

【中英双语】“美丽古都·魅力南京”南京文旅亮相第38届香港国际旅游展

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6月13日至6月16日，南京市文化和旅游局携玄武湖景区、南京旅游形象推广中心和江苏金桥国际旅行社有限公司在香港会议展览中心举办的第38届香港国际旅游展亮相。

From June 13 to 16, the Nanjing Municipal Bureau of Culture and Tourism, along with Xuanwu Lake Scenic Area, the Nanjing Tourism Image Promotion Center, and Jiangsu Golden Bridge International Travel Service Co., Ltd., participated in the 38th International Travel Expo Hong Kong (ITE) held at the Hong Kong Convention and Exhibition Centre (HKCEC).



南京展位设计以“美丽古都·魅力南京”为主题，通过玄武湖景区、夫子庙秦淮风光带、南京城墙、牛首山文化旅游区等文旅资源要素，展示美丽古都山水城林融为一体的美好图景。展台上展示的富含南京历史文化元素的笔记本、金陵折扇、“最南京”冰箱贴、“状元郎”系列书签套装等特色文创产品，吸引了众多参展公众驻足观看、咨询。针对本届展会的宣推主题，南京文旅展团精心配置了《南京旅行指南》《极美南京》《四季南京》《爱上南京的十大理由》《南京都市圈研学手册》《跟着名著游南京》《玄武湖手册》多种适合不同人士需求的宣传资料，以及印有“南京文旅”字样的资料袋，满足了各类参展、观展人群的接洽咨询需求，有效传递了南京独具特色、内容丰富的文旅资源和产品。

With the design theme of “Beautiful Ancient Capital, Charming Nanjing” , the Nanjing booth offered a perfect blend of landscapes and cityscapes integrating elements from Xuanwu Lake Scenic Area, Confucius Temple–Qinhuai River Scenic Area, Nanjing City Wall, Niushoushan Cultural Tourism Area, and other cultural tourism resources. Featured at the booth were unique creative products such as notebooks rich in Nanjing's historical elements, Jinling folding fans, fridge magnets, and “Zhuangyuan” series bookmark sets, attracting numerous visitors to stop and inquire. In response to ITE 2024's theme, the Nanjing cultural tourism delegation meticulously prepared a variety of publicity materials, including Nanjing Travel Guide, Amazing Nanjing, Nanjing in Four Seasons, Top Ten Reasons to Fall in Love with Nanjing, Nanjing Metropolitan Area Study Tour Manual, Tour Nanjing with Classics, and Xuanwu Lake Handbook. These materials, along with document bags imprinted with “Nanjing Cultural Tourism” , met the diverse needs of exhibitors and visitors for information and consultation, effectively conveying Nanjing's unique and rich cultural tourism resources and products.



展会现场，玄武湖景区积极参与宣介洽谈，先后与香港商报、港中旅、波兰旅游局驻北京办事处等媒体和展商代表进行了深度洽谈，建立了合作关系，拓宽了宣传渠道。公众日期间，琳琅满目、特色鲜明、内涵丰富的玄武湖文创产品吸引了香港市民驻足南京展台咨询互动，很多人表示一定要去南京看看这颗“金陵明珠”。作为我市常年主攻港澳入境市场的重点旅行社，江苏金桥国旅在展会特别推出4条南京深度游线路产品，现场“吆喝”，与多家香港重点旅行社深度接洽，达成了合作意向。暑期将近，南京旅游形象推广中心的研学系列产品也受到了参展商及市民公众的关注。6、7月份，南京将迎来两个百人规模的香港学生团组，在宁进行为期5天的深度研学之旅。

At the booth, Xuanwu Lake Scenic Area actively engaged in promotion and discussions, talked with media outlets and exhibitor representatives, such as the Hong Kong Commercial Daily, China Travel Service (Holdings) Hong Kong Limited, and the Polish National Tourist Office in Beijing, established cooperative ties and expanded publicity channels. On the Public Days (the last two days of the 38th ITE), Xuanwu Lake-themed cultural and creative products, diverse and distinctive, attracted Hong Kong citizens to stop by the Nanjing booth for inquiry and interaction, with many expressing their intention to visit Xuanwu Lake, the "Pearl of Jinling (present-day Nanjing)". As a key travel agency focusing on the inbound markets of Hong Kong and Macao, Jiangsu Golden Bridge International Travel Service Co., Ltd. launched four tourist routes to Nanjing, actively engaged with key Hong Kong travel businesses and established letters of intent. As summer approaches, Nanjing Tourism Image Promotion Center's study tour series products also garnered attention from exhibitors and citizens. In June and July, Nanjing will welcome two groups of 100 students from Hong Kong for a 5-day study tour.



