



More services without additional cost as  
COTRI RECOMMENDED EXHIBITOR

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

# 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



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

# GUANGZHOU



## WORLD-CLASS CITY

Guangzhou ranks 22nd in the 2024 World City System by GaWC and is designated as an Alpha-level global city.



## CHINA TOP 10 TOURIST DESTINATION

During the 2024 National Day holiday, Guangzhou welcomed 14.41 million visitors, generating over 11.26 billion yuan in tourism revenue.



## BAIYUN INTERNATIONAL AIRPORT

Passenger throughput totaled 63.163 million in the first 10 months of 2024. International flight volume reached 84,246 during the same period.



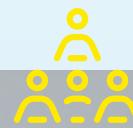
## 240H VISA-FREE TRANSIT

Applicable at Guangzhou Baiyun International Airport and Nansha Port



## TRANSPORTATION HUB OF GBA

A Key transportation hub and core engine of the Guangdong-Hong Kong-Macao Greater Bay Area.



## MAJOR SOURCE MARKET OF CHINA'S OUTBOUND TOURISM

The Annual Report on China's Outbound Tourism Development 2024 indicates that Guangdong Province has the highest number of outbound travelers, accounting for nearly 20% of the total, making it the largest source market for outbound tourism in China.



## QUICK ENTRY & EXIT THROUGH HK

45-minute high-speed rail to HK, and 2-hour direct access to HK International Airport via Pazhou Port of Guangzhou.



Founded in  
1993

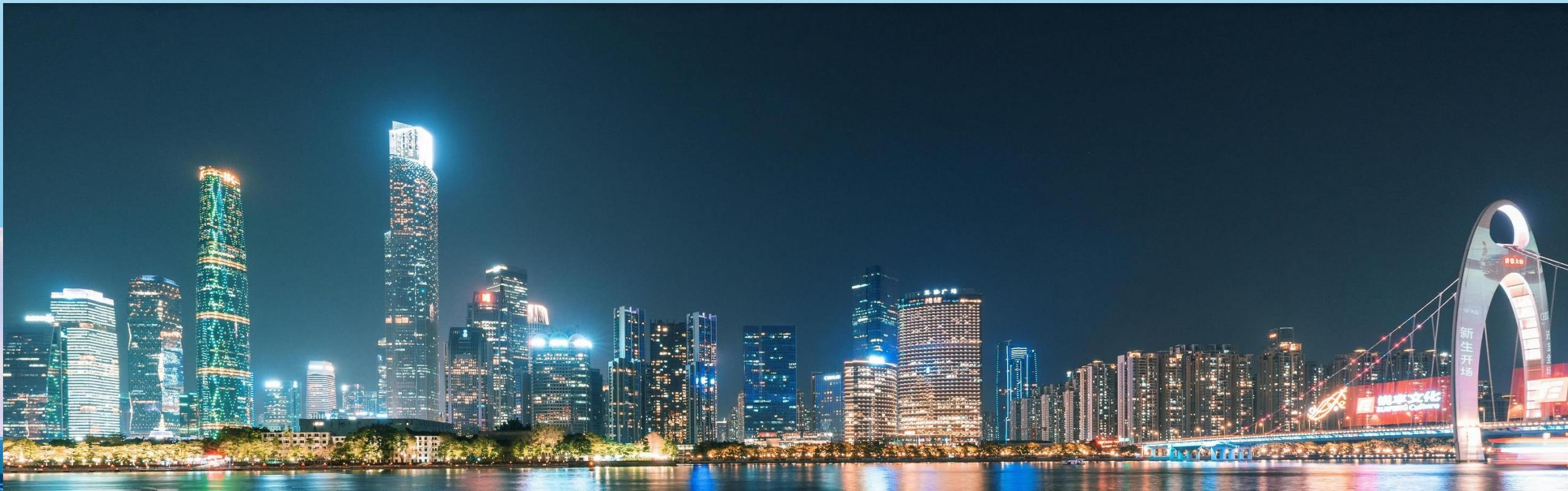
Large-scale  
international travel fair

China's earliest and  
longest-running travel  
fair.

