

Truly Enjoy



活力广东 时尚湾区



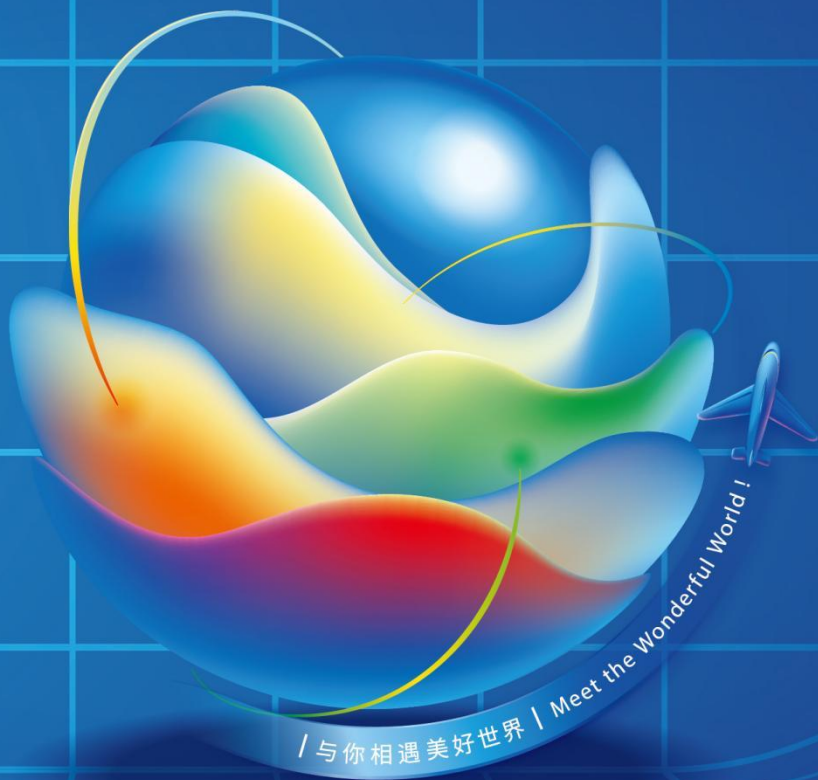
旅游目的地合作伙伴
PARTNER TOURISM DESTINATION

CITIE 2024

广东国际旅游产业博览会

展后报告

POST SHOW REPORT



DATE
2024
09/13-15

广州·中国进出口商品交易会展馆A区
Zone A, China Import and Export Fair Complex,
Guangzhou

主办单位 / HOST

广东省文化和旅游发展与保障中心(广东星海演艺集团)
Culture and Tourism Development and Support Center of Guangdong Province
(Guangdong Xinghai Performing Arts Group)

承办单位 / ORGANIZER

广州广之旅国际旅行社股份有限公司
GZL International Travel Services Ltd

协办单位 / CO-ORGANIZERS

广州广之旅国际会展服务有限公司
Gzl International Conference and Exhibition Services Co.,Ltd.
广东工美会展有限公司
Guangdong Arts and Crafts Exhibition Co.,Ltd.

技术总支持 / GENERAL TECHNICAL SUPPORT

中国移动通信集团广东有限公司
China Mobile Group Guangdong Co.,Ltd



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CITIE2024 重要数据 KEY FIGURES

30+

省内外文旅机构
Domestic Bureaus

50

参展国家和地区
Countries and regions

3,000

参展商
Exhibitors

40,000 m²

展览面积
Exhibition Area(m²)

595

特邀买家
Hosted Buyers

20000+

专业观众
Trade Visitors

100,000+

参观人次
Public Visitors

346 个

文旅投资项目
Projects of Investment and Trade





大会合作伙伴 COOPERATION PARTNERS

>>> 旅游目的地合作伙伴——韶关



Shaoguan | Partner Tourism Destination

广东省韶关市连续第七年成为旅博会“旅游目的地合作伙伴”。今年，韶关市以打造特色鲜明的文化旅游目的地城市为目标，深挖文旅产品特色与资源，组织各县（市、区）文旅部门、文旅企业、非遗传承人、特色文化表演团队等近 200 人参展，全方位、多板块展示文、旅、农、商相结合的创新性文旅场景。本次韶关展馆以“天然氧吧·康养胜地”为主题参展，将吃喝玩乐购“搬进”旅博会，为四海宾朋献上特色“文旅大餐”，全面呈现韶关多元化的文旅形象。

