

**The 11th
Shenzhen International Tourism Industry Expo**

INVESTMENT GUIDE

**Deepening Global Vision and
Innovating Tourism Industry Ecosystem**

GUIDING UNIT

Shenzhen Municipal Bureau of Culture, Radio, Television, Tourism and Sports

TIME AND PLACE

2026 / Shenzhen (Futian) Convention and Exhibition Center

2026 SITE

Shenzhen International Tourism Industry Expo



Since its inception in 2014, SITE has grown into a premier professional tourism exhibition in the Guangdong-Hong Kong-Macao Greater Bay Area, leveraging its strategic core location. The event has not only successfully connected global premium tourism resources but also continuously driven exchanges and development in the tourism industry across South China and nationwide through hundreds of high-profile summits and forums. In 2021, it was granted official certification by the Universal Exhibition Industry Association (UFI), elevating it to a professional exhibition with international influence.

In 2026, we will launch the initiative "**Deepening Global Vision, Innovating Tourism Ecosystem**", guided by four core principles: scale enhancement, holistic ecosystem, experiential innovation, and pragmatic business opportunities. Focusing on three key value dimensions—immersion, interactivity, and sustainability—we are committed to building a cultural tourism empowerment platform that seamlessly integrates global industry resources and precisely aligns with emerging business opportunities.

This exhibition will further enhance its dual-driven model of "B2B precision matching" and "B2C scenario incubation", creating a two-way synergy that facilitates efficient resource circulation in the industrial sector while deeply stimulating consumer demand.

During the exhibition period, two industry-focused events—the **6th Shenzhen Study Travel Resource Expo** and **5th Shenzhen Self-Driving Tourism & Lifestyle Equipment Expo**—will be held in tandem. These specialized exhibitions, with their deep focus on niche markets and vertical sectors, complement the main event through a "comprehensive coverage + targeted breakthrough" strategy, jointly unlocking boundless possibilities for the multi-dimensional integration of the cultural tourism industry.

In November 2026, we cordially invite global cultural tourism professionals, investors, and innovators to gather in Shenzhen for this industry summit. Let's explore new opportunities and co-create a vibrant future for cultural tourism!

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Exhibition Overview

- Exhibition Name** Shenzhen International Tourism Industry Expo
(abbreviated as: Shenzhen International Tourism Expo, Shenzhen Tourism Expo, or SITE)
- Exhibition Theme** Deepening Global Vision, Innovating Tourism Industry Ecosystem
- Time / Place** November 2026, Shenzhen Futian Convention and Exhibition Center
- Guide Unit** Shenzhen Municipal Bureau of Culture, Radio, Television, Tourism and Sports
- Exhibition Scale** The exhibition is expected to cover 23,000 square meters and attract over 80,000 visitors.
- Official Website** <https://www.szite.com.cn>
- WeChat Service Account and Video Account** Search for [Shenzhen International Tourism Exhibition]

Platform Advantages



Exhibition Overview

Abound Resources

Interpretation of authoritative industry policy and development trend

Comprehensive release of industry new products and problem solutions

Targeted project matching platform

High-level professional audiences across the entire industry chain

A seasoned curatorial team with extensive experience in managing international professional exhibitions



Exhibition Area Introduction



Beautiful China City Image Exhibition Area

Local governments and institutions, urban planning and design, green construction and operation, ecological restoration and environmental governance, green technology and smart manufacturing, digital empowerment, characteristic industries and landmark brands, cultural-tourism integration industries, etc.



Tourism Technology Exhibition Area (Low-Altitude Tourism and Culture)

Tourism software developers, tourism-related electronic products, AI-powered devices, entertainment tech products, low-altitude aircraft manufacturers, low-altitude cultural tourism operators, traditional low-altitude sightseeing experiences, low-altitude sports and events, aviation education and research, supporting services and infrastructure, etc.



