北京市文化和旅游局

关于邀请参加2025北京国际文旅消费博览会的函

各国使领馆、国家旅游局、商协会、旅游联盟及相关单位：

由北京市文化和旅游局主办的2025北京国际文旅消费博览会（简称“北京消博会”）拟于2025年6月20日至22日在北京展览馆（北京西城区西直门外大街135号）举办。北京消博会是全国首个以文旅消费命名的行业盛会，聚合全球资源，引领文旅领域发展，促进文旅消费，搭建综合性全球化文旅消费精品博览交易平台，面向世界推介中国文旅品牌，促进国际文旅交流合作，为企业提供更好的文旅全产业链发展机会，现已成为文旅形象、文旅资源，文旅产品及宣传推广的重要窗口和平台，更是加快推动区域文旅行业交流合作的文旅专业会展之一，重点通过与体育、科技、金融等消费领域跨界融合，促进文旅全产业链融合发展。

2024北京国际文旅消费博览会展出面积总计2.5万平方米，共有来自全球16个国家和地区以及国内25个省市自治区的300多家机构和企业参展参会，三天接待观众7.36万人次，现场销售各类文旅产品1.72亿元，促成了100余个合作意向。期间举办了2024北京文旅消费交流会、2024城市礼

物创新发展专题会等多场专题活动，“促消费、促交易、促合作”成效显著。

2025 北京消博会预计展出面积 30000 平方米，展出内容包括：国内外文旅资源、文旅产品、文旅演艺、文创商品、文旅融合、文旅装备、房车露营等。同期还将继续举办城市礼物发展专题会、文旅消费交流会、B2B 文旅资源对接会、招商引资专场、直播带货、集章打卡等精彩纷呈的活动，实现供需双方合作共赢。展会将采用专业交易和公众展卖分时进行的方式，即第一天为专业日，主要面向业内人士，第二天和第三天为面向公众的展示展卖。

在此，我们诚挚邀请贵单位来京参展参会，共襄盛举。请将需求及时反馈至组委会，以便我们提供全方位的参会服务。

专此函邀，速复为盼！

附件：1.2025 第三届北京国际文旅消费博览会总体方案

2.参展回执表/推介项目征集表/签约项目征集表

北京市文化和旅游局

2024 年 11 月 26 日

（联系人：梁曦，010-55525590；组委会联系人：王灿，13810112467；邮箱：106424389@QQ.COM）

Invitation to Attend the 2025 THE Beijing International Cultural and Tourism Consumption Expo

Embassies, consulates, National Tourism Administration, Chambers of Commerce Associations, tourism unions and related entities：

Hosted by the Beijing Municipal Bureau of Culture and Tourism, the 2025 THE Beijing International Cultural & Tourism Consumption Expo (referred to as “Beijing Consumption Expo”) is scheduled to take place from June 20 to 22, 2025, at the Beijing Exhibition Center (No. 135 Xizhimenwai Avenue, Xicheng District, Beijing). As the first nationwide event named after cultural and tourism consumption, the Beijing Consumption Expo aggregates global resources, drives the development of the culture and tourism sector, promotes tourism consumption, and establishes a comprehensive, globalized trade platform for premium cultural and tourism products. It serves as an international stage to showcase Chinese culture and tourism brands, fostering global collaboration and offering businesses unparalleled opportunities across the full culture and tourism industry chain. The Expo has become a significant platform for displaying and promoting culture and tourism brands, resources, and products, as well as a professional event accelerating regional industry exchange and integration. By integrating with sports,

technology, finance, and other consumption fields, the Expo promotes a comprehensive fusion of the culture and tourism industry chain.