旅博会期间，韶关文化广电旅游体育局还举办了“天然氧吧 康养胜地”韶关文旅产业专场推介会，展示了韶关深厚的文化底蕴和丰富的文旅资源，进一步亮品牌、促消费，吸引了众多业界买家和市民游客的青睐。在“金九银十”的美好时节，韶关市还发布了一系列丰富多彩的文旅体活动，启动了 2024 韶关市金秋文旅消费季，促进行业交流合作和文旅消费。

Shaoguan City, Guangdong Province, has been named the "Tourism Destination Partner" of the CITIE for the seventh consecutive year. This year, with the goal of building a cultural tourism destination city with distinctive characteristics, Shaoguan City has dug deep into the characteristics and resources of cultural tourism products, and organized nearly 200 Exhibitors from cultural and tourism departments, cultural tourism enterprises, intangible cultural heritage inheritors, and characteristic cultural performance teams from various counties to participate in the CITIE 2024, showing innovative cultural tourism scenes combining culture, tourism, agriculture and commerce in an all-round and multi-sector manner. With the theme of "Natural Oxygen Bar • Health and Wellness Resort", the Shaoguan Pavilion showcased eating, drinking, recreation and shopping at the Expo, presenting a special "cultural tourism feast" for guests and friends from all over the world, and comprehensively presenting Shaoguan's diversified cultural tourism image.





2024 广东国际旅游产业博览会

China (Guangdong) International Tourism Industry Expo 2024

>>> “月圆赴盛会” 逛展打卡活动支持单位

EXPO WALK SUPPORTING UNITS



(排名不分先后 In no particular order)

展商风采回顾 EXHIBITOR HIGHLIGHT

部分展商一览 PART OF EXHIBITORS

| 优质旅行社 Quality Travel Agencies |



| 文旅科技企业 Cultural Tourism Technology Enterprises |





2024 广东国际旅游产业博览会

China (Guangdong) International Tourism Industry Expo 2024

| 优质旅游目的地 Quality Tourism Destination |



| 优质航空公司 Quality Airlines |



(排名不分先后 In no particular order)



年度特展板块 Annual Special Exhibition Pavilion

1. 粤港澳大湾区文旅形象展 Greater Bay Area Cultural Tourism Pavilion

本届旅博会搭建起了粤港澳三地之间合作沟通的桥梁，通过设置粤港澳大湾区世界级旅游目的地形象展区，广东、中国香港、中国澳门的文旅部门携手向业界和市民展示了粤港澳大湾区文化和旅游产业的动力与活力，引客入湾区，进一步赋能粤港澳大湾区世界级旅游目的地建设。

CITIE 2024 has built a bridge of cooperation and communication between Guangdong, Hong Kong and Macao, and through the world-class tourist destination image showcase of Greater Bay Area, culture and tourism departments have joined hands to demonstrate the power and vitality of the culture and tourism industry in the Greater Bay Area, attract tourists to the Greater Bay Area, and further empower the development of the Greater Bay Area as a world-class tourist destination.



2. 文旅新质生产力主题展区 New Quality Productive Forces Theme Pavilion

本届旅博会重点打造的文旅新质生产力展区内容涵盖海、陆、空三大领域。在水系旅游领域，省游艇行业协会组织会员单位展示一系列滨水旅游装备、水上运动产品和游艇配套服务项目；在陆地应用领域，华侨城文旅科技带来国内先进的 VR 游乐设备体验，山东星宿文旅带来太空舱、集装箱房屋等文旅装备；广东移动、中国电信、力天文化科技等集中展现数字人、元宇宙、AI 等虚拟现实应用及智慧文旅的



实践案例。AI 品牌趣丸智能带来 AI 文旅客服、AI 文创礼品等多项智慧文旅应用成果。在低空经济领域，亿航智能带来全球首个获得适航“三大通行证”的载人无人驾驶电动垂直起降航空器，云圣智能、大漠大智控带来无人机编队系统及夜空数字广告等案例展示，引发业界关注。

CITIE 2024 focuses on the New Quality of Cultural Tourism Productive Forces Pavilion, covering three major areas of Yacht, RV and General Aviation. Many brand exhibitors showcased onsite, such as **Guangdong Yacht Industry Association** and its member units with a series of water tourism equipment, water sports products and yacht supporting services; **OCT Vision Inc**, Shandong Xingsu Cultural Tourism with Spacecraft, homestay camping products; **China Mobile, China Telecom, LEETN CULTURAL TECHNOLOGY GROUP** with digital humans, metaverse, and AI, as well as smart cultural tourism; **QUWAN Intelligence**, an AI brand with smart cultural tourism application achievements such as AI cultural tourism customer service and AI cultural and creative products; **EHang**, the world's leading urban air mobility ("UAM") technology platform company with the world's first manned unmanned electric vertical take-off and landing aircraft; **i-KINGTEC and DAMODA** with case demonstrations such as UAV formation system and night sky digital advertising, which attracted the attention of the industry.