High-end Customized/ Themed Tourism Exhibition Area

Group travel agencies, custom designers, supporting service providers, and complementary products



Exhibition Area on Overseas Tourism Resources

Overseas Tourism Bureau, Local Travel Agencies, Shopping Venues, Overseas Medical Institutions, Medical Local Arrangements, etc.



B2B Resource Matching Exhibition Area

Domestic and international tourism bureaus, tourism agencies, scenic area developers, cultural tourism investment institutions, hotel groups, OTA platforms, travel agency wholesalers and local tour operators, tourism technology companies, and cultural tourism exhibition companies, etc.



Exhibition Area for Hotels/Inns and MICE Tourism

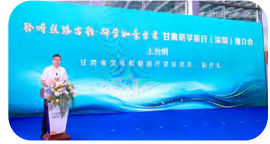
International chain hotels, boutique design hotels, resorts, branded homestays, boutique inns, wellness homestays, rural homestays, homestay towns, travel agencies, event planning companies, PR firms, etc.





Study Travel Zone

Study Travel Service Providers, Study Travel Bases (including Industrial Tourism), and Related Supporting Providers



Self-Driving Travel and Living Equipment Section (Residential Wellness)

RV manufacturers, camping equipment brands, outdoor apparel and footwear, portable energy storage devices, self-driving tour routes and scenic spots, campgrounds and wellness communities, self-driving tour service platforms, vehicle rental and maintenance services



Intangible Cultural Heritage and Creative Products Exhibition Area

Intangible cultural heritage artisans and studios / intangible cultural heritage museums / art galleries, cultural and creative design companies / individual designers / cultural inheritance institutions and cultural and creative customization factories



Tourism and Transportation Exhibition Area

Airline, cruise ship, high-speed rail, subway, group car rental, individual car rental, scenic area vehicle, low-altitude economy and innovation, smart mobility and technology, supporting equipment and facilities, etc.



Food Travel Innovation Zone

Specialty restaurants and hotels, food streets, wineries, time-honored restaurants, local specialties and cultural heritage, intangible heritage food workshops, creative tableware and cultural products, food culture institutions, etc.



Pet Travel Innovation Zone

Pet-friendly scenic spots, hotels, resorts, airlines that allow pets, pet travel insurance providers, portable pet supplies, pet travel food, pet travel essentials, pet behavior training centers, pet travel customization agencies, animal protection organizations, etc.



Platform Highlights



Excellent Resource Hub Platform

- B2B end carefully selects professional buyers and supply chain
- Focus on industrial upgrading, cross-border cooperation and technology empowerment



Rich Meeting Content

- Industry forum reveals industry trends
- Tourism and culture project promotion and investment conference
- Tourism and culture-related symposiums, roundtable discussions, award ceremonies



Efficient Business Communication

- The buyer negotiation area is bustling with frequent negotiations
- The SITE experts have efficient interactions with the exhibitors
- Product promotion and display

SITE – A Premium Platform for Developing the Cultural and Tourism Market in South China

South China Industrial Linkage Full Coverage B2B Tourism Resources Platform

B2B Business District

The dedicated B2B trade matchmaking zone offers a private space for reservations, meetings, and business negotiations, providing professional services to enhance exhibitors' performance.

Select Buyer

The exhibition carefully selects high-quality buyers from all sectors of the tourism industry and professional audiences invited by the event.

