

2026 Inbound & Outbound Cultural Tourism Festival

Event Schedule

I. Event Dates

14–17 October 2026 (4 days)

II. Venue

Indoor and outdoor areas of New Hall (Hall 11), National Agricultural Exhibition Center (No.16, East 3rd Ring North Road, Chaoyang District, Beijing, China)

III. Event Content

1. 2026 China Outbound & Inbound Travel Market (COITM 2026)

The China Outbound & Inbound Travel Market (COITM) is positioned as an annual B2B exhibition platform that facilitates high-quality cooperation between overseas tourism destinations, resource suppliers and Chinese outbound tour operators and business travel purchasers. It will also provide opportunities for Chinese tourism resource suppliers to connect with overseas tour operators and travel agencies who are seeking China inbound products and services.

COITM provides unparalleled opportunities for overseas tourism ministries, national tourism boards, embassies, destination management companies and tourism suppliers to showcase their resources and products and set up partnerships with Chinese travel trade. Additionally, parallel to the show, the COITM Conference will gather the travel industry leaders from home and abroad to explore new trends and emerging demands in China's inbound and outbound tourism market for 2026-2027, focusing on three core areas: outbound tourism, inbound tourism, and themed custom travel. The conference will provide tourism professionals with valuable insights and guidance on market dynamics, consumer trends, and innovation directions.

2. International Outbound Tourism Experience Zone

Serving as a “World Tourism Window”, this zone showcases the cultural features and distinctive tourism products of various countries, with a dedicated exhibition area for African nations including Tanzania. Exhibitors can select a booth space of 50, 100 or 200

square meters with their preferred location (please refer to the dark green areas on the attached floor plan for details) and conduct independent booth construction and display.

3. China Inbound Tourism Experience Zone

This zone features a full range of tourism resources tailored for overseas visitors to China. It includes the specially designed Chaoyang International Reception Hall which demonstrates Chaoyang's strength and professional service standards as the "First Stop for Inbound Tourism to China". It also highlights the unique oriental charm of Chinese cities such as Nanning (Guangxi) and Putian (Fujian).

4. Main Stage Shows & Events

During the Festival, in addition to official sessions including strategic announcements and national tourism presentations, there will be grand parades featuring Chinese intangible cultural heritage skills, folk music and dance performances, allowing visitors to enjoy shows while experiencing diverse national cultures.

5. Travel Agency Direct Sales & Consumption Subsidy Zone

Major travel agencies will offer preferential tourism products on site, including special tour packages, scarce air tickets and cultural-tourism mystery boxes. Chaoyang cultural-tourism consumption coupons can be used on site to enjoy exclusive subsidies and discounts.

11号馆

coim2026
14-17 OCTOBER Beijing

活动区域出入口

← 入场主动线
及巡游动线

← 出场主动线

- T1 商旅枢纽 (室内11号馆: B2B专业商贸中心)
- T2 探索之翼 (户外: 全球目的地资源供给中心)
- T3 东方廊桥 (户外: 中国入境与朝阳推介门户)
- T4 云端塔台 (户外: 全球品牌叙事与战略发布枢纽)
- T5 启程值机 (户外: 旅行社直镇与消费补贴区)

主题广告展示区

主题装置展示区

工作区

临时休息及互动区

T4 云端塔台观演区域

100平区域分割 (10m²10m)

50平区域分割 (10m²5m)

200平区域分割 (10m²20m)

