

2024 第二届北京国际文旅消费博览会总体方案

The Scheme and Plan of 2024 the 2nd Beijing International Cultural Tourism Consumption Expo

一、展会时间和地点 Time and Space

时间: 2024 年 6 月 14 日-16 日

Date: June 14 - June 16, 2024

地址: 中国国际展览中心(朝阳馆)

Venue: China International Exhibition Center (Chaoyang Hall)

二、组织机构 Organization

主办单位: 北京市文化和旅游局

Host: Beijing Municipal Bureau of Culture and Tourism

三、展会主题 Expo Theme

新产品、新业态、新场景、新商品、新科技、新模式

New Product, New Business Form, New Scene, New Commodity, New Technology, New Model

四、展区呈现 Exhibition District Presentation

(一) **文旅·国际**: 各国使馆、旅游局及相关国际旅游机构、旅游联盟; 各国友好城市以及旅行社、酒店、景区、文旅项目、文创产品等
Culture and Tourism International: Ambassies, national tourism bureaus, international tourism institutions, tourism alliances, friendship cities, travel agencies, hotels, scenic spots, cultural and tourism projects, cultural and creative products, etc.

(二) **文旅·中国**: 各省市文化和旅游厅(局)、京津冀文旅协同发展、港澳台地区文旅相关企业
Culture and Tourism China: Provincial and municipal departments of culture and tourism, culture and tourism enterprises related to coordinated development for the Beijing-Tianjin-Hebei region and in Hong Kong, Macao, and Taiwan.

(三) **文旅·北京**: 北京 16 区文旅局和经开区宣传文化部北京对口支援合作单位等
Culture and Tourism Beijing: Culture and tourism bureaus of 16 districts in Beijing, publicity

and culture department of Beijing Economic Technological Development Area, counterpart support and cooperation department of Beijing, etc.

(四) **文旅·资源**: 旅行社、航空公司、酒店、民宿、客栈、景区、公园、雪场、营地、文旅小镇、温泉度假等 Cultural Tourism Resources: Travel agencies, airlines, hotels, homestays, inns, scenic sports, parks, ski resort, camping ground, cultural and tourism town, hot spring resort.

(五) **文旅·文创**: 博物馆/公园文创、非物质文化遗产、城市礼物、北京礼物、IP授权与跨界联名、动漫游戏原创IP、国潮国货等 Cultural Tourism Creativity: Museum/park cultural creativity, intangible cultural heritage, city gifts, Beijing Gifts, IP licensing and cross-border co-branding, original IP of animation and games, domestic trend and domestic products, etc.

(六) **文旅·装备**: 民宿装备、露营装备、景区装备、以及景区民宿设计规划/建造/投资/开发等 Culture and Tourism Equipment: Homestay equipment, camping equipment, scenic area equipment, design and planning/construction/investment/development of homestay in scenic area, etc.

(七) **文旅·科技**: 元宇宙、智慧文旅、艺术灯光秀、沉浸式夜游、文旅演艺等 Culture and Tourism Technology: Metaverse, culture and tourism intelligence, artistic light show, immersive night tour, culture and tourism performance, etc.

(八) **文旅·服务**: 银行、保险、金融服务、交通服务、住宿服务、餐饮服务、购物服务、旅游服务等 Culture and Tourism Service: Bank, insurance, financial service, transportation service, accommodation service, catering service, shopping service, tourism service, etc.

(九) **文旅·融合**: 体育旅游, 康养旅游, 红色旅游, 工业旅游及茶旅茶文化 sports tourism, health and wellness tourism, red tourism, industrial tourism, tea tourism and tea culture

(十) **文旅·市集**: 地理标志产品、特色美食、农特产品、非遗食品等等 Culture and Tourism Fair: Local specialty, specialty food, agricultural products, intangible cultural heritage food, etc.

五、专题活动 Activities

- (一) **中国国际文旅消费大会**：围绕出入境旅游、民宿装备、城市文创、数字文旅、文旅演艺、露营房车、夜间文旅消费、大健康等行业新趋势、新业态、新场景开展对话研讨。China International Culture and Tourism Consumption Conference: Conduct dialog and discussion on the new trend, new business form and new scene of inbound and outbound tourism, homestay equipment, city cultural creativity, digital cultural tourism, culture and tourism performance, camping and RV, night cultural tourism consumption, big health, etc.
- (二) **国内外城市文化旅游推介会**：邀请来自全球和全国的文旅主管部门、旅行社、景区到场，推介旅游资源，与各专业采购商、渠道商及专业机构对接，促成合作。Culture and Tourism Promotion Conference of Domestic and Foreign Cities: Invite culture and tourism authorities, travel agencies, scenic spots to promote tourism resources and connect purchasers, distributors and professional institutions to cooperate.
- (三) **文化旅游资源对接会**：为参展的城市文旅主管部门搭建平台，召开专场推介会，全方位推介各城市文旅资源、文旅项目；同时组织各大品牌企业举办产品首发、合作签约等推介发布活动。Cultural Tourism Resources Cooperation Fair: Build a platform for the city culture and tourism authorities of the exhibitors, hold a special promotion conference to promote the cultural tourism resources and projects for the city. Organize product launching conference and cooperation signing ceremony for big-name brands.
- (四) **文旅项目招商引资专场**：邀请国内旅投公司、投资机构等单位到场，与全国文旅单位对接，为文旅产业发展引进资金，促进项目合作。Special sessions for cultural tourism projects to attract investment: Invite tourism investment corporations and investment institutions to invest in cultural tourism projects, promote cooperation for projects.