The most professional  
travel fair in Greater Bay  
Area

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

#### 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

No additional cost  
but a lot of  
additional benefits



## COTRI Recommended Exhibitor package of services

### 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

No additional cost  
but a lot of  
additional benefits



### COTRI Recommended Exhibitor package of services

#### 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

No additional cost  
but a lot of  
additional benefits



## 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](mailto:info@meaningfultourismcentre.org)



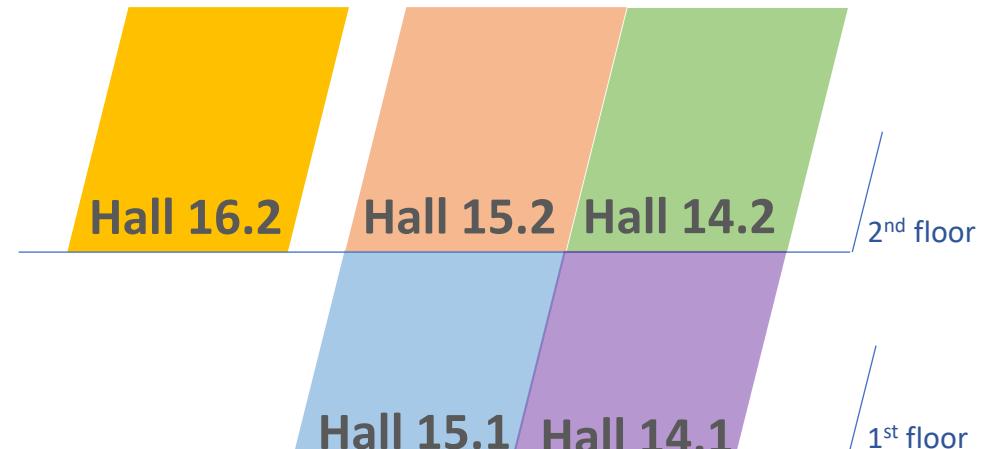
## Exhibition Halls of GITF2026

**Hall 16.2** Outbound Tourism & M.I.C.E (B2B)

**Hall 15.2** Inbound Tourism & Travel Destination, Study Tour

**Hall 14.2** Local Travel Agency & Scenic Area

**Hall 15.1 & 14.1** Cultural Lifestyle



Area C, China Import & Export Complex

## Exhibit Categories

- Tourism Board / Alliance / Association
- Travel Agency / Travel Operator
- Tailor Made Travel Company
- Destination Management Company
- Airlines / Airline Alliance / Airline Agency
- B&B / Resort / Hotel / Hotel Group
- M.I.C.E. / Event & Conference
- Management
- Scenic Area / Theme Park
- On-line Reservation Service

- Cruise / Yacht / Yacht Club
- Car Rental / RV / Self-drive Club
- Museum / Art Museum / Science Museum
- Intangible Cultural Heritage
- Cultural & Tourism Project
- Sports & Health Tourism
- Ice and Snow Tourism
- City Planning / Landscape Design
- Films & Television Cultural & Tourism

- Digital Cultural & Tourism
- Cultural & Creative Product
- Anime IP & Toys, Gifts
- Game & Amusement Equipment
- Financial Product for Tourism
- Tourism Real Estate
- Tourist Commodity
- IT Service for Tourism Industry
- Other Enterprises of Tourism & Culture Industry

# Become Exhibitor



## Tap into the South China Market

Tap into 33 years of GITF's industry expertise. Connect with key buyers in the Greater Bay Area and South China, and grow your business fast.



## Extensive Media Exposure

200+ media partners, from mainstream to social and industry platforms, amplify your brand and boost visibility.



## Connect with Qualified Buyers

Use our PSA system to pre-schedule meetings with qualified buyers, maximize your time on-site, and accelerate deal-making with the right partners.





Efficiently connecting exhibitors and buyers — making every meeting count

# Pre-scheduled Appointment (PSA) System

• Connect Early •

The interface displays two main sections: 'Exhibitors' and 'Attendees'. The 'Exhibitors' section shows a grid of logos and names, including Xihu Resort Hotel, Tourism Promotion Organization for Global Cities (TPO), Fairfield by Marriott Phnom Penh, and ALVA HOTEL BY ROYAL. The 'Attendees' section shows a grid of user icons with names like 'GUANGZHOU TRAVEL' and 'GUANGZHOU HOTEL'.

• Match Precisely •

The interface shows a 'Brand Introduction' section for 'Korea Tourism Organization' with a 'Check in' button. Below it is a 'Profile' section with a placeholder for 'Company Name/English' and 'Email'.

• Meet Efficiently •

The interface displays a 'Meetings' section with a table of scheduled meetings. The columns include 'Date', 'Status', and 'Meeting settings'. The table lists various meetings with attendees like 'GUANGZHOU TRAVEL' and 'GUANGZHOU HOTEL'.

