

THE 10TH SHENZHEN INTERNATIONAL **TOURISM INDUSTRY EXPO**

> Guiding Unit: Shenzhen Municipal Bureau of Culture, Radio, Television, Tourism, and Sports November14—16, 2025

> China ·Shenzhen(Futian) Conventionand Exhibition Center

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SHENZHEN INTERNATIONAL TOURISM INDUSTRY EXPO

Shenzhen International Tourism Industry Expo (SITE) was established in 2014 and certified by the Global Exhibition Industry Association (UFI). It has successfully hosted nine editions of the Shenzhen International Tourism Industry Exhibitions, featuring a wealth of over 2,000 global tourism industry brands and partnerships.

Each exhibitions includes more than over 100 high-end international forums, summits, promotional conferences, and signing ceremonies, leading to significant advancements in the tourism sector.

The 2024 Shenzhen Tourism Expo covers an expansive 22,500 square meters of exhibition space, showcasing over 10,000 tourism products and facilitating more than 50 B2B collaborations.

PART 01 Exhibition Introduction

Exhibition Comprehensive Information

Exhibition Name

Shenzhen International Tourism Industry Expo (Abbrevuation: Shenzhen International Tourism Expo / Shenzhen Tourism Expo / SITE)

Exhibition Time

November 14-16th, 2025

Exhibition Website

https://www.szite.com.cn

Date	Time	Comtent
November 14th	9:00-12:00	Professional Day
November 14-16th	9:00-17:00	Professional Day+Public Day
November 16th	18:00-23:59	Exhibition Closing and Dismantling



EXHIBITION INTRODUCTION





High Brand Reputation

After a decade of development, under the support of governments and organizations at all levels, Shenzhen International Tourism Industry Expo has gradually grown into a tourism exhibition with extensive participation, significant influence and remarkable results. Over these ten years, through market-oriented, professional, international, and brand-based operations, we have continuously gained recognition and support from all sectors of society.

• Strategic Geographical Location

Located in the heart of the Guangdong-Hong Kong-Macao Greater Bay Area, Shenzhen boasts a large, high-quality consumer base and a thriving commercial economy. It radiates across the most affluent Pearl River Delta region in South China. Every year, our exhibition attracts a large number of domestic and international B2B buyers as well as C-end audiences with significant purchasing power.

High-Quality Exhibition Resources

Every year, the exhibition sets up multiple resource matching sessions, such as a dedicated buyer pairing and communication area, a buyer reservation and procurement area, aiming to provide exhibitors and invited buyers with one-on-one accurate matching opportunities, allowing both buyers and sellers to enjoy "integrated" resource matching services in all aspects.

W Highly Professional Exhibition

The exhibition gathers all the participants in the tourism industry chain, connects the entire tourism industry chain, and jointly builds a new tourism industry ecology. In 2021, the Shenzhen Tourism Expo obtained the license and certification from the Global Exhibition Industry Association (UFI), officially rising to become an international exhibition.



THE 9TH, TEN MAJOR EXHIBITION AREAS

The tourism exhibition is organized into ten distinct themed exhibition zones, each showcasing a unique aspect of the travel and tourism industry. These include the Beautiful China City Image Exhibition Area, International Tourism Resources Exhibition Area, Study Tour (Tourism) Travel Exhibition Area, Tourism Transportation Exhibition Area, Scenic Area and Supply Chain Exhibition Area, Cultural Tourism and Creative Industry and Intangible Cultural Heritage Exhibition Area, Hotel/Homestay and Supply Chain Exhibition Area, Tourism Travel Exhibition Area, High-End Customization/ Theme Tourism Exhibition Area, and Self-Driving Travel and Camping Life Equipment Exhibition Area.

The exhibitor categories encompass a wide range of sectors, including domestic and international agencies, tour operators, wholesalers, and related industries. Participants represent global travel agencies, scenic spots, and attractions, as well as cultural and creative industries, intangible cultural heritage, study tours, outdoor facilities, camping-related equipment, self-driving tours and travel infrastructure, conference and incentive travel, business and hotel accommodations, cultural and tourism investment and financing, government-led investment promotion, rural revitalization initiatives, tourism technology, and tourism transportation.

This diverse lineup ensures comprehensive representation across all facets of the tourism ecosystem.



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The opportunity of global tourism recovery

- ✓ Golden Opportunities Amid the Global Tourism Recovery Wave
- According to the "Report on the Development of China's Outbound Tourism" released by the China Tourism Academy, the number of outbound tourists in 2024 is expected to reach 130 million. Data released by the National Immigration Administration of China shows that in 2024, the number of entries and exits by mainland Chinese residents reached 291 million, with about 140 million outbound trips.

- ✓ Accurately connect high-value buyers and partners
- Over 30,000 professional visitors cover representatives from travel agencies, OTA platforms such as Trip.com Group, investment agencies and government tourism bureaus worldwide. Pre lock in the procurement needs of over 300 top Chinese enterprises.

