

Tenth Shenzhen International Tourism Industry Exhibition

POST-EXHIBITION REPORT

Precise Matching and Trend Analysis

2025 SITE

Shenzhen International Tourism Industry Expo

The 10th Shenzhen International Tourism Industry Expo (abbreviated as SITE) was successfully held at Shenzhen Convention and Exhibition Center (Futian) from November 14 to 16, 2025.

As the core hub for the cultural and tourism industry in South China, this year's exhibition was guided and supported by the Shenzhen Municipal Bureau of Culture, Radio, Television, Tourism and Sports. By leveraging government resources and industry expertise, the event has solidified its professional standing and authoritative reputation.

Centered on the theme "Connecting Global Tourism Resources for Cross-Border Empowerment and Industry Integration," and positioned as a platform offering "Full Industry Chain Coverage, Full-Scene Service Solutions, and Full-Dimensional Value Empowerment," the exhibition attracted numerous exhibitors and invited buyers from both domestic and international markets.

Concurrently, more than 30 high-value industry forums and regional cultural tourism promotion sessions were held, further establishing the event as a key platform for showcasing industry trends and facilitating resource exchange.



I. Overview of the Expo

A New Milestone in Scale and Influence

SHENZHEN INTERNATIONAL TOURISM INDUSTRY EXPO

The Exhibition Continues the Advantages of Ten Years of Accumulation, Highlighting the Attraction of the "Bay Area Engine" to the Global Tourism Industry



Core Data

Covering an exhibition area of over 20,000 square meters, the expo brought together more than 300 exhibitors from over 30 countries and regions. During its three-day run, it attracted over 60,000 visitors and professional buyers in total. During its three-day run, it drew an audience of over 60,000 visitors and professional buyers. Strategically, the event also connected with a wide range of invited buyers from both domestic and international markets—including OTA platforms, tour operators, scenic area operators, and cultural tourism investment institutions — thereby building an efficient bridge between supply and demand.



Core Focus and Development Goals

With a focus on B2B collaboration and emerging business models, the exhibition is positioned to provide "full industrial chain coverage, professional services across all scenarios, and comprehensive value empowerment." Our goal is to establish it as a "trend barometer" and a "resource aggregation hub" for the global tourism industry. Meanwhile, by creating interactive scenarios for end-users, we aim to promote the cross-border integration of the "tourism +" model and facilitate the transition of China's tourism industry toward high-quality and sustainable development.

II. Exhibitor Analysis - Regional & Sector Distribution

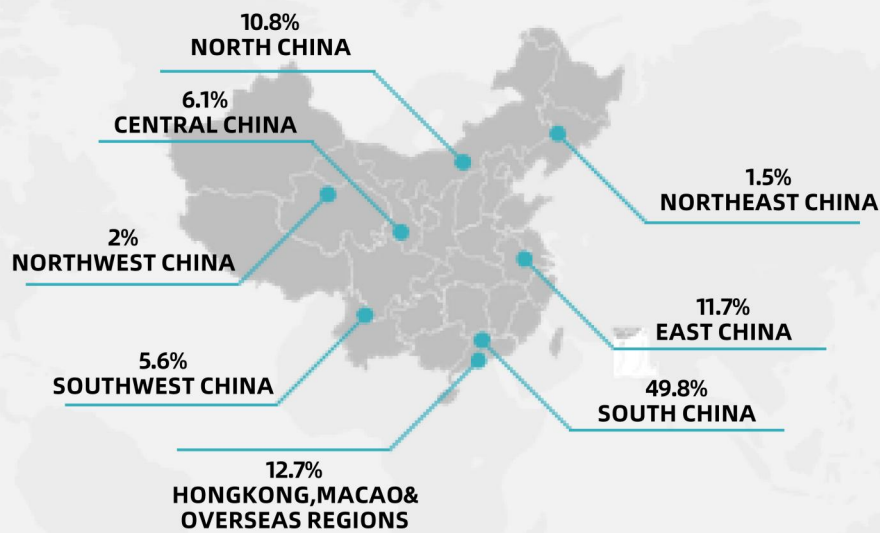
Aligning Precisely with the Core Trends of Industry Development

SHENZHEN INTERNATIONAL TOURISM INDUSTRY EXPO

With its well-defined industry positioning and broad sector appeal, the exhibition has drawn high-quality exhibitors from across the global cultural tourism landscape. Its regional distribution and thematic zoning not only reflect the diverse integration of international cultural tourism resources but also align closely with key industry development trends.

