

2025



Shenzhen International Tourism Industry Expo



Your Strategic Gateway to China's Future of Travel

November 14th -16th, 2025

Shenzhen(Futian) Convention and Exhibition Center

INTRODUCTION

SHENZHEN INTERNATIONAL TOURISM INDUSTRY EXPO

Shenzhen International Tourism Industry Expo (SITE) was established in 2014 and certified by the Global Exhibition Industry Association (UFI). It has successfully hosted nine editions of the Shenzhen International Tourism Industry Exhibitions, featuring a wealth of over 2,000 global tourism industry brands and partnerships.

Each exhibitions includes more than over 100 high-end international forums, summits, promotional conferences, and signing ceremonies, leading to significant advancements in the tourism sector.



EXHIBITION INTRODUCTION

● Exhibition Comprehensive Information

- Exhibition Name: Shenzhen International Tourism Industry Expo
(Abbrevuation: Shenzhen International Tourism Expo / Shenzhen Tourism Expo / SITE)
- Time: November 14-16th, 2025
- Location: Futian, Shenzhen, CHINA
- Exhibition Website: <https://www.szite.com.cn>



Exhibition Area
22,500m²



Invited Professional Audience
5,000+



Exhibiting company
500+



Tourism product
10,000+



Exhibition visitor
100,000+



Online Exposure
20,000,000+



Big Data Precision Invitation
500,000



Domestic and Foreign Media Coverage
150+



Professional Authority Forum
50+

Date	Time	Comtent
November 14th	09:00-12:00	Professional Day
November 14-16th	09:00-17:00	Professional Day+Public Day
November 16th	18:00-23:59	Exhibition Closing and Dismantling



Why the Guangdong-Hong Kong-Macao Greater Bay Area?

01

A Mega-Market:

87 Million+ population, one of the world's most affluent urban agglomerations.

02

Economic Powerhouse:

Over USD 2 Trillion GDP, driving immense consumption power.



03

Travel Propensity:

One of China's most active outbound travel source markets with high per-capita spending.

04

Global Connectivity:

A world-class hub with major international airports in Shenzhen, Hong Kong, and Guangzhou.