The 2024 Beijing International Cultural & Tourism Consumption Expo covered a total exhibition area of 25,000 square meters, featuring participation from over 300 institutions and enterprises representing 16 countries and regions worldwide, as well as 25 provinces, cities, and autonomous regions within China. Over three days, the event attracted 73,600 visitors, achieved on-site sales of cultural and tourism products worth RMB 1.72 billion, and facilitated the initiation of more than 100 cooperation agreements. During the Expo, several specialized events were held, including the 2024 Beijing Tourism and Culture Consumption Exchange Conference and the 2024 Urban Gift Innovation Development Forum. The Expo effectively promoted consumption, trade, and collaboration, delivering remarkable results.

The 2025 Beijing Consumption Expo is expected to expand to 30,000 square meters of exhibition space and will feature a broad range of exhibits, including domestic and international tourism resources, tourism products, cultural performances, creative goods, culture-tourism integration projects, tourism equipment, RV camping, and sports. Concurrent events will include the Urban Gift Development Forum, Tourism and Culture

Exchange Conference, B2B Resource Matching Meetings, Investment Promotion Sessions, Livestream Sales, Stamp Collecting Activities, and more. The Expo will adopt a staggered schedule for professional and public audiences, with the first day designated as Professional Day for industry professionals, and the following two days open to the public for exhibitions and sales.

A sincere invitation is extended to your organization to participate in this magnificent event in Beijing. We kindly request that you promptly provide the organizing committee with your requirements in order to receive comprehensive participation services.

We eagerly await your response and look forward to your presence!

Attachments: 1. 2025 The 3rd Beijing International Cultural & Tourism Consumption Expo General Plan

2. Exhibition Registration Form/Project Promotion Collection Form/Contract Signing Collection Form

Beijing Municipal Bureau of Culture and Tourism

November 26, 2024

(Contact: Wang Can Tel: 13810112467 Email: 106424389@qq.com)

附件 1

Attachment 1

2025 北京国际文旅消费博览会总体方案

2025 THE Beijing International Cultural and Tourism Consumption Expo General Plan

一、展会时间和地点

时间：2025 年 6 月 20-22 日

地点：北京展览馆（北京市西城区西直门外大街 135 号）

I. Exhibition Date and Venue

Date: June 20-22, 2025

Venue: Beijing Exhibition Center (No.135 Xizhimenwai Avenue, Xicheng District, Beijing)

二、组织机构

主办单位：北京市文化和旅游局

承办单位：北京京旅恒展国际会展有限公司

II. Organizers

Organizer: Beijing Municipal Bureau of Culture and Tourism

Co-organizer: Beijing Jing Tourism Universal Exhibition International Conference and Exhibition Co.Ltd

三、展区呈现

III. Exhibition Areas

（一）文旅国际：各国使领馆、旅游局及相关国际旅游机构、旅游联盟；相关友好城市以及旅行社、酒店、景区、文旅项目、文创产品等。

(I) International Cultural Tourism: Embassies and Consulates, Tourism Bureaus, and related international tourism organizations and alliances; friendly cities, travel agencies, hotels, scenic spots, cultural tourism projects, and creative products.

（二）文旅中国：各省市文旅厅（局）、京津冀文旅协同发展、港澳台地区文旅相关企业、100 强文旅等。

(II) Cultural Tourism in China: Provincial and municipal culture and tourism departments (bureaus), the coordinated development of Beijing-Tianjin-Hebei Region in cultural tourism, Enterprises from Hong Kong, Macao, Taiwan, and related cultural tourism industries, Top 100 cultural tourism enterprises.

（三）文旅北京：北京 16 区文化和旅游局、经开区宣传文化部、北京对口支援合作单位等。

(III) Cultural Tourism in Beijing: Culture and Tourism Bureaus of the 16 districts of Beijing, Beijing Economic and Technological Development Area Publicity and Culture Department, and Beijing’s paired support and cooperation units.