Regional Distribution: A three-dimensional layout of "Domestic Full-Coverage + International Resource Linkage".

EXHIBITOR AREA DISTRIBUTION



II. Exhibitor Analysis and Highlights of the Exhibition Area

Accurately align with the core trends of industry development

SHENZHEN INTERNATIONAL TOURISM INDUSTRY EXPO

Sector Distribution: Fully covering all core segments of the tourism industry chain, demonstrating prominent cross-border integration characteristics.

DISTRIBUTION OF EXHIBITORS BY FIELD

TOURISM SERVICES

- Study Tour and Educational Travel Agencies
- Domestic and Foreign Travel Agencies & Industry Supply Chain



TOURISM TRANSPORTATION

- Airlines
- New Energy Vehicle Companies
- Railway Operators
- Car Rental Services
- Cruise Lines
- Transportation Ticketing Platforms

TOURISM RESOURCES

- Tourism Bureaus (from provinces, cities, and overseas regions including Hong Kong, Macao, and Taiwan)
- Scenic Spots & Attractions
- Hotels & Hospitality

TOURISM INNOVATION AND SPECIAL FEATURES

- A Manufacturer of Self-driving RVs and Travel and Camping Equipment
- Brand Merchants of Intangible Cultural Heritage, Cultural and Creative Products, and Tourism Technology

CROSS-BORDER INTEGRATION

- Wellness and Healthcare Institutions
- Smart Home Solution Providers
- Esports and Interactive Entertainment Enterprises
- Live Streaming and Short Video Platforms

TOURISM SUPPORT FACILITIES

- Tourism Education and Training Institutions
- Travel Media and Publishing Organizations

II. Exhibitor Analysis and Highlights of the Exhibition Area

Accurately align with the core trends of industry development

SHENZHEN INTERNATIONAL TOURISM INDUSTRY EXPO

The following highlights from the core exhibition area showcase the diverse business models and innovative dynamism of the exhibitors.

01

International Tourism Resources Exhibition Area

Link to premium resources from 30+ countries worldwide

The international exhibition area brings together authoritative institutions from multiple nations, including the Embassy of the Federal Democratic Republic of Ethiopia in China, the Laos Tourism Promotion Centre (Resident in China), the Malta Tourism Authority, the Croatian National Tourist Board, the Portuguese National Tourism Board, and the Malaysia Medical Tourism Council. It also features specialised local tour operators such as Spain's European Holidays and Iran's Persian Trails, covering regions across Europe, Asia, the Middle East, and Africa. These participants provide on-site interpretation of tourism policies and bespoke local services. Furthermore, destinations such as Hoshino Resorts TOMAMU (Japan) and Yas Island, Abu Dhabi (UAE) present year-round tourism resources and interactive theme park experiences, offering domestic buyers direct access to overseas cultural and tourism offerings.



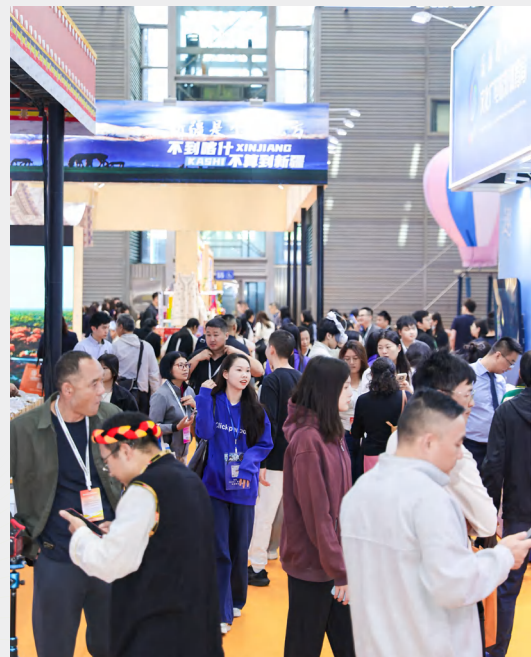
Domestic Cultural and Tourism Resources Exhibition Area