Accurately connect high-value buyers and partners

Industry Forefront Trend Debut Platform

Industry forefront trend debut platform 2025 New Highlights Exhibition Area,

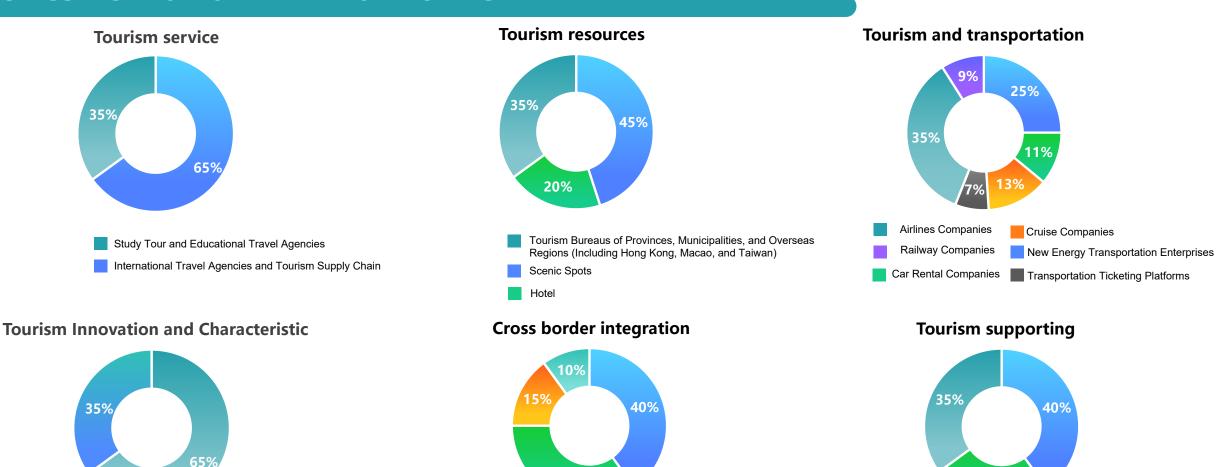
- ✓ Metaverse tourism experience area, creating an immersive digital tourism scene interaction platform.
- ✓ Al intelligent tourism solutions, innovative technology demonstrations for tourism customization and intelligent customer service systems.

- ✓ VIP business negotiation conference, communicate with senior executives of platforms such as Trip.com Group and Fliggy to obtain access to the Chinese tourism market resources.
- Exposure through both online and offline channels, Three months prior to the exhibition, joined the "SITE New Media Platform and Private Domain Group Channel" and reached over 100,000 professional online buyers.

