



Organisers:

Ministry of Culture and Tourism of the People's Republic of China
Civil Aviation Administration of China
Shanghai Municipal People's Government

Dates: 22 - 24 November 2024

Location: National Exhibition and Convention Center (Shanghai)

Agenda

Tuesday – Wednesday, 19 – 20 November

09:00-17:00

Registration and preparation

Thursday, 21 November

09:00-17:00

18:30-20:30

Registration and preparation “Nihao! China” Night of Shanghai Culture and Tourism Promotion

Friday, 22 November

09:00-10:00

09:00-17:00

10:00-17:00

Opening ceremony and VIP visit

Special trade

2024 China International Tourism Cooperation and
Innovation Development Conference

14:30-16:00

18:30-20:30

Business talks

Global Travel Agents Night

Saturday – Sunday, 23 – 24 November

09:00-17:00

Special trade and open day

Sunday, 24 November

17:00—22:00

Dismantling of exhibition booths

(Note: The agenda is subject to change with notice.)



CITM

Exhibition Brochure

2024

Shanghai, China
Nov. 22-24, 2024



CITM

China International Travel Mart

The China International Travel Mart (CITM) is the country's first international travel exhibition with its own brand approved by the State Council, as well as the largest professional exhibition of its kind in Asia. Since 2001, the event has been held alternately in Shanghai and Kunming on an annual basis. It attracts tourism institutions, travel agencies, hotels, airlines, cultural institutions, museums and other culture & tourism-related businesses from China, including 31 provinces, municipalities and autonomous regions, the Hong Kong SAR, the Macao SAR and Taiwan, and from more than 100 other countries and regions across the world.

With a focus on the new changes of the international tourism market, the new tourism consumption, products and forms of tourism, CITM 2024 will bring together domestic and overseas tourism professionals, to discuss cooperation, promote the trading of tourism products, seek common development, deepen China's exchanges and cooperation with other countries in culture and tourism marketing, products, information, service standards and other fields, and deliver more cultural and tourism products to domestic and overseas tourists. Through exhibition, negotiation and trade, CITM 2024, combining digital technologies with traditional technologies, aims to showcase the outcomes of innovative development, tap market potential, expand the tourism market, promote tourism consumption, and promote the prosperity of global tourism.

We sincerely invite global exhibitors, buyers and visitors to participate in the exhibition in Shanghai to share development opportunities and promote market development.





Value

Asia's largest travelling exhibition

A place of gathering for world tourism professionals

- ✔ CITM is held alternately in Shanghai and Kunming on an annual basis. As Asia's largest professional travel mart, it has drawn wide attention from tourism professionals world-wide.
- ✔ CITM exhibitors are tourism institutions, hotels, travel agencies, airlines, cultural institutions, museums, digital culture & tourism companies and other culture & tourism-related enterprises businesses from China, including 31 provinces, municipalities and autonomous regions, the Hong Kong SAR, the Macao SAR and Taiwan, and from other countries and regions across the world.
- ✔ The Organising Committee of CITM will invite excellent buyers from home and abroad, help cultural and tourism professionals find partners and negotiate for cooperation, act as a professional platform for exchanges and cooperation, and provide targeted match-making services for exhibitors and buyers.
- ✔ The Organising Committee of CITM will invite domestic and overseas media for full and in-depth coverage of CITM, to promote exhibitors' brands, present the spectacles of CITM, and display the leadership, influence and communication power of brands.



Asia's largest professional tourism exhibition

A variety of activities

- ✔ As the largest international culture and tourism fair in Asia, CITM will deliver a variety of activities to ensure that all participants have their gains.
- ✔ Professional one-to-one business talks will enable you to communicate with nearly 1,000 excellent buyers from home and abroad face to face, to expand your market shares and establish extensive business contacts.
- ✔ The thematic and special forums and lectures focused on the hotspots of the culture and tourism industry will enable you to follow up the development of international culture and tourism and grasp market trends, and to make business decisions.
- ✔ A variety of press conferences, promotional conferences and on-site shows will allow you to release new products and preferential policies, show your brand image and promote tourism routes. These activities will attract more than 100,000 visitors.

Layout

With a total exhibition area of about 53,060 square meters, CITM 2024 will offer some 2,000 standard booths, with Tourist Destination Area, Museum and Cultural Creation Area, Culture and Tourism Enterprise Area, Digital Culture and Tourism Area, Tourism Innovation Area, etc., as well as an online exhibition hall.