## Smart Pre-Show Matching

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

## 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.

## Clear and Organized Schedule

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

# GITF2025 Overview

# SUCCESS

**22,500m<sup>2</sup>**

Exhibition Area

**113**

Buyer Delegations

**36,986**

Trade Visitors from

**45**

Countries & Regions

**1,006**

Exhibitors from

**55**

Countries & Regions

**4,000+** per day

Business Meetings via PSA system

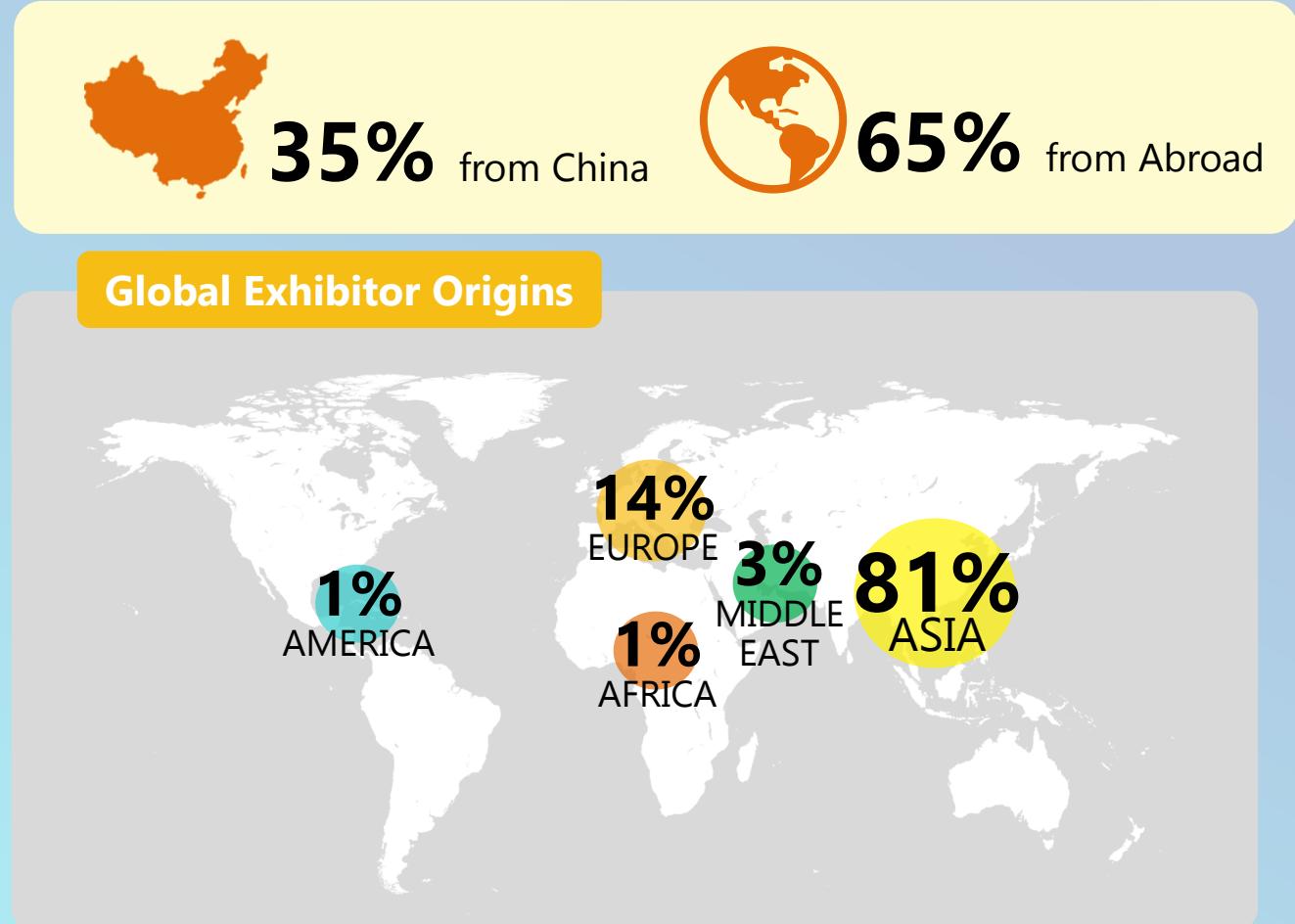
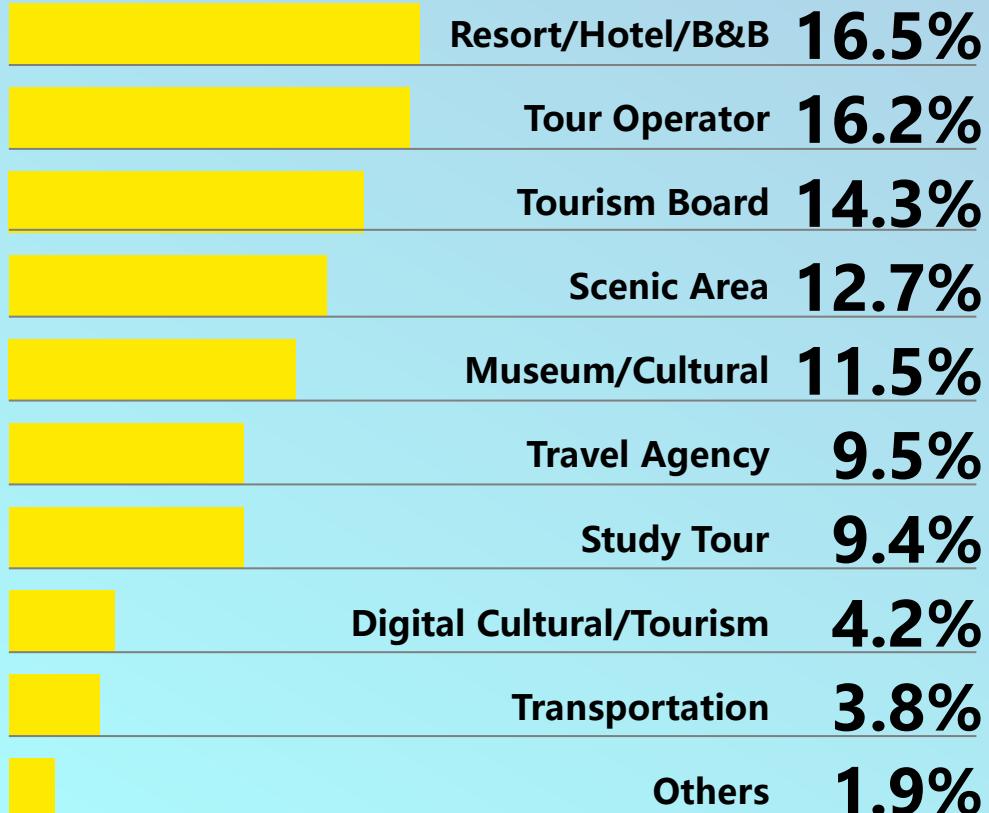
**180+**

