tourism Department, **Hon. Semisi Kioa Lafu Sika**, Minister of Tonga Infrastructure and Tourism Department, **Srisuda Wanapinyosak**, Deputy Governor for International Market (Asia and South Pacific), Tourism Authority of Thailand, ect.

2 主宾国概况

Guest Country



2017 广东国际旅游产业博览会

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CITIE 2017 主宾国

Guest Country

Royal Thai Kingdom 泰国

本届广东旅博会的主宾国泰国，带来了超过 20 家泰国当地的旅游企业参展，泰国馆展览面积达 200 平方米。展会期间盛大举办了主宾国旅游文化活动日，包括主宾国开馆仪式和泰国旅游新品推介会。

With total exhibition area of 200 m², there are more than 20 tourism enterprises from Thailand participated in CITIE 2017. Moreover, the Day of Guest Country was successfully held during expo, including Opening Ceremony for Country of Honor "Thailand" and Thailand Tourism Promotion.



泰国展团部分参展商

Part of Thailand Exhibitors



3 展商分析

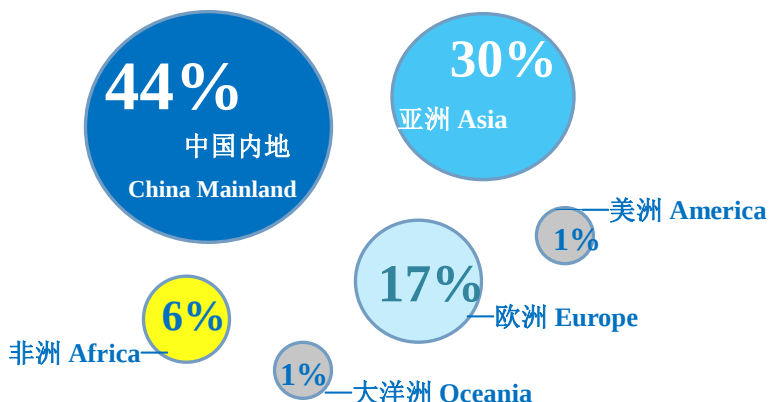
Exhibitors' Profile



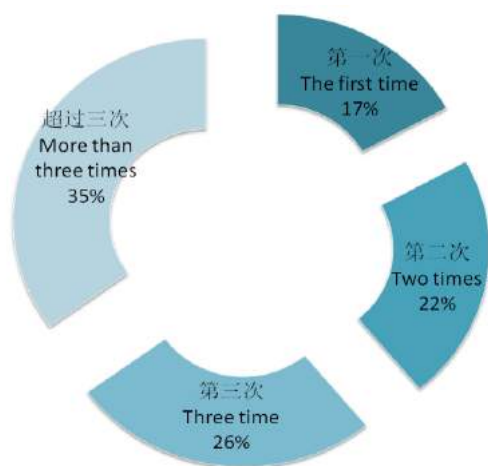
2017 广东国际旅游产业博览会

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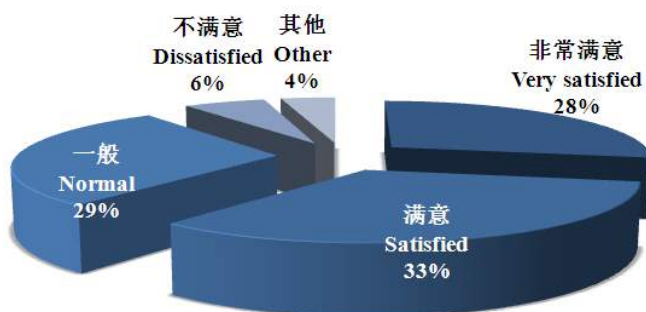
3.1 国家和地区分布/Origins of Exhibitor