3. “百千万工程” 文旅主题展区 "Hundred, Thousand, Myriad Project" Cultural Tourism Pavilion

“百千万工程” 文旅主题展区重点展示乡村公共文化服务、广东省乡村精品旅游线路、环南昆山-罗浮山县镇高质量发展示范区文化旅游成果，以及蕉岭、始兴、郁南等地文旅资源和产品，吸引了大量游客参与，让参观者身临其境地感受广东乡村的美丽风光和独特文化，进一步提升了文旅品牌的知名度和影响力。





老字号文化展区 Time-honored Brand Culture Pavilion

老字号文化展区作为本届广东旅博会亮点展区之一，共计近 40 家中华老字号企业及国潮品牌参展，汇聚了来自广州、佛山、清远、顺德等广东多地，且消费者喜闻乐见、耳熟能详的老字号企业及国潮品牌参展，涵盖食品饮料、轻工百货、服装鞋帽、珠宝首饰、工美文化等多个品类，为广大消费者献上一场老字号暨国潮消费盛会。

部分参展商 Part of Exhibitors



始于1608年



始于1915年



始于1937年



始于1932年



1927年



始于1959年



始于1918年



始于1916年



始于1930年



始于1949年



始于1954年



始于1956年



始于1956年



始于1961年



始于1967年



始于1968年



始于1972年



广州老字号投资控股有限公司

Guangzhou Time-Honored Brands Investment Holding Co. Ltd.



(排名不分先后 In no particular order)



2024 广东国际旅游产业博览会

China (Guangdong) International Tourism Industry Expo 2024

粤潮城市生活季



Cantonese Urban Lifestyle Show

2024“粤潮城市生活季”由广州广之旅国际会展服务有限公司发起，联合广东文旅兴趣营、广东省动漫行业协会、东润农旅、晋明集团、西坊大院、VLAB 翌方 181 园区、造物印社共创打造，以“打开多巴胺文旅盒子”为主题，打造“文旅+n”乐园，集结了 1 个潮玩“粤潮生活市集”、1 个动漫文旅印章寻踪体验展，举办了 4 场“粤潮主理人沙龙”、1 个沉浸式“粤潮趣味工坊”、1 个“时光营露营生活方式展”、1 场“粤潮青年探展行动”。活动期间，围绕“城市玩游”“公共艺术与社区戏剧”“青年影像与地方文旅传播”“青年创意与文创潮玩”四大主题，共邀请到 11 位青年主理人及新业态运营方到现场进行主题分享和圆桌交流，共享创意玩法、运营经验、青年创意表达、设计灵感，传递“旅游+”跨界理念；持续三天的“粤潮青年探展行动”，共计 400 多名青年学子参与现场打卡互动，在小红书平台发布超过 300 篇精彩内容，话题热度超过 10W。文旅兴趣营学员作为粤潮青年主播活力上线，2 场“粤潮青年探展直播”共收获 2.2W 赞，和线上观众云端探索文旅新潮流。

发起单位 Initiator



共创单位 Co-creating Units



广东文旅兴趣营



广东省动漫行业协会
数字创意 文化创新 动漫制作



XIFANG DAYUAN
西坊大院
文化创意产业园

造物印社



东润农旅
DONGRUN AGRITOURISM CO., LTD.



广东晋明集团



VLAB 翌方 181

合作品牌 Collaborate Brands

怡境文旅



三潮元老

KODAK



(排名不分先后) In no particular order



2024 广东国际旅游产业博览会
China (Guangdong) International Tourism Industry Expo 2024





1.2 国际文化旅游馆 International Culture and Tourism Hall

国际文旅机构盛装集结，打造华南地区最大世界文旅之窗

Big Gathering of International Culture and Tourism Units, Largest Worldwide Industry Window in South China