The layout features technology-enabled culture and tourism, domestic and overseas trans-regional tourism cooperation, new business and products, new applications, new consumption modes and tourist destination marketing. It will enhance the effects of display, negotiation and transaction through online-offline integration. Exhibitors, visitors and buyers can not only make on-site negotiations and transactions, but also visit the online exhibition hall and make inquiries online.

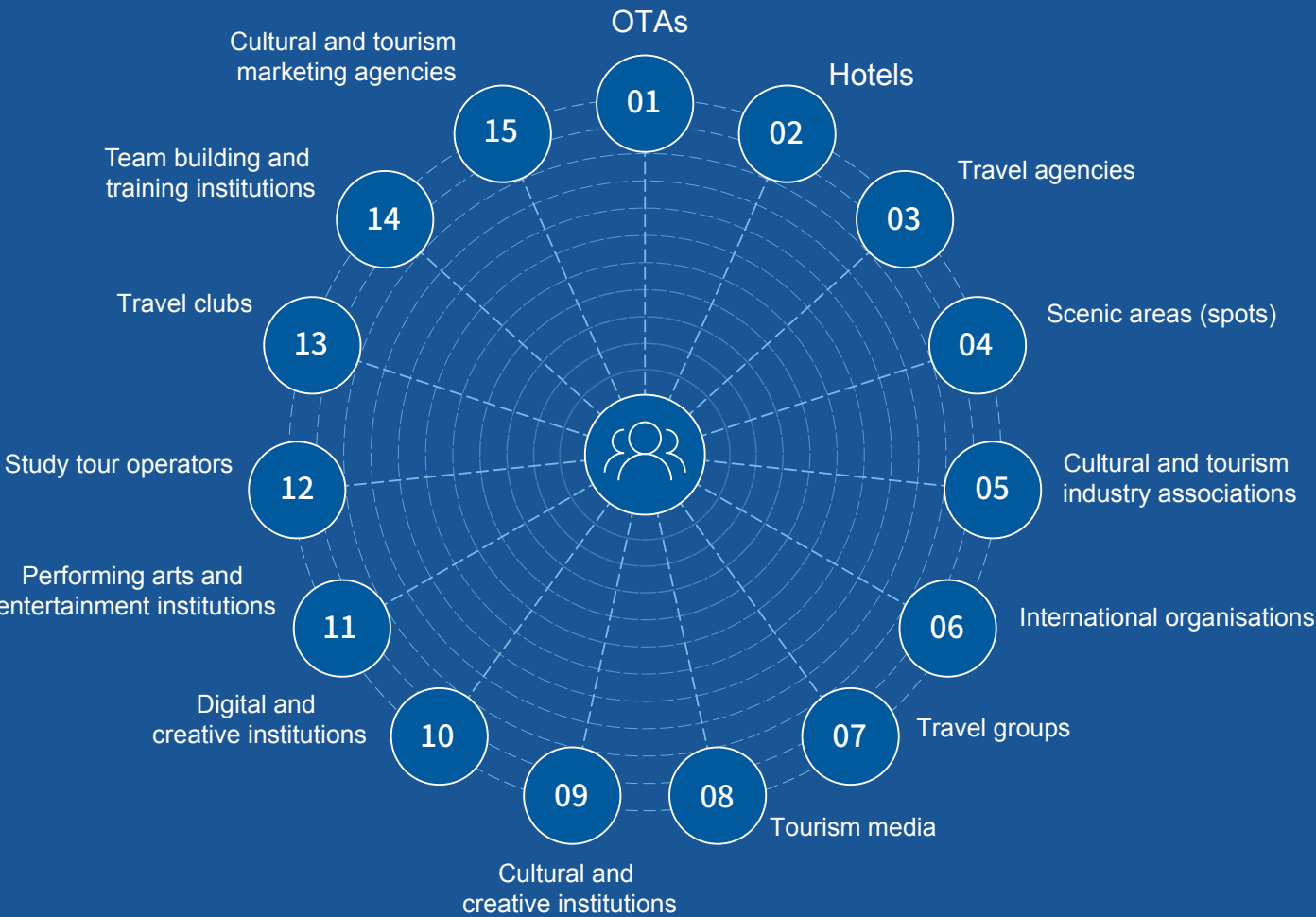


Exhibition Areas

Area	Exhibits
Tourist Destination Area	This area showcases the cultural and tourism resources and innovative tourism products of domestic and overseas tourist destinations. Exhibitors are tourism authorities and associations of various countries and regions, cultural and tourism institutions of domestic provinces, municipalities and autonomous regions, etc.
Museum and Cultural Creation Area	This area showcases fine cultural and museum products, as well as characteristic cultural and creative products. Exhibitors are cultural institutions and museums, cultural and creative institutions, cultural and museum services, related enterprises, etc.
Culture and Tourism Enterprise Area	This area showcases cultural and tourism resources, core products, state-of-art technologies, innovations, preferential policies, etc. Exhibitors are domestic and overseas cultural and tourism businesses, travel groups, airlines, hotel groups, cruise companies, vehicle and ship companies, tourism rental agencies, performing arts groups and related enterprises.