Action

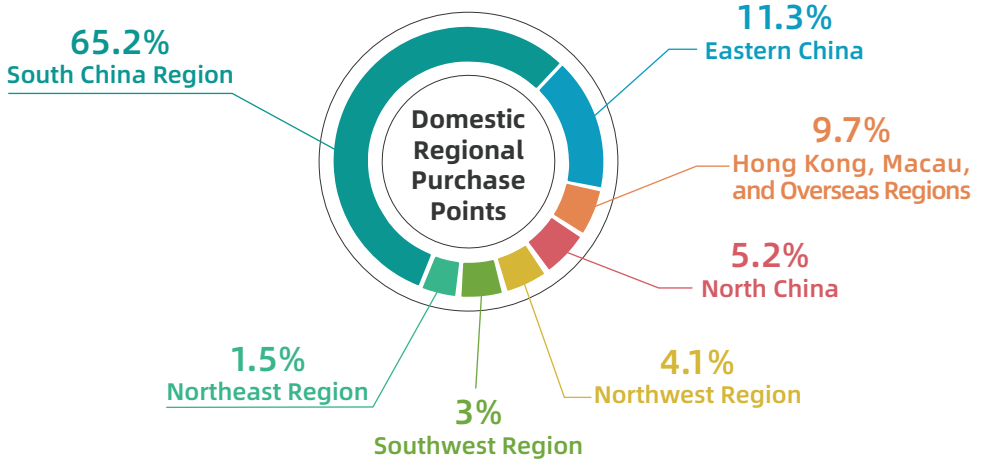
Stay updated with the latest industry market trends, explore case studies from leading international tourism experts, and collaborate to build a new tourism market ecosystem.

Resource Network

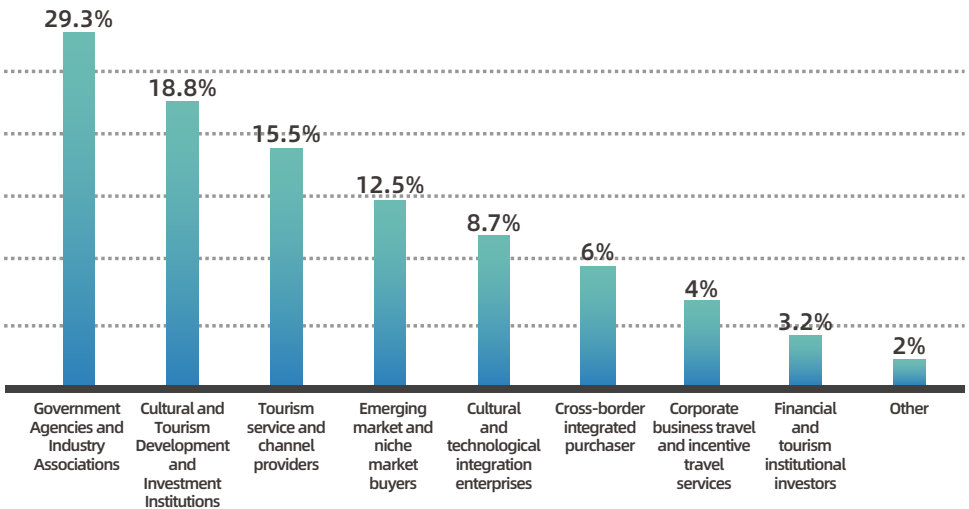
Business buyers engage in commercial activities and resource matching during the negotiation zone, expanding industry networks and connecting with potential domestic and international partners through the exhibition.

Buyer Profile

Domestic Buyers' Regional Distribution

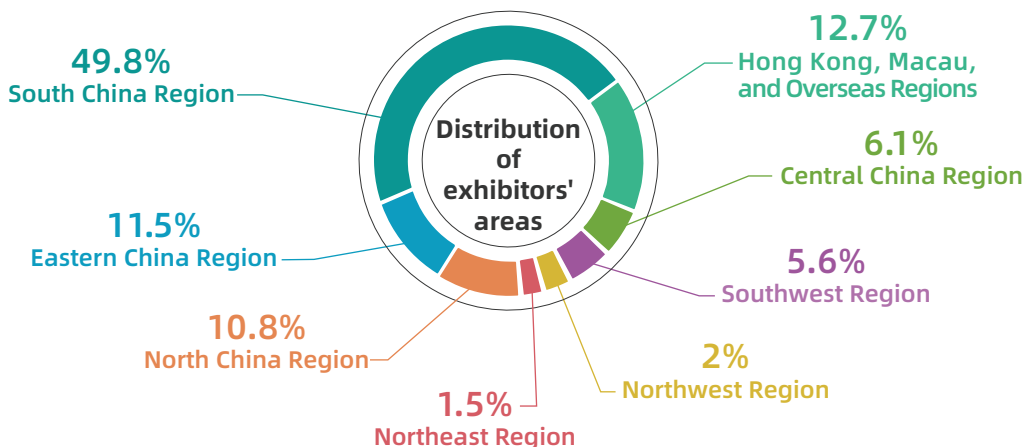


Professional Buyer Field Distribution



Exhibitor Overview

Exhibitor Area Distribution



Exhibitor Field Distribution

Tourism Services

- Study Tour and Educational Travel Agencies
- Domestic and foreign travel agencies and the tourism industry supply chain