Efficient Business Cooperation Channel

CLASSIFICATION OF EXHIBITION BUYERS





RV and camping equipment suppliers for self-driving travel

Intangible cultural heritage, cultural creativity, and tourism technology brands



Smart home enterprises

Live streaming and short video platforms

25%

Travel Insurance Providers

Travel Education and Training Institutions

Travel Media and Publishing Organizations

EXHIBITOR PROFILE







Overseas exhibitor - The Dominican Republic

Suichang Tourism Bureau, Lishui, Zhejiang, East of China



The Central of China -Changsha Tourism Bureau



The South of China - Hainan Tourism Bureau

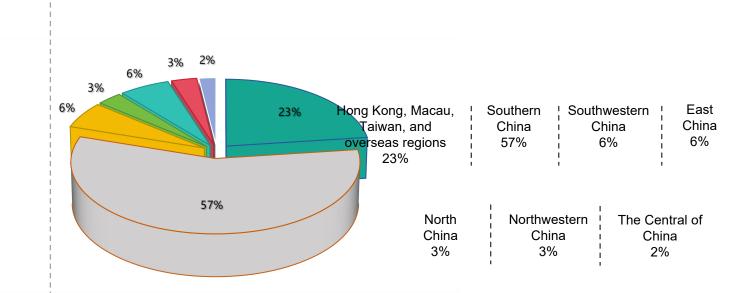


Overseas Exhibitors Northern Mariana Trench Islands



Northwest Yushu Tourism Promotion Conference

Overview of Exhibitors' Regional Distribution



SELECTED DOMESTIC EXHIBITOR RESOURCES



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Gansu Provincial Department of Culture and Tourism	Shanxi Provincial Department of Culture and Tourism	Fujian Provincial Department of Culture and Tourism	Qianxinan Culture, Sports, Radio, Film and Tourism Bureau	Qiandongnan Prefecture Culture, Radio, Film and Television Tourism Bureau	Yushu Tibetan Autonomous Prefecture Culture, Tourism, Radio and Television Bureau	Xinjiang Aksu region Culture, Sports, Radio, Elevision and Tourism Bureau	Nanjing Culture and Tourism Bureau	Changsha City Culture Tourism Radio and Television Bureau
Tangshan Cultural Radio, Television and Tourism Bureau	Qingyuan City Culture, Radio, Film, Turism and Sports Bureau	Wenzhou Culture, Radio, Film and Tourism Bureau	Wenzhou Culture, Radio, Film and Tourism Bureau	Jilin City Culture and Tourism Bureau	Shanwei City Culture, Radio, Television, Tourism and Sports Bureau	Huizhou Culture, Radio, Film, Tourism and Sports Bureau	Shaoguan City Culture, Radio, Film, Tourism and Sports Bureau	Jiayuguan Municipal Bureau of Culture and Tourism
Hechi City Culture, Radio, Television, Sports and Tourism Bureau	Zhaotong City Culture and Tourism Bureau	Xinxiang City Culture Radio, Television and Foreign Affairs Tourism Bureau	Hunan Daoxian Cultural Tourism Radio, Television and Sports Bureau	Jiangxi Xunwu County Culture, Radio, Film, Press and Publication Tourism Bureau	Shixing County Culture Radio and Television Tourism Sports Bureau	Guangxi Baise city Tianlin County culture and sports radio, television and tourism Bureau	Lingshui Li Autonomous County Tourism and Culture Radio, Television and Sports Bureau	Changping District, Beijing Culture and Tourism Bureau
Guangxi Guilin City Xiufeng District People's government	Culture of Nanshan District of Shenzhen City Radio, Television, Tourism and Sports Bureau	Culture of Luohu District, Shenzhen Radio, Television, Tourism and Sports Bureau	Culture of Guangming District, Shenzhen Radio, Television, Tourism and Sports Bureau	Shenzhen Dapeng New District Tourism Bureau of Development, Culture and Sports	Hawaii State Tourism and Tourism Bureau Representative Office in China	Embassy of the Republic of Togo in China	United States Guam Tourism Bureau	Visitbrighton, UK
Leeds Tourist Board	Tourism Authority of Thailand	Singapore Tourism Board	Korea Tourism Development Agency	Visit Finland	New Zealand Tourism Board	Polish Tourism Board	Polish Tourism Board	Australian Tourism Board
Tunisian National Tourist Office	Spanish National Tourism Agency	Marianas Visitors Authority	Ehime Prefecture, Wakayama Prefecture, Japan	Pacific Islands Trade and Investment Commissioner's Office	Infinity Communication 株式会社	Shikoku Railway Company (JR Shikoku)	Japan Northeast Tourism Promotion Agency	Ocean Park Hong Kong
Hong Kong Disneyland	Chaka Salt Lake Scenic Spot in Qinghai Province	Qinghai Golmuqarhan Salt Lake Scenic Spot	Xinjiang Yiwu poplar forest scenic spo	Guilin Qianjiadong cultural tourism resort	Guiyang Guanshan Lake Park	Weizhou Island Scenic Area, Beihai, Guangxi	Guizhou Fanjing Mountain Scenic Area	Luofushan Scenic Area, Guangdong Province
Shenzhen OCT Happy Valley Tourism Company	Splendid Chinese Folk Village	Shenzhen Window of the World	Shenzhen Wildlife Park	Guangzhou Sunchuang Cultural Tourism City	Free Sky Sight-Seeing Layer	Weizhou Island scenic spot in Beihai, Guangxi	Guangzhou Conghua Tianren landscape Resort	Wanlu Lake Scenic spot, Heyuan, Guangdong
Gulong Gorge eco-tourism scenic spot in Qingyuan City, Guangdong Province	Yunmen Mountain ecological culture tourism area, Shaoguan, Guangdong	Four Points by Sheraton Heyuan Resor	Trip.com Group Limited	Tongcheng Travel Holdings	China International Travel Service (CITS)	Comfort International Travel	New landscape	Tuniu travel network
Guangtie Qingguo Travel	CTS Guangdong	Onetour	Imax Travel	Shenzhen Baolv International Travel Agency Co., Ltd	Overseas international travel agency	Hong Kong Jielv International Co., Limited	Cathay Pacific Airways	Airasia
Malaysia Airlines	Hainan Airlines	Cambodia Angkor Air Co., Ltd	Biman Bangladesh Airlines	Ethiopian Airlines	SriLankan Airlines	China Airlines	Eva/Lirong Air	Shenzhen Baoan Airport
Shekou Cruise Home Port	Taxi group of Shenzhen	Hong Kong-Zhuhai-Macao Bridge	Atlantis Sanya China	Hilton Shenzhen Futian	Overseas Chinese Town Hotel Group	Shenzhen Wyndham Grand	Crowne Plaza Jiangmen Poly Hotel	Hua 'an International Hotel
Shuangyue Bay Taili Yunding Hotel	Mercedes Benz RV	Tesla	Leding Ideal	NIO Motors	Harmony Intelligent Mobility Alliance	Nezha Automobile	Bravo Car	Saic Maxus motorhome
Wind blown Hemei RV	HOVERCAMERA	Vafox	China Telecom	China Unicom	Keeta	MOFANG	Wotobuy	Huge engine Shenzhen self-run center

SELECTED INTERNATIONAL EXHIBITOR RESOURCES





The Polish Tourism Organisation (PTO)	Hilton Hotels	Cambodia Angkor Air Co., Ltd	Tesla, Inc	World Research Travel Organization (WRTO)
Türkiye Tourism Promotion and Development Agency	Banyan Group	SriLankan Airlines	Mercedes-Benz	Ocean Park Hong Kong
Korea Tourism Organization	Iceland Voss Hotel	Virgin Australia Airlines	Li Auto Inc	Nanyang Technological University, Singapore
Tourism Thailand.	Gateway Group Limited Hong Kong	AirAsia	Ethiopian Airlines	The Hong Kong Polytechnic University (PolyU)
Singapore Tourism Board	Embassy of the People's Republic of China in the Republic of Togo	China Airlines	TransNusa	City University of Macau
Guam Visitors Bureau	Hawaii Tourism Bureau	Cathay Pacific Airlines	Biman Bangladesh Airlines	GroupTrans-Island Chinalink Bus Company Limited (Hong Kong)
Office National du Tourisme Tunisien	Iranian Tourism Authority	Malaysia Inbound Tourism Association	Consulate General of the Republic of Uzbekistan	Embassy of the People's Republic of China in the Republic of Uganda
Instituto De Turismo De Espana Turespana	Australia's Official National Tourist Office	Leeds Tourism Board, UK	Costa Crociere S.p.A	Eternal East Tours Co. Ltd Hong Kong
Tourism New Zealand	Marianas Visitors Authority	Japan Northeast Tourism Alliance	SkySea Holding International Ltd	Kumamoto Prefecture Tourism Agency, Japan
Pacific Islands Trade and Investment Agency	Finnish Tourist Board Tourism Buearu	Wakayama-ken	Dream Cruises	FIYTA Precision Technology





The 2020 Shenzhen Tourism Expo was an unexpectedly successful event. Despite being affected by the epidemic and not drawing as large a crowd as in previous years, the organizers managed to invite professional buyers with precision, resulting in a stronger interest in overseas exhibitors and resources. As an exhibitor, the Polish Tourism Bureau reaped significant benefits from the expo. A notable highlight and innovation of this exhibition was the addition of an overseas destination recommendation section to the "Study Tour Destination Collaborators Conference". Following the conference, there was a high level of engagement between destinations, professional study institutions, and travel agencies, making it an ideal and efficient platform for promoting related study tour products. We extend our gratitude to the organizers for their strong support of the Polish Tourism Bureau's participation in the exhibition. Here's to the continued success of the expo!

— Polish Tourism Board Beijing Office



Asia Miles and Cathay Pacific were pleased to take part in the 2020 Shenzhen International Travel Expo. Despite the impact of the pandemic on international tourism, the organizers were able to successfully host a large-scale conference, allowing us to showcase the brand's characteristics and engage with the market and consumers at the exhibition. This significantly boosted the brand's visibility and preference in the South China region. The organizers provided thorough precautions and support during the event. We are very satisfied with the results and look forward to further opportunities for cooperation in the future.

