



Guangdong International Tourism Exhibition 2010 广东国际旅游展览会 2010

2010 · 9 · 25-28

The Poly World Trade Center Expo, Guangzhou, P.R. China

中国 · 广州 · 琶洲 · 保利世贸博览馆

POST SHOW REPORT 展后报告

Visitors & Figures 观众及统计

Total Exhibiting Space 展会总面积:	30,000sqm / 平方米
No. Of Exhibitors: 展商数目	Nearly / 约 1,000 <ul style="list-style-type: none"> • 68% from China 68%来自中国 • 22% from Asian countries / regions like Hong Kong, Macau, Taiwan, Singapore, Thailand, Malaysia, Japan, Korea, etc. 22%来自亚洲国家及地区, 包括香港、澳门、台湾、新加坡、泰国、马来西亚、日本、韩国等等。 • 8% from European and American Countries, like Canada, USA, Italy, Germany, Czech, etc. 8%来自欧美国家, 如: 加拿大、美国、意大利、德国及捷克等等。 • 2% from other countries, like Australia, Egypt, Fiji 2%来自澳大利亚、埃及、斐济等其它国家。
No. Of National / Regional NTOs: 国际旅游局数目	85 (25% was International NTOs) 80 家, 当中 25%为国际旅游局
Visitors Flow: 参观人次	150,000



Partial International NTOs (by alphabetical order) 部分参展的国际旅游局 (按英文字母顺序排列)

- Australia Tourism Board
澳洲旅游局
- Czech Tourism
捷克旅游局
- Egyptian Embassy In China Tourism
埃及驻华使馆旅游处
- Fukui Prefecture
日本福井县
- Fukushima Prefecture Shanghai Office
日本福岛县

- Gold Coast Tourism
黄金海岸旅游局
- Hong Kong Tourism Board
香港旅游发展局
- Japan National Tourist Organization
日本国际观光振兴机构
- Korea Tourism Organization
韩国观光公社
- Kumamoto Prefecture
熊本县观光连盟
- Macau Government Tourist Office
澳门特别行政区政府旅游局
- Malaysia Tourism Board
马来西亚旅游局
- Minakami-machi, Gunma Prefecture,
Japan
日本水上町
- Okinawa Convention & Visitors Bureau
日本财团法人冲绳观光会议局
- Singapore Tourism Board
新加坡旅游局
- Toronto (Canada) Tourism Board
多伦多旅游局
- Tourism Authority Of Thailand
泰国旅游局
- Tourism Fiji
斐济旅游局
- Tourism Northern Territory
北领地旅游局
- Tourism Queensland
昆士兰旅游局
- Tourism Tasmania
塔斯曼尼亚旅游局
- Town of Fujikawaguchiko
日本富士河口湖町
- Toyama Prefecture
日本富山县

VIPs Attending Opening Ceremony 参加开幕式贵宾

- Mr. Tang Bingquan, Vice Chairman of Guangdong Provincial Committee of CPPCC
广东省政协副主席 汤炳权先生
- Mr. Liu Kun, Vice Governor of People's Government of Guangdong Province
广东省副省长 刘琨先生
- Mr. Zhu Shanzhong, Deputy Director, National Tourism Administration of the People's Republic of China
国家旅游局副局长 祝善忠先生
- MR. Yang Rongsen, Chairman of Tourism Administration of GD Province
广东省旅游局局长 杨荣森 先生

Concurrent Activities 现场活动

1. Asian MICE Industry Networking Meeting 亚洲商务会奖客户见面推介会

The meeting provided a networking platform to MICE industry players in the Asian market, particularly the South China regions, for information exchange and market updates. It allowed the participants to mingle with each other and explore the business cooperation opportunities.

Some 200 participants from MICE industry, including Tourism Administration of GD Province, international and domestics



professionals of MICE industry; multinational MICE corporations, suppliers and buyers, Top 500 global enterprises, renowned China national enterprises, Top 500 GD key enterprises, government sectors, trade associations, attended the networking meeting.

为向亚洲会奖行业、特别是南中国地区的企业提供一个互换市场最新信息的平台，「广东国际旅游展览会 2010」特设「亚洲商务会奖客户见面推介会」，安排业界会面交流，促进商务合作机会。

2. Asian MICE and Cruises Tourism Seminar

In view of the increasing awareness and affordability of cruise holidays by Chinese, who have been driving the growth of cruises tourism in the Asian market, the seminar provided a platform for some 120 regional cruises industry players to collect market intelligence and latest market trends and policy development.



随着中国旅客的消费者增强，亚洲地区的邮轮需求亦有所增长。有见及此，「广东国际旅游展览会2010」特别举办了「亚洲会奖及邮轮旅游发展交流会」，吸引120名业界精英出席，一同分享市场最新情报、趋势及相关政策发展。

3. 2010 World Tourism Day

The exhibition was held concurrently with the 2010 World Tourism Day Celebrations (on Sep 27). More than 1,000 delegates who attended the WTD Celebrations were invited to the exhibition as well.

Partial VIPs:

- Dr. Taleb Rifai, UNWTO Secretary-General
- Mr. Jean-Claude Baumgarten, President Of The World Travel And Tourism Council
- Mr. Joao Manuel Costa Antunes, Vice Chairman Of The Pacific Asia Travel Association



适逢「2010 世界旅游日全球主会场庆典暨中国广东旅游文化节」在穗同期隆重举行，大会藉此亦邀请到国家旅游局副局长和广东省副省长刘焜及省市旅游局领导、各国驻穗总领事馆、各国驻广州旅游办事处官员、全国旅游界知名专家学者和媒体代表约1,000人亲临「广东国际旅游展览会 2010」现场参观。

部分到场贵宾：

- 世界旅游组织秘书长 Dr. Taleb Rifai
- 世界旅游业理事会主席兼首席执行官 Mr. Jean-Claude Baumgarten
- 亚太旅游协会副会长 Joao Manuel Costa Antunes