*所有展区展位可根据实际需求进行拆分

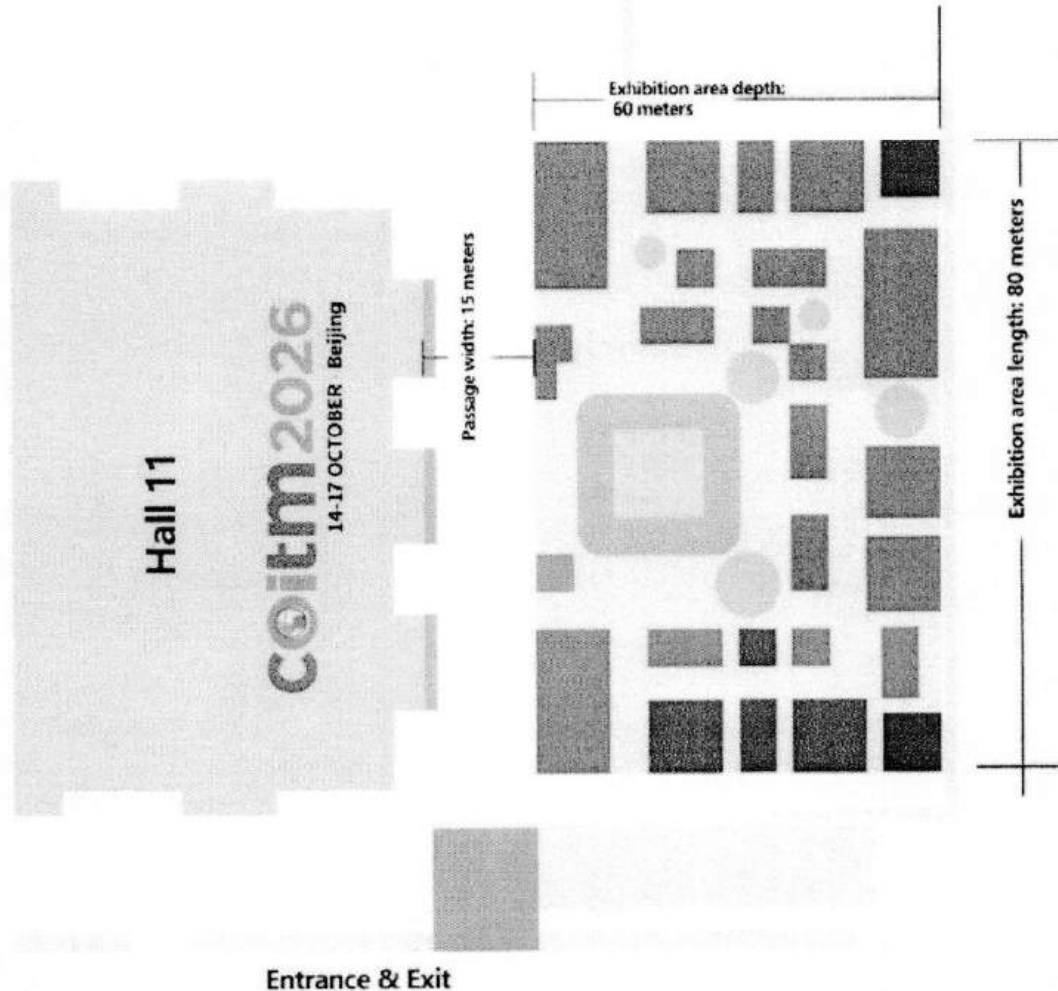
整体主动线入口

平房

展示区域主入口

展区深度60米

展区长度80米



- China Outbound and Inbound Travel Market
 - T1 COITM (Travel Trade Exhibition)
 - T2 China Outbound Tourism Resources
 - T3 Beijing Chaoyang District Cultural and Tourism Bureau / China Inbound Tourism Resources
 - T4 Stage
 - T5 Chinese Tour Operators and Travel agencies
 - Advertising Area
 - Main Guest Country Advertising Area
 - Organiser office
 - Outdoor Activity Area
 - T4 Stage Viewing Area
 - 100m² stand (10m*10m)
 - 50m² stand (10m*5m)
 - 200m² stand (10m*20m)
- * All stand spaces can be split according to actual requirements.

To: Vietnam National Tourism Administration

Date: 22 May 2026

Dear Sir/Madam,

We are very delighted to invite Vietnam National Tourism Administration to participate in 2026 China Outbound and Inbound Travel Market (COITM). COITM2026 will take place from 14–16 October 2026 at New Hall (Hall 11) of the National Agricultural Exhibition Center in Beijing.