Transportation and Tourism

- Airline
- Railway
- Cruise company
- New energy transportation enterprises
- Car rental company
- Transportation ticketing platform

Tourism Resources

- Tourism bureaus of all provinces, cities, and overseas regions (including Hong Kong, Macao, and Taiwan)
- Scenic spots
- Hotels

Cross-Boundary Fusion Category

- Health and wellness institutions
- Smart Home Enterprises
- E-sports companies
- Live streaming and short video platforms

Tourism Innovation and Characteristics

- A supplier of self-driving RVs and camping equipment for travel and living
- Non-heritage cultural products, cultural and creative products, and tourism technology brands

Tourism Accommodation

- Tourism insurance provider
- Tourism education and training institutions
- Tourism media and publishing institutions

Exhibitor Overview

Exhibitor Partners (Some past exhibitors)

The following rankings are not in order

Xizang (Tibet) Autonomous Region Department of Culture and Tourism	Gansu Provincial Department of Culture and Tourism	Shanxi Provincial Department of Culture and Tourism	Fujian Provincial Department of Culture and Tourism	Xinjiang Kashgar Region Culture, Radio, Television and Tourism Bureau
Xinjiang Yili Kazakh Autonomous Prefecture Culture and Tourism Bureau	Xinjiang Aksu Region Culture, Sports, Radio, Television and Tourism Bureau	Qianxinan Prefecture Culture, Sports, Radio, Television, and Tourism Bureau	Qiongdongnan Prefecture Culture, Sports, Radio, Television and Tourism Bureau	Yushu Tibetan Autonomous Prefecture Culture, Sports, Tourism, Radio, and Television Bureau
Guilin City Cultural Radio Television and Tourism Bureau	Longnan City Cultural, Radio, Television and Tourism Bureau	Changning County Yunnan Culture and Tourism Bureau	Changsha City Culture, Tourism, Radio, and Television Bureau	Tangshan City Cultural, Radio, Television and Tourism Bureau
Qingyuan City Culture, Radio, Television, Tourism and Sports Bureau	Wenzhou Municipal Bureau of Culture, Radio, Television and Tourism	Meizhou City Culture, Radio, Television and Tourism Bureau	Jilin City Culture and Tourism Bureau	Shanwei City Culture, Radio, Television, Tourism and Sports Bureau
Huizhou City Bureau of Culture, Radio, Television, Tourism, and Sports	Shaoguan City Bureau of Culture, Radio, Television, Tourism and Sports Bureau	Jiayuguan City Culture and Tourism Bureau	Hechi City Culture and Broadcasting Sports and Tourism Bureau	Zhaotang City Culture and Tourism Bureau
Xinxiang City Culture, Radio, Television, Foreign Affairs and Tourism Bureau	Hunan Daoxian Culture, Tourism, Radio, Television, and Sports Bureau	Jiangxi Xunwu County Culture, Radio, Television, News, Publishing, and Tourism Bureau	Shixing County Culture, Radio, Television, Tourism, and Sports Bureau	Tianlin County Culture, Sports, Radio, Television and Tourism Bureau (Baize City, Guangxi)
Lingshui Li Autonomous County Tourism, Culture, Radio, Television and Sports Bureau	Shenzhen Culture, Radio, Television Tourism and Sports Bureau	Shenzhen Urban Management And the Comprehensive Law Enforcement Bureau	Nanshan District Shenzhen Bureau of Culture, Radio Television, Tourism, and Sports	Futian District Shenzhen Bureau of Culture, Radio Television, Tourism, and Sports