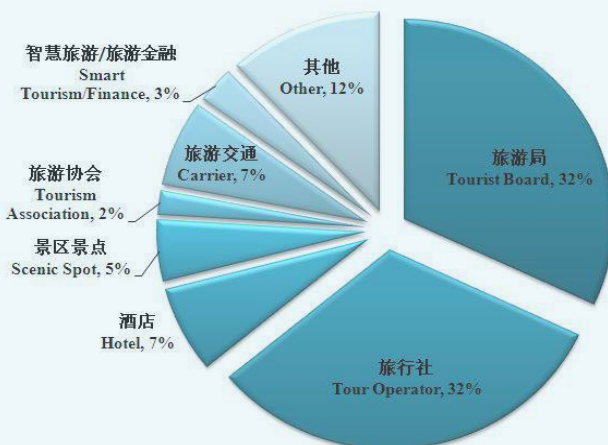
3.3 重复参展次数/Times of Participation



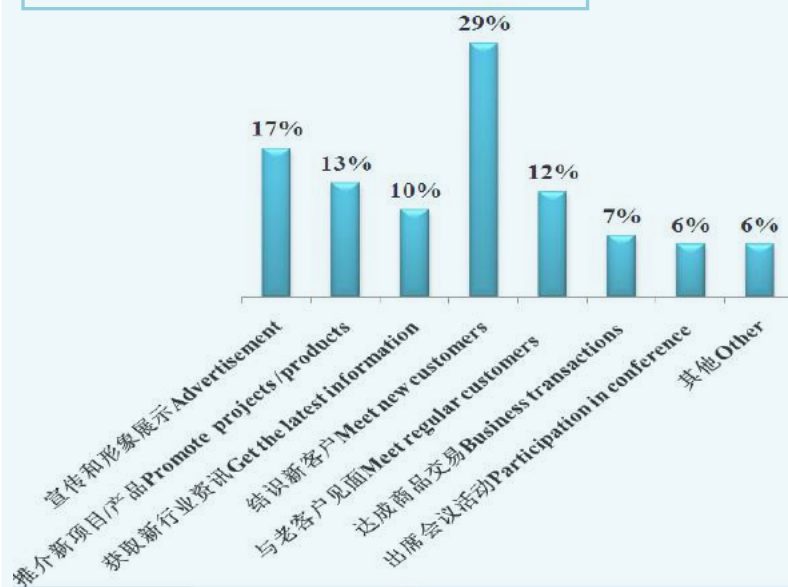
3.5 参展满意度/Evaluation to CITIE



3.2 参展商类型/Exhibiting Companies



3.4 参展目的/Exhibiting Purpose



3.6 下届参展意愿/ Willingness to Participate in CITIE 2018



4 买家分析 Buyers' Profile



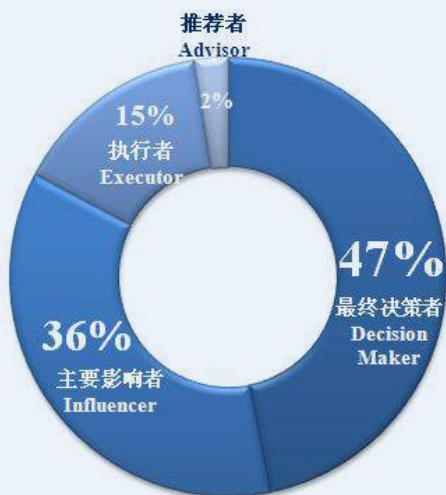
2017 广东国际旅游产业博览会

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展会期间，共迎来专业观众 20,000 名，其中有 3,000 名特邀买家和 230 家会奖供应商的代表。

During expo, there are more than 20,000 professional buyers, including 3,000 hosted buyers and 230 MICE companies.

