

Join the GITF Guangzhou International Travel Fair 2026 as

COTRI Recommended Exhibitor

Better results – no additional cost

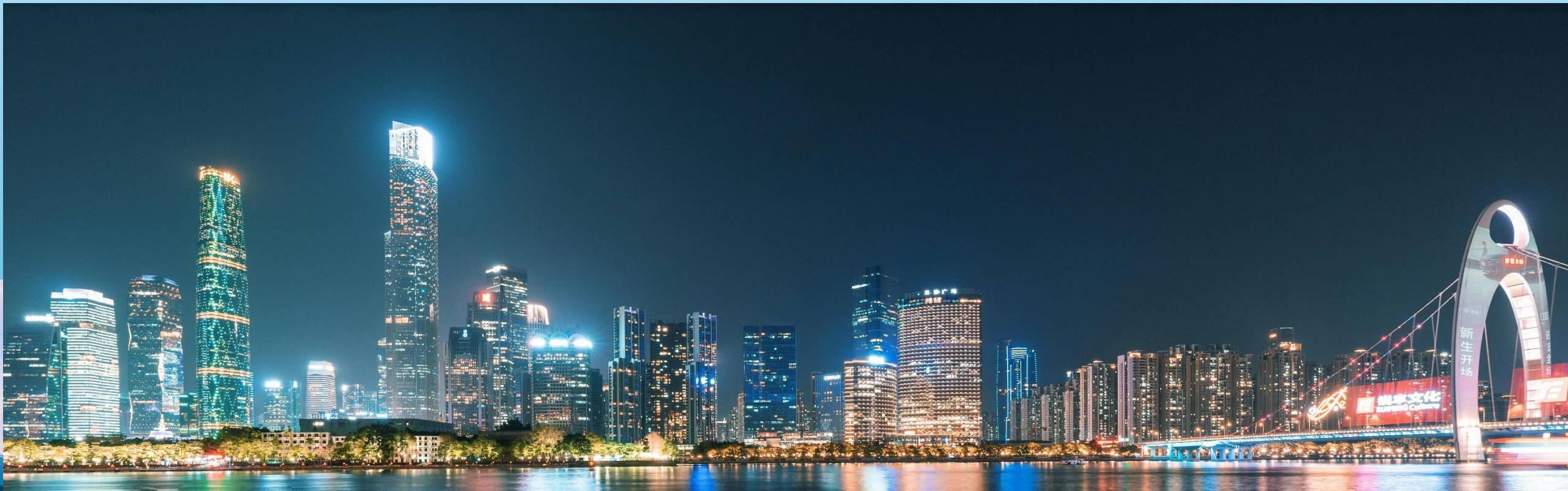


GITF Guangzhou May 21-23 2026

- South China is the biggest and fastest growing international tourism source market in China with experienced travellers seeking new destinations and new transformative experiences beyond sightseeing and mass market package tours.
- GITF Guangzhou International Travel Fair is the oldest and biggest tourism fair for South China, including Hong Kong SAR.
- GITF - The main meeting place for direct contacts with high quality outbound tour operators, OTAs, MICE buyers and media.
- GITF has the best long-term track record and enjoys strong local industry trust build during decade, creating a stable entry point for profitable reliable partnerships in South China.



This year profit from the cooperation between GITF and COTRI China Outbound Tourism Research Institute:
Attend GITF as COTRI RECOMMENDED EXHIBITOR and benefits from many additional services without any additional cost.



COTRI Recommended Exhibitor package of services

No additional cost
but a lot of
additional benefits

Before GITF

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



COTRI Recommended Exhibitor package of services

No additional cost
but a lot of
additional benefits

During GITF

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



COTRI Recommended Exhibitor package of services

No additional cost
but a lot of
additional benefits

After GITF

- 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, Chinese 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. Dedicated to helping destinations and businesses attract and serve Chinese travellers.

COTRI provides consulting, market intelligence, training, strategy development, and conference organization, and has organized the internationally recognized CTW Chinese Tourist Welcome Award since 2004. COTRI is GITF partners since almost ten years, organizing conferences and event, and in 2026 for the first time offering the COTRI Recommended Exhibitor services.

Contact info@meaningfultourismcentre.org



COTRI Recommended Exhibitor:

Increase Effectiveness of Exhibiting Without Additional Cost

COTRI Recommended Exhibitor package doesn't add cost – it remove inefficiency.