Shenzhen Guangming District Culture, Radio, Television, Tourism and Sports Bureau	Shenzhen Luohu District Culture, Radio, Television, Tourism and Sports Bureau	Shenzhen Longgang District Culture, Sports and Tourism Bureau	Bao'an District Culture, Radio, Television, Tourism and Sports Bureau (Shenzhen City)	Shenzhen Dapeng New Area and Culture and Sports Bureau
Guangdong Province Homestay Industry Association	Bao'an District Shenzhen Low-altitude Economy Industries Association	Chengdu Xiling Ice and Snow Anren Cultural and Tourism International Zone Management Committee	World Animal Protection (UK) Beijing Representative Office	Shenzhen Polytechnic
Croatian National Tourism Board Shanghai Representative Office	Abu Dhabi Island Tourism Board	Thailand National Tourism Authority	Singapore Tourism Board	Korea Tourism Organization
Czech Tourism Board Beijing Office	New Zealand Tourism Board	Embassy of the Federal Democratic Republic of Ethiopia in China	Malta Tourism Board	Australian Tourism Board
Tunisian National Tourism Board	Spanish National Tourism Board	Infinity Communication Co.,Ltd.	Japan: Wakayama Prefecture and Ehime Prefecture	Malaysian Medical Tourism Council
Qinghai Chaka Salt Lake Scenic Area	Qinghai Golmud Chaharhan Salt Lake Scenic Area	Xinjiang Yiwu Poplar Forest Scenic Area	Guilin Qianjiadong Cultural and Tourism Resort	Guiyang Guanshanhu Park
Weizhou Island Scenic Area (Beihai, Guangxi)	Guizhou Fanjing Mountain Scenic Area	Luofu Mountain Scenic Area (Guangdong Province)	Shenzhen OCT Happy Valley Tourism Company	Shenzhen Jinxu Zhonghua
Shenzhen Window of the World	Shenzhen Wildlife Park	Guangzhou Rongchuang Cultural and Tourism City	Free Sky Cloud View Floor	Hong Kong Disneyland
Shenzhen Tefa Xiaomeisha Investment Development Co., Ltd.	Changbai Mountain International Tourism Resort Development Co., Ltd.	Guoshenlv (Shenzhen) International Travel Service Co., Ltd.	China Southern Airlines Co., Ltd.	Alipay (Hangzhou) Digital Service Technology Co., Ltd.
Ctrip Travel	Tongcheng Travel	China Travel Service	Kanghui International Travel	New Horizons
Tuniu Travel Network	BaoLiu International Travel Agency	China Travel Service (Guangdong)	Wanzhong International Travel Agency	Jetour International Travel Agency
Hainan Airlines	Overseas international travel agencies	Malaysia Airlines	Cathay Pacific Airways	Asia Airlines
Cambodia National Airlines	Bangladesh International Airlines	Ethiopian Airlines	SriLankan Airlines	CAL
Shenzhen Bao'an Airport	China Merchants Shekou Cruise Home Port	Shenzhen Bus Group	Hong Kong Yongdong Bus	EVA Air/Li Hsing Airlines

Previous Events

2014

- The first Shenzhen International Tourism Industry Expo officially opened.
- The inaugural event has made a remarkable debut, attracting over 200 domestic and international enterprises.



2015

- Gathering government departments, industry associations, and tens of thousands of tourism professionals worldwide.
- The live sales volume in the brand enterprise special sale zones, represented by Wanda New Vision, China Travel Service, and Tongcheng, reached 31 million yuan.

2016

- The "South China Tourism Distribution Summit" was graced by prominent attendees including the Chairman of Tongcheng Travel, the Chairman of OCT Group, and the CEO of China International Travel Service (CITS).
- With over 1,500 participants, this event has become the largest gathering in China's travel agency industry to date.



