

Trade Exhibitions in China

Consumer and Trade

CITM

- The most established travel exhibition since 1998. China International Travel Mart is organised by the China National Tourism Administration (CNTA).
- Held in November on alternate years in Shanghai and Kunming, it is widely regarded as the largest and most important fair in China.
- Maintaining good relations with **CNTA** is important for both the national Tourism Boards and for multinational companies as it helps them to gain credibility in the market.
- For one day only the exhibition is dedicated to trade. The rest of the exhibition time is open to the general public.
- In terms of participation, it is 75% domestic and 25% outbound.

<http://www.citm.com.cn/english>

GITF

- Guangzhou, the commercial centre of south China, hosts the Guangzhou International Travel Fair (GITF) each Spring in the China Import and Export Fair Complex.
- Held annually since 1993, GITF is organized by Hannover Milano Fairs China Ltd and is the result of the collaboration between Deutsche Messe and Fiera Milano.
- Focusing mainly on domestic travel, GITF primarily attracts those with regional interests and Hong Kong companies.
- Guangdong province is the largest single exporter of outbound tourists (which includes Hong Kong and Macau on its borders). Representation at this fair can be useful in tapping into this vibrant market.

<http://www.gitf.com.cn/en>

WTF

- The World Travel Fair was the first event focusing on ADS outbound destinations.
- WTF is privately organised by VNU Exhibitions with the sponsorship of the Shanghai Municipal Tourism Administrative Commission.
- WTF features the WTM Professional component for B2B attendees and WTF Tourism Carnival for B2C activities. These two aspects are organised and delivered simultaneously on the same days.

www.worldtravelfair.com.cn/en

BITE

- The Beijing Municipal Tourism Board (BMTB) started its own travel show in July 2004, BITE (Beijing International Tourism Expo). It is relatively small and attracts a few foreign NTO's, mostly from Asia.
- Most of the visitors tend to be consumers, this is because it takes place during the summer school holidays when the travel agents are at their busiest.
- The bulk of the space is taken by the domestic travel market, with regional tourism promotion boards using colourful stands and music and/or dancing to attract visitors.
- BITE is managed by a Singapore based exhibition company with the support of BMTB.

www.bitechina.com.cn

Trade Only

COTTM

- The China Outbound Travel and Tourism Market is the only China outbound travel market purely for the trade, catering primarily for Beijing and North China agents.
- Organised by Tarsus Exhibitions, a UK company, this event benefits from the experience and professionalism of a European event management company and has grown quickly and attracting many first-time foreign exhibitors.

www.cottm.com

ILTM Asia

- International Luxury Travel Market is the sister Fair to ILTM in Cannes and has been held in Shanghai since 2007 at the same venue (Shanghai Exhibition Centre on Nanjing West road).
- The Fair targets suppliers of luxury travel products and services and provides fixed appointments of about 15 minutes during 3 exhibition days; this is the so-called Pre-Scheduled Appointment Program (PSA).
- On the opening day of the Fair a half-day conference with keynote speeches and panel discussions is held for all exhibitors and delegates.

www.iltm.net/asia

Corporate Travel Incentives and Meetings

CIBTM

- The China Incentive, Business Travel and Meetings Exhibition in Beijing is organized by international exhibition company Reed Exhibitions.
- It is the only event focused on corporate travel, catering to buyers from multinationals, Chinese companies and Government departments.
- It is held at the China National Convention Centre and focuses on regional business in Beijing.

www.cibtm.com

IT&CM China

- The Incentive Travel & Conventions Meetings China is organized in the Spring by media company TTG Asia in the Shanghai World Expo Exhibition & Convention Centre located in the Pudong New Area.
- There are several forum sessions run alongside addressing corporate travel issues.
- The focus is upon regional business in Shanghai.
- The exhibitors are mainly hotel chains and destinations appealing to corporate travel buyers.
- The visitors include Chinese business travel agencies, Corporations and Hosted Buyers from the West.

itcmchina.com

Conferences

Travel Distribution Summit Asia (TDS Asia)

- Held in the Spring in Singapore with a pan-Asian focus on the Chinese market.
- The focus is on Online Distribution, Marketing, Analytics, Social Media, Mobile and Revenue Management in Travel and the latest trends in the industry for the APAC region.
- There are plenty of opportunities for debate and also networking possibilities with some of the pioneers in the travel industry.

<http://events.eyefortravel.com/travel-distribution-summit-asia/index.php>

China Travel Distribution Summit

- Held in Autumn in a different location each year, produced by China Travel Daily.
- Addresses the topic of China's online travel market as well as being focused on distribution, marketing and technology developments in the travel and tourism industries.

http://summit.traveldaily.cn/20/index_en.aspx

Social Media & Mobile in Travel Asia

- Hong Kong based event by Eye For Travel.
- The focus is on social media and mobile strategy to increase brand awareness and ROI in the APAC region.
- Debates on issues and opportunities that the travel industry faces in social media and mobile.
- The Speakers are senior level decision-making Executives.
- There are many networking opportunities prior to, during and after the event which allow travel and tourism operators to meet key people and to develop relationships.

<http://events.eyefortravel.com/social-media-and-mobile-asia/>

Other Travel Related Events

China International Boat Show

- Based in Shanghai at the World Expo & Exhibition Centre.
- It is the largest comprehensive boat show in China, exhibiting a variety of leisure boats, boat products and services.
- Additionally it showcases water sports, outdoor leisure, luxury cars, jewellery and artworks.
- The visitors are wealthy Chinese buyers and the exhibitors are mostly Chinese suppliers.

<http://www.boatshowchina.com>

Luxury China

- Exhibits high-end consumer goods - luxury cars, private jets, luxury boats, jewellery, luxury furniture and hardware, villas and artworks.
- Located in Beijing at the China International Exhibition Centre (CIEC).

<http://www.luxurychina.com.cn/2013/en/>

China Golf Show

- The largest golf show in China, dedicated to trade, education and networking in the golf industry.
- Located in Beijing.

<http://cgs.chinagolfshow.com/en/>