Showcase the Unique Features of Cultural and Tourism Experiences Across All Regions In China

As the core exhibition area of the "Beautiful China" theme, this event particularly focuses on the charm of the northwest border and the diverse regional appeal, gathering key cultural and tourism units from Xizang, Kashgar Prefecture, Yili Kazak Autonomous Prefecture, as well as cultural and tourism authorities from Yunnan, Guilin and other places, and local cultural and tourism enterprises in Shenzhen. It comprehensively presents the cultural and tourism charm of the entire region from the snow-capped plateau, the northwest secret realm to the coastal city.

Display of Regional Culture

The Culture, Radio, Television and Tourism Bureau of Kashgar Prefecture, with the theme of "Northwest Scenery Scroll", showcases the humanistic heritage of Kashgar Ancient City and the magnificent scenery of the Pamir Plateau through miniature models of the ancient city and intangible cultural heritage handicrafts. The Culture, Radio, Television and Tourism Bureau of Yili Kazak Autonomous Prefecture focused on "Ice and Snow Secret Realm and Grassland Charm", presenting the four-season beauty of the Nalati Grassland and the ice and snow charm of Yili in winter through high-definition images and ethnic costume exhibitions. The cultural and tourism bureaus of Guilin, Shanwei, Longnan and other places, as well as the Anren Cultural and Museum Management Committee of Xiling Ice and Snow in Chengdu and the Cultural and Tourism Bureau of Changning in Yunnan Province, also participated in the exhibition simultaneously, presenting the natural landscapes and cultural features of their respective regions through distinctive exhibitions.



2025 SITE

Distinctive Destinations and Resort Area

The Tourism Development Department of the Xizang (Tibet) Autonomous Region showcases the secret scenery of the plateau. Changbai Mountain International Tourist Resort Development Co., Ltd. mainly promotes ice and snow vacation products. Qinghai Xikang Cultural Tourism Co., Ltd. brings the special experience of "Sky Mirror" at Chaka Salt Lake. Zhejiang AirAsia Technology enriches the business forms of scenic spots with the "Flying House Tour" hot air balloon project.



Representatives of Urban and Local Cultural Tourism

The First Branch of Shenzhen Ping An Financial Center Construction and Development Co., LTD., Splendid China, Wildlife Park and other places showcase the city's cultural and tourism business cards. Shenba Culture and Tourism, Longgang District Culture and Tourism Bureau and others presented the achievements of local cultural and tourism integration in Shenzhen.



Tourism Technology Exhibition Area

Technology Empowers Smart Travel & Focusing on Outdoor Consumption

The technology exhibition zone highlights cutting-edge fields like AI and smart equipment, with low-altitude cultural tourism as its core attraction. It showcases the deep integration of 'technology + tourism' while covering diverse smart travel solutions.

Display of Regional Culture

As the flagship section of the tourism technology exhibition, this area brings together aviation and cultural tourism tech enterprises including Bao'an District Low-altitude Economy Industry Association, Shenzhen Xiaofeixia Intelligent Technology, and Taipeng Technology. The venue showcases core products such as eVTOL technology applications, low-altitude cultural tourism infrastructure solutions, and drone performance systems. A 3V3 drone football tournament was held concurrently, attracting 16+ domestic and international teams, creating an integrated display space that blends technology, sports, and cultural tourism.



Gather Intelligent Services and Intelligent Equipment

Alipay Enterprise Code and Qisheng Software delivered tailored digital solutions, and Shenzhen Deep Interconnect adapted its multilingual audio guide for scenic spot applications. ZhiLian Universe showcased AI-powered digital human holographic cabins and smart wellness devices, with Bihuo Technology and Pioneer Electric also presenting their respective products. In addition, Sichuan Yiyun 's autonomous vehicles enabled seamless guided tours, while Guanyuan Industrial introduced fully intelligent service systems designed to enhance the cultural tourism experience.