Digital Culture and Tourism Area	This area showcases tourism science and technology innovations, digital culture and tourism service innovation applications, digital tourism scenarios, etc. Exhibitors are OTAs, digital culture and tourism service providers, smart scenic spot service providers, cultural and tourism data service providers, intelligent tourism equipment manufacturers, intelligent cultural and tourism content providers, etc.
Tourism Innovation Area	This area showcases the new tourism business, new tourism products, new travel modes and new consumption scenarios under the new market environment. Exhibitors cover RVs, camping, cultural and tourism metaverse, health tourism, e-sports and animation, China chic, cultural and tourism performances, night travel, airline food, travel food, etc.

Visitors

Visitors



Public



Tourists

Activities

2024 China International Tourism Cooperation and Innovation Development Conference

As the main forum of CITM, the 2024 China International Tourism Cooperation and Innovation Development Conference will bring together cultural and tourism experts and scholars, as well as heads of cultural and tourism businesses and tourist destinations from home and abroad. Under the theme of "Cooperation, Innovation, Future", the conference will discuss the trend and practice of cultural and tourism innovation, explore development opportunities, and share new development models, to provide prospective theoretical and practical guidance for the development of global tourism, as well as innovative ideas for the development of the cultural and tourism market.



Global Travel Agents Night 01

As an important exchange and negotiation platform for global travelers, the Global Travel Agents Night will bring together hundreds of travel agents from home and abroad, to release new products and preferential policies, seek partners and share opportunities.