Main Media



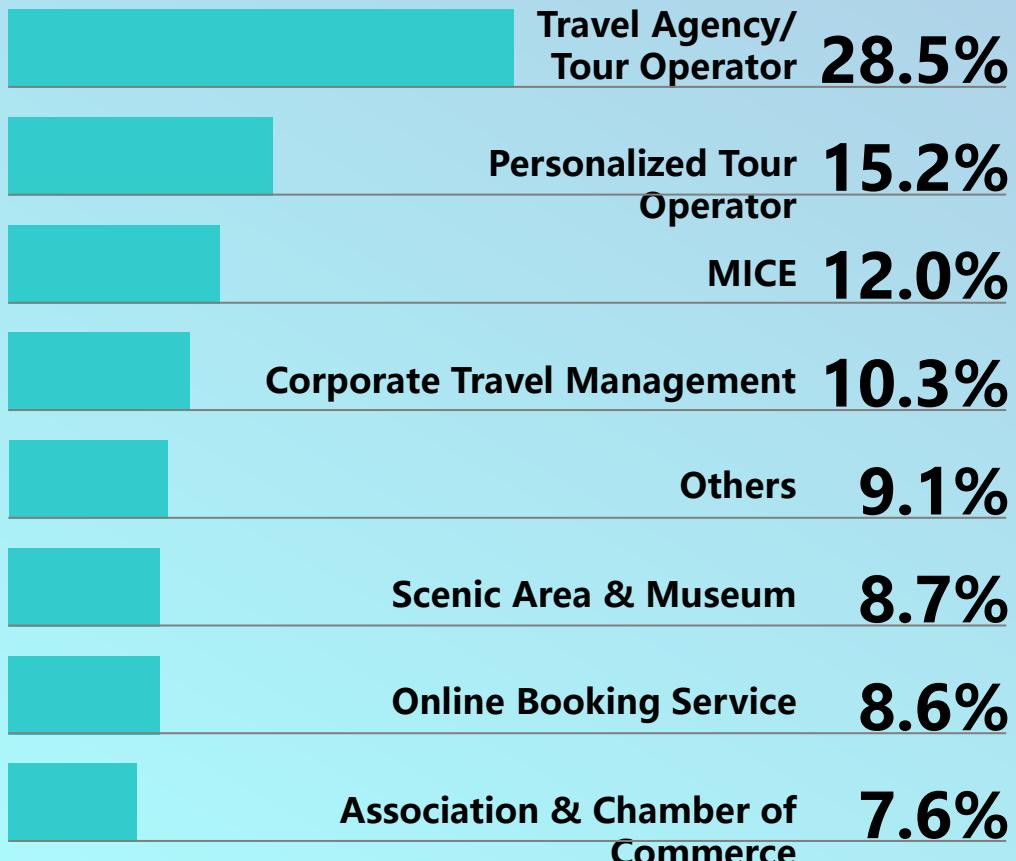
# GITF2025 Exhibitor Profile

## EXHIBITOR ANALYSIS

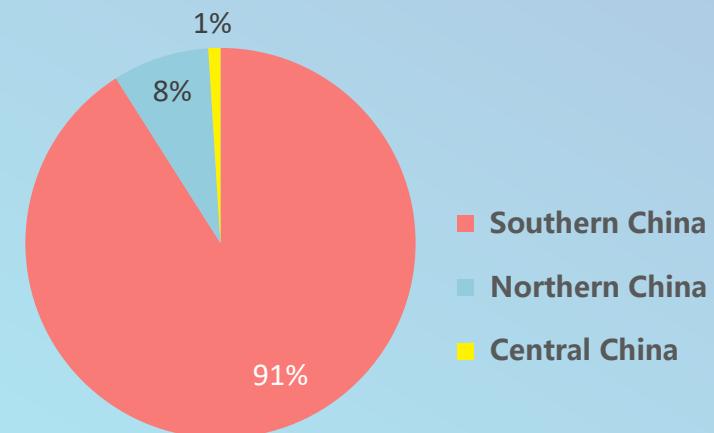


# GITF2025 Visitor & Buyer Insights

## VISITOR COMPOSITION



## BUYER ANALYSIS



# GITF2025 Visitor & Buyer Insights



**100+**  
delegation

From the travel-related industry associations in the Greater Bay Area.