国际文化旅游馆齐聚“粤港澳联合展台”、“欧洲品质馆”、“太平洋岛国文旅馆”、“东盟文旅展区”、非洲轻奢探险展区、缤纷拉美展区、国际航空旅游展区，还有多个首次亮相的文旅机构和企业：澳大利亚北昆士兰旅游局、巴布新几内亚旅游促进局、摩尔曼斯克旅游局、新西伯利亚旅游局、老挝占巴塞旅游局、土耳其航空、日本国自治体国际化协会、2025 大阪·关西世博会、熊本县、宫崎县、神奈川县、乌兹别克斯坦地接社、塞浦路斯地接社等。

The International Hall was a big gathering of GBA Joint Pavilion, European Pavilion, Pacific Islands Pavilion, ASEAN Pavilion, African Luxury Safari and Adventure Pavilion, Latin American Pavilion, Airlines Pavilion. Many units made their first debut at the expo as well, such as Tourism Tropical North Queensland, Australia, Papua New Guinea, Murmansk Region, Novosibirsk Region, Champasak Province, Laos, Turkish Airlines, Expo 2025 Osaka Kansai, Miyazaki, Kumamoto, and Kanagawa from Japan and travel agencies from Uzbekistan and Cyprus.





出境旅游交流合作，积极开辟文旅发展新蓝海

Outbound Tourism Exchange and Cooperation, Actively Open Up a New Route for Development



泰国、新加坡、格鲁吉亚等今年起与我国实现互免签证的国家，以及马耳他、老挝、乌干达等新兴热门旅游目的地通过线路产品推广和项目推介等活动吸引人气。俄罗斯、韩国、日本等国家分别组团参展，推广阵容强大。南方航空、越南航空、土耳其航空、文莱航空、埃塞俄比亚航空、老挝航空、澳门航空等国内外航空公司与广东业界积极互动交流。

Thailand, Singapore and Georgia, which have newly introduced visa-free entry for Chinese citizens, are offering an array of local travel products. Emerging popular tourist destinations such as Malta, Laos, Uganda and Cameroon are shining in the international destinations show. Popular tourist destinations such as Korea, Japan and Spain, as well as St. Petersburg, Murmansk region and Novosibirsk region of Russia are also participating in the exhibition, with a strong promotion lineup. Airlines such as China Southern Airlines, Vietnam Airlines, Turkey Airlines, Royal Brunei, Ethiopian Airlines, Lao Airlines, Air Macao have actively interaction with the Guangdong industry.





文旅出圈新玩法新体验，燃动激发新消费新活力

New Way New Experience for Standing Out, Igniting and Stimulating New Consumption and New Vitality



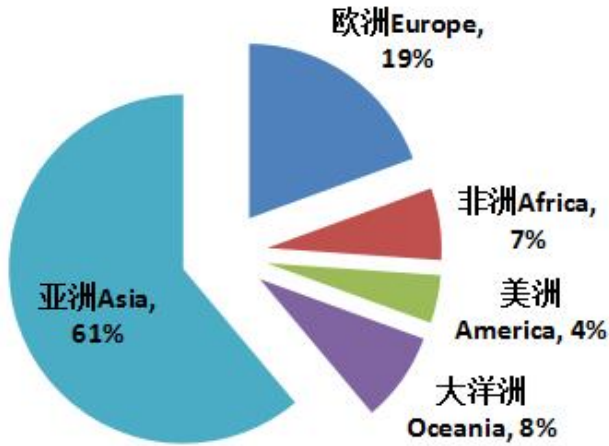
旅博会期间，国内外参展商开展了丰富多彩的特色文艺展演和优质产品热卖活动，包括了日本蜡笔小新和大阪世博会吉祥物“脉脉”的首次亮相华南地区，与现场观众友好互动；韩国的秋季赏枫主题沉浸式新场景；还有泰国、俄罗斯、乌干达等文旅机构带来的视觉和听觉盛宴。

During the Expo, a variety of special cultural performances and high-quality product sales activities were carried out, including the debut of Japan's Crayon Shin-chan and Osaka Expo mascot "MYAKU-MYAKU" in South China, Korea's autumn immersive scene. What's more, Thailand, Russia, and Uganda also brought audience a visual and auditory feast of culture and tourism experience.

