



COTRI
RECOMMENDED EXHIBITOR
中国出境游研究所 推薦參展商

北京国际旅游与 生活方式展

Beijing International Travel & Lifestyle Fair

JUNE 12-14, 2026

HALL 2&3, PHASE II

CHINA NATIONAL CONVENTION CENTER, BEIJING

More Services Without
Additional Cost with
COTRI

COTRI 中国出境游研究所
CHINA OUTBOUND TOURISM
RESEARCH INSTITUTE



Deutsche Messe



首都会展
BEIJING CAPITAL GROUP
EXHIBITIONS & EVENTS



The capital of China welcomes the new international event: BEIJING INTERNATIONAL TRAVEL AND LIFESTYLE FAIR

Organised by Hannover Milano Fair Co., organisers of GITF in Guangzhou, North China has a new fair combining modern tourism and lifestyle. The date June 12-14, allows to visit the International Tourism Investment Conference, the WTCF World Tourism Cities Federation Summit and BITLF during one visit to Beijing.





**The capital of China welcomes the new international event:
BEIJING INTERNATIONAL TRAVEL AND LIFESTYLE FAIR**

**Start the right way be profiting from the cooperation between BITLF and
COTRI China Outbound Tourism Research Institute:
Attend BITLF as COTRI RECOMMENDED EXHIBITOR and benefit from
many additional services without any additional cost.**



BEIJING

Concentrates the capital's influence, radiates to global markets

- **HIGH-SPENDING MARKET**

Access to high-spending travelers, including high-end families and corporate decision-makers.

During the 2026 New Year holiday, Beijing received 8.808 million tourists, generating 10.97 billion RMB in tourism revenue. Sales in 60 key business districts reached 8.46 billion RMB, with monitored enterprises totaling 4.04 billion RMB in sales.

- **CORE TRANSPORT HUB**

Convenient transportation hub connecting China and international destinations

Two airports: Beijing Capital (67.37M annual passengers) + Daxing (49.42M), with 227 international connections to 54 countries. Beijing is the travel hub of North China, linking land, sea, and air for a new era of tourism.

- **WORLDWIDE MEDIA REACH**

Extensive media coverage and promotional reach across China and worldwide.

Beijing's 2026 New Year events drew 38 million online views, reaching over 300 million international audiences via BBC, CNN, and other global media.

Why Exhibit at BITLF



More Sales

You can connect efficiently with quality buyers using the PSA matchmaking system, reaching your target clients precisely and boosting your collaboration and exhibition results.



More Customers

The exhibition deeply covers Beijing and the North China cultural & tourism market, allowing you to meet a large end-consumer base as well as headquarters-level corporate clients, and seize the strong demand driven by China's economic growth.



More Insights

BITLF hosts high-level industry forums, gathering experts to share insights and analyze the latest trends. You gain the latest intelligence on the Chinese market to guide your business decisions.



More Networking

You will meet trade visitor delegations from major North China trade associations, expand your industry resources, and connect with leading enterprises, peers, partners, and key decision-makers, creating unlimited business opportunities.



More Attention

You will benefit from strong media exposure through BITLF-invited mainstream media, vertical platforms, and social networks, enhancing your brand visibility.



More Support

BITLF is hosted by Hannover Milano Fairs and Beijing Capital Group Exhibitions & Events, you receive professional exhibitor support and access to global tourism, culture, exhibition, and MICE resources, ensuring smooth and highly effective participation beyond your expectations.





Succeed at BITLF as COTRI RECOMMENDED EXHIBITOR



COTRI Recommended Exhibitor package of services

No additional cost but
a lot of additional
benefits

Before BITLF

- Online Webinar – How to prepare: Right products, right stories, right connections
- Presentation in COTRI Weekly in dedicated articles
- Free Individual online consulting – One hour with COTRI CEO Prof. Dr. Arlt
- Practical help – Finding local staff, Chinese name cards etc.
- Identification of best fitting Chinese distribution partners for offered products





Succeed at BITLF as COTRI RECOMMENDED EXHIBITOR



COTRI Recommended Exhibitor package of services

No additional cost but
a lot of additional
benefits

During BITLF

- Welcome dinner and tips for success at the fair evening before opening
- Logo “Recommended by COTRI” for stand and namecard
- Preference for CTW Award applications
- Preference for BITLF conference
- Support of meetings with relevant business partners for offered products





Succeed at BITLF as COTRI RECOMMENDED EXHIBITOR



COTRI Recommended Exhibitor package of services

No additional cost but
a lot of additional
benefits

After BITLF

- One day after fair meetings with special interest contacts relevant for products
- Mentioning in COTRI Weekly editorials and articles
- Establishment of network for further cooperation and joint activities
- Support of FAM trips, delegation visits, marketing in China with preferential conditions
- Preference for future fairs and conference participation





China Outbound Tourism Research Institute



Founded in Germany by Prof. Dr. Wolfgang Georg Arlt FRGS FRAS, China Outbound Tourism Research Institute (COTRI) is a non-profit organisation within the Meaningful Tourism Centre Ltd., based in London (UK) and headquartered in Kathmandu (Nepal) with partners in China and around the world.