**36,986**  
trade visitors

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



**Access the major source market of China's Tourism**

Guangdong Province is the most important source of tourists, tourist destination, and tourism industry agglomeration area in China and even the Asia-Pacific region.

## Selected Buyer Logos



# GITF2025 Selected Buyer / Delegation

GZL International Travel Service Ltd.  
Comfort International Travel Service (GZ) Co., Ltd.  
Guangzhou Ctrip International Travel Service Co., Ltd.  
China International Travel Service Limited  
GUANGDONG CHINA TRAVEL SERVICE CO., LTD.  
China Youth Travel Service Guangdong  
China Tourism Group  
HK Youth (Guangzhou) International Travel Service Co., Ltd.  
CHINA TRAVEL SERVICE (HONG KONG) LIMITED  
Lingnan Travel International  
X-ZONE International Travel Service (Beijing) Co., Ltd.  
Beijing Xilezizai International Culture and Tourism Co., Ltd.  
Dream Global International Travel Agency (Wuhan) Co., Ltd.  
China Gateway International Travel Service (Beijing) Co., Ltd.  
Beijing Kaiyu International Air Service Co., Ltd.  
Beijing Tianping International Travel Agency  
Beijing Qingge Feiyang Culture Media Co., Ltd.  
Beijing Youlin Business Travel Agency Co., Ltd.  
Bode (Beijing) International Business Service Co., Ltd.  
Datong Peace International Travel Service Co., Ltd.  
LIEN BANG TRAVEL TRADING COMPANY LIMITED  
BEL TRAVEL & TOURS SDN. BHD.  
Shenzhen Overseas International Travel Agency Co., Ltd.  
Shenzhen Hailang Culture & Tourism Co., Ltd.  
Guangzhou Yuanjing International Travel Service Co., Ltd.  
Shenzhen Global Exhibition Service Co., Ltd.  
Guangdong Oasis International Travel Service Co., Ltd.  
ZHUHAI YUELE TRAVEL AGENCY CO., LTD.  
Guangdong Sunshine Holiday International Travel Service Co., Ltd.  
Shenzhen Tongyuan Culture Communication Co., Ltd.  
Guangzhou Hangcheng International Travel Service Co., Ltd.  
Guangdong South Eagle International Travel Service Co., Ltd.  
Beijing A-mei Express International Travel Service Co., Ltd.

**YINGKE TRAVEL**  
You Too Travel  
Guangdong Everbright International Travel Service Co., Ltd.  
Shenzhen Miaoyou Culture Tourism Development Co., Ltd.  
Summit International Travel Service Co., Ltd.  
Guangzhou Scene & Good Day International Travel Service Co., Ltd.  
Guangdong China Youth Travel Service Co., Ltd.  
Guangdong Yangcheng International Travel Agency Co.,Ltd.  
Guangdong Yuetianxia International Travel Agency Co., Ltd.  
Guangzhou Zixiangyou Business Service Co., Ltd.  
Guangzhou Tiraocan International Travel Service Co., Ltd.  
Kuadu (Guangzhou) International Business Travel Consulting Co., Ltd.  
Guangzhou Haiyou Voyage Co., Ltd.  
Guangdong Travel Holiday International Travel Service Co., Ltd.  
Guangzhou Silk Rain Travel Service Co., Ltd.  
Guangzhou Han Bang International Travel Service Co., Ltd.  
Guangdong CTS Holiday International Travel Agency Co., Ltd.  
Guangdong Province Port International Travel Service Co., Ltd.  
Shenzhen Enjoy Education Investment Consulting Co., Ltd.  
Convergent International Travel Development Co., Ltd.  
Guangdong Xiangyou International Travel Agency  
Xiamen Yingtuo Business Co., Ltd.  
Jiamei (Guangzhou) Cultural Tourism Co., Ltd.  
Guangzhou Fengshuo Business Co., Ltd.  
NewEarth Art of Travel  
**SZM CULTURE**  
Namkwong International Conference & Exhibition Ltd.  
BN Travel Services Limited  
Liaonan Jinhong Travel Agency  
Guangdong Letmetrip International Travel Agency Co., Ltd.  
Guangdong Changyou International Travel Agency Co., Ltd.  
Foshan Quyouyi Electronic Business Travel Service Co., Ltd.  
Guangzhou Holly Travel Service Co., Ltd.