The China Outbound & Inbound Travel Market (COITM) is positioned as an annual B2B exhibition platform that facilitates high-quality cooperation between overseas tourism destinations, resource suppliers and Chinese outbound tour operators and business travel purchasers. It will also provide opportunities for Chinese tourism resource suppliers to connect with overseas tour operators and travel agencies who are seeking China inbound products and services.

To date, tourism boards and travel service providers from the following destinations have confirmed their participation or plan to exhibit, including: **Uzbekistan, Morocco, Russia, Belarus, Tunisia, Uganda, South Africa, Madagascar, Belgrade, the Ionian Islands of Greece, Turkmenistan, Nepal, Tanzania, Zambia, Astana, Bulgaria and Sarajevo** etc.

Furthermore, I would like to let you know that the 2026 COITM- China Outbound & Inbound Travel Market is supported by the Beijing Chaoyang District Cultural and Tourism Bureau. Together with the government, we will create the **2026 Chaoyang International Inbound & Outbound Culture and Tourism Festival** from 14-17 Oct at the National Agricultural Exhibition Center in Beijing. I have the following information to share with you, and the schedule of COITM and the Festival is as follows:

COITM, inside of the Hall 11

- 14–16 October: Keep 2026 COITM as usual -focusing on B2B inside Hall 11, with 3 days open to travel travel professionals;
- 17 October: Open to public. Overseas National/Regional Tourism boards are invited to stage distinctive cultural performances in the COITM conference room (Inside Hall 11) to showcase global arts and cultures. A lucky draw for the public will also be held on the same day, and exhibitors are warmly invited to sponsor prizes.
- Evening of 16 October: the Beijing Chaoyang District Cultural and Tourism Bureau will host an official welcome dinner for all exhibitors and VIP buyers. Your

presence is sincerely expected to strengthen industry exchanges and business cooperation.

The Festival, outside of the Hall 11

- 14–17 October: 4 days to public

- The Festival will showcase and promote tourism destinations and tourism boards can promote and sell local specialty products to the general public. All tourism governments and embassies are also invited to organise their artists to show art and do cultural performance at the stage of the festival.

- COITM exhibitors will be provided **Free stand** (including basic setup, but tailor-made building up or extra furniture will be paid by exhibitors) outside of Hall 11 to participate in the Festival.

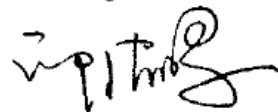
Once your country coming to exhibit at COITM, we will **provide a stand (over 100 sqm, with basic set-up) for free of charge at the Festival (outside hall 11)**. It will be a great way to promote other products from your country other than travel!

As we know that 2026-2027 is the China and Vietnam Tourism year. COITM2026 offers your country and tourism suppliers numerous opportunities to position themselves at the forefront of tourism cooperation, and to collaborate with Chinese outbound travel professionals. Furthermore, the Festival will offer you valuable opportunities to promote your country and to sell your products to public!

We are attaching you a proposal of participation in the event. Please see the attachment below.

Look forward to your news.

Kind regards!



Qing Qinghui (Ms)
COITM Founder and Executive Director
Mobile: +86 13818143717
Wechat: qingqinghui2013
Email: qqing@converge-expo.com

2026 COITM Proposal for Vietnam National Administration of Tourism

1, COITM stand space quotations and options:

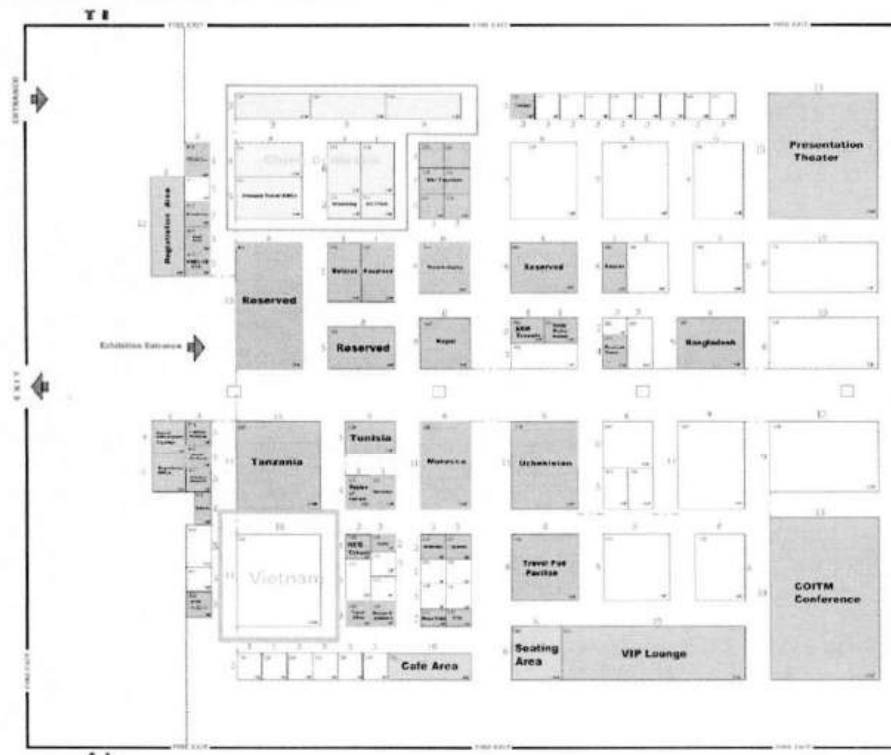
We are happy to provide the following stand options **as examples for your reference, and can accommodate you any size of stand space you prefer.**

	110 sqm (12 co-exhibitors)	66 sqm (8 co-exhibitors)	24 sqm (6 co-exhibitors)	18 sqm (4 co-exhibitors)
Raw Space cost	USD52,800	USD31,680	USD11,520	/
Shell Scheme cost	/	/	/	USD9,180
Registration Fee	USD495	USD495	USD495	USD495
Stand Sharer Fee	USD4,200	USD2,800	USD2,100	USD1,400
VAT	USD3,449.70	USD2,098.50	USD846.90	USD664.50
Total	USD60,944.70	USD37,073.50	USD14,961.90	USD11,739.50

1)Option ONE: to book 110 sqm (10M*11M) Space Only Stand with 4 open sides.

Please note the following quotations do NOT include the costs for building your stand, and you will need to find a stand builder to build your stand.

The stand location is marked in "GREEN" below.



Space costs:

Formulation: Stand Space Price = Unit Price per sqm × stand size + Registration Fee + Stand sharers fee + 6%VAT

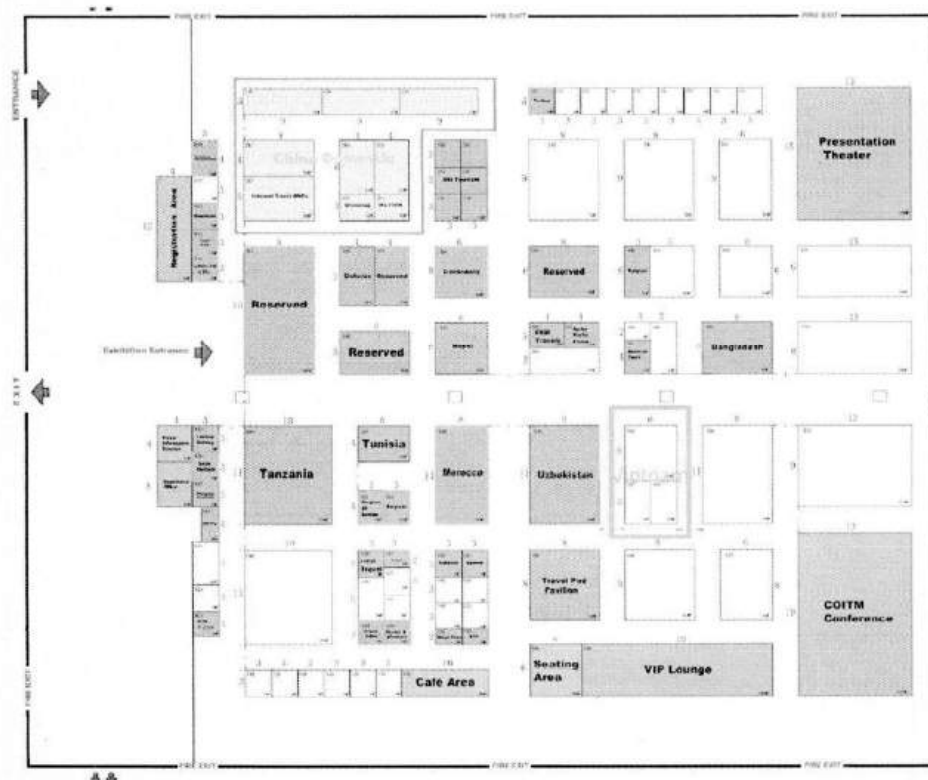
Total (in USD) = 480*110+495+350*12(sharers)=57,495.00