— Asia Miles and Cathay Pacific Airways



Having participated in the Shenzhen International Tourism Expo for two consecutive years, as the nearest American territory to China, we utilized the platform to effectively promote to Shenzhen residents and various partners. We recognized the substantial market potential of Shenzhen and the broader Greater Guangdong region and we are highly satisfied with the accomplishments of this exhibition.



This was my inaugural participation in the Shenzhen International Tourism Expo, and I have found it to be a highly beneficial experience overall. Through close collaboration with the organizers, I have come to strongly endorse their exhibition philosophy and operational approach. Our presence not only achieved our goal of onsite brand promotion but also garnered additional exposure through various media reports.

We are particularly pleased with the professionalism of the liaison teams provided by the organizers at every stage—preparation, during the event, and post-exhibition. Looking ahead, I eagerly anticipate further opportunities and potential collaborations in the future.

—— Polish Tourism Board Beijing Office

PART 02 Previous Exhibition Highlights Review

PREVIOUSE EVENTS



2014

- The inaugural Shenzhen International Tourism Industry Expo has officially commenced.
- The inaugural edition has demonstrated notable achievements, drawing participation from over 200 domestic and international enterprises.
- The Türkiye Tourism Bureau made its debut at the Travel Expo and greatly appreciated the Expo's subsequent development.



2015

- Bringing together global government departments, industry associations, and tens of thousands of tourism professionals.
- Leading brand enterprises such as Wanda New World, China Travel Service, and Tongcheng achieved a remarkable total on-site transaction volume of 31 million yuan in their exclusive sales areas.

2016

- Distinguished guests including the Chairman of Tongcheng Tourism, the Chairman of Overseas Chinese Town, and the CEO of China Travel Service participated in the "South China Tourism Distribution Summit," which drew over 1,500 attendees. This conference stands as the largest event in the current Chinese travel agency industry landscape.
 The on-site transaction volume of the Travel Expo totaled 120 million yuan.



2017

- For the first time, the tourism transportation exhibition area has welcomed renowned cruise companies such as Lixing and Geshida.
- Leaders from the Shenzhen Tourism Bureau attended the fourth opening ceremony, underscoring the high level of attention and recognition the Tourism Expo has garnered from the government.

2018

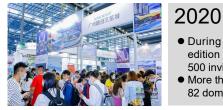
- OTA platforms such as Ctrip and other prominent enterprises in the tourism industry have participated in the Travel Expo.
- On-site transactions at the Travel Expo reached a new peak, achieving a total transaction volume of 186 million yuan.



2019

- On-site debut and sale of China's inaugural high-speed rail tourism special train
- As a leading B2B tourism exhibition in the industry, the Shenzhen International Tourism Industry Expo has exceeded 30,000 B2B professional visitors for the first time, setting a new record.





• During the epidemic, various records reached a new high: the area of this edition expanded by 50% compared to previous editions, attracting more than 500 invited buyers and more than 20.000 professional visitors.

• More than 30 forums and events were held during the same period, inviting over 82 domestic and foreign speakers, with a total of 2597 attendees.

2023

 The exhibition combines industry summit forums, tourism live streaming festivals, lifestyle markets, public welfare linkage, and urban promotion, and integrates new content, experiences, and gameplay in all aspects around "food, accommodation, transportation, tourism, shopping, and entertainment".



 This is a brand new "B2B+B2C" upgrade and integration feast, which will help restart the successful recovery of the national and global tourism industry.



The Director of Shenzhen Municipal Bureau of Culture, Radio, Television, Tourism and Sports and his delegation visited and researched the exhibition site

 Various exhibitors with the theme of Northwest China made brilliant appearances, and the Deputy Director of the Gansu Department of Culture and Tourism attended the Gansu Study Promotion Event.

贵州景区



2016

Establishment of the High Speed Rail Alliance

During the 3rd Travel Expo, the High Speed Rail Alliance was established and the first high-speed rail travel line in China was launched and sold on site. Based on Guangdong, Hong Kong and Macau, the Shenzhen Travel Expo integrated domestic destinations and tourism resources along the high-speed rail line, hoping to promote high-speed rail travel as a more convenient and comfortable way to travel short distances.

2016

贵州-深圳旅游专列

South China Travel Distribution Summit

The summit aims to strengthen the interaction and communication between travel agencies in the north and the south, through the digitization of the current tourism procurement, packaging, distribution, marketing and other supply, storage and sales of the whole link, reduce operating costs to enhance efficiency, liberate manpower and other hot topics, to achieve the collision and convergence of the differences in the operation of travel agencies in the north and the south, and ultimately achieve the quality, diversification and intelligence of tourism services, the depth of the tourism scene, experience and integration of the development of the whole tourism to create new industry value chain, upgrading new industry pattern of tourism.





3 Mar 2 21

Pi MERA

2017世界旅游城市虽然 暨中国旅游品牌投资洽谈会



The conference showcases the flourishing development of China's tourism brands and promotes regional cooperation in tourism, and is a magnificent feast for the tourism industry, which will surely promote faster and better development of tourism.

2019

Service and Ass for Primary and Secondary School Students in Guangdong Province

The launch conference was jointly compiled by the Guangdong Study Travel Association, the Department of Teacher Education of South China Normal University and the Guangdong Association of Travel Agencies, which has been implemented on a pilot basis since January 1, 2020, with the "Service and Assessment Specifications for Study Travel Service Agencies for Primary and Secondary School Students in Guangdong Province". The release and implementation of the industry standard for study tours will help the healthy development of the whole industry ecology, help avoid vicious competition, and guide and promote the whole industry in a scientific, reasonable, standardized and healthy direction.





2019

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

This forum is in line with the requirements of Shenzhen's 13th Five-Year Plan on"quality leading, common construction and sharing, reform and innovation". based on the background of the 5G era and focusing on the high-quality development of the industry. It is an industry event that guides the direction of the industry, clarifies the pulse of the industry's development and guides and links the direction of the capital wind.