（四）文旅资源

主题旅游：出入境旅游、自驾旅游、研学旅游、会奖旅游等。

旅游大交通：航司、邮轮、高铁、地铁、租车等。

旅游目的地：景区、旅游度假区、旅游休闲街区、夜间消费集聚区、滑雪场、露营地、主题公园/乐园、特色小镇、田园综合体等。

B2B 旅游资源对接区：全球各地资源供应商、组织机构、组团社、地接社、定制公司、线路规划、酒店度假村、景区景点、租车、签证、旅游保险、邮轮、定制平台、支付平台、机票等。

(IV) Cultural Tourism Resources

Themed Tourism: Outbound and inbound tourism, self-driving tours, educational tourism, incentive tourism, etc.

Tourism Transportation: Airlines, cruise ships, high-speed trains, subways, car rentals, etc.

Tourism Destinations: Scenic spots, tourist resorts, leisure tourism districts, night-time consumption hubs, ski resorts, campsites, theme parks/amusement parks, characteristic towns, rural complexes, etc.

B2B Tourism Resources Matchmaking Area: Global resource suppliers, organizations, tour operators, inbound

agencies, custom travel companies, route planners, hotels and resorts, scenic spots, car rentals, visas, travel insurance, cruise lines, custom platforms, payment platforms, air tickets, etc.

（五）文旅文创

文博文创：博物馆文创、公园景区文创、北京礼物、城市礼物。

文化 IP 衍生品：影视娱乐 IP、动漫 IP 文创、体育赛事 IP、国潮国货、IP 衍生品等。

传统工艺品：老字号非遗、茶具茶艺、瓷器、丝绸、书法、绘画。

创意生活用品：文具、家居、服饰箱包、电子产品、节日礼品等企业定制。

(V) Cultural Tourism and Cultural Creative Products

Cultural Heritage and Creative Products: Museum-related cultural products, park and scenic spot cultural products, Beijing souvenirs, city gifts.

Cultural IP Derivative Products: Film and entertainment IP products, animation IP cultural products, sports event IP products, Chinese trend products, IP derivatives, etc.

Traditional Handicrafts: Time-honored brands and intangible cultural heritage products, tea sets and tea art, ceramics, silk, calligraphy, painting.

Creative Lifestyle Products: Stationery, home decor,

clothing and bags, electronic products, holiday gifts, and other custom products for enterprises.

（六）文旅装备

景区装备：景区水陆交通观光设施；景区公共卫生设施；景区景观照明设施；景区商业/体育设施；景区网红游乐设施等。

民宿装备：移动房屋、星空房、太空舱、木屋、凉亭、房车等。

冰雪装备：造雪设备、压雪车、雪上游乐设备、滑雪板及配套器材等。

游乐设施设备：过山车、摩天轮、轨道赛车、自控游乐设备、黑暗乘骑、特种影视设备、无动力游乐设备、水上游乐设施、充气游乐、丛林攀爬、萌宠乐园等

户外露营：帐篷天幕、背包用品、防护用具、户外鞋靴、服装衣帽、折叠桌椅、野餐装备、登山装备、户外装备、戏水钓具、无人机、电源照明、音响设备、露营基地、露营建设、手表地图护具等。

(VI) Cultural Tourism Equipment

Scenic Area Equipment: Scenic transportation and sightseeing facilities (land and water), public health facilities, landscape lighting facilities, commercial/sports facilities, trendy amusement facilities for scenic areas, etc.

Homestay Equipment: Mobile homes, starry sky rooms, space capsules, wooden houses, pavilions, RVs, etc.

Ice and Snow Equipment: Snowmaking equipment, snow groomers, snow play equipment, skis and supporting gear, etc.

Amusement Facilities and Equipment: Roller coasters, ferris wheels, trackless racing cars, self-controlled amusement equipment, dark ride attractions, special film and television equipment, non-powered amusement equipment, water amusement facilities, inflatable amusement equipment, jungle climbing, pet theme parks, etc.

Outdoor Camping Equipment: Tent canopies, backpacking gear, protective gear, outdoor footwear, clothing and hats, folding tables and chairs, picnic equipment, mountaineering gear, outdoor gear, water play and fishing equipment, drones, power supplies and lighting, audio equipment, camping bases, campsite construction, watches, maps, protective gear, etc.