04

Outdoor Travel and Camping Equipment Exhibition Area

Focus on the Consumer Demand for Outdoor Travel and Residence

The camping equipment zone directly targets the growing demand for outdoor travel. Exhibitors such as Ningbo Oulu Leisure Products and Guangzhou Shansu Xingchuan Cultural Tourism presented a complete range of gear for all scenarios, including camping tents and outdoor cooking utensils. Zhejiang Yahuang Technology offered end-to-end hot air balloon services, providing diversified outdoor solutions for both camping grounds and scenic areas. Together, these products and services comprehensively cater to diverse consumption scenarios like "road trip + camping" and "family camping."



05

The Study Tour and Cultural Innovation Exhibition Area

Integrating Cultural Experiences With Practical Value

Focused on research and study practice and cultural tourism creative products. Created diverse experiential scenarios centered around "Culture + Education + Consumption". The area features interactive study tour experiences—such as traditional mortise and tenon technology and intangible cultural heritage crafts—alongside practical cultural and creative products integrated with cultural tourism IP. This approach facilitates the dual transformation of cultural heritage into both educational value and consumer appeal.



06

Other special exhibition areas

Expand the boundaries of the cultural tourism sub-sectors

Beyond the highlighted zones, the exhibition further features dedicated sections for themed tourism & branded agencies, homestays/hotels & supply chains, culinary tourism, intangible cultural heritage & creative products, and pet-friendly travel.

These zones collectively cover diverse segments of the cultural tourism industry. Each aligns with emerging market trends and innovative industry directions, creating targeted platforms for exhibitors and visitors to connect within niche markets. This structure reinforces the exhibition's ecosystem by presenting a complete industrial chain, demonstrating its inclusive nature and empowering various business models across the sector.



III. B2B Resource Matching

Efficiently Matching Global Tourism Business Opportunities

SHENZHEN INTERNATIONAL TOURISM INDUSTRY EXPO

This exhibition focuses on B2B engagement by establishing a dedicated resource-matching zone. It provides tourism enterprises with end-to-end services characterized by targeted matching and efficient negotiations.

(一) Some B2B Exhibition Area Enterprises

The B2B exhibition zone brings together top-tier cultural and tourism enterprises from across the globe, spanning travel agencies, OTAs and local tour operators, tourism technology, and integrated services. Key participants include:

Beijing Hanglv Century International Aviation Service Co., Ltd.	Sunflower Travel Agency	Spanish European Holiday	Shenzhen Gangjie Travel International Travel Agency Co., Ltd.
Beijing Youchuang International Travel Service Co., Ltd.	Shenzhen Quyuan Travel Agency Co., Ltd.	Beijing Hengxin International Travel Service Co., Ltd.	Taiping International Insurance Brokerage (Shanghai) Co., Ltd.
Beijing Leisure International Travel Agency Co., Ltd.	Beijing Zhengyuan International Travel Service Co., Ltd. Wuhan Branch	Guangdong Fengxing International Travel Service Co., Ltd.	Russian Tourism Company (Local Tour Guide for Baikal Lake)
Sichuan Yuanhai International Travel Service Co., Ltd.	Beijing Binfen International Travel Service Co., Ltd.	Shanghai Wutongshu International Travel Service Co., Ltd.	Beijing Hengxin International Travel Service Co., Ltd.
Alipay (Hangzhou) Digital Service Technology Co., Ltd.	Jun'an International Conference and Exhibition (Beijing) Co., Ltd.	Guizhou Manjing Travel Agency Co., Ltd.	Beijing Xinge International Travel Service Co., Ltd.

(二) Core Service Values

Accurate Matching

Leverage big data matching to quickly identify pre-qualified partners for enterprises, effective saving resources and reducing search costs.

Efficient Negotiation

Set up a semi-closed and quiet negotiation space to ensure in-depth communication between enterprises and improve the efficiency of cooperation and negotiation.

One-stop Customer Service

Concurrently, a series of high-level industry forums will be held, providing enterprises with a platform to connect key resources, keep abreast of emerging industry trends, and expand their professional networks.