# GITF2025 Media Partnership Overview



**180+**  
Full coverage by  
Major Media

**200+**  
First  
Reports

**131**  
Central Media  
Reports

**3000+**  
Reprint  
Reports

**200+**  
Journalists  
on Site

## Selected Media Logos



# GITF2025 High-Level Engagement



- 37 Consuls General
- 80+ International Representatives
- 50+ Government Officials
- 50+ VIP guests

## OPENING CEREMONY

### BUYER NIGHT

- 100+ Government Officials
- 200+ VIP Exhibitors & Invited Buyers
- Exclusive Networking
- GITF Awards Ceremony
- Lucky Draw for High-Value Travel & Culture Products



# GITF2025 Key Theme Forums • Speakers

**1 2025 China Outbound Tourism Forum**

(Selected speakers)



Peter Semone  
PATA  
Chairman



Wolfgang  
Georg Arlt  
COTRI  
CEO



Natalya  
Borisovna  
Nabrochenko  
Tourism Dept of  
Primorsky Krai,  
Russia  
Minister



Teresa Siles  
Suarez  
Consulate  
General of Spain  
in Guangzhou  
Tourism  
Counsellor



Ke Xiandong  
Guangzhou  
Municipal  
Culture, Radio,  
Television,  
Tourism Bureau  
Deputy Director



Li Xieju  
Guangdong  
Travel Agency  
Industry  
Association  
Executive President



He Yuanfei  
Yuexiu District  
Culture &  
Tourism Bureau  
Deputy Director



Wu Xiaoxia  
Guangzhou  
Association of  
Study Tourism  
Think Tank  
Expert



Zhu Xiaoqiu  
Guangzhou  
Museum  
Deputy Director



Chen Rui  
Institute of  
Zoology,  
Chinese  
Academy of  
Sciences  
Biologist

**2 2<sup>nd</sup> Study Tour & Educational Travel Forum**

**3 3<sup>rd</sup> Inbound Tourism Destination Forum**

**4 Meaningful Tourism Forum**

**5 4<sup>th</sup> Museum, Cultural & Creative Product Seminar**



Zoritsa  
Urosevic  
UN Tourism  
Executive  
Director



Peter Jeng  
China-Europe  
Committee  
Deputy  
Secretary-  
General



Richard  
Matuzevich  
WTCF  
International  
Relations  
Manager



Catherine  
Germier  
Millennium  
Destinations  
Founder



Anita Chan  
Compass Edge  
CEO



Buddhika  
Hewawasam  
Sri Lanka  
Tourism  
Promotion  
Bureau  
Chairman



Santosh Panta  
Nepal Tourism  
Board  
Director



Yang Yu  
Netherlands  
Bureau of  
Tourism &  
Congress  
Chief  
Representative



Victor Xu  
TOURISM  
SAXONY  
Chief  
Representative  
of China



Xing Dajiqi  
Polish National  
Tourist Office in  
Beijing  
Marketing  
Director



Li Lisong  
Dongguan  
Museum  
Director



Huang Yanlin  
Ctrip Group  
Government  
Cooperation  
Department  
General  
Manager of  
Guangdong



Hou Guonian  
OPB China  
Chairman



He Huanbang  
Guangzhou  
Tongxingzhiyou  
International  
Travel Service  
Co.  
GM



Sudarshan  
Chapagain  
Nepal Soaltee  
Hotel Group  
Vice President



Liu Yingjia  
Guangdong  
China Youth  
Travel Service  
International  
Department  
Manager



Xu Fengying  
Tianya  
Education  
Group  
Tianya  
International  
Travel Service



Sun Xiaomin  
Guangzhou  
Culture  
Highland  
Investment  
Development  
Co.,  
GM



Li Shuiyi  
GDCTS  
Manager of  
Inbound  
Tourism



Yu Li  
Alliance for  
Hong Kong and  
Macau Youth's  
Study Tours on  
the Chinese  
Mainland  
Representative



Zhuo Yousen  
Research  
Institute of  
Study Tours in  
GBA  
Executive  
Director



Liu Xiaofeng  
Macau Travel  
Agencies  
Association  
Deputy  
Secretary-  
General



Wang Zhilin  
Hubei Zhaojun  
Tourism and  
Culture  
Deputy General  
Manager



Chen Zekai  
China Tourism  
Design Institute  
Chief Brand  
Officer

# GITF2025 Buyer Night



**GITF's most popular dinner event offers a relaxed networking platform for guests, while its award ceremony and lucky draws present exhibitors with prime B2B promotion opportunities.**