One-to-One Business Talks 02

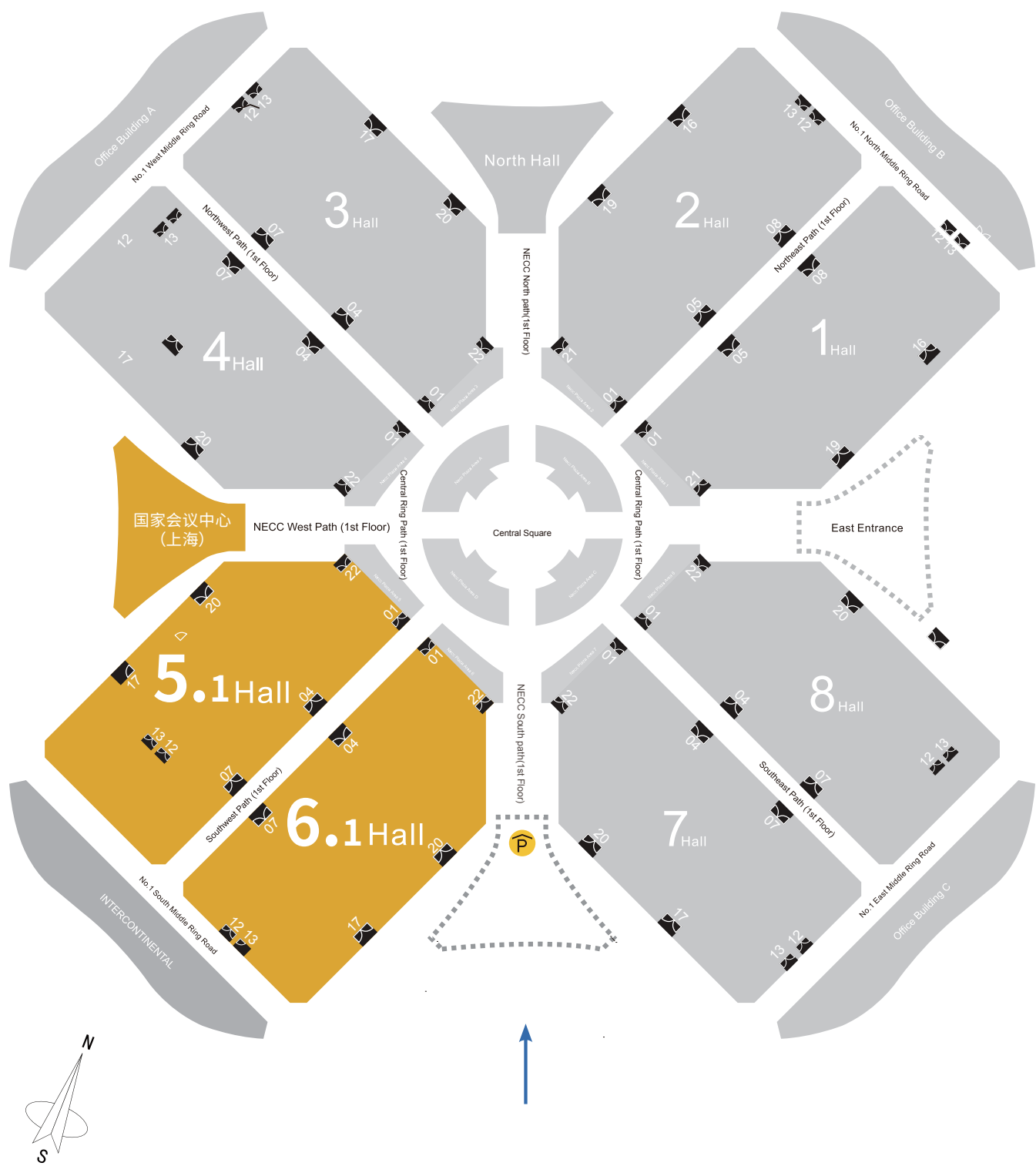
The one-to-one business talks platform will bring together excellent buyers from around the world, and exhibitors can participate as buyers to seek partners and market potential through online reservation and on-site negotiation.



Supporting Activities 03

During CITM 2024, a series of activities such as thematic forums, training and lectures will be delivered on different sections and subjects of culture and tourism. These activities will provide theories and cases for you to broaden your vision, discover your business opportunities and expand your market.

CITM 2024 Exhibition-hall Plan



Entrance by the arrow

Overview of past exhibitions



CITM 2023

4,200
standard booths

80,000m²
exhibition area

71
countries and regions

31
provinces, municipalities, and autonomous regions

Over 200
cultural and tourism bodies and businesses

92% of the exhibitors were satisfied or highly satisfied with the exhibition

Exhibitors at CITM 2023

(non-exhaustive list in no particular order)