● Connecting You with High-Value Consumers



● A Strategic Platform Designed for Your Success



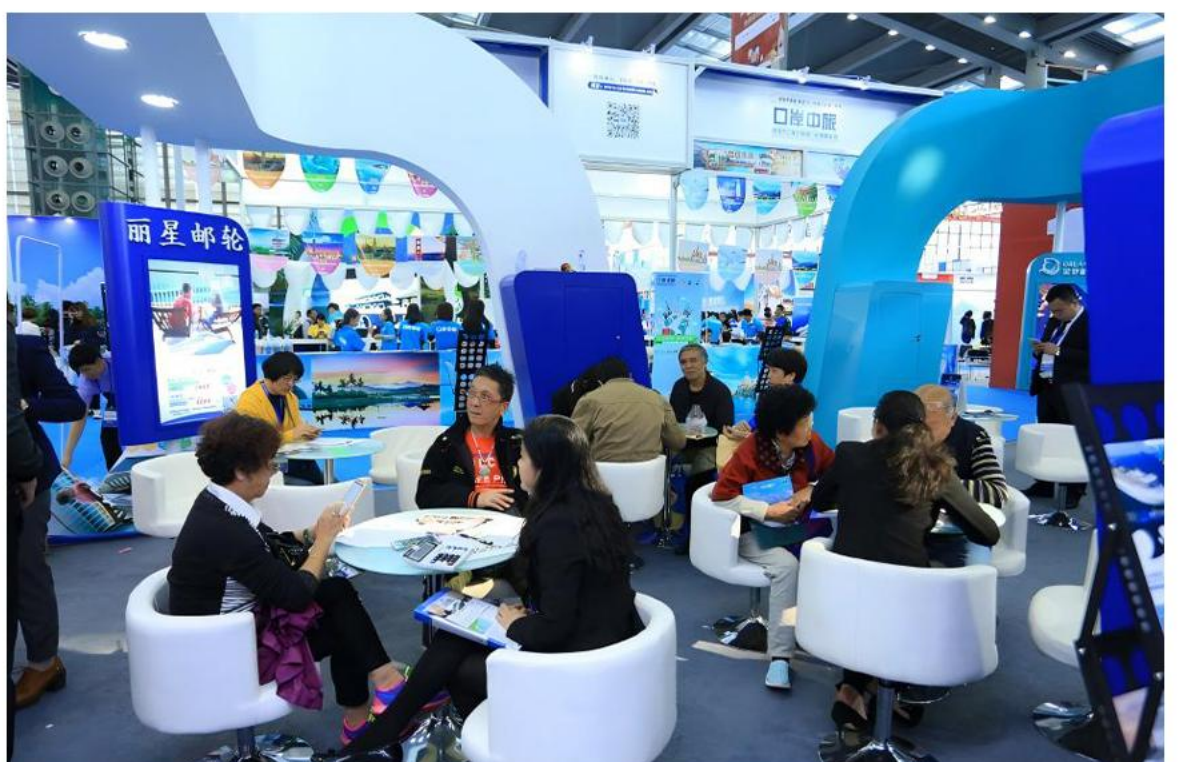
Meet the Right Partners

Our Focus:

- Connecting you with decision-makers.

Our Hosted Buyer Profile:

- Leading Outbound Travel Agencies
- High-End Custom Itinerary Planners
- Corporate Clients from Tech & Finance Giants (e.g., Huawei, Tencent, Ping An)
- MICE and Business Travel Specialists
- Luxury & Private Travel Clubs



Amplify Your Influence

To B Showcase Opportunities:



TO C Reach 20m online Media Exposure:

Cooperative Media (part)

Deeply cooperation with the hundreds of mainstream media.



Exposure volume of cooperative media (part)



Gain Critical Insights



Trusted by the Global Tourism Community

Polish Tourism Board Beijing Office



The 2020 Shenzhen International Tourism Industry Expo was a surprising event. Despite the impact of the epidemic, the invitations to professional buyers remained precise, and they showed a greater interest in overseas exhibitors and resources. We gained a lot. The highlight and innovation of this exhibition, the "Study Tour Destination Partner Conference", has added a recommendation session for overseas destinations. After the conference, the connection between destinations and professional study tour institutions and travel agencies was very enthusiastic, making it an ideal and efficient platform for promoting related study tour products. Thank you again for the strong support from the organizers. I wish the exhibition all the best!

2014

Officially established

The inaugural Shenzhen International Tourism Industry Expo has officially commenced. The inaugural edition has demonstrated notable achievements, drawing participation from over 200 domestic and international enterprises. The Türkiye Tourism Bureau made its debut at the Travel Expo and greatly appreciated the Expo's subsequent development.



JOIN US AS AN EXHIBITOR

Booth package:

The standard booth package includes the basic booth configuration.

Special booths are open Spaces and do not include basic facilities. Exhibitors need to build them by themselves.

Single-opening Booth 9m²



Standard booth:

- Consultation Desk * 1
- Chairs * 2
- Spotlights*3
- Power Outlet * 1
- Trash Basket *1
- Gray Fire-resistant Carpet on the Floor
- Background Construction with Printed Foam PVC Board RMB 140/sqm

Double-opening Booth 9m²



Standard booth:

- Consultation Desk * 1
- Chairs * 2
- Spotlights*3
- Power Outlet * 1
- Trash Basket *1
- Gray Fire-resistant Carpet on the Floor
- Background Construction with Printed Foam PVC Board RMB 140/sqm

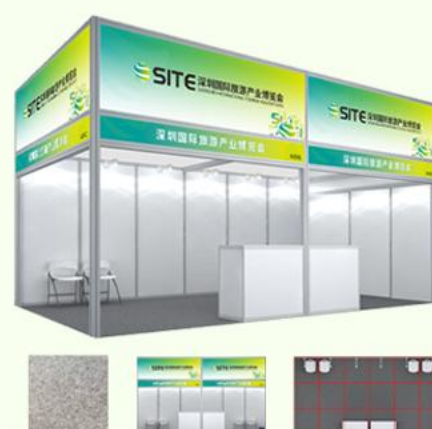
Single-opening Booth 18m²



Standard booth:

- Consultation Desks * 2
- Chairs * 4
- Spotlights*6
- Power Outlets * 2
- Trash Baskets *2
- Gray Fire-resistant Carpet on the Floor
- Background Construction with Printed Foam PVC Board RMB 140/sqm