2020

China Study Travel Destination Partners Conference

The conference brought together more than 300 people from various provincial and municipal studyrelated associations and enterprises, representatives of study travel destinations and study travel industry representatives, etc. The event promoted the healthy development of study travel, gave full play to the practical education function of study travel, improved the level of study travel support services and strengthened the exchange and cooperation of study travel destinations across the country.



SITE

护业博览会

旅游社交"上" 商新零售

1 前产品

2023

Global Destination Tourism Promotion Conference

In this roundtable forum, technical experts from these technology companies provided rich ideas on the application of artificial intelligence technology in various aspects such as tourism sales and tourism experience. The scene was full of excitement, and it was 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 aviation and tourism industry. The future travel experience should be more diversified and intelligent and the future is worth looking forward to.

2024

Gansu Provincial Department of Culture and Tourism Study Tour Special Session Promotion Conference

The Gansu cultural tourism promotion event themed "Listen to the Ancient Rhymes of the Silk Road, Study in Charming Gansu" was successfully held at the 9th Shenzhen International Tourism Exhibition. Deputy Director Wang Zhigang of the Gansu Provincial Department of Culture and Tourism delivered a speech at the conference. Jinchang, Baiyin, Jiuquan and other cities in Gansu presented their study tour resources. Sixteen cultural tourism enterprises signed strategic cooperation agreements for study tours.



Eighth SITE Review of Highlights

The 8th Shenzhen International Tourism Industry Expo 2023 Successfully Concluded!

On June 2, 2023, the 8th Shenzhen International Tourism Industry Expo, which lasted for three days, grandly opened at the Shenzhen (Futian) Convention and Exhibition Center. The opening ceremony invited hundreds of tourism industry leaders, industry experts and scholars, representatives of well-known enterprises, as well as tourism experts and media organizations from all over the country to participate. At the same time, the exhibition site was lively, attracting tens thousands of domestic and foreign tourism enthusiasts and exhibitors. The Shenzhen International Tourism Exhibition, as an annual international tourism industry event that used to exist in Shenzhen, has returned to Shenzhen after the epidemic and opened grandly, indicating that the exhibition economy and tourism market have successively recovered.

This exhibition has three major exhibition halls, eight exhibition areas, and two characteristic sub exhibitions, with an exhibition area of over 20,000 square meters. Gathering over 300 exhibitors from around the world, tens thousands of tourism products were showcased on site, covering the world's most popular tourist destinations and the latest tourism products and services. Compared with previous exhibitions, this exhibition has a larger scale and more innovations.





	22,500		367		
	Exhibition Area		Exhibitior		
	516		40+	80,000+	
Sp	ecially invited buyers	Fo	orum Summit	Audience	







Eighth SITE Forum Review

The First China National Park Summit 2023



Partial guest speakers: Su Yang Researcher at the Development Research Center of the State Council Xiwu Zhang Vice President of China Wildlife Conservation Association Zhiqi Tian Chief Operating Officer of the Asia Pacific Region of the World Study Tour Organization

The Third Study Tour Forum and Study Content Release Conference



Partial guest speakers:

Hu Lei Co-founder of Study Travel Headlines Zhibin Wan Executive Member of the Study Tour Division, CATS Wenzhi Sun (Hainan Free Trade Port) Dream Building Research Project Operation Center Executive Director The First Bay Area International Cultural and Tourism Development Conference The 3rd Bay Area Hotel Industry Innovation and Development Forum



Guiding Unit:

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

Host:

Shenzhen Tourism Association / Shenzhen Hotel Industry Chamber of Commerce / Cultural and Tourism Committee of China Nationalities Trade Promotion Association



Tourism Social "Store" Business New Retail



Partial guest speakers:

Lin Yu : Tiktok Service Provider Regional Director of Management Department Zhanzhao Zhu : Vice President of Tuniu Travel Network Shuhu Yin : Vice President of Tongcheng Travel Network Xiao Wei : Founder of Wanzhong International Travel Agency The First Digital Tourism International Summit Beautiful China Cultural and Tourism Industry Innovation and Development Conference



Partial guest speakers:

Ma Yong:

National High-Level Talent under the Organization Department of the CPC Central Committee Leading Talent of the "Special Support Program" Zhaoming Deng : Chairman of Xin Silu Think Tank Postdoctoral Researcher at the Institute of Geographical Sciences and Natural Resources Research, Chinese Academy of Sciences Committee Member of the Exhibition and Display Subcommittee of the China Tourism Association Zhou Zhihong Secretary General of the Guangdong Province Scenic Attractions Industry Association The 3rd Guangdong Homestay Cluster Summit Forum on Promoting Rural Industrial Revitalization



Guiding Unit: Jianqiang Luo : Deputy Director of the China Tourism Association's Sub-branch for Rural Inns and Boutique Hotels, President of the Guangdong Province Tourism Association's Sub-branch for Rural Inns Li Chao : Executive President of Shenzhen Rural Inns Association Yuanxing Cui :

Special Lecturer at Tsinghua University



Eighth SITE Forum Review

Global Destination Tourism Promotion Conference

Representatives of various tourism bureaus in China:

Qatar Tourism Authority Customer Manager: Shuxian Deng Spanish Tourism Consul: Anna Liu

Representatives of travel agencies and MICE exhibition companies:

General Manager of the Channel Business Unit of Ctrip Group Shenzhen Branch: Liang Xiaolong Deputy General Manager of Guangzhou Branch of Huacheng International Travel Agency Group Co., Ltd. : Zheng Ting

Representatives of airlines from various countries:

Assistant General Manager of Southern China Marketing Center of Eastern Airlines : Hengliang Fang

Business Development and Marketing Manager of EgyptAir China: Yuxuan Liu

General Manager of Türkiye Airlines in China: Erhan Balaban

Representatives of artificial intelligence technology companies: Business Development Manager of Qingbo Intelligent South District: Sijia Liu

Chief Architect of Tencent Cloud Ecology: Leqing Li Technical Director of Beijing Supxin: Qian Li,





Hebei Hengshui Tourism Promotion Conference



Feng Xiaohua, Director of the Culture and Tourism Bureau of Binhu New Area, respectively promoted the tourist attractions and resources of Binhu New Area, Hengshui Lake Cultural Tourism Development Co., Ltd., Gucheng County Gutou Cultural Tourism Group's educational tourism products, and Gucheng County's cultural and tourism resources. The Culture and Tourism Bureau of Binhu New District in Hengshui City has won the "Most Cultural Award". Through various forms such as promotional videos, brochures, and physical exhibits, Hengshui City has fully demonstrated its excellent ecological tourism resources, rich study tours, and distinctive traditional cultural products, attracting nearly 10000 visitors to stop and visit.