## GITF Awards Ceremony

**13 Awards were presented to 21 winners**

- Star Partner Destination - Kandy
- Most Popular Tourism Destination - Hongkong
- Most Dynamic Destination - Macao
- Most Charming Tourism Destination - Korea, Spain, Primorsky Territory, Almaty, Saxony
- Most Popular Cultural Tourism Destination - Nepal, Cambodia, Uzbekistan, Qatar, Poland
- Excellent Sustainable Award - Sri Lanka
- Best Overseas Partner - TPO
- Most Popular Airline - China Southern Airlines
- Most Popular Vacation Club - Mandavilla Cultural
- Best Destination Marketing - Unique Brilliant Safaris
- Most Popular High-end Study Tour Product - Guangdong QZL
- Best Italian Private Group DMC - Voglia D' Italia
- Global Leader in Ecotourism Direct Sourcing - Paleo Diary



## Lucky Draw

**13 prizes sponsored by Star Partner Destination**

- Rooms in Cinnamon Colombo Hotels
- Rooms in Seasons Hotels Kurunegala
- Rooms in Rngiri Dambulla Resort
- Rooms in Passi Villa Passikudah
- Rooms in Temple Tree Resort & Spa
- Rooms in Hotel RIU Sri Lanka
- Rooms in five-star hotel with local transport in Sri Lanka
- Tour package with hotel & local transport in Sri Lanka
- Return tickets Guangzhou-Colombo-Guangzhou

## Sponsors:



# GITF2025 Exhibitor Comment



GITF is a really exciting and important travel fair for us. We've been coming here for over 10 years, and every time we get great feedback from the trade, especially from our partners in China. Honestly, among all the fairs we join, GITF has been the most successful one for us. China is one of our key markets — super important for us. Plus, China is really well connected with Sri Lanka, so it's always great to be here.

**Buddhika Hewawasam**  
 Chairman  
 Sri Lanka Tourism Promotion Bureau

Nepal Tourism Board made a strong presence at GITF2025 along with 10 travel trades. It was a great platform to showcase the country's rich culture, friendly people and amazing natural wonders. Nepal pavilion attracted visitors that led to meaningful business interaction and networking for future. It was an opportunity to promote the best tourism offerings of Nepal and connect with international travel trade. We hope to receive maximum number of Chinese as Nepal is geographically very close and a destination for all seasons for all age.

**Ranu Shah**  
 Tourism Marketing Dept  
 Nepal Tourism Board

It is our first time attending GITF. The impression is very strong. Guangzhou is a very developed city. Over the past 2-3 years, we have been actively working with the Chinese market, and Guangzhou is the priority direction of our partnership. The organization of GITF is very good. They are giving us a great opportunity to represent our national culture, allowing us to fully showcase everything we have. Whatever you are looking for in your travels, you can find it in Almaty. There are a lot of attractions waiting for you.

**Abikhan Yerkebulan Kuatuly**  
 Head of Tourism Promotion Dept  
 Almaty City Tourism Dept of Kazakh

We are working to raise awareness of Uzbekistan among Chinese travelers. I think this event is quite important because Guangdong is one of the largest and most promising markets in China for both inbound and outbound tourism. We are glad to participate in GITF 2025. We believe that through this fair, we can not only reach the Guangdong market but also neighboring areas like Guilin, Hong Kong, and Macao. This is a very good location to explore the Greater Bay Area of China.

**Feruz Dodiev**  
 Adviser to Chairman  
 Tourism Committee of Uzbekistan

# GITF2025 Exhibitor Comment



With the theme “Meaningful Tourism, Enduring Connections,” GITF fosters global tourism innovation. Guangdong China Travel Service Co., Ltd joined hands with partners from 55 countries, highlighting three key achievements: China’s first polar cruise, Shanwei eco-cultural tours, and the “Sing and Travel Shanxi” music IP. Five industry forums promoted “Culture + Sports” integration, injecting vitality into the Greater Bay Area. We wish GITF continued success in leading future tourism trends.

Hu Yiming  
Chairman  
Guangdong China Travel Service  
Co.,Ltd. (GDCTS)

Combining the “May 19 China Tourism Day” theme of benefiting and delighting the people, the Guangzhou Travel Fair—held around mid-May for three consecutive years—has effectively boosted cultural and tourism consumption habits. Its promotional impact continues to unlock consumer potential. According to GZL data, limited-time deals during the three-day fair drove strong all-channel sales, with May 15 sales at GZL’s Guangzhou outlets up nearly 40% year-on-year.

Wu Chen  
Chairman & President  
Guangzhou GZL  
International Travel Service Co., Ltd.

As a key barometer of industry trends, GITF not only offers deep insights into regional tourism dynamics but also highlights new paths for market value growth. With Guangzhou Comfort’s rising strength, this year’s booth scale and on-site revenue both hit new highs. Leveraging the GITF platform, the company amplified its brand presence and diversified its profit channels. Looking ahead, Guangzhou Comfort will continue to focus on customized travel, immersive experiences, smart services, and sustainable development, aiming to deliver higher-quality and more valuable journeys.