COTRI provides consulting, market intelligence, training, strategy development, and conference organization, dedicated to helping destinations and businesses attract and serve Chinese travellers. COTRI has organized the internationally recognized CTW Chinese Tourist Welcome Award since 2004.

Contact info@meaningfultourismcentre.org





BITLF International Chinese Outbound Tourism Conference



Organised by COTRI, the 2026 conference will have the topic: ***“China’s outbound tourism at the start of the second quarter of the 21st century: Meaningful Tourism, Customised Experiences”***.
The Beijing International Travel and Lifestyle Fair conference consists of a two-hour core conference and three focused topical sessions, each lasting 60 minutes on June 12th, 2026.

Time	Event	Topics
10:30 – 12:30	Core Conference	3 Keynotes & Panel Discussion
13:30 - 14:30	Session 1	Indoors / City Tourism
14:30 – 15:30	Session 2	Outdoor tourism: Nature, Sport, Ski and Wellbeing
15:30 – 16:30	Session 3	Lifestyle tourism: Eco-friendly, Meaningful Tourism





Special Event at BITLF:

CTW Chinese Tourist Welcoming Award 2026



Celebrating Excellence

A dedicated one-hour slot is reserved for the prestigious CTW (Chinese Tourist Welcome) Award ceremony, recognizing outstanding contributions to the tourism industry.

June 13, 2026

10:30 – 11:30 h: CTW Chinese Tourist Welcome Award 2026 Ceremony



Exhibition Zones Overview

- **Outbound Travel Zone**
- **Inbound Travel Zone**
- **Specialty Trave Zone**
- **Functional Zone**



Exhibitor Categories

Tourism Bureaus / Tourism Associations
Tour Operators / DMCs / Wholesalers
Scenic Spots / Attractions / Theme Parks
Museums / Art Galleries
Cultural & Creative Products
Silver Tourism (Senior Travel)
MICE

Airlines / Airline Agents
Themed & Customized Tours
Travel Technology Services
Cultural Tourism Projects
Intangible Cultural Heritage
Revolutionary Heritage Tourism
Travel Products / Souvenirs

Guesthouses / Resorts / Hotels
Online Travel Booking Services
Cruises / Yacht Clubs
Conference & Event Management
Urban Planning / Landscape Design
Cultural Tourism Digitalization
Sports & Wellness Tourism

Study Tours / Educational Travel
Film & Cultural Tourism Projects
Car Rental / RV / Self-Drive Clubs
Travel Finance / Insurance
Destination Management Company
Ice & Snow Tourism
Other Tourism-Related Sectors

OUTBOUND TRAVEL ZONE

Exhibitors

National and regional tourism boards
Destination promotion agencies
Attractions, (DMCs), tour operators
International airlines, cruise lines
Rail operators
Hotel groups
OTA & online travel service platforms
Travel technology providers
Digital marketing agencies

Target Buyers / Visitors

China Outbound Wholesalers
Luxury Travel Agencies
Family & Affluent Travelers
Corporate & MICE Clients
OTA & Travel Platforms



Exhibitors

Chinese national & regional tourism boards
Destination promotion agencies
Cultural / educational travel organizations
Attractions and cultural institutions
Hotel groups, DMCs, MICE
Travel technology providers
Cultural IP and creative products
Policy facilitation and inbound service

Target Buyers / Visitors

Inbound Travel Operators
Corporate & MICE Buyers
Luxury & Tailor-made Agencies
Media & Platforms

INBOUND TRAVEL ZONE



Exhibitors

Outdoor & Leisure

Hiking clubs, mountain resorts & scenic areas, diving destinations, river parks, rock climbing walls & natural crags...

Ice & Snow Tourism

Ski resorts, ice-sports arenas, hot spring & snow resorts, winter sculpture parks, seasonal cultural festivals...