Guangdong Zengcheng Tourism Promotion Conference A total of 12 Zengcheng enterprises participated in this Zengcheng Promotion Conference, bringing tourism resources such as hotels, homestays, and scenic spots. Through this promotion event, the brand awareness and reputation of Zengcheng tourism will be greatly improved, effectively expanding Zengcheng's cultural and tourism market share in Shenzhen, and establishing a good tourism development image for Zengcheng.



Qiannan Tourism Promotion Conference The theme of this event is "Ten Thousand Peaks in the Forest, Sunshine in Southwest Guizhou", radiating to tourists in the Greater Guangdong Bay Area, empowering the urban influence of Southwest Guizhou, continuously shaping the tourism brand, and inviting tourists to visit Southwest Guizhou and participate in outdoor sports at the upcoming International Outdoor Mountain Tourism Conference. The on-site audience felt the magical charm of "astronomy, geology, and humanities" in Qiannan Prefecture through the promotion.



Eighth More Exciting Activities Review



The First SITE Tourism Live Streaming Festival

SITE collaborates with leading MCN organizations to invite travel experts to participate in the exhibition! Simultaneously carry out offline exhibitions and online promotion activities, and the anchor will lead the online audience to enjoy the exhibition site in the cloud. In addition, there is also a special live streaming room for free experience, allowing exhibitors to truly become anchors and gain brand exposure!

Lifestyle Market

Bring the market into the exhibition! This "Self-driving Tour and RV Camping Equipment Exhibition" will feature a market event integrating intangible cultural heritage crafts, creative handmade products, international cuisines, trendy accessories, as well as painting and floral art. The event will run through comprehensive elements of travel—eating, accommodation, touring, shopping, and entertainment—throughout the venue. Meanwhile, there will also be various raffles, knowledge-sharing sessions, interactive experiences, check-in activities, and more, creating a vibrant and diverse exhibition experience.





Eighth More Exciting Activities Review

Public welfare ambassadors inject positive energy into the exhibition

Millions of fans and influencer "Haiyang Ye" actively participated in the public welfare projects of this conference and was awarded the status of "Shenzhen International Tourism Exhibition Public Welfare Ambassador" by the Shenzhen International Tourism Exhibition, actively promoting the exhibition and empowering social welfare projects.



Innovative Interactive Tourism Carnival

Experience the charm of script entertainment and cultural tourism through immersive on-site 600 square meter scenery based entertainment; Travel, adventure, treasure hunting, check-in, collect stamps and exchange gifts; A unique 3D glass bridge that allows you to experience the beauty of the sky; 40 meter long Shenzhen photography scroll, experience the beauty of panoramic Shenzhen;

Xiaoyan Painting Academy collaborates with outstanding artists to live stream and hand draw the charm of Shenzhen on a 30 meter scroll!



New Experience of Convenient and Beneficial Tourism Consumption for the People

Exhibiting companies including travel agencies, cruise lines, hotels, resorts, scenic spots, and theme parks will offer annual rock-bottom prices on popular tourism packages to reward residents. The travel routes cover popular countries and regions, unique off-the-beaten-path destinations, as well as distinctive tourist attractions. The tourism products are diverse and include high-end customized travel packages. This event aims to build a convenient and efficient platform for tourism consumption.







Best exhibitor award ceremony ("Galloping Horse Treading on a Flying Swallow Award")





Theme speech on "Seizing the New Opportunities of Tourism Live Streaming"



Sanjiangyuan National Park Yellow River Source Area Nature Classroom



Theme speech on "Opening Travel with Red Note"





INTRODUCTION OF THE 9TH SHENZHEN INTERNATIONAL TOURISM INDUSTRY EXPO

The 9th Shenzhen International Tourism Industry Expo, which will last for three days, will grandly open at the Shenzhen (Futian) Convention and Exhibition Center from June 21-23, 2024. This exhibition adopts a combination of online and offline exhibition modes, combining the exhibition with summit forums, tourism live streaming festivals, lifestyle markets, and city promotions. It emphasizes fresh content, experiences and interactions in "food, lodging, transportation, tourism, shopping, and entertainment", showcasing the evolving direction of the cultural and tourism sectors. The event aims to deliver an enhanced and comprehensive "B2B+B2C" experience for the national tourism industry, serving as a dynamic catalyst for the global tourism sector.



Exhibition Area: 22,500m²

Travel Products: 10,000+

Exhibitors: 300+

Attendees: 10W+

During the exhibition, the buyer group fully communicated and negotiated with exhibitors, participated in hot forums and conferences, and had in-depth exchanges and learning with experts and scholars in the tourism industry, helping exhibitors explore the global market. More than 30 professional supporting forums, tourism promotion events, celebrity symposiums, and press conferences were held simultaneously, covering popular topics such as ecotourism, study tours, food travel, cultural tourism, self driving, tour guides, outdoor exploration, tourism live streaming, and tourism technology, and receiving high attention and praise from colleagues. The on-site professional audience, scholars, experts, and outstanding practitioners of enterprises had a great conversation, exchanged and learned face-to-face, explored new ideas for the development of the tourism industry, and jointly sought more new paths for high-quality and sustainable development of the industry. Ms. Liu Lei, Secretary of the Party Leadership Group and Director of the Shenzhen Municipal Bureau of Culture, Radio, Television, Tourism and Sports, visited and researched the exhibition site, and had cordial exchanges and interactions with exhibitors and visitors. At the same time, she put forward valuable suggestions and expectations, hoping that we can continuously innovate and improve our professional service level, and contribute more to the development of Shenzhen's tourism industry.