Tourist destinations



Major cultural and tourism enterprises



Cultural institutions and museums



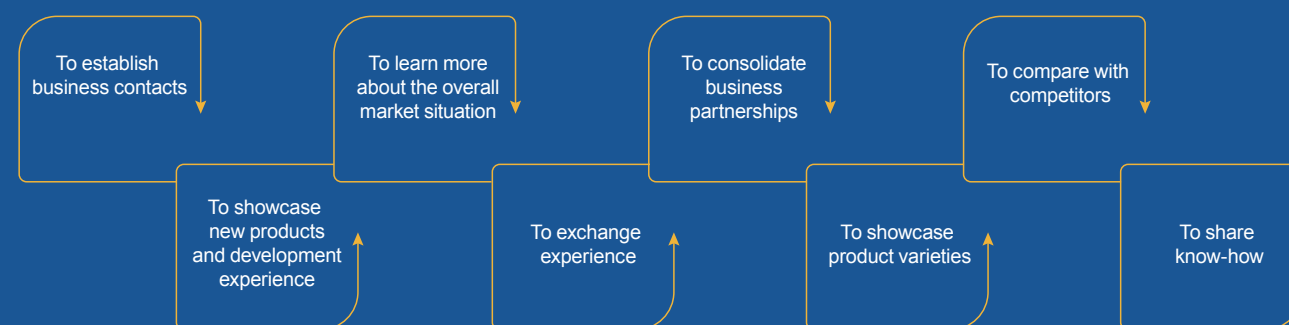
Airlines



Tourism +



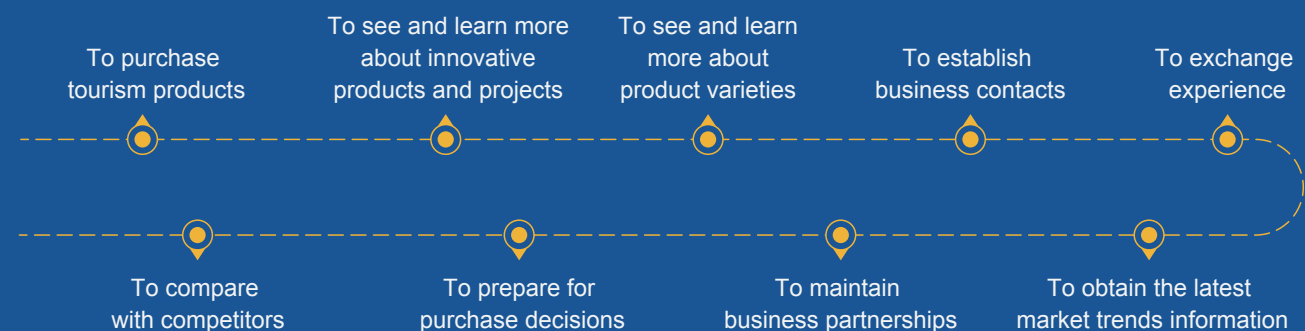
Exhibition objectives



Visitor-data analysis

Over **12,000** professional domestic visitors Over **100,000** general visitors Coverage by over **100** media outlets over **96%** of the visitors were satisfied or highly satisfied with the exhibition.

Visitors' objectives



Types of visitors



Exhibition rules

Organisers and managers

The CITM has an organising committee. The secretariat is a standing body of the organising committee in charge of the CITM's organisation and management.

Confirmation of participation in exhibition

Upon receipt of application and all the fees and charges, the secretariat will confirm the applicant's participation in the exhibition via the CITM's official website (www.citm.com.cn) and send out detailed information, including the "Exhibition Guide", "Booth Confirmation Form" and "Booth Plan".

Booth

(i) Allocation

The secretariat will allocate the booth in accordance with the order of application, the size of the booth reserved and exhibitors' requirements. It reserves the right to change the booth location.

(ii) Set-up

1. The special booths may be set up by the construction company designated by the CITM or by the exhibitors. When choosing a construction company not designated by the CITM, the exhibitors must apply to the secretariat and pay a **RMB10,000 deposit**. Construction may begin once the application has been approved.

2. Decoration of standard booths shall only be done by the construction company designated by the CITM.

(iii) Exhibition

Exhibitors shall display only objects and contents covered by the application and shall be responsible for these objects and contents. Exhibitors are also responsible for maintaining order in their booths. Merchandise and contents that have not been covered by the application or approved by the organising committee shall not be exhibited, and any consequent complaints and losses shall be solved by the exhibitors.

(iv) Rental

1. Standard booth

Each standard booth has a surface area of 9 m² (3 m x 3m), and the minimal rental number is one. Each booth shall only have one exhibitor and come with four exhibitor cards. Each booth comes with four chairs, one desk, one counter, one fascia board, one piece of carpet, two spotlights, one waste-paper bin and one socket.

2. Empty lot

① Each empty lot has a surface area of 9m², and the minimal rental number is four (36 m²). Each lot shall only have one exhibitor and come with four exhibitor cards.

② Exhibitors wishing to build a two-storey booth on their lot shall pay an additional fee that equates to the surface area of the upper storey x (the lot charge per m² / 2) and that shall be paid when the secretariat approves the design plan and issues a payment notice. Unauthorised co-rental or transfer of booth is prohibited.

Exhibition personnel

- (i) Exhibitors renting a standard booth shall have a maximum of four members per booth;
- (ii) Entry of unauthorised personnel is prohibited;
- (iii) Only one exhibitor per booth (9 m²) is permitted, with four exhibitor cards.

Discounts

- (i) Exhibitors who apply and pay in full before 30 August 2024 may receive a discount per 9 m² (the exchange rate of payments made in USD shall be based on the day of payment as shown on the remittance slip).
- (ii) Exhibitors are entitled to a free booth for every 10 (inclusive) lots or standard booths rented.