Traditional Fair Participation

- Lack of visibility before the fair
- Outdated information about a dynamic market
- Random and unqualified meetings
- Short-lived visibility
- Superficial conversations
- Missing out on demand beyond traditional distribution channels
- Leads going cold quickly after the fair
- Insufficient ROI

GITF as COTRI Recommended Exhibitor

- ✓ Analysis of offered products resulting in targeted match-making before the fair
- ✓ Know-how transfer for state-of-the-art preparation
- ✓ Pre-qualified strategic meetings
- ✓ Continuous market influence
- ✓ Goal oriented conversations
- ✓ Meeting demand beyond traditional distribution channels
- ✓ Structured follow-up & conversion
- ✓ Measurable short- and long-term success



Support for COTRI Recommended Exhibitors Before the Fair – Arrive Ready

Avoid arriving hoping to 'see what happens.' COTRI ensures you arrive ready to do business.

- **Pre-GITF Strategy Webinar**

Receive clear guidance on which products the South China market is buying and how to position your destination for Chinese buyers.

- **Pre-Fair Visibility**

Your participation is promoted in the COTRI Weekly special editions, reaching Chinese tour operators and decision-makers before you arrive.

- **1-on-1 Strategic Consulting**

Get market specific feedback and practical recommendations on your offer from COTRI's CEO Prof. Dr. Wolfgang Georg Arlt, active in China since 1978.



Support for COTRI Recommended Exhibitors During the Fair – Maximize Impact

Exhibiting as COTRI Recommended Exhibitor means being positioned above standard exhibitors

Instant Credibility

The 'COTRI Recommended Exhibitors' logo signals trust and quality, and attracting serious buyers.

Exclusive 'Tips for Success' Briefing

Start confident and focused armed with the insides provided by COTRI how Chinese buyers behave at GITF.

Supported B2B Meetings

Get expert assistance in meetings with relevant Chinese partners to clarify expectations and drive real business opportunities.

Preferential Access & Recognition

Receive priority for CTW Award applications and consideration for speaking slots in the GITF conference program.



Support for COTRI Recommended Exhibitors After the Fair – A Major Differentiator

Most fairs end when the halls close. COTRI turns your GITF contacts into long-term market results.

Immediate Momentum

Participate in targeted, next day follow-up meetings with high potential contacts.

Continued Visibility

Benefit from editorial coverage in post-fair COTRI Weekly market articles, participation in COTRI-organized events in China and Social Media coverage of COTRI partners

From Contacts to Cooperation

Profit from the help to establish a working network for joint marketing, product development, and partnerships.

Long-Term Support

Get preferential access to market activation services like FAM trips, workshops, and future fairs.



Prices of Booth

How to register? Contact COTRI local partners or COTRI Headquarter, receive all needed information and advise.
Register and fix location preferences, discounts etc. with HMF fair organisers.
Start to receive all the benefits of a COTRI RECOMMENDED EXHIBITOR!
Contact info@meaningfultourismcentre.org

All prices are for the full 3 days of the fair in Hall 16.2. 6% VAT applicable to all prices, no additional registration fees.

Booth Type	Size	Price (RMB)	Best For
Raw Space	Min. 18 sqm	3,240 per sqm (+ admin fee)	Custom-designed stands
Shell Scheme	Min. 9 sqm	30,060 per 9 sqm	Cost-effective, ready-to-use solution
Deluxe Booth	18 sqm	58,000 per 18 sqm	High visibility and premium presentation



GITF 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 GITF conference consists of a two-hour core conference with international Keynote speakers and three in-depth topical sessions, each lasting 90 minutes.

Day	Time	Event	Format
May 21	14:00 – 16:00	Core Conference	Keynotes Tom Jenkins (CEO ETOA), Prof. Dr. Arlt (CEO COTRI), N.N. Panel Discussion
May 22	10:30 - 12:00	Session 1	Focus on Africa
May 22	13:30 – 15:00	Session 2	Indoor tourism
May 22	15:30 – 17:00	Session 3	Outdoor tourism



COTRI

RECOMMENDED EXHIBITOR

中国出境游研究所 推荐参展商

GITF in the South, and this year for the first time from the GITF organisers and COTRI: BITLF in the North: Attend BITLF as “COTRI RECOMMENDED EXHIBITOR” and benefits from additional services without additional cost

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



Deutsche Messe



FIERA MILANO



首都会展
BEIJING CAPITAL GROUP
EXHIBITIONS & EVENTS



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