Shenzhen Tourism Industry Award Ceremony

Date: June 21, 2024 Location: Main Stage Area



2024 Annual Study Travel Industry Forum Date: June 22, 2024 Location: Forum Area



Gansu Provincial Department of Culture and Tourism - Study Tour Themed Promotion Event Date: June 22, 2024 Location: Forum Area



Revolutionary Old Base Areas and the Second Digital Culture and Tourism Industry Development Conference
Determine 21, 2024 Interactions Forum Area

Date: June 21, 2024 Location: Forum Area





Qarhan Salt Lake Scenic Area Promotion Event

Date: June 21, 2024 Location: Main Stage Area



Guiyang Guanshanhu District Promotion Event

Date: June 21, 2024 Location: Main Stage Area



Qaidam Salt Lake Promotion Event

Date: June 22, 2024 Location: Main Stage Area



Discovering the Beauty of Counties" - The Most Beautiful Self-Driving Routes Selection

Date: June 22, 2024 Location: Forum Area

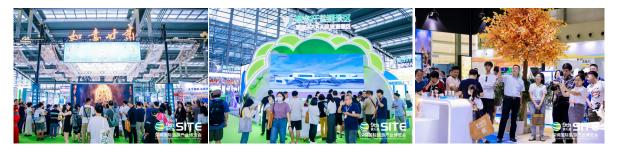




Ninth More Exciting Activities Review

Tourist attractions in the West are thriving

Breathtaking ethnic performances and a variety of interactive experiences.



Study tours experience strong supply and demand

International routes, domestic routes, diverse business formats, and rich experiences.



Self-driving tours unlock more adventures

Let' s just grab our bags and go!







SELECTED EXHIBITORS FOR THE 9TH SITE INTERNATIONAL EXHIBITION AREA



Malaysia Inbound Tourism Association



Kumamoto Prefecture Tourism Agency, Japan



Indonesia Lingya Airlines



Consulate General of Uganda



Excellent Africa



Ethiopian Airlines



Saudi Arabia and China's Treasures



Togolese Consulate



EVA Air

Ethiopian Airlines	Egypt North South Travel Agency
Macau Precision Dart Co., Ltd	Vietnam Ground Travel Agency
Panama Land Travel Agency	World Research Organization Sichuan Representative Office
Brazil Sunshine International Business Travel Co., Ltd	Italian Cloud Holiday Travel Agency
Togolese Consulate Co., Ltd	Journey to Russia
Huxing Palm Signature Co., Ltd	Excellent Africa
Cambodia National Airlines	Iceland Voss Hotel
Lianda Group Co., Ltd	N66 Travel
Malaysia Inbound Tourism Association	Japanese tour guide map
Biman Bangladesh Airlines	Kumamoto Prefecture Tourism Agency, Japan
Indonesia Lingya Airlines	Destination European Travel Agency
EVA Air	Lianlian International
Consulate General of Uganda	Lecheng Tourism
Consulate General of the Republic of Uzbekistan in Guangzhou	Banyan Tree Group Overseas Investment

PART 03 Exhibition Value

Extension of professional forum Interpreting the development trend of the tourism industry



This exhibition will hold a series of heavyweight forums and promotional activities around themes such as national park development, tourism technology empowerment, digital upgrading of travel agencies, development of customized business and travel, new directions for study tours, and new integration of the homestay industry. As a featured event of this exhibition, these forum activities will cover the latest trends, market dynamics, and future developments in the industry, providing an opportunity for colleagues in the tourism industry to have in-depth exchanges and cooperation. Through these activities, participants will be able to gain insights into the future of the industry, explore new business models, and establish connections with decision-makers within the industry to jointly promote the development of the tourism industry.







B2B exhibition area for tourism resources connects with numerous global tourism industry peers





As a platform for integrating tourism resources, Shenzhen International Tourism Industry Exhibition focuses on cutting-edge market trends. By integrating the advantages of South China blockchain resources and actively gathering tourism resources, visa platforms, hotel and homestay booking platforms, ticketing booking platforms, and first-hand overseas resources from around the world, it strives to create a professional B2B tourism exhibition in the industry.





B2C exciting events immerse in interactive experiences, attracting over 100,000+viewers



This exhibition will present a series of planned C-end characteristic activities, dedicated to providing visitors with an immersive exhibition experience. Through customized interactive games, cultural experiences, and diverse entertainment performances, it will meet the needs and expectations of different audiences. Participants will have the opportunity to explore the customs and traditions of different regions and experience the unique charm of traditional art. Through interaction with exhibitors and brands, visitors can more intuitively feel the uniqueness of tourism products and services, while also injecting new vitality and creativity into the communication and development of the tourism industry.







part 04 Media Promotion



Cooperative Media (part)

Deeply cooperation with the hundreds of mainstream media



- Official Media of SITE covered the aboved media
- > Joint KOC and KOL for wider expore



SPONSORSHIP PROGRAM







Shenzhen High-speed Railway Station Lamp Post Advertisement

Shenzhen Core Business District Shopping Mall Advertising



Outdoor curtain

wall advertising

Outdoor pedestrian bridge advertisement in Shenzhen's core business district



Shenzhen Transit Advertisement



Transit Port LED Advertisement



Shenzhen Airport Advertisement

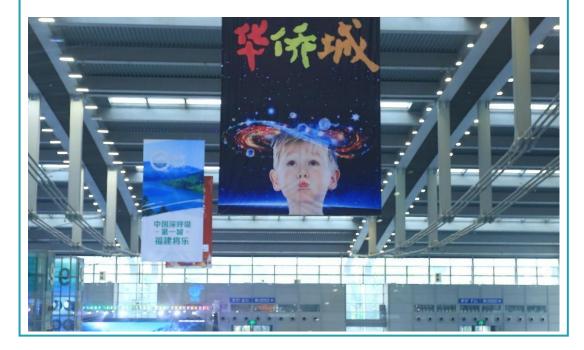
Main Venue - Exhibition Hall Flag Hanging Advertising Space

Located above the main entrance, this display is visible to all audiences and offers multiple settings that provide extensive amount of exposure for the brand and products.