Total cost including 6% VAT = USD60,944.70

2) Option TWO: to book 66 sqm (6M*11M) Space Only Stand with 4 open sides.

Please note the following quotations do NOT include the costs for building your stand, and you will need to find a stand builder to build your stand.

The stand location is marked in "GREEN" below.



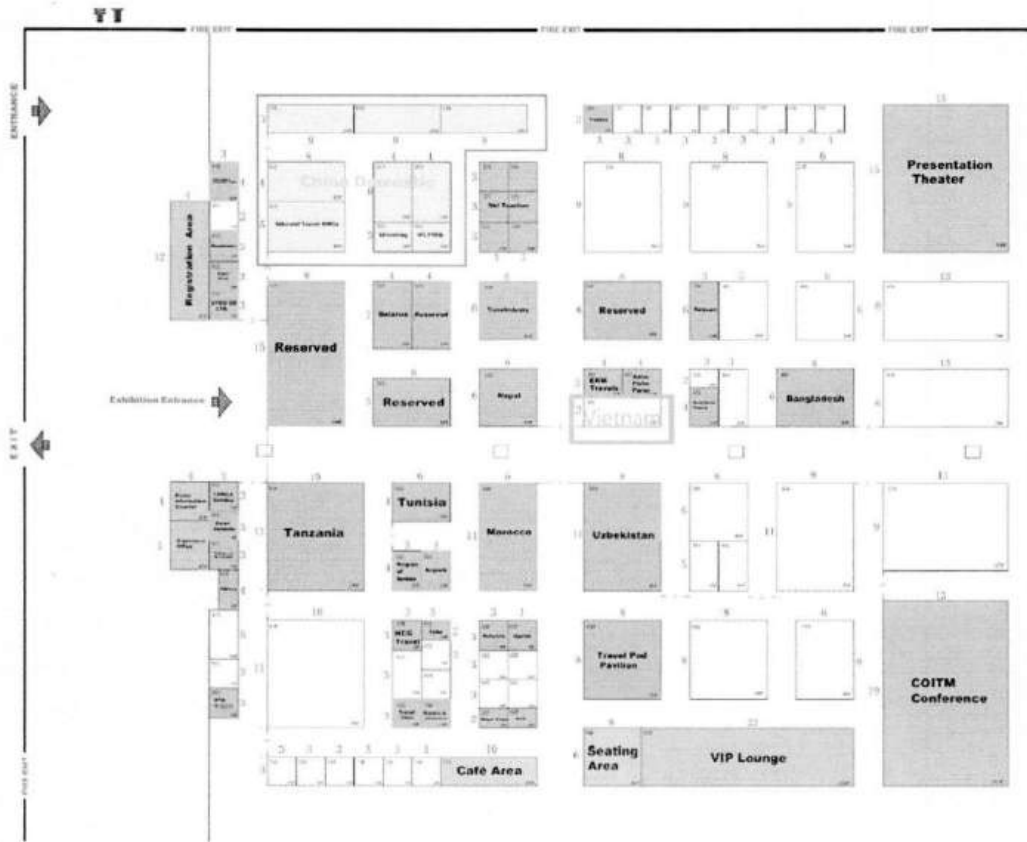
Space costs:

Total (in USD) = 480*66+495+350*8(sharers)=34,975.00

Total cost including 6% VAT = USD37,073.50

3) Option THREE : to book a 24 sqm stand (6M*4M) Space Only Stand with 3 open sides. Please note the following quotations do NOT include the costs for building your stand, and you will need to find a stand builder to build your stand.