六、专业群体与观众邀约 Professional Groups and Audience

Invitations

- 各国使领馆、旅游局、旅游联盟、商会、协会 Embassies and consulates, tourism administration, tourism alliances, chambers of commerce, associations.
- 全国各省、直辖市、及港澳台地区文旅旅游机构、协会 Tourism institutions and associations of all provinces, municipalities, autonomous regions, and Hong Kong/Macau Special Administrative Region in China.

- 博物馆、科技馆、景区、公园、文旅小镇 Museums, science museums, scenic spots, parks, cultural tourism town.
- 旅行社、OTA、航空公司、俱乐部、文旅投资集团等 Travel agencies, OTA, airlines, clubs, culture and tourism investment Groups, etc.
- 民宿、客栈、度假酒店、旅游地产商、营地、民宿供应商、设计师、投资加盟商 Homestay, inns, resort hotels, tourism real estate developer, camping ground, homestay suppliers, designers, investors and franchisees.
- 文旅元宇宙内容生产方与开发平台，虚拟现实技术及配套硬件厂商、集成商、经销商、代理商等 Culture and tourism metaverse content producers and development platforms, VR hardware manufacturers, integrators, distributors and agents.
- 数字文旅智能解决方案、AI 技术应用与创新服务 Digital cultural tourism intelligent solutions, AI technology application and innovation services.
- 文化 IP 授权合作、城市礼物运营商及相关设计研发单位 IP licensing and cooperation, city gifts operator, designer, research and development enterprise/ organization.
- 影视、动漫类主题与文旅产品的 IP 授权合作产业链 Film, television and animation IP licensing and cooperation industry chain .
- 银行、保险及风险投资机构 Banks, insurances, and VCs
- 房车、露营装备、轻奢户外装备、运动装备企业 RV, camping equipment, accessible luxury outdoor equipment, sports equipment enterprises.
- 医院及医疗机构、保健中心、美容养生馆、连锁超市、药店等 Hospitals, medical institution, health center, beauty and wellness salon, chain stores, pharmacy.
- 相关教育部门、学校、专业机构 Educational department, schools, professional institutions
- 相关衍生产品授权商、生产商、代理商、经销商、零售商 Derivative products licensor, manufacturer, agents, distributors, retailers.
- 通信运营商 VIP 用户、VIP 客户、各俱乐部会员等 VIP customers of communication operator, members of clubs.
- 各类 MCN 机构、各平台知名博主、旅游达人、KOL 等 Well known bloggers,

tourism experts, KOLs of MCN and all platforms

- 各大文旅主流纸媒、线上媒体、新媒体 Main-stream print media, online media, new media
- 微博、抖音等官方自有新媒体及网站 Official website and account of Weibo, TikTok, etc.

七、全场景的数字营销体系 Whole-scene Digital Marketing System

- 开展线上互动体验 Online interactive experiences
- 打造在线交易渠道 Online trading channels
- 开辟对接供需的网上商城 Online shops for supply and demand connections
- 邀请知名网红、大咖直播带货 Invite well-known online celebrities to sell goods through livestream

八、多元化推广渠道 Diversified Promotion Channels

- 覆盖全国的主流媒体、行业媒体渠道、上百家深度合作媒体 Main-stream media covering the whole country, industrial media channels, strategic cooperation with hundreds of medias.
- 官方自有新媒体：微博、微信、抖音等平台 Official account on different social media platform: Weibo, WeChat, TikTok, etc.
- 北京范围内全渠道宣传推广（通过电视、地铁、社区、楼宇、核心 CBD 液晶广告等，触达观众） All channels promotion in Beijing (Touching the audiences through TV, subway, community, buildings, outdoor screens at CBD, etc.)
- 专业化呼叫中心对海量数据进行集中呼叫邀请，并发送数十万条推广和邀约信息； Professional call center gathers massive data to call and invite audiences, over 5,000,000 messages will be sent for invitation.
- 深入博览会、旅游目的地、文旅投融资企业、旅行社等一对一邀约 One on one invitation from expos, tourist destinations, cultural tourism investment and finance enterprises, travel agencies.
- 印制作精美邀请函，邮寄至专业买家，邀请参观采购 Exquisite invitation letters for professional buyers and purchasers for visiting the expo.