同程旅遊董事長 吳志祥

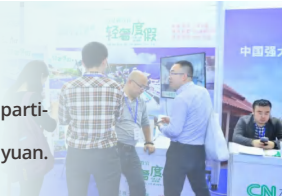


2017

- The Tourism and Transportation Exhibition Area welcomes Star Cruises and Costa Cruises for the first time.
- Leaders from Shenzhen Municipal Tourism Bureau attended the opening ceremony of the 4th Tourism Expo, demonstrating the event's high-level government recognition and support.

2018

- OTA platforms led by Ctrip and other top-tier tourism companies are participating in the Travel Expo.
- The trade fair achieved a record high transaction volume of 186 million yuan.



Previous Events

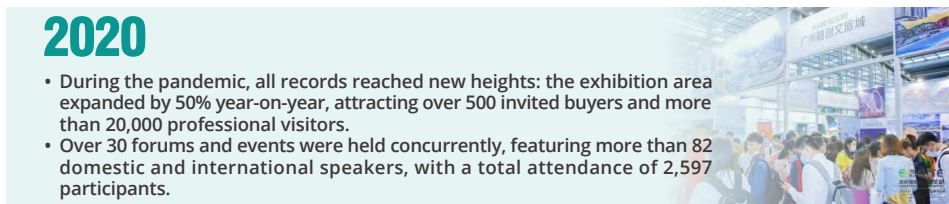


2019

- The first high-speed rail tourist train in China was launched and sold on site.
- Shenzhen International Tourism Industry Expo is a professional B2B tourism exhibition in the industry. B2B professional audience surpasses 30,000 for the first time, hitting a new record.

2020

- During the pandemic, all records reached new heights: the exhibition area expanded by 50% year-on-year, attracting over 500 invited buyers and more than 20,000 professional visitors.
- Over 30 forums and events were held concurrently, featuring more than 82 domestic and international speakers, with a total attendance of 2,597 participants.



2023

- The exhibition integrates industrial forum discussions, tourism live-streaming festival, life market, public welfare collaboration and city promotion, integrating new content, new experiences and new gameplay throughout the "eat, stay, travel, sightsee, shop, and entertainment" aspects.
- This is a brand-new "B2B+B2C" upgraded and integrated feast, successfully contributing to the revival of the tourism industry across the country and the world.



2024

- Liu Lei, Secretary of the Party Leadership Group and Director of Shenzhen Municipal Bureau of Culture, Radio, Television, Tourism and Sports, visited the exhibition for inspection.
- A study tour promotion event was held in Northwest China, with the Deputy Director of Gansu Provincial Department of Culture and Tourism attending and delivering a speech, attracting numerous leading study tour enterprises to participate.



2025

- Invite the cultural and tourism authorities, enterprises and industry organizations from important nodes along the "Belt and Road" route - such as Xizang (Tibet) Autonomous Region and Xinjiang - to attend the grand event together, jointly participate in the exhibition, and work together to forge a new chapter for the integration of culture and tourism and development along the "Belt and Road".



Exhibition Planning

2026 Shenzhen International Tourism Exhibition "Inbound Tourism" Special Planning

Special Zone Planning: Create an Immersive Inbound Tourism Experience Center

1. Inbound Tourism and "China Purchase" Experience Area

Tourist Service Zone

Display visa facilitation policies, multilingual services, and international tourism facilities



Tax Free Shopping and Tourism Retail

Display free tax shop policy and tourism shopping innovation

Payment Convenience Experience

Demonstration of solutions such as credit card payment and mobile payment

Tax Refund upon Departure

Explanation and Procedure of Tax Refund Convenience Measures for International Buyers

2. Professional Forum and Summit: Leading the Industry Thought

Designing high-level, forward-looking professional forums to focus on inbound tourism policies, technologies, and market trends.

Draft Key Issue Plan:

China Inbound Tourism Market
Opening and Innovation Forum

China High-Quality Innovation Summit
for Inbound Tourism Service Products



Exhibition Planning

Professional Forum, Interpreting Industry Trends

Summit Matrix Draft:

Low-Altitude Cultural and Tourism Forum

It will conduct a thorough exploration of how the low-altitude economy is reshaping the tourism experience and the development of destinations.