The stand location is marked in "GREEN" below.



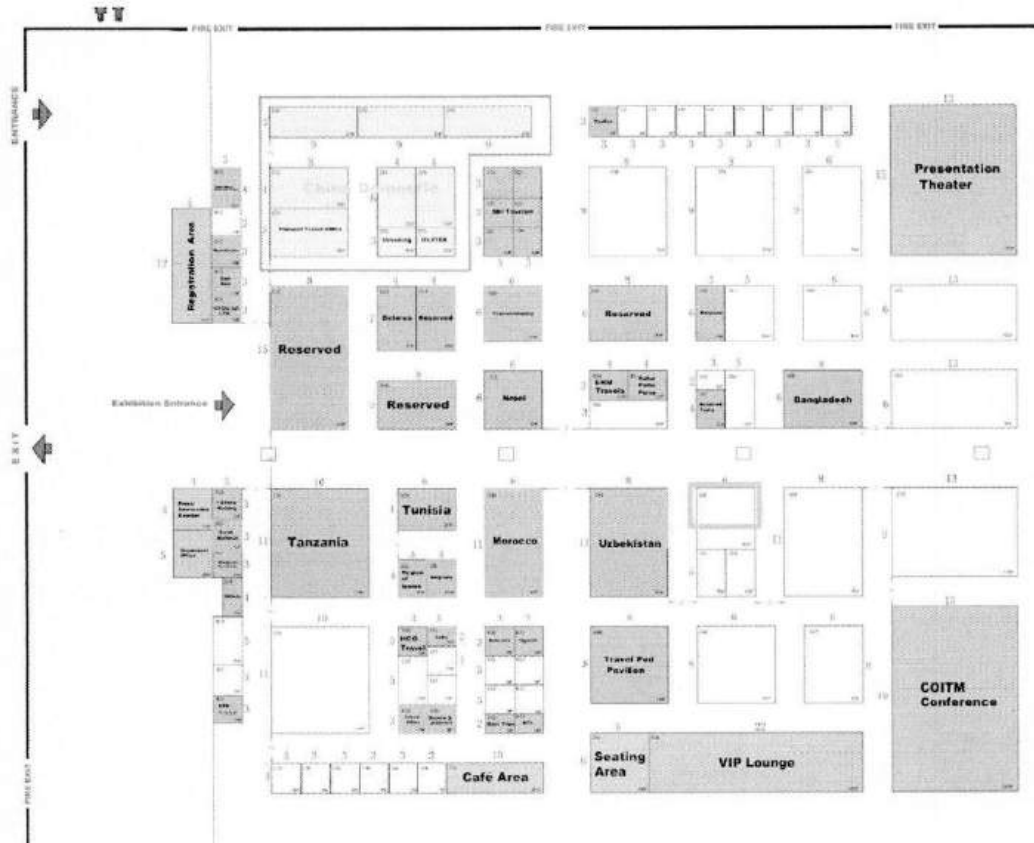
Space costs:

Total (in USD) = $480 \times 24 + 495 + 350 \times 6(\text{sharers}) = 14,115.00$

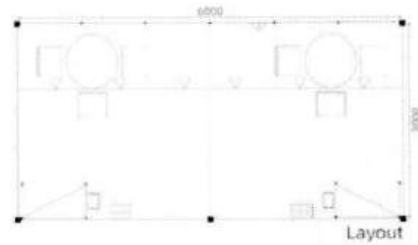