



Beijing International Tourism Exposition 2019

INVITATION

It is an exchange and trade platform
rooted in China and globally oriented!

June 18th-20th, 2019

China National Convention Center, Beijing, China

Sponsor: Beijing Municipal Culture and Tourism Bureau

Organizer: Beijing Relation Conference & Exhibition Services Co., Ltd.



Background of Beijing International Tourism Expo (BITE)

BITE is the most influential and famous international exposition sponsored by Beijing Culture & Tourism Administration and organized by Beijing Relation Conference & Exhibition Services Co., Ltd. It is an important exchange and trade platform for promoting the global tourism resources and products and stimulating tourism consumption, which has been held for 15 consecutive sessions.

The exhibition mode of B2B+B2C is originated for BITE and has been applied to BITE for 9 consecutive years. Both of the overseas and domestic exhibitors at the BITE 2018 have all achieved high profits, reaching or exceeding their desired participation goals.

Except for traditional tourism resources, full chain and multi-field comprehensive exhibition projects will be added to BITE 2019, such as tourism investment and finance, tourism real estate, tourism commodities, special towns, gourmets, hot springs, study tour, culture tourism, intelligent tourism, sports tourism, medical tourism, outdoor tourism, RV camping tourism, theme tourism of Beijing Winter Olympics and so on.

Estimated Scale of BITE 2019

Gross Area: 22,000 m²
 Exhibitors: 2,100
 Participating Countries and Regions: 87
 Buyers: 5,000 (including 500 hosted buyers)
 Trade Visitors: 30,000
 Public Visitors: 150,000

Basic Parameters of BITE from 2015 to 2018



The number of Chinese outbound tourists and the transition of Chinese tourists in outbound tourism market show an increasing trend year by year.

The Transition of Chinese Tourists' in Outbound Tourism Market from 2012 to 2017 (Billion Dollars)



The Number of Chinese Outbound Visitors from 2012 to 2017 (Million person-time)



In 2017, the total number of domestic outbound tourists exceeded 130 million. The scale of outbound tourism has ranked first in the world for three consecutive years with an estimated Chinese outbound tourists number of 200 million by 2020. China will be the most potential country for outbound tourism in the world.



Highlights of BITE 2019

1 Online Pre-scheduled Appointment System (OPSA)

Each exhibitor can obtain an independent OPSA account which can be used to make appointments by both exhibitors and buyers before the exposition. Specialized negotiation meeting areas will be set up for exhibitors and buyers to improve the effectiveness of the exposition.

2 The operation of B2B will run parallel to B2C

The operation of B2B will run parallel to B2C during the period of BITE 2019: the first day is for B2B, which is the trade day; the second and the third are for B2C, which are the public days.

On the first half of trade day, hosted buyers will come to the booths of international exhibitors to hold a business talk face to face, and on the other half of the trade day, the exhibitors could have meetings with the hosted buyers who will wait in the specialized negotiation meeting areas.

On the public days, international exhibitors can make profits by inviting some well-known travel agencies in Beijing to make live sales at their booths or sending one of their employees to promote their products at the travel agencies' booths.

According to the past experience of BITE, the performance of live sales could be obviously improved with the coordination between destination countries exhibitors and travel agencies, which indicates the high quality of the public visitors.

3 Significant improvement in quality of buyers

The scope of buyers will be further expanded and trade visitors will be selected. We will invite 500 hosted buyers with proper orientation from home and abroad, especially the outbound tourism agencies and MICE buyers.

4 Development in media promotion

We will strengthen the media promotion before and after this exposition. A variety of advertisements both on-line and off-line will be applied to promote our exposition to all the potential crowds. Advertising formats include outdoor LED screen, building advertisements, elevator frames, ticket advertisements, magazines, internet media, self-media advertisements, traffic radio station, main stream press media, television station, subway station advertisements and so on.

Tourism destination advertisement displayed in WeChat moments of 1,500,000 users has been purchased for BITE 2019 and special interviews for parts of the international exhibitors will be arranged to make them known by more Chinese tourism enthusiasts. For those exhibitors who purchased any discount package in the BITE 2019 Early Bird Special Plan and booth covering over 36 square meters, their tourism destination advertisement will be displayed in WeChat moments of 30,000 users per day. For those exhibitors who purchased any discount package in the BITE 2019 Early Bird Special Plan and booth covering over 54 square meters, their tourism destination advertisement will be displayed in WeChat moments of 50,000 users per day.

5 Theme forums

Various of topics, ideas and experience in tourism industry will be exchanged and shared, win-win cooperation will be achieved through these professional and innovative forums held at the exhibition. Theme of BITE 2019 Forum: How To Promote Overseas Tourism Destinations in Chinese Market.

Supporting Media

More famous mainstream professional media will be invited to participate in the media promotion of BITE 2019, making capacity for transmitting larger, participating crowd wider and international attention higher.



The Scope of Exhibitors in BITE 2019

Relevant tourism enterprises and government-affiliated institutions will participate in this exposition, such as domestic and foreign institutions and enterprises, Chinese tourism commissions and bureaus, tourism associations, MICE service institutions, intelligent tourism service enterprises, travel agencies, hotels and special gourmet, scenic spots, airlines, vehicles and vessels companies, leisure and holiday destinations, theme parks, sports leisure and recreation facilities, winter tourism attractions/Winter Olympics suppliers, comprehensive projects of cultural tourism, tourism real estate, medical institutions/related companies in medical and health tourism, tourist commodities, related associations, enterprises and institutions, news media in tourism industry and so on.

Exhibition Fee

Booth type	Shell Scheme (3m×3m×2.5m)	Bare Space
Booth fee	3,330 USD / 23,400 CNY per Shell Scheme	315 USD / 2,250 CNY per square meter

Remark: 1. Shell scheme includes floor space, carpeting, white laminated wall partitions, 1 fascia board, 2 folding chairs, 1 power interface and 2 fluorescent lights.
2. The minimum bare space is 18 square meters.

Contacts

Contacts for International Exhibitors

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Registered trade visitors can attend BITE 2019 free of charge.
For more information on registration and exposition, please enter:

 <http://www.bjbite.com>

 Beijing Relation Conference & Exhibition Services Co., Ltd.



WeChat Official Account