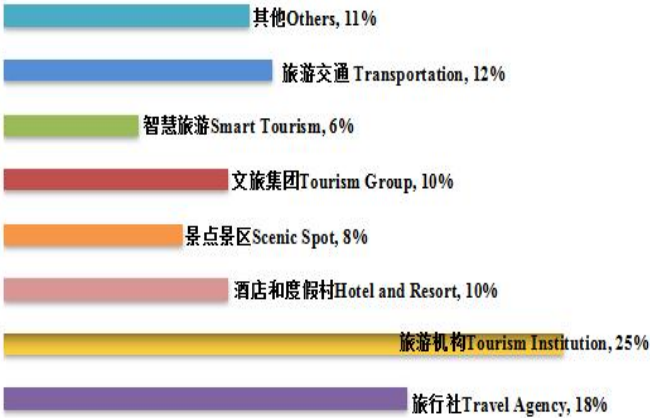


展商分析 EXHIBITOR ANALYSIS

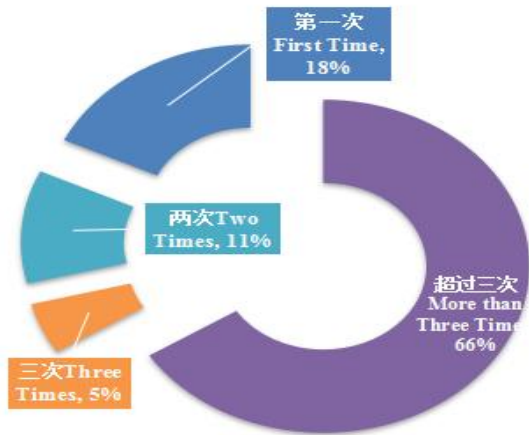
参展商分布区域 / Exhibitors Geographic



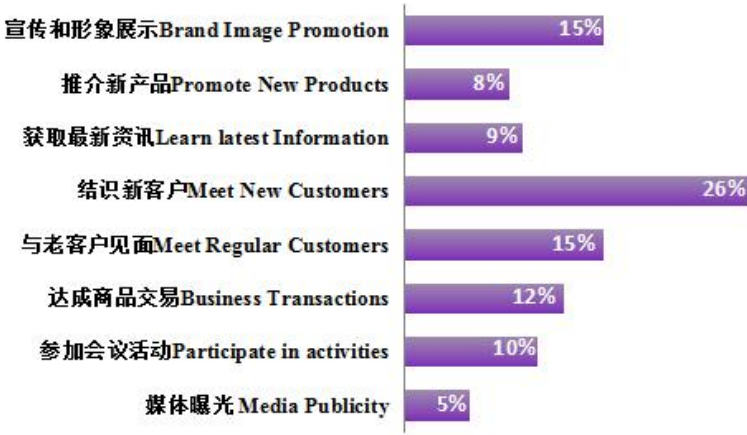
参展商类型 / Exhibitor Company Type



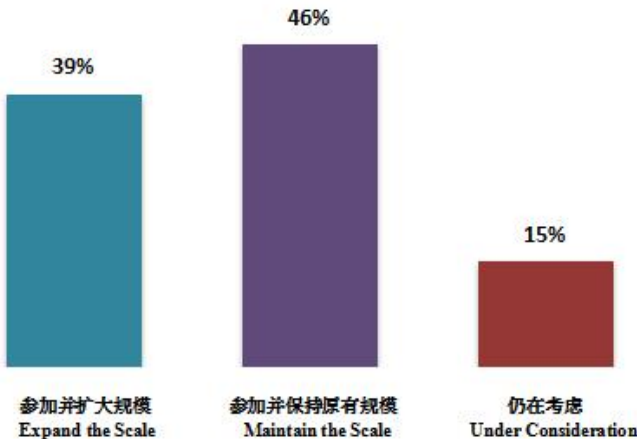
参展次数 Times of Participation



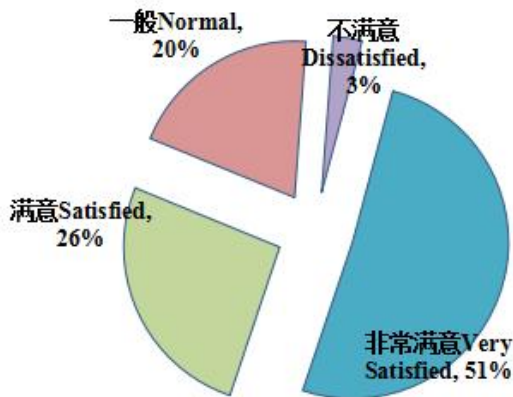
参展目的 / Exhibiting Purpose



下届参展意愿 Willingness to Participate Again



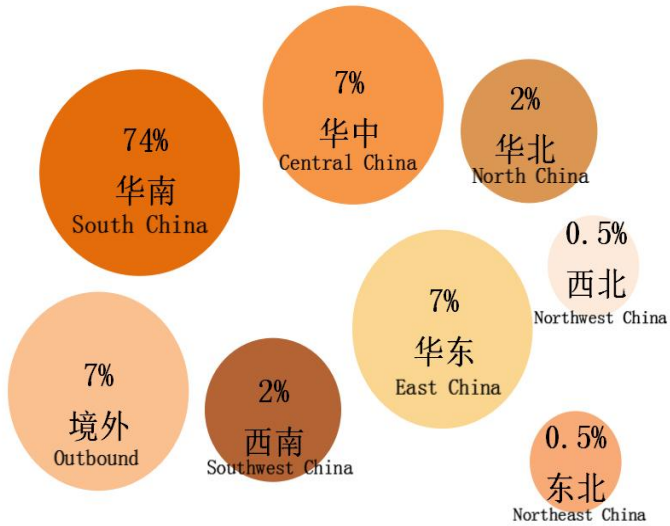
参展满意度 / Evaluation to CITIE



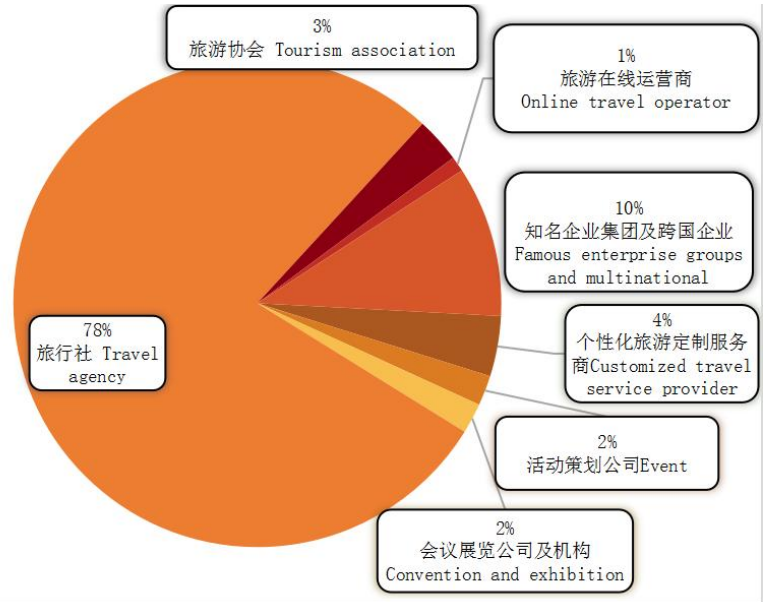


买家分析 BUYER ANALYSIS

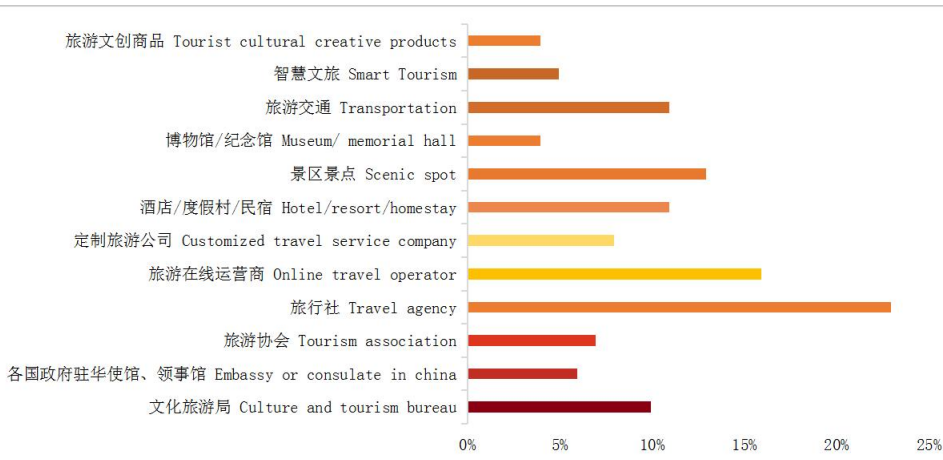
买家分布区域 Buyers Geographic Breakdown



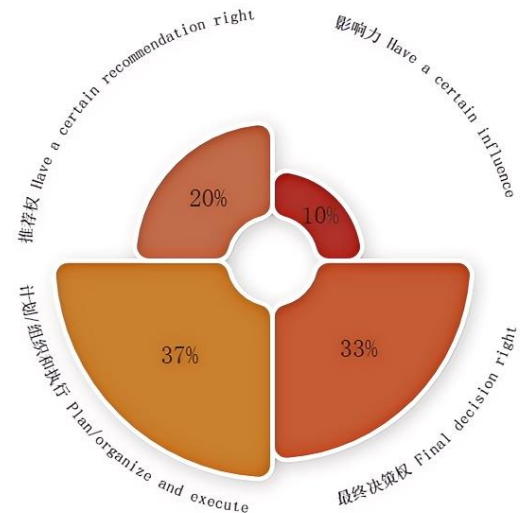
买家企业类型 Buyers Company Type



买家采购目标 Buyers' Purchasing Target



买家在预算和购买的决策影响力 Buyers' Responsibility in Budgetary & Purchasing Decisions





买家合作单位 Buyer Cooperation Partners



香港中国旅游协会



广西旅游协会旅行社分会



湖南省旅行社协会



南昌市旅行社行业协会



博旅国际联盟



深圳市旅游协会



珠海市旅行社行业协会