Cultural Heritage

Intangible cultural heritage organizations, live craftsmanship workshops, historic districts, regional performing arts origins...

Wellness & Healing

Forest oxygen parks, hot spring destinations, wellness bases, mindfulness, meditation retreats...

Immersive Activities

Handcraft workshops, snow sculpture DIY, field expeditions, master cooking classes, cultural role-play explorations...

Specialty Products

Geographical indication agricultural products, regional culinary specialties, designer souvenirs...

Tech & Future Entertainment

Metaverse attractions, VR/AR immersive experiences, robotics hospitality services, e-sports venues, light & digital art spaces...

Unique Accommodation

Snow lodges, stargazing tents, cliffside guesthouses, heritage courtyard hotels, themed train hotels...

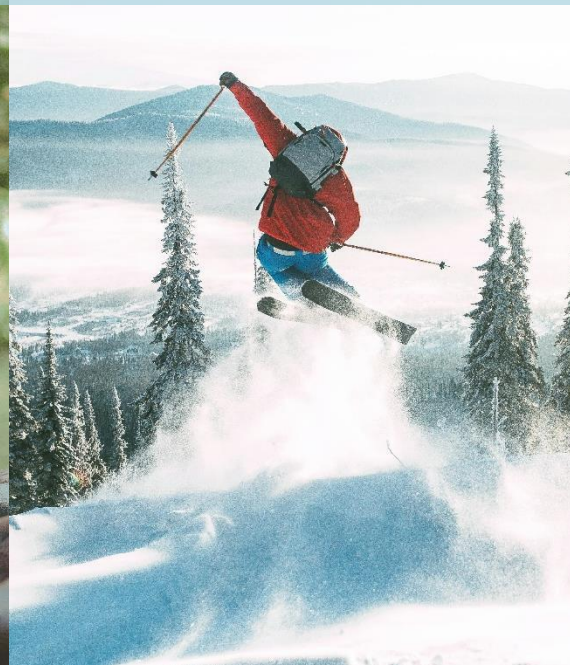
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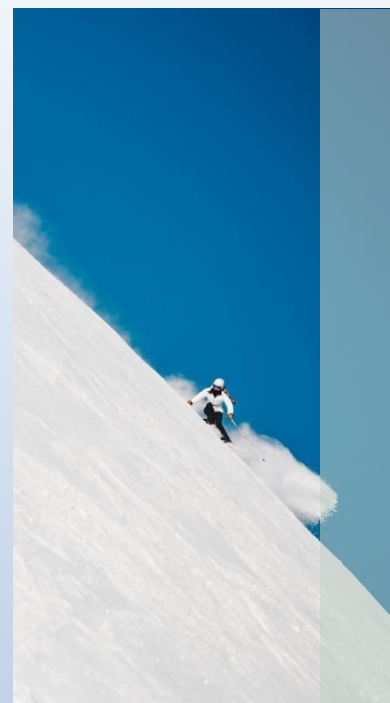


SPECIALTY TRAVEL ZONE



Target Buyers / Visitors

- Outbound/inbound tour operators, adventure travel agencies, high-end travel organizers...
- Outdoor sports / adventure organizations, equipment retailers and distributors...
- Culture & Lifestyle Buyers, lifestyle retail channels, museum shops, cultural IP collaboration buyers...
- Wellness & Healing Buyers, medical and traditional therapy institutions, mindfulness program operators...
- Duty-free channels, tourism souvenirs, lifestyle stores...
- Immersive entertainment operators, outdoor content platforms...



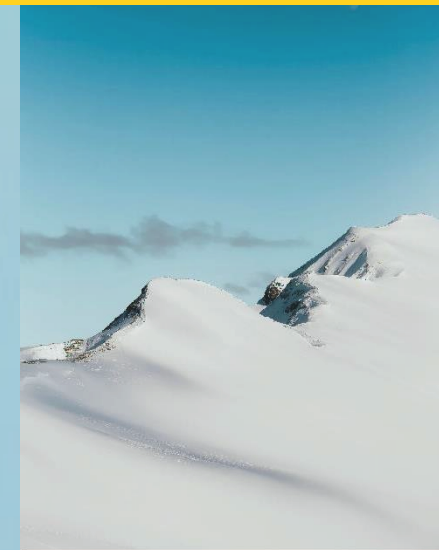
ICE & SNOW TOURISM

Unlocking the Post-Winter Olympics Boom:

The New Wave of Outdoor Sports & Ice-Snow Tourism in China

- Showcasing premier ski resorts, mountain retreats and signature adventure routes
- Integrating interactive demonstrations with professional outdoor and ice-snow equipment
- Strengthening “Post-Winter Olympics” positioning, promoting a sustainable tourism lifestyle

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High-Value Buyers

BITLF connects exhibitors with qualified buyers and trade visitors from North China's most dynamic travel and lifestyle consumption markets — covering trade, corporate, and digital channels.