IV. Buyer Analysis

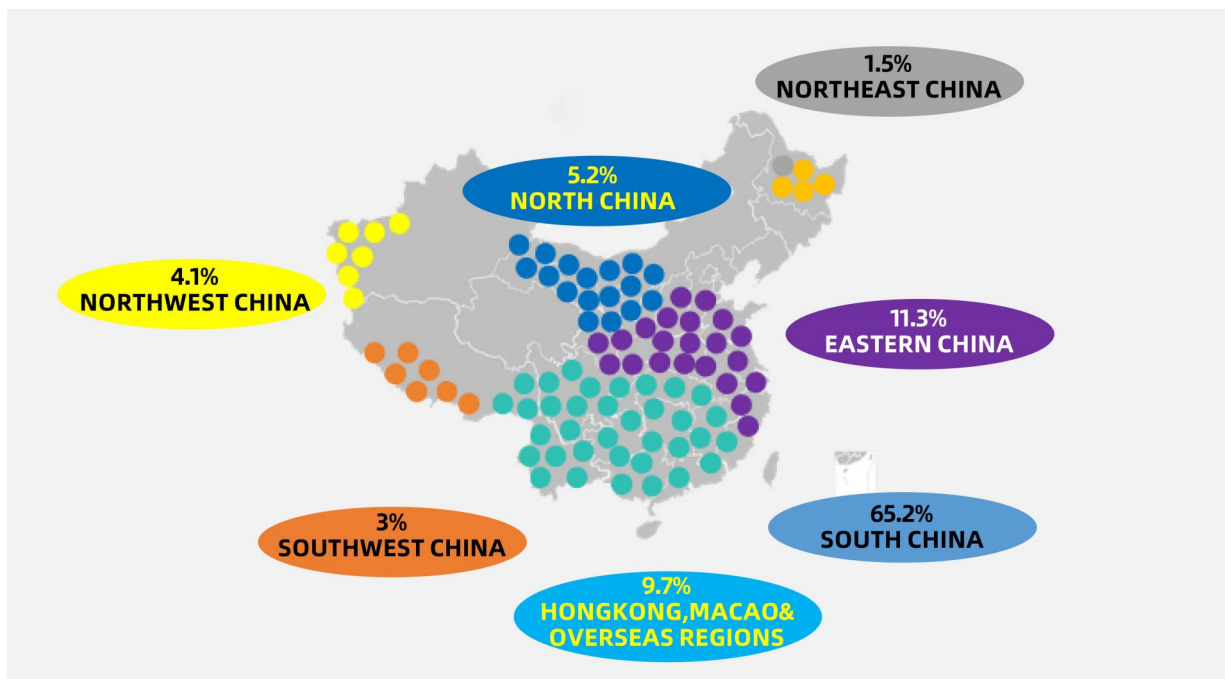
Precisely Profiling the Cooperation Demands of the Tourism Industry

SHENZHEN INTERNATIONAL TOURISM INDUSTRY EXPO

As the core participants of the exhibition resource docking, the wide coverage and field distribution of professional buyers directly determine the accuracy of supply and demand matching and the possibility of cooperation implementation.

Positioned at the core of “linking global tourism resources,” the exhibition has successfully attracted professional buyers from numerous provinces across China and key overseas markets. Its regional reach not only underscores South China’s role as a central hub but also extends to other high-demand cultural and tourism regions such as North China, Northwest China, and Southwest China.