香港国际旅游展不仅展示传统旅游项目，还涵盖了文化、绿色及户外旅游等新兴主题，近年来更注重探索旅游新模式，如研学旅游、康养旅游和环保旅游等。针对该展的公众推广导向，结合南京文旅资源特点，6月15日下午，“四季南京”和南京研学产品推介会在香港国际会展中心成功举办。南京文旅粤语推介官面向参展旅游业界和参展公众，通过“视频+讲解+有奖问答”的互动方式推介了“美丽古都·魅力南京”的四季之美和南京研学旅游这一香港民众较为关注的主题资源和产品线路，以及南京作为优质研学旅游目的地的独特优势。

The ITE not only showcased traditional tourism projects but covered emerging themes such as culture, green, and outdoor travel. In recent years, it has focused more on exploring new tourism models like educational tourism, wellness tourism and eco-tourism. Aligning with the public promotion orientation of ITE 2024 and leveraging Nanjing's cultural tourism resources, the Nanjing in Four Seasons and Nanjing Educational Tourism Promotion Event took place on the afternoon of June 15 at the HKCEC. Nanjing's tourism promotion officer in Cantonese interacted with the audience using methods like video presentations, explanations, and Q&A sessions with prizes. The promotion officer highlighted the charm of Nanjing throughout the four seasons under the theme “Beautiful Ancient Capital, Charming Nanjing” and introduced Nanjing's study tour, a topic of considerable interest among Hong Kong residents, along with its unique advantages as a premier study tour destination.





除专场推介会外，南京还在舞台区循环播放了各个主题的南京文旅宣传片，吸引展商观众来南京展台洽谈咨询。在4天展期内，南京展台共接待专业观众和市民公众近2000多人，发放各类宣传资料4000多份。

In addition to the promotion event, the Nanjing delegation also repeatedly played promotional videos on various cultural tourism themes at the stage area, attracting exhibitors and visitors to the Nanjing booth for discussion and inquiry. Over the 4-day period, the Nanjing booth received over 2,000 trade and public visitors, and distributed more than 4,000 pieces of promotional materials.



香港国际旅游展（ITE）创办于1987年，是亚洲推介出境旅游业务的重要旅游展，也是香港唯一的旅游展。据悉，此届香港旅游展有来自超过60个国家和地区约500家参展商参与。

ITE Hong Kong, first held in 1987, is a significant tourism exhibition in Asia for promoting outbound tourism business and the only travel fair in Hong Kong. ITE 2024 reportedly attracted around 500 exhibitors from over 60 countries and regions.

香港一直是我市重要的入境旅游近程客源市场，此次南京展团参展，借助香港地区最重要的旅展平台，全面展示了南京文旅资源，促进了宁港两地文旅业界交流与合作，增强了香港市民来宁观光旅游的意愿，提升了南京文旅品牌在香港的知名度和影响力。接下来，南京市文化和旅游局还将联合南京文旅（港澳地区）推广中心，通过线上线下相结合的多渠道主题宣推，进一步在香港市场“种草”南京。

Hong Kong has always been an important inbound tourism market for Nanjing. At ITE 2024, the Nanjing delegation utilized Hong Kong's premier tourism platform to comprehensively showcase Nanjing's cultural tourism resources. This has facilitated exchanges and cooperation between the cultural tourism sectors of Nanjing and Hong Kong, enhanced the willingness of Hong Kong residents to visit Nanjing for sightseeing, and increased the visibility and influence of Nanjing's cultural tourism brand in Hong Kong. Moving forward, the Nanjing Municipal Bureau of Culture and Tourism will continue to collaborate with the Nanjing Cultural Tourism Promotion Center (Hong Kong and Macao Region) to execute online and offline thematic promotional campaigns and further develop interest in Nanjing within the Hong Kong market.

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