4.1 采购决策权/Divided by Role



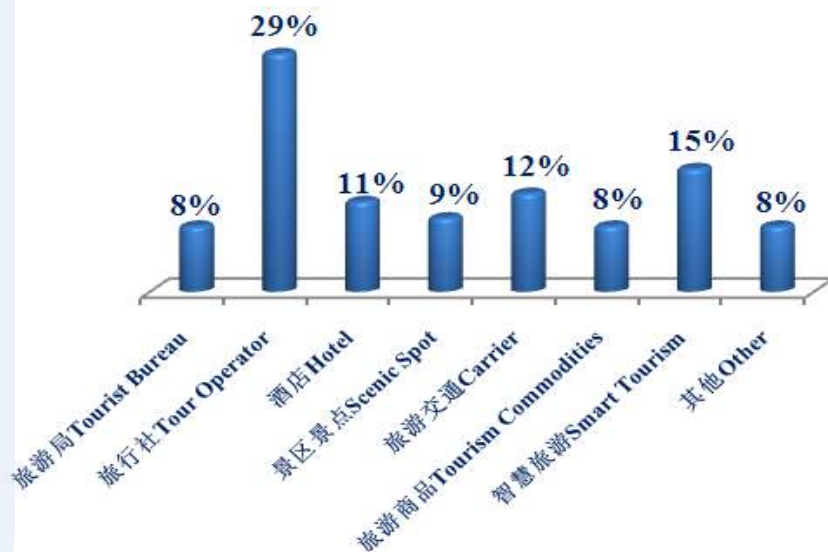
4.2 业务范畴/Divided by Industry



4.3 参会次数/Times of Participation



4.4 感兴趣的展商类型/Interest in Offers





4.5 专业买家参观团/Buyers Delegation Group

珠海旅行社行业协会/ZHUHAI TRAVEL SERVICE INDUSTRY ASSOCIATION

深圳旅游文化交流促进会/EXCHANGING AND PROMOTION ASSOCIATION FOR SHENZHEN TOURISM AND CULTURE

深圳市罗湖区旅游行业协会/SHENZHEN LUOHU DISTRICT TOURISM INDUSTRY ASSOCIATION

博旅国际联盟/INTERNATIONAL UNION OF TRAVELAND TOURISM

亚洲交流中心/ASIA TOURISM EXCHANGING CENTER





5.1 中国（广东）-东盟旅游推介交流活动

China (Guangdong)-ASEAN Tourism Promotion Conference

东盟旅游推介交流活动吸引了来自国内外旅游机构、旅行社、OTA、行业专家学者及专业媒体机构超过 200 名代表出席。More than 200 participating leaders and guests from tourist board, tour operator, online travel agencies, industrial experts and media made their attendance to such grand meeting.

5.2 欧洲馆开馆仪式

Opening Ceremony for Europe Pavilion

本届旅博会吸引了 19 个欧洲国家参展，超过 60 家欧洲企业共同参与本届盛会，展览面积达 600 平方米，欧洲参展阵容堪称历届之最。With the European exhibition area of 600 square meters, there were more than 19 European countries and 60 tourist boards and enterprises participated in CITIE.



5.3 第三届广东国际会奖旅游交流大会

The Third Guangdong International MICE Exchange Conference

今年吸引了超过 150 位知名企业、各国国家会奖局、MICE 行业内领军人士及专业学者到场参会，共同挖掘会奖旅游产业发展新商机。More than 150 guests, representatives, experts from famous tourism enterprises, national MICE board, MICE industries, tour operator, institutions were participated in this activities.



5.4 2017 广东旅游产业投融资对接会

Guangdong Tourism Investment and Financing Conference

对接会共征集到省内旅游招商引资项目 330 个，涉及投资总额达 6895 亿元，有效推动旅游与各行业的融合发展和交流合作。A total collection of 330 tourism investment project of Guangdong Province, involving a total investment of RMB 689.5 billion.





丰富的现场活动 Shows and Events



品牌联动，展销火爆 Hot Sales Onsite

——24 家旅行社提供 10 万个旅游优惠名额

24 travel agencies offered 100 thousand preferential quotes.

国外旅游推介会 International Tourism Promotion

——瑞士、西班牙、俄罗斯

Switzerland, Spain, Russia

国内推介会 Domestic Tourism Promotion

——梅州、广西龙州、陕西

Meizhou, Guangxi Longzhou, Shaanxi

新品发布会 New Product & Project Release

——新加坡、意大利

Singapore, Italy

旅游发展论坛 Forum for Tourism Development

——“美丽乡村 活力广东”

"Beautiful Countryside, Truly Guangdong"

特色文化表演 Cultural Performance

——泰国、汤加、马来西亚

Thailand, Tonga, Malaysia





本届旅博会合作媒体超过 50 家，旅博会现场驻场采访媒体 35 家，特邀四大媒体驻场设立直播间：广东电视台、金羊网、新浪网、腾讯大粤网。超过 120 位各国旅游大咖轮流做客访谈。通过纸媒、网络、电视等合作媒体渠道发布新闻稿件近 1500 篇，超过 200 万字，在线广告曝光率超过 880 万次。

With total 1500 press release and 880 million-times online advertising exposure, there are more than 50 cooperative media in CITIE 2017, including 35 onsite media such as Guangdong Television, YCWB, Sina.com.cn, GD.QQ.COM, ect.



部分媒体 Part of Media



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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, China



我/们/期/待/明/年/与/您/再/次/相/会！

www.gzlmice.cn

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2017广东国际旅游产业博览会组委会
Organization Committee of CITIE 2017

国内展商 Domestic Exhibitors

沈女士 Sissi Xian、杨女士 Finky Yang、黄女士 Simmy Huang

电话/Tel: +86-20-36557374、22386644

邮箱/Email: gies-sissiyun@gzl.com.cn; yangfz@gzl.com.cn

国际展商 International Exhibitors

杨先生 Thomas Yang、黄女士 Cola Huang、李女士 Jasmine Lee

电话/Tel: +86-20-36139619、22386646

邮箱/Email: yangyx@gzl.com.cn; huangjunyin@gzl.com.cn; limj@gzl.com.cn



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