Geographical Distribution of Professional Buyers



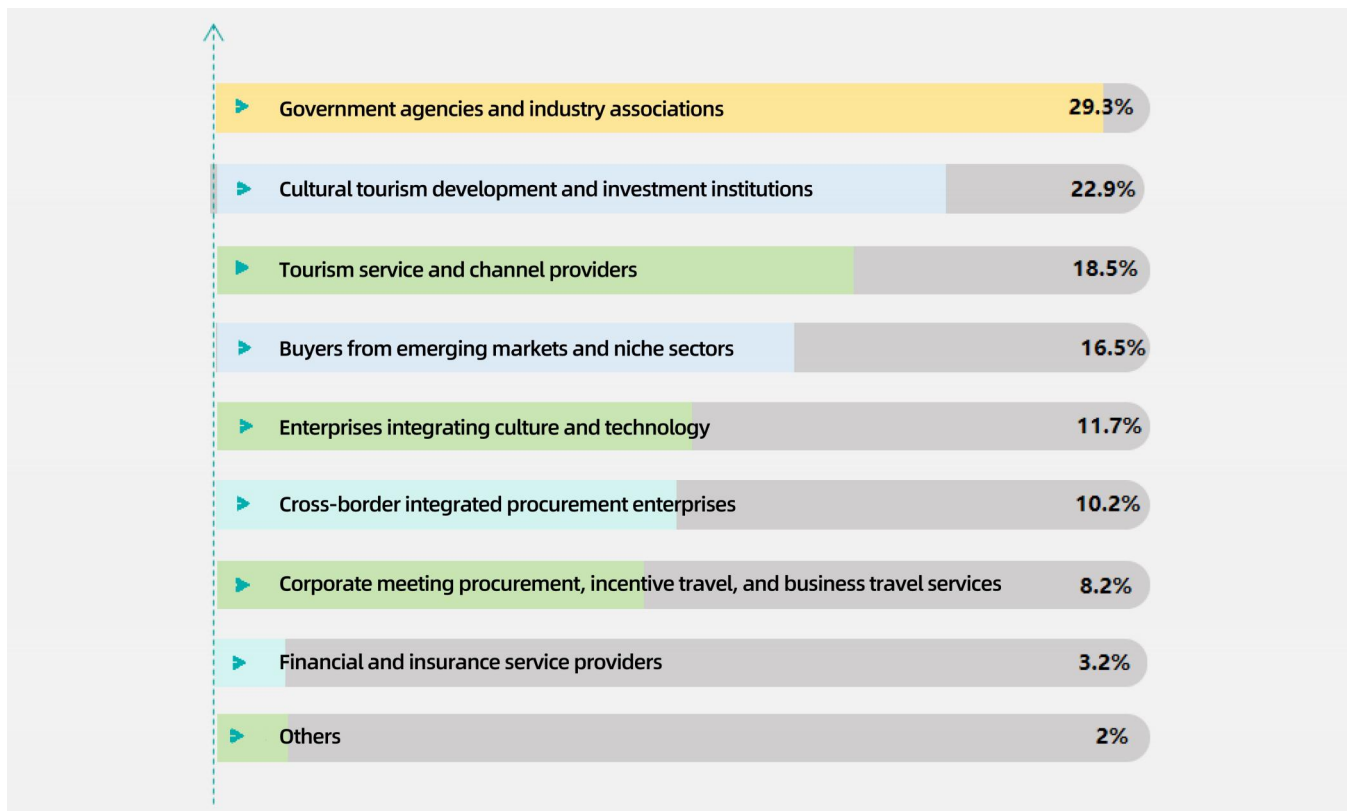
IV. Buyer Analysis

Precisely Profiling the Cooperation Demands of the Tourism Industry

SHENZHEN INTERNATIONAL TOURISM INDUSTRY EXPO

Sector Distribution: Fully covered key links of the industry chain, forming a high degree of complementarity with exhibitors.

Distribution of Professional Buyers by Field



V. Industry Forum Matrix

Leading Industry Trends and Innovation Directions

SHENZHEN INTERNATIONAL TOURISM INDUSTRY EXPO

The exhibition forum section focuses on "practicality" and "foresight", inviting core players in the industrial chain to break down trends and implement standards. Through holding multiple forums, it covers cutting-edge tracks such as tourism channels, hotel low-carbon development, low-altitude cultural tourism, and animal-friendly tourism.

2025 South China · Co-create Tourism Channel Trading Forum

The forum interprets tourism market trends and the evolving preferences of young consumers in 2025. It also explores the transformation of travel agencies from traditional models toward small-group customization and social media-driven customer acquisition. Additionally, it serves as a dialogue platform connecting enterprises from northern and southern China.



The 6th China Green Consumption Season · Shenzhen

The event was guided by the Shenzhen Municipal Bureau of Culture, Radio, Television, Tourism and Sports and the Shenzhen Municipal Bureau of Commerce, and co-organized by the China Hotel Association, Meituan, and the Shenzhen International Tourism Exhibition. The forum featured three core segments: An interpretation of the report "How China's Green Hotels Lead High-Quality Development in the Accommodation Industry".