惠州市旅游协会
HUIZHOU TOURISM ASSOCIATION

珠海市旅行社行业协会

惠州市旅游协会



中山市旅行社行业协会



江门市旅游行业协会



佛山市旅行社协会



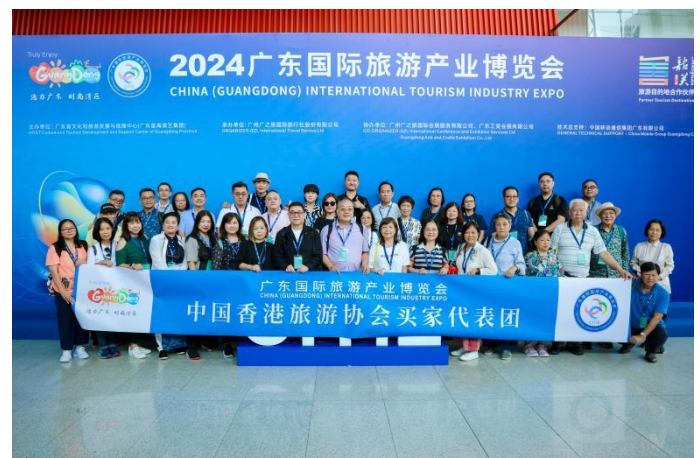
清远市旅游协会



部分买家名单 Part of Buyer List

- ✚ 广州广之旅国际旅行社股份有限公司
GZL International Travel Service Ltd
- ✚ 广州携程国际旅行社有限公司 Guangzhou
Ctrip International Travel Agency Co., Ltd
- ✚ 广东铁青国际文化旅游集团有限公司
CYTS TOURS GUANGDONG RAILWAY CO., LTD
- ✚ 广东绿洲国际旅行社有限公司 Guangdong
Oasis International Travel Service Co., Ltd
- ✚ 海南旅总国际旅行社有限公司 Hainan
Lvzong International Travel Service

- ✚ 湖南国旅国际旅行社 Hunan China
International Travel Service Limited
- ✚ 山西港中旅国际旅行社 CTS International
(Shanxi) Travel Service Co., Ltd
- ✚ 贵州龙禧国际旅行社有限公司 Guizhou
Longxi International Travel Agency Co., Ltd
- ✚ 逍遥游旅游集团有限公司 Xiaoyaoyou
Tourism Group Co., Ltd
- ✚ 江西新纪元国际旅行社有限责任公司
Jiangxi New Era International Travel Agency Co., Ltd.
- ✚





精准商务配对服务 **Precise Business Matchmaking**

本届旅博会精心打造“线上+线下”商务洽谈模式，实现线上对业务需求的捕捉与线下供需的有效对接，展会3天累计达成近万次商业洽谈。“Online+Offline” Business Negotiation to achieve high accuracy in matching meetings which reach nearly 10 thousand appointments during the three days of exhibition.



高效精准商务会晤，探寻新商业机遇

High Accuracy Matchmaking To Explore New Business Opportunities





买家评价 BUYERS STATEMENTS

熊德祥，长沙市旅行社协会常务副会长、湖南中铁国际旅行社有限公司董事长

Xiong Dexiang, Executive Vice President of Changsha Travel Agency Association and Chairman of Hunan China Railway International Travel Agency Co., Ltd

我们期待通过广东旅博会与会展主办方、出境游批发商、研学机构、境外服务商及签证机构开展深度合作，通过深度合作拓宽业务版图，提升服务品质，还能增加市场竞争力，为公司的长远发展注入强劲动力。

We are looking forward to in-depth cooperation with outbound tourism wholesalers, research institutions, overseas service providers, and visa agencies during CITIE. Through deep cooperation, we are aiming to expand our business scope, improve service quality, increase market competitiveness, and inject strong momentum into the company's long-term development.