Withdrawal from the exhibition

- (i) Exhibitors wishing to withdraw from the exhibition shall apply in writing to the secretariat before 20 September 2024.
- (ii) A 20% withdrawal charge shall be paid.
- (iii) No refund shall be granted if any exhibitor fails to attend the exhibition or if the application for withdrawal only received after 20 September 2024 (verified by the date on the postmark).
- (iv) All bank charges incurring with the refund shall be deducted from the refund, and the refund shall take place after 15 December 2024.

Safety

All exhibitors shall strictly observe the rules of the secretariat, the main construction company and exhibition venue owner as well as the health and safety laws and regulations of the local government.

Accountability

Neither the organising committee nor the secretariat shall be held accountable for any damage to or loss of property belonging to the exhibitors at any time for any reason.

Other terms and conditions

- (i) The secretariat reserves the right to reject without any refund the exhibitors whose information is inconsistent with their application.
- (ii) The secretariat reserves the right to reject exhibitors who violate the above-stated rules and ask them to withdraw from the exhibition.
- (iii) The secretariat reserves the right to temporarily amend, update or add to the rules according to actual circumstances.
- (iv) Potential exhibitors can visit www.citm.com.cn to apply online and find further information.

Booth Reservation Form for CITM 2024

Submission deadline: 20 September 2024
(Please visit www.citm.com.cn to fill in the reservation form. CITM 2024 accepts only online application.)

I. Exhibitor

Name: _____
Address: _____
Tel: _____ Fax: _____
E-mail: _____
Contact: _____ Position: _____

II. Booth reservation

Standard booths: (with a surface area of 3 m x 3 m, the minimal rental number being one. Each booth comes with four chairs, one desk, one counter, one fascia board, one piece of carpet, two spotlights, one waste-paper bin, one socket and four exhibitor cards).

Lots: (each 9 m² equals to one unit and at least four units shall be rented).

Exhibitors who apply and pay in full before 30 August 2024 (based on the payment date as shown on the remittance slip) shall receive a discount per 9 m². For other discount rules, please refer to “Discounts” under Item V of exhibition rules in “Exhibition Brochure of CITM 2024”.

Standard booths:
My company shall reserve _____ standard booth(s) for a total of .
Lots: Raw space (minimal rental 36 m²)
My company shall reserve _____ m² of lot for a total of RMB _____.

III. Payment

My company has deposited RMB/USD _____ on ____ (dd) ____ (mm) ____ (yyyy) to the following account through _____ (bank name) (please visit website to upload a copy of the deposit):