（七）文旅科技

智慧文旅：票务管理系统、旅游大数据集成分析、自助导航、游客预警、景区服务系统等。

数字文旅：5G、人工智能、物联网、虚拟现实、增强现实、区块链。

文旅演绎：实景演艺、新品展演、旅游演艺、花灯表演、魔术表演、演艺公司、景区灯光节、灯光秀、全

息投影等。

(VII) Cultural Tourism Technology

Smart Cultural Tourism: Ticket management systems, tourism big data integration and analysis, self-guided navigation, visitor alerts, scenic area service systems, etc.

Digital Cultural Tourism: 5G, artificial intelligence, the Internet of Things (IoT), virtual reality (VR), augmented reality (AR), blockchain technology.

Cultural Tourism Performances: Live performances, new product showcases, tourism performances, lantern shows, magic performances, performance companies, scenic area light festivals, light shows, holographic projections, etc.

（八）文旅服务

文旅金融：全国各类文旅投融资综合和垂直类的文旅集团及银行、保险等 机构。

配套服务：文旅项目投资/开发/运营/管理；品牌项目宣传、招商与合作展示；文旅项目、文旅地产、乡村旅游、度假村、特色小镇规划设计、工程包装施工；景区活动策划、托管运营、教育培训机构、项目展示等。

(Ⅷ) Cultural Tourism Services

Cultural Tourism Finance: Various types of cultural tourism investment and financing groups, vertical cultural tourism groups, as well as banks, insurance companies, and

other financial institutions nationwide.

Complementary Services: Investment, development, operation, and management of cultural tourism projects; branding, marketing, and cooperation opportunities for projects; cultural tourism projects, cultural tourism real estate, rural tourism, resorts, and themed town planning and design, as well as engineering and construction services, scenic area event planning, outsourced operations, education and training institutions, project displays, etc.

（九）体育旅游

体育运动、体育赛事、运动装备、运动服饰、户外露营用品等。

(IX) Sports Tourism

Sports activities, sports events, sports equipment, sports apparel, outdoor camping supplies, etc.

（十）康养旅游

中医药康养服务机构、康养旅游生态综合体、健康管理机构及产品，旅行药品、中医养生等。

(X) Health and Wellness Tourism

Traditional Chinese medicine (TCM) health and wellness services, health and wellness tourism eco-complexes, health management institutions and products, travel medications, TCM health preservation, etc.

四、专题会议

IV. Special Sessions

（一）2025 北京国际文旅消费交流会：围绕出入境旅游、景区运营、城市文创、数字文旅、文旅演艺、露营房车、夜间文旅消费等行业新趋势、新业态、新场景开展对话交流。

(I) 2025 Beijing International Culture & Tourism Consumption Exchange Conference: This session will focus on new trends, business models, and scenarios in industries such as inbound and outbound tourism, scenic area operations, urban cultural creativity, digital cultural tourism, cultural tourism performances, camping and RV tourism, and nighttime cultural tourism consumption. It aims to foster dialogue and exchange on these emerging topics.

（二）2025 全球城市礼物创新发展专题会：为更好地推广城市知名度、推广城市文化旅游，本次专题会将从“城市礼物需求”“文创 IP”“城市礼物品牌运营”“城市礼物渠道”几个方面，邀请行业内的大咖，共同探讨城市礼物的创新之路，分享成功案例和经验，为城市礼物的未来发展提供新的思路和方向。

(II) 2025 Global City Gift Innovation and Development Session: In order to better promote city visibility and cultural tourism, this session will address the themes of “City Gift Demand,” “Cultural Creative IP,” “City Gift Brand

Management," and "City Gift Channels." Industry leaders will be invited to explore the innovative development of city gifts, share successful case studies and experiences, and offer new ideas and directions for the future development of city gifts.