Audience: 100,000 attendees at the exhibition site plus stream of audience outside the venue.

Eligibility: Only available to special exhibition customers, to have at least above 36 square meters.

Amount: 25000 RMB/side



SPONSORSHIP PROGRAM

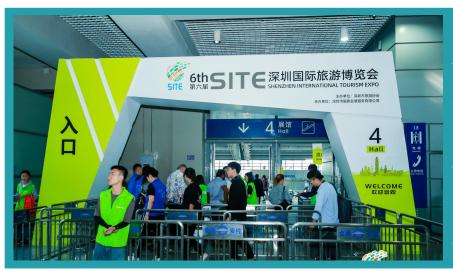




Main Vanue-Directional Signage Advertisement Space

The directional signage will be placed on the second-floor audience (preface hall) access which requires every member of the exhibition to pass through, the exposure range of these Ads will cover every person passing by.

Audience : 100,000 attendees at the exhibition site + stream of audience outside the venue.
 Eligibility : Special exhibition client, require to have at least above 36 square meters.
 Amount : 10.000RMB/Item



Main Vanue-Exhibition Hall Entrance Arch

The arch advertisement will be placed at the only entrance of the exhibition. Every attending audience will pass through it, providing extensive brand exposure.

Audience: 100,000 attendees at the exhibition site + stream of audience outside the venue.
Eligibility: Special exhibition client, require to have at least above 36 square meters.
Amount : 30,000RMB/2 Item

SPONSORSHIP PROGRAM

Main Venue-Stage Area (Complete Set) Advertising Space

Covering all types of on-site audiences; a comprehensive, multi-dimensional publicity campaign with broadreaching effects, making it the center of attention at the venue.

Audience : 100,000 attendees at the exhibition site plus stream of audience outside the venue. Eligibility : Includes table and chair covers, microphone labels, speech stage labels, stage 3D logos, and surrounding advertising boards. Only available to special exhibition client, require to have at least above 36 square meters.

Amount: 100,000RMB/booth

Main Venue-Buyer Negotiation Lounge Advertising Space

The exhibitor-buyer negotiation lounge is a place where buyers gather to communicate and exchange resources, establishing good cooperative relationships between VIP buyers. It is invaluable for B-end clientele.

Audience: 100,000 attendees at the exhibition site plus stream of audience outside the venue. **Eligibility** : Applicable to all participating customers. **Amount**: 10,000RMB/booth

Visitor Guide

Each client who walks in the showroom will receive one visitor guide for free, it is a primary publicity opportunity.

Audience : 100,000 attendees at the exhibition site plus stream of audience outside the venue. Eligibility : Special exhibitors with a minimum of 54 square meters of booth space. Amount : 50,000RMB, limited to 2 sponsors; 30,000 RMB with 50,000 guide copies.









Sponsorship and promotion opportunities



Brand Exposed

ightarrow



Сору



Media Promotion Package



Promotion Meeting



Official Sole Sponsorship in SITE

Official Airline Partner Sponsorship



Official Hotel Partner Sponsorship

! •



Official Resturant Partner Sponsorship



Activity Partner Sponsorship

• **100+**

Cooperate with more than 100 domestic and foreign professional media for publicity

100,000 +

Over 100,000 copies of DM with the tickets and invitations

INVITATION

Point-to-point invitations through phone calls, text messages, emails, WeChat, etc.

• **EXPOSURE**

Official self-media matrix real-time exposure



2025 Shenzhen International Tourism Industry Expo (SITE)

The 10th Shenzhen International Tourism Industry Expo (SITE) is set to dazzle once again at the Shenzhen (Futian) Convention and Exhibition Center in November 2025. This highly anticipated event promises to be a landmark gathering for industry professionals worldwide.

Since its inception in 2014, SITE has stood shoulder to shoulder with leaders in the tourism sector, navigating a decade of remarkable highs and formidable challenges. Over these ten years, we have not only witnessed the flourishing growth of the industry but also shared countless opportunities and overcome numerous obstacles together. Recognized for its outstanding influence and professional standards, SITE was honored with UFI certification by the Global Association of the Exhibition Industry in 2021, marking its official entry into the ranks of premier international exhibitions and embarking on a new era of globalization.

In 2025, fueled by boundless aspirations for the future, we are committed to delivering an unparalleled industry showcase. Guided by the core theme of "Innovation Leads, Technology Empowers," this year's expo will introduce a groundbreaking format that combines a grand ceremony, exhibition, summit, and live broadcast. This is not just a platform to display cutting-edge advancements in the tourism industry, it is also an exceptional opportunity to explore emerging trends, consolidate tourism resources and foster meaningful communication and collaboration.

At SITE 2025, you will witness the seamless integration of the tourism industry chain, innovation chain, capital chain, and ecological chain. The event will bring together top-tier global tourism enterprises, pioneering technology teams, leading investment institutions, and renowned industry experts to co-create a diverse, open, and efficient industrial ecosystem. Whether you're interested in cutting-edge technological applications, innovative business models, international partnership opportunities, or deep dives into the domestic market, you will find the answers you seek here.

We extend our heartfelt invitation to you to join us at this prestigious industry event. Together, let us witness the future of the tourism industry and embark on a new chapter of growth, collaboration, and success!



THANK YOU







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YouTube

Facebook

WeChat Official Account

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