Buyer Breakdown



PSA System

- Exhibitors can access buyer profiles and purchasing intentions
- Pre-scheduled meetings to ensure effective one-on-one interactions

Buyer Selection

Hand-selected buyers with purchasing capability and project demands are invited through:

- ✓ Pre-screening
- ✓ Qualification assessment
- ✓ Matching & scheduled appointments



100+
delegations

From the travel-related industry associations



30,000+
trade visitors

Meet with a diverse array of buyers from top travel companies across China.



Access the major source market of China's Tourism

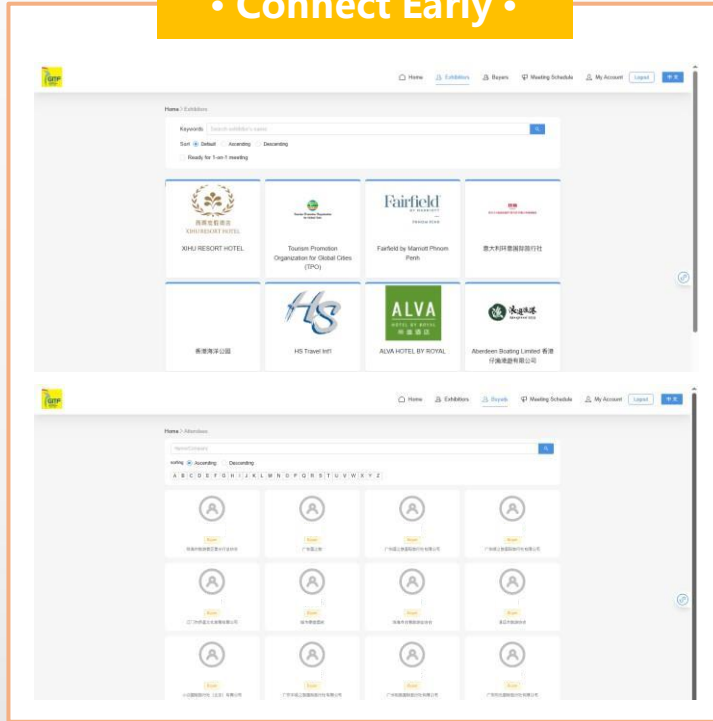
Beijing serves as a national tourism benchmark and a global core tourism destination.

Pre-scheduled Appointment (PSA) System

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Efficiently connecting exhibitors and buyers — making every meeting count

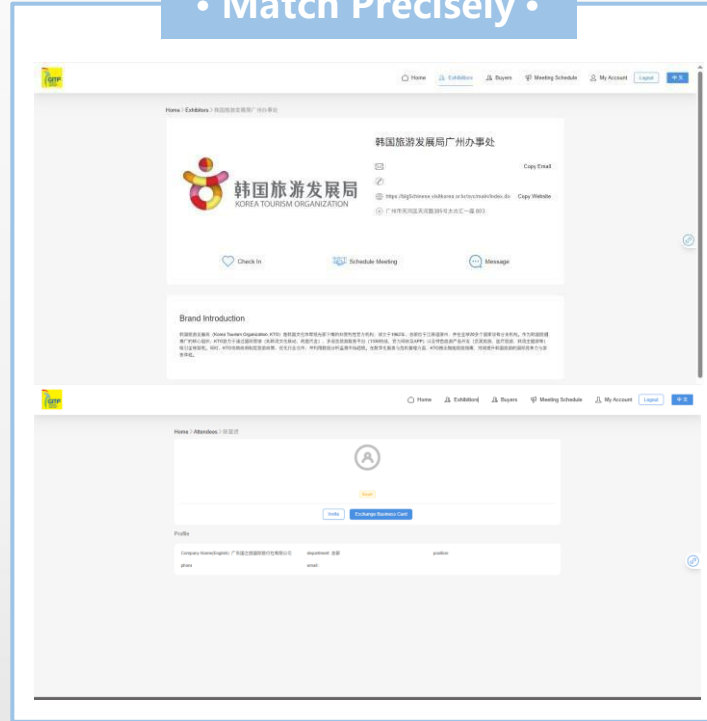
• Connect Early •



Smart Pre-Show Matching

The system automatically recommends potential buyers, helping exhibitors precisely target key clients.