（三）国内外城市文化旅游推介会：为国内外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首秀、合作签约等推介发布活动。

(III) Domestic and International City Cultural Tourism Promotion Conference: This session will provide a platform for cultural tourism authorities from both domestic and international cities to hold dedicated promotional events. The aim is to comprehensively promote the cultural tourism resources and projects of various cities. Additionally, major brand enterprises will be invited to launch new products, hold first-time showcases, and organize signing and collaboration activities.

（四）CTCE 旅游资源对接会：汇聚各国使领馆、旅游局，国内外航空公司、旅游机构、景区、酒店、地接社、批发专线等全球优质文旅资源，现场通过 B2B 一对一自由洽谈的方式，实现资源共享、信息互换、合作共赢，从而提升资源利用效率，促进文旅产业链上下游之间的紧密合作。

(IV) CTCE Tourism Resource Matchmaking Conference: This conference will bring together embassies and consulates,

tourism bureaus, international and domestic airlines, travel agencies, scenic areas, hotels, inbound agencies, and wholesale line operators, representing high-quality global cultural tourism resources. Through B2B one-on-one meetings, participants will engage in free discussions to share resources, exchange information, and explore mutually beneficial partnerships. The goal is to enhance resource utilization efficiency and foster close collaboration across the cultural tourism industry chain.

（五）文旅项目招商引资专场：邀请国内投融资机构到场，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。

(V) Cultural Tourism Project Investment and Financing Session: This session will invite domestic investment and financing institutions to attend, facilitating connections with cultural tourism organizations across the country. The goal is to attract funding for the development of the cultural tourism industry and promote project collaboration.

Attachment 2

Exhibitor Registration Form for 2025 Beijing Consumption Expo

<table>
<tr><td rowspan="4">Exhibition/Conference Basic Information</td><td colspan="3">Full Name of Organization :</td></tr>
<tr><td colspan="3">Address :</td></tr>
<tr><td>Contact Person :</td><td>Position :</td><td>Fax :</td></tr>
<tr><td>Landline :</td><td>Mobile :</td><td>Email:</td></tr>
<tr><td>Fee Standards :</td><td colspan="3">□Standard Booth 19800¥ /unit
□Raw Space Booth 1980 ¥/㎡
□Conference 2999¥/person</td></tr>
<tr><td colspan="4">Each organization/company may choose to participate in various advertising and promotional opportunities at the exhibition site, in the event program, or through sponsorship:
□Guest of Honor Country/Province/Theme City: RMB 680,000
□Special Presentation: RMB 280,000 □Keynote Speech: RMB 30,000
□Program Cover (Back Cover): RMB 10,000 □Inside Front Cover/Inside Back Cover: RMB 8,000 □Inner Pages: RMB 5,000
□Main Stage Chair Back Ads: RMB 10,000
□Custom Water Bottle Ads: RMB 10,000
□ Conference Tote Bag 3000 unit:RMB 30,000 For higher-level collaboration, please contact us for more details.</td></tr>
<tr><td>Total Cost :</td><td colspan="3">Booth Number :___Booth Area :_____, Total Fee (RMB) :_____, Amount in Words: _____(Amount in Chinese characters).</td></tr>
<tr><td colspan="4">Exhibition Instructions:
1.Please complete the Confirmation Form and send it by fax or email to the Beijing Consumption Expo Organizing Committee.
2.Contact: Wang Can
Tel: 13810112467
Email: 106424389@qq.com</td></tr>
</table>

2025 THE Beijing International Cultural & Tourism Consumption Expo Delegation Information Form

Organization				
Address				
Contact Person	Name	Gender	Department/ Position	Mobile
Head of				
Team Leader				
List of memebers				

Project Recommendation Collection Form

Delegation			
Applicant Organization		Project Name	
Speaker			
Contact Person		Tel	
Project Overview			

Project Signing Collection Form

Company			
Project			
Signing Partner Company			
Contact Person		Mobile	
Project Overview			