黄桂霞，广西旅游协会旅行社分会会长单位、桂林中国国际旅行社有限责任公司董事长

Huang Guixia, Chairman Unit of Travel Agency Branch of Guangxi Tourism Association and Chairman of Guilin China International Travel Service Co., Ltd

旅博会是了解旅游新趋势的窗口，有助于汲取经验助力产品迭代升级。本次以买家身份参加，在展会现场与国内外旅游企业达成合作，进一步拓宽了桂林国旅的服务范围，推动旅游产品走向国际化。

CITIE is a window to dive into the latest travel trends, helps to gain experience and enhances product iteration and upgrading. As a hosted buyer, we have reached cooperation with domestic and foreign tourism enterprises, which has further broadened our service scope and promoted tourism products to internationalization.

会议及活动 CONFERENCE & ACTIVITIES



2024 广东旅博会持续打造专业活动品牌——“广东文旅产业派”，围绕广东文旅产业发展重点深耕领域，汇聚文旅行业头部先锋和前沿创新力量，搭建行业交流、研究分享和合作探索平台。产业派活动聚焦文旅新业态及新消费、数字文旅、研学旅游、民宿及乡村酒店、国际旅游等主题领域和产业高质量发展着力点，通过联合共创模式，举办系列行业交流和主题分享活动。



2024 年广东文旅消费新业态热门场景推介交流会
Guangdong Cultural and Tourism
Consumption New Business & New Scene
Promotion



第五届广东省民宿集群产业推介大会
Guangdong B&B Cluster Industry Promotion



数智文旅创新发展交流会
Digital and Smart Tourism Innovation and
Development Conference



广东省研学旅游发展交流会
Guangdong Study Tourism Development Conference



行业交流 INDUSTRY EXCHANGE



2024 广东文旅推介大会暨金秋文旅消费季启动仪式
Guangdong Culture and Tourism Promotion



2024 广东文化和旅游产业招商暨投融资对接会
Guangdong Culture and Tourism
Industry Investment and Financing
Networking Conference



境内外买卖家速配会 Speed Matching Meeting for Buyers and Exhibitors



文旅人才供需对接会 Cultural and Tourism Talent Supply and Demand Matchmaking Conference

目的地推介、文化演出及公众活动

Destination Promotion, Performance and Public Activities

11 场 国内目的地推介：韶关、河源、云南、辽宁、喀什、廉江、甘孜、镇宁……

Domestic Destination Promotion: Shaoguan, Heyuan, Yunnan, Liaoning, Kashi, Lianjiang, Ganzhi, Zhenning...

27 场 国际目的地推介：汤加、老挝、西班牙、马耳他、俄罗斯、日本、坦桑尼亚、喀麦隆、瓦努阿图、巴布亚新几内亚……International Destination Promotion: Tonga, Laos, Spain, Malta, Russia, Japan, Tanzania, Cameroon, Vanuatu, Papua New Guinea...

22 场 文化演出与公众活动 Performance and public activities





媒体宣传 MEDIA PUBLICITY

媒体数据 Media Statistic

60+家

主流媒体全程报道

Mass Media

30+家

文旅行业合作媒体

Industrial Media

20+场

媒体逛展、活动直播

Live Streaming

110+场

重点展商、嘉宾专访

Interview



5000+篇次

转载宣传报道

News Report

121+万

央媒报道曝光量

Exposure of national level media (1.21 million)



122.3+万

广东省级媒体报道阅读量

Exposure of provincial level media (1.223 million)

TOP 10

微博广州同城热搜

Trending topic

83,000+

直播相册浏览次数

Reading of Online Album

2,000+万

新媒体曝光量

Exposure of new media (20 million)



2024 广东国际旅游产业博览会
China (Guangdong) International Tourism Industry Expo 2024

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(排名不分先后 In no particular order)



Truly Enjoy



活力广东 时尚湾区



2025广东国际旅游产业博览会

China (Guangdong) International Tourism Industry Expo 2025

相约2025年9月!
See You Next Year!

愿美好世界与你相遇

Meet the Wonderful World!



联系我们/CONTACT US

2025广东国际旅游产业博览会 Organization Committee of CITIE 2025

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于宗灵女士 Ms. Aaron Yu

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国际展商 International Exhibitors

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