2025 China's First Low-Altitude Cultural and Tourism Conference

The low-altitude infrastructure company explains "The Application of Low-altitude Infrastructure Construction in Low-altitude Cultural Tourism Scenarios". eVTOL operation enterprises such as EHang and Heyi summarized the commercialization achievements of low-altitude cultural tourism in 2025. Cultural and tourism planning experts share "drone light shows and the Creation of Urban Cultural and Tourism IPs". Leading OTA platforms discuss the innovation of low-altitude tourism products for Generation Z.



Other Key Forums

The Animal-Friendly Tourism Seminar: Organized by World Animal Protection, released the international "Elephant-Friendly Tourism" standards. Experts from Thailand's Phongsilai Elephant Sanctuary and Intrepid Travel shared practical insights from the field, and a collaborative framework was established to jointly develop elephant-friendly tourism routes.



Lightweight Outdoor - Kungpeng Trail Partner Sharing Session: Hosted by the Shenzhen Municipal Bureau of Urban Management and Comprehensive Law Enforcement, this event specially invited many witnesses and builders of the Kungpeng Trail, ranging from Mount Everest climbers to public welfare pioneers, from cross-country event planners to nature education practitioners, to share their experiences in ecological protection and innovative cultural tourism practices. During the same period, the booth also launched the "Kungpeng Trail Check-in Mini-Program", distributed the "Civilized Hiking Trail Code of Conduct", and jointly displayed hiking materials and equipment with the Shenzhen Mountaineering and Outdoor Sports Association. The official account of the Mountaineering Association gained over 8,105 new followers in three days, connecting more nature lovers together.



Other Key Forums

The Conference on the Integrated Development of Travel, Residence and Health Care Industry: Focusing on the "culture and tourism + health" policy, it invites guests such as Zou Tongqian, the director of the China Academy of Culture and Tourism Industry, and Zhang Wen'an, the vice chairman of the National Family Doctor Alliance, to showcase cases of health care bases and hold on-site free medical consultations by "100 experts in travel, residence and health care".



The Second Greater Bay Area Rural Cultural Tourism Development Conference: Hosted by the Guangdong Homestay Industry Association, it focuses on the cluster and brand development of homestays, promotes urban cultural tourism projects, and releases authoritative awards for rural cultural tourism.



VI. Local Cultural and Tourism Promotion

Unleashing New Investment Opportunities in Multiple Regions

SHENZHEN INTERNATIONAL TOURISM INDUSTRY EXPO

During the exhibition, nine specialized regional promotion sessions were held, showcasing premium tourism projects and industrial policies to enable precise matching between exhibitors and buyers. Key highlights from select sessions included:

Xiling Snow Mountain · Anren Culture & Expo Special Investment Promotion Conference

The event was centered on the launch of the "Investment Opportunity List," strategically targeting three high-potential sectors: wellness tourism, ice-snow & hot spring industries, and the integrated film, cultural heritage, and technology sector. It successfully connected with premium resources across the Guangdong-Hong Kong-Macao Greater Bay Area, achieving significant breakthroughs in investment attraction, resource coordination, and regional brand promotion, thereby creating a strong platform for future industrial collaboration.



Kashgar Cultural and Tourism Special Promotion Event

As a flagship showcase of Northwest China's cultural charm, this initiative highlights key tourism assets such as Kashgar's ancient city and the Pamir region, presenting a comprehensive display of southern Xinjiang's natural beauty and cultural heritage. The event features immersive performances of ethnic dances, including the Daolang Dance (a traditional folk dance of the Uyghur people in Xinjiang); Loulan Maiden (a cultural symbol of ancient Loulan civilization in Xinjiang) while distributing Kashgar-themed souvenirs to attendees and buyers to enhance brand engagement. This initiative actively promotes mutual cultural exchange, fosters reciprocal tourist flows, and strengthens collaborative market development between Shenzhen and Kashgar.



Yili Winter Cultural and Tourism Promotion Conference

Yili Prefecture and six other counties and cities including Xinyuan, Zhaosu and Tekes promoted their ice and snow resources and investment attraction policies. On-site performances of ethnic songs and dances such as "Happy Song of Tianshan" and "Black Horse" were presented, immersively showcasing the charm of "Snowy Yili". Invite cultural and tourism investors and operators to jointly expand the ice and snow tourism.