Travel Industry Trends Development Summit

A core forum that delves into industry trends, it will focus on interpreting the structural changes in tourism consumption behavior and new market demands in the post-pandemic era.

Self-Driving Tours and Residential Development Forum

Closely following the market trends, we will deeply explore the upgrading paths of the self-driving tourism and vacation living (camping) industries.

Pet Tourism Economic Development Forum

The rapidly growing "pet economy" will be the focus of this forum's first systematic exploration of the norms and development of the pet-friendly tourism market.

We will host distinguished guests including think tank experts from the Ministry of Culture and Tourism, representatives from international tourism organizations, tourism bureau officials, CEOs and founders of leading enterprises, and executives from top brands.



Exhibition Planning

B2B Precision Matching of Tourism Resources and Global Travel Industry

Positioning the B2B sector as the "core engine" driving industrial upgrading, it has evolved from a traditional resource showcase platform into a "global hub for new-generation cultural tourism productivity" and an "innovation testing ground for pioneering solutions". Beyond serving conventional travel agencies and scenic spots, it actively connects with diverse ecosystem partners including cultural tourism investors, tech firms, commercial space operators, local governments, and cross-border service providers.

Business Docking Target

Facilitate on-site signing and potential collaborations; efficiently connect professional buyers with exhibitors, ensuring key exhibitors can engage in in-depth discussions with target purchasing decision-makers.

Resource Pooling Target

Attract high-quality exhibitors from countries and regions worldwide, covering the entire cultural tourism industry chain; and engage premium professional buyer groups, including procurement departments of leading OTAs, international hotel management groups, and local government investment platforms.



Exhibition Planning

B2C Highlights: Experience the Exciting Event

The B2C segment of Shenzhen International Tourism Exhibition serves not only as a gateway for visitor traffic and consumption scenarios, but also as a "value amplifier" that enhances the event's public influence, validates new product market acceptance, and ultimately benefits the B2B industry. To meet the 2026 consumer market's growing demand for personalization and experiential consumption, the initiative aims to transform the B2C segment into an "Immersive Tourism Inspiration Center and Future Lifestyle Experience Zone."

Immersion Narrative, Scene Prevails

View the entire exhibition as a vast and explorable "virtual universe for tourism". Through immersive projections, interactive digital walls, and themed atmosphere settings, each exhibition area is transformed into an exotic destination or a segment of a future travel scenario, allowing visitors to immerse themselves in the experience scene by scene throughout the entire visit.

Concise Content, Interactive Experience

B2C campaigns are evolving toward shorter, more refined, and more interactive formats. Events like pet travel experiences, influencer live interactions, and SITE live streaming festivals will continue to be enhanced.

Personalization and Co-Creation

Let the audience become content creators, and let the tourists record their travel wishes or experiences.



Media Promotion

Offline Media (Massive Channels)



Immigration and Exit Port LED Advertisements



Shenzhen Airport Advertisements



Shenzhen Subway Advertisements



Elevator Advertisements



Gate Barrier Advertisements



Core Location Shopping Mall Advertisements



Shenzhen North Railway Station Transportation Hub Advertisements



Advertise in the Core Area Shopping Mall

Media Promotion

Online Media (Massive Channels)

先锋快报 | 第十届深圳国际旅游产业博览会在福田举行

先锋快报



主持人：近日，第十届深圳国际旅游产业博览会在福田会展中心举办，其中，喀什地区展区以其独特的丝路风情成为全场焦点。详情由本台记者报道：

▶ 0:00 / 2:13

据了解，第十届深圳国际旅游产业博览会由深圳市文化广电旅游体育局指导，深圳市旅游协会、深圳市康世东方会展有限公司联合主办。作为华南地区重要的旅游产业盛会，本届展会以“链接全球旅游资源 跨界赋能百业融合”为主题，近2万平方米的展览空间内，汇聚30个国家和地区的300余家展商。