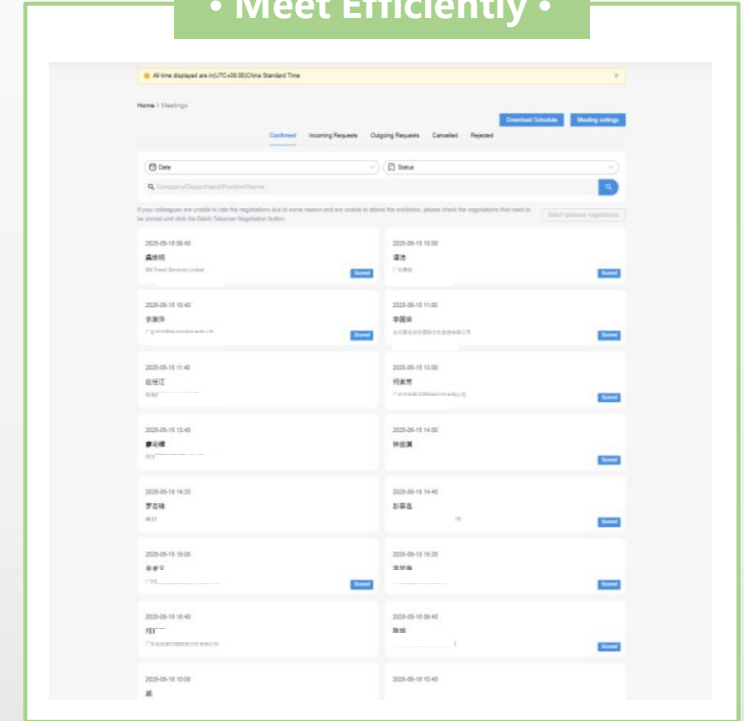
• Match Precisely •



Easy Online Booking

Exhibitors can view buyer profiles, send meeting requests, and check available time slots. Once confirmed, meetings are automatically added to both schedules.

• Meet Efficiently •



Clear and Organized Schedule

All confirmed meetings are compiled into one easy-to-view personal agenda, allowing exhibitors to plan their show days efficiently.

BITLF2026 Events

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Beijing Inbound Tourism Development Conference

Hosted jointly by the Beijing Municipal Bureau of Culture and Tourism, and the International Exchange and Cooperation Bureau of the Ministry of Culture and Tourism

- **270+** representatives from international inbound travel agencies
- Participants from over **40** countries and regions, including the United States, the United Kingdom, France, Italy, Australia, New Zealand, the UAE, Malaysia, Japan, and South Korea
- Authoritative international organizations such as the Pacific Asia Travel Association (**PATA**), the World Travel & Tourism Council (**WTTC**), and the World Cities Cultural Forum (**WCCF**)
- Connecting exhibitors with high-quality international partners and global buyers through precise matchmaking

Key Theme Forums

Industry experts dive deep into emerging trends and high-quality growth opportunities

01 Global destination traffic & positioning reshaped

02 New links between MICE and global business opportunities

03 Digital solutions enhance inbound visitor experience

04 Co-developing China's winter & outdoor tourism



Media Partnership Overview

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Full coverage by
Major Media

First
Reports

Central Media
Reports

Reprint
Reports

Journalists
on Site

Selected Media Logos



Contact info@meaningfultourismcentre.org:

Same pricing – more services as
COTRI Recommended Exhibitor

BITLF2026 Booth Pricing

- Booth pricing covers all three days of the fair



RAW SPACE

Minimum size: 18sqm

RMB 2,100 / sqm + 6% VAT

SHELL SCHEME

Minimum size: 9sqm

RMB 20,000 / 9sqm + 6%VAT

* Basic fittings of each 9sqm: Fascia board with printed company name, Back and side walls (without graphics), Carpeting, 1 reception desk, 1 square table, 3 chairs, 1 electric socket (220V), 2 spotlights (100W), 1 waste basket





BITLF for North China in June,
GITF for South China in May!

2026 广州国际 旅游展览会

GUANGZHOU INTERNATIONAL TRAVEL FAIR

中国进出口商品交易会展馆C区
Area C, China Import & Export Fair Complex

2026年5月21-23日
May 21-23, 2026



More service without
additional cost

COTRI: BITLF new in the North, GITF since three decades in the South. Attend GITF before BITLF as COTRI RECOMMENDED EXHIBITOR and benefit from many additional services without any additional cost.



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