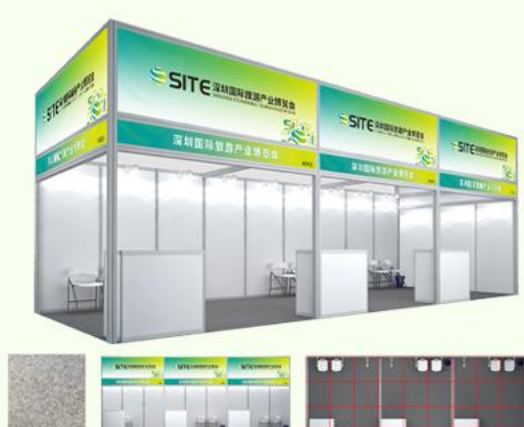
Double-opening Booth 18m²



Standard booth:

- Consultation Desks * 2
- Chairs * 4
- Spotlights*6
- Power Outlets * 2
- Trash Baskets *2
- Gray Fire-resistant Carpet on the Floor
- Background Construction with Printed Foam PVC Board RMB 140/sqm

Double-opening Booth 27m²



Standard booth:

- Consultation Desks * 3
- Chairs * 6
- Spotlights*9
- Power Outlets * 3
- Trash Baskets *3
- Gray Fire-resistant Carpet on the Floor
- Background Construction with Printed Foam PVC Board RMB 140/sqm

Customized Exhibitor Booth

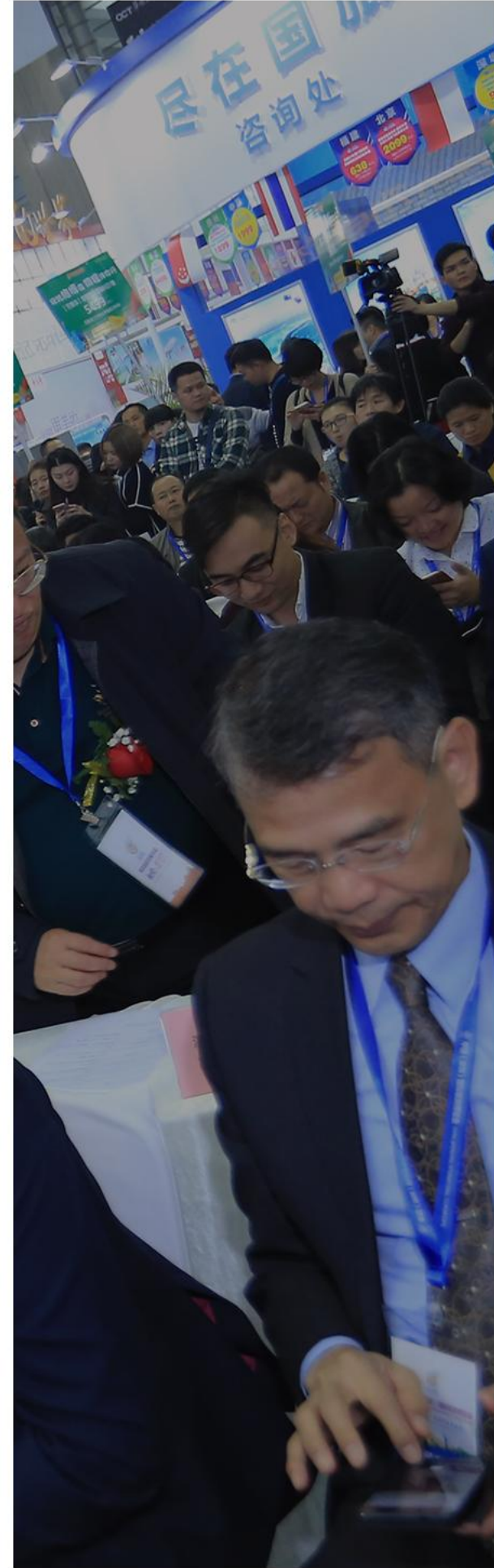


Customized Exhibitor Booth:

- This location is a special booth space and exhibitors need to set it up by themselves.
- MOQ: 36m² (Excluding Construction Cost)

*For booth spaces of other sizes, please contact the organizing committee for customization.

SHENZHEN INTERNATIONAL TOURISM INDUSTRY EXPO



**We Invite You to
Be Part of the Future.**

We would be delighted to schedule a brief call to discuss your specific objectives for the Chinese market and how SITE can help you achieve them.



 **SITE** 深圳国际旅游产业博览会
SHENZHEN INTERNATIONAL TOURISM INDUSTRY EXPO

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in Shenzhen**

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YouTube