Wang Mingguang  
General Manager  
Comfort International Travel Service  
(GZ) Co., Ltd.(CCT)

As a globally recognized tourism IP, GITF brings together exhibitors and popular destinations worldwide, offering the latest international travel updates. In response to changing market demands, Ctrip focuses on niche markets, especially overseas long-haul destinations, launching customized tours and private groups with better experiences and higher quality. This has received strong feedback. We wish GITF continued success and unique growth.

Zhang Ping  
Vice President and General Manager  
of South China Region  
Ctrip Group

# GITF2025 Buyer Feedback



Tan Jie - Business Manager - China Youth Travel Service Guangdong

I'm honored to attend GITF 2025, a truly fruitful and well-organized event. From pre-show to onsite, everything ran smoothly with clear guidance for buyers and exhibitors. I connected with many domestic and international travel providers, gaining valuable insights, especially into Middle Eastern tourism resources. The exhibitors' warm hospitality and efficient communication laid a strong foundation for future cooperation. The vibrant exhibition areas, interactive activities, and impressive performances created a lively atmosphere. Professional forums expanded our vision, inspiring new ideas for industry growth. Buyer Night was full of energy and great networking. I look forward to an even more exciting GITF next year!



Lin Xiaofeng – COO - Guangdong Oasis International Travel Service Co., Ltd.

With "Meaningful Tourism" as its core, GITF2025 has successfully built an ecological platform for the innovation and sustainable development of the cultural and tourism industry. GITF's international participation, professional services and ability to activate consumption for the benefit of the public have injected a powerful stimulant for the recovery of the global tourism industry. We look forward to deepening our exploration in sustainable tourism, digital tourism and other vertical areas, and continuing to release the industry's upgrading kinetic energy, so that we can bring more surprises when we meet again next year!



Chen Xuwei - Manager - Guangdong Yangcheng Travel International Travel Agency Co., Ltd.

The Guangzhou International Travel Fair 2025 came to a successful conclusion with an impressive overall experience. The exhibition was grand in scale, with a clear layout of exhibition areas and a large number of quality exhibitors from home and abroad, ranging from traditional travel agencies to emerging cultural and tourism technology enterprises, all of which showcased a wealth of products and innovative services. Particularly praiseworthy were the interactive experiences in the Southeast Asia and Europe zones, allowing buyers to experience exotic flavors without leaving home. The organizer's services were efficient and considerate, with a smooth flow from signing in to guided tours, professional and enthusiastic volunteers, and reasonable on-site network and rest areas. Some of the booths had a large flow of people, and it was recommended to optimize the diversion measures in the future. Overall speaking, this exhibition has provided a high-quality platform for industry exchange and cooperation with remarkable results, and we look forward to meeting again next year!

# 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

# GITF Events

**GITF is more than just a three-day event.  
It is a year-round platform with diverse  
activities and ongoing connections.**

**This year GITF is widening the range of  
services with the COTRI Recommended  
Exhibitor services before, during and after  
the fair.**

**GITF Conference  
International experts providing Keynote speeches**



# GITF2026 Pricing • Hall 16.2

- Booth pricing covers all three days of the fair.
- No additional registration fees will be charged apart from the booth fee.

## RAW SPACE

- Minimum size: 18sqm

**RMB 3,240/sqm + 6%VAT**



\* Additional charge:  
RMB 28/sqm as  
special decoration  
administration fee

## SHELL SCHEME

- Minimum size: 9sqm
- Booth size must be in multiples of 9sqm

**RMB 30,060/9sqm + 6%VAT**



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

## DELUXE BOOTH

- Fixed size: 18sqm

**RMB 58,000/18sqm + 6%VAT**



\* Basic fittings: 1 backdrop with graphic, 1 fascia board with graphic, Gray carpeting, 1 reception desk, 1 double sofa & 2 single sofas, 1 tea table & 1 chair, 1 electric socket (220V), 6 spotlights (100W), 1 waste basket

## SEMINARS ON SITE

- 90 minutes for one session

### DATE

MAY 21

MAY 22

### Price for Exhibitors

**RMB 10,300/session + 6%VAT**

**RMB 9,845/session + 6%VAT**

### Price for NON-Exhibitors

RMB 13,800/session + 6%VAT

Contact [info@meaningfultourismcentre.org](mailto:info@meaningfultourismcentre.org): Same pricing – more services



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

**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**

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## Contact

Pragya Khanal

[Pr@meaningfultourismcentre.org](mailto:Pr@meaningfultourismcentre.org)

Prof. Dr. Wolfgang Georg Arlt FRGS FRAS

[profarltcotri@yahoo.de](mailto:profarltcotri@yahoo.de)

<https://www.linkedin.com/in/prof-dr-wolfgang-g-arlt/>



Website: <https://cotri.meaningfultourismcentre.org/>

Email: [info@meaningfultourismcentre.org](mailto:info@meaningfultourismcentre.org)

Telephone: (+977) 970 708 2726

WhatsApp: (+49) 15253526044