而在产业发展方面

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订阅

《湾区快报》2025第十届深圳国际旅游产业博览会

第十届深圳国际旅游产业博览会11月14日在深圳（福田）会展中心盛大启幕。作为华南地区标杆性旅 展开

深圳新闻网 sznews.com

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• 鹏城英才 • 舆论聚焦 • 要闻

来源新闻

第十届深圳国际旅博会成功举办喀什地区专场推介会 “丝路明珠”多维展示文旅魅力，深喀合作共拓产业新机遇

来源：深圳新闻网 发布时间：2025-11-15

深圳新闻网2025年11月15日讯（记者 李婉莹）11月15日，第十届深圳国际旅游产业博览会重要专场活动——“喀什地区专场推介会”在深圳成功举办。本次活动在深圳市对口支援新疆工作前方指挥部的有力支持下，由喀什地区文化旅游和广通局牵头，联合全区12县市及多家重点文旅企业共同呈现，以“丝路明珠·魅力喀什”为核心品牌，通过“特色展位+精准推介”相结合的模式，全面展示了喀什丰富的文化旅游资源与产业发展潜力，为深化深喀两地文旅产业协作搭建了高效平台。



第十届深圳国际旅游产业博览会 汇聚海内外文旅资源，解锁多地投资新机遇

旅新网 2025-11-07 16:59 山东

AI导读

“2025深圳国际旅游产业博览会11月开幕，汇聚全球近千名买家与30+行业论坛，打造‘趋势晴雨表’与‘资源聚合场’。从低空文旅到宠物旅行，一站式解锁旅游全产业链创新机遇，更有华南旅业颁奖盛典揭秘行业新趋势。”

内容由AI智能生成



10th SITE 深圳国际旅游产业博览会
SHENZHEN INTERNATIONAL TOURISM INDUSTRY EXPO
2025年11月14日-16日
深圳（福田）会展中心 6/7 号馆

Media Promotion

Online Media (Massive Channels)



深圳卫视报道







广东电视台报道





亚太第一卫视报道



100+ Vertical Private WeChat groups



 SITE 旅业交流101群 (376) 



 SITE 旅业交流102群 (256) 



 SITE 旅业交流103群 (246) 



 SITE 旅业交流104群 (266) 



 SITE 旅业交流105群 (251) 

 SITE 旅业交流106群 (194) 


 SITE 旅业交流107群 (255) 

 SITE 旅业交流108群 (232) 

 SITE 旅业交流109群 (221) 

 SITE 旅业交流110群 (127) 

 SITE 旅业资源广告201群 (492) 

 SITE 旅业资源广告202群 (145) 

 SITE 旅业资源广告203群 (487) 

Media Promotion

Media Partners (Some Media from Previous Editions)

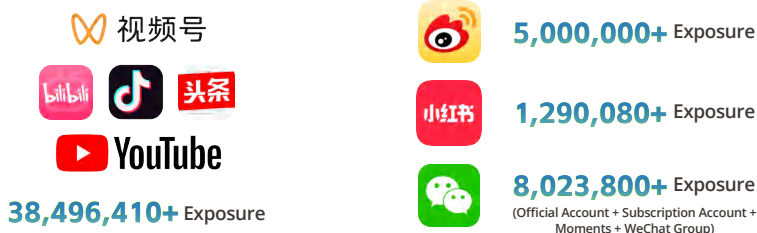
The following rankings are not in any particular order.



Official Media & Comprehensive Platforms

New Media Promotion Exposure (Partial)

- Covering the mainstream media across the country, as well as media channels in various industries (tourism/Internet/finance/culture), and having over a hundred deeply strategic cooperative media outlets.
- The official media platform collaborates with KOCs and KOLs to achieve comprehensive coverage through integrated self-media channels.



The 11TH SHENZHEN INTERNATIONAL TOURISM INDUSTRY EXPO

 11th **SITE** 深圳国际旅游产业博览会
第十一届 SHENZHEN INTERNATIONAL TOURISM INDUSTRY EXPO

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 **SITE**
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