Chaca Salt Lake + Xinjiang Yiwu Huyang Scenic Area Promotion Meeting

Qinghai Xikang Cultural Tourism Co., Ltd. presented its operational model for scenic areas and launched a distinctive themed tour route, the "Salt Lake Sightseeing & Poplar Photography Tour."

Shenzhen Longgang District, Guilin, Longnan, Yunnan Changning Cultural and Tourism Promotion Conference

They showcased regional cultural and tourism resources, and released cooperation opportunities in areas including scenic spot collaboration and route development.



VII. Cultural and Tourism Talent Recruitment Fair

Supporting the Industrial Talent Reserve

SHENZHEN INTERNATIONAL TOURISM INDUSTRY EXPO

On November 15, the exhibition hosted the “2025 Shenzhen International Tourism Exhibition · Talent Fair for the Cultural Tourism Industry.” The event addressed pressing talent needs in the sector by providing an integrated platform that combined exhibition experiences with on-site job searching.



(一) Participating Enterprises and Job-Related Experiences

Enterprise Team

Nearly 20 enterprises participated, including Shenzhen OCT Urban Entertainment Investment Company, Shenzhen Tefa Xiaomeisha Investment Development Co., Ltd., Shenzhen Workers International Travel Agency, Dongguan Hairun Real Estate Co., Ltd., and Shenzhen Donghai Langting Hotel.

Job type

The recruitment scope covered diverse fields such as cultural tourism complex operations, scenic area management, marine tourism performances, travel influencer positions, business development and recruitment, and content creation, offering positions ranging from entry-level to mid- to senior-management roles.

(二) Core Values

The event established a direct bridge connecting cultural tourism enterprises with industry talent. It addressed critical talent reserve challenges for businesses while providing job seekers access to leading companies and insights into sector trends. This initiative effectively promoted the integration of industry needs and talent development.

VIII. Expo Outcomes and Summary

Injecting More Vitality into the Global Cultural and Tourism

SHENZHEN INTERNATIONAL TOURISM INDUSTRY EXPO

Efficient Implementation of Resource Matching

Numerous domestic and international exhibitors and invited buyers reached preliminary cooperation agreements. These cover areas such as international route development, scenic area operation collaboration, and tourism technology procurement, effectively promoting cross-regional and cross-sector integration of cultural tourism resources.

Prominent Role in Leading Trends

Forums on low-altitude cultural tourism, green hotels, and animal-friendly tourism have helped clarify innovation pathways, establish standards, and release authoritative reports. This provides clear guidance for the industry's high-quality development.

Full Release of Investment Opportunities

Regional promotion events unveiled over 100 cultural tourism investment projects, spanning ice-snow tourism, wellness retreats, and rural tourism. These initiatives have successfully attracted the attention of investment institutions, providing new momentum for local industrial development.

Precise Matching of Talent Supply and Demand

The Talent Matchmaking Event supplied high-quality professionals to nearly 20 enterprises. This initiative alleviates talent shortages in the sector while providing job seekers with diverse and promising career opportunities.

The 10th Shenzhen International Tourism Industry Expo is not only a "convergence hub" for cultural and tourism resources, but also a "barometer" of industry trends. By connecting global resources, focusing on cutting-edge sectors, and promoting government-enterprise cooperation, the expo has effectively contributed to the recovery and innovation of the cultural and tourism industry in South China, providing a "Shenzhen model" for the transformation of China's tourism industry towards "full industrial chain integration, high-tech empowerment, and sustainable development".

Moving forward, the Shenzhen International Tourism Industry Expo will continue to leverage its unique platform strengths to inject fresh momentum into global cultural and tourism collaboration. We look forward to partnering with you to co-create an exciting new chapter for our shared industry.

 **10th SITE** 深圳国际旅游产业博览会
SHENZHEN INTERNATIONAL TOURISM INDUSTRY EXPO

Tel: 177 2269 6735

Fax: 0755-8837 7754

Mail: info@szite.com.cn

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



Follow the official WeChat account



Follow the official Weibo account



Follow the official Douyin/TikTok account

SITE 思想荟

SITE 玩世界

SITE INFLUENCERS CLUB