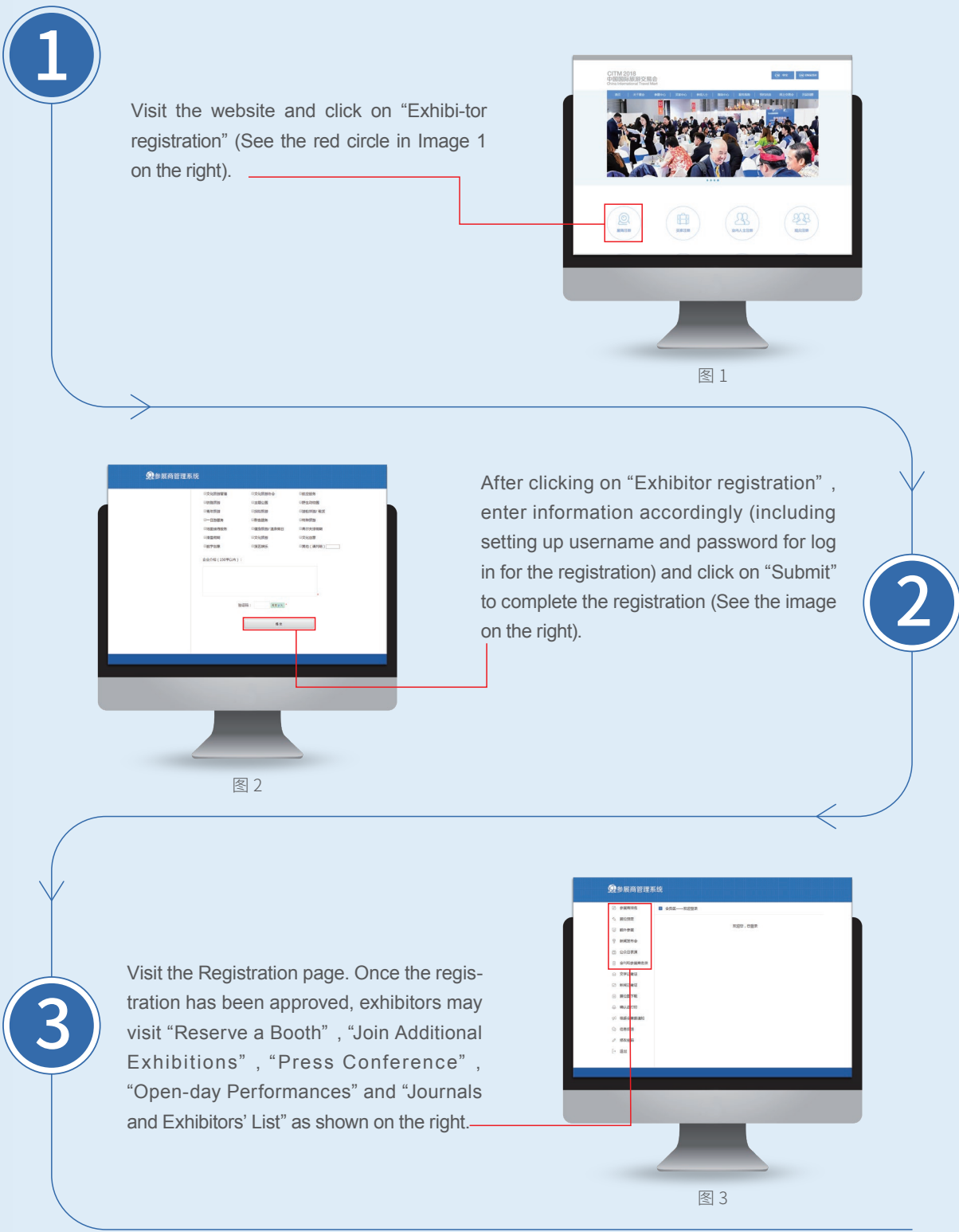
I have read the “Exhibition Brochure of CITM 2024” and agree to abide by its contents and rules.

Note:

1. Booth reservation shall become invalid if exhibition fee is not received by 20 September 2024.
2. For the deposit, please write: CITM 2024 booth fee.

Secretariat, CITM Organising Committee

Steps for online booth reservation



For more information, please visit CITM's website and download the “Handbook for CITM Online Registration” or, click on the link to download the handbook.

Travel the world with CITM cloud

China International Travel Mart (CITM) is a communication and trade platform for global tourism. Building upon the existing advantages of the CITM's online platform, the CITM digital trade platform will serve as a global online-trade platform where exhibitors, such as tourist destinations, businesses and scenic areas, can exhibit online, engage in business talks and promote their products. Exhibitors, visitors and buyers can visit the virtual exhibition and engage in business talks in the cloud exhibition hall, while visitors can enjoy the high-quality exhibition and learn more about cultural and tourism products. For the industries, the platform offers business opportunities and an additional channel for trade and business talks.

Exhibition

Thanks to cloud computing, big data, 3D technology and virtual and augmented reality, a new model that integrates online and offline exhibitions and combines reality and virtuality will offer services in the same quality as offline exhibitions.



Talks

The platform makes the exhibition efficient and accessible, and offers a multidimensional and more efficient and digitised exhibition-service system, while the online enquiry and communication is an innovative model of business talks.



Discussions

With advanced technologies such as live streaming, video conferencing and video replay, the engaging moments and authoritative discussions are preserved forever.



Sponsors and advertising resources

Sponsorship

The CITM welcomes domestic and foreign businesses and institutions with positive brand images and great social influence to become its partners and sponsor the event in forms such as cash, objects or services, as well as engage in cross-field collaboration. The CITM's partners will receive honours, and special treatment and benefits, including advertising and media exposure.

Advertising services

The CITM provides participating businesses and institutions with advertising services, including on-site and online advertising, advertising in its cloud exhibition hall and journals, and short-video shooting and production of booths with Insta360. For specific advertising resources, please visit the CITM's official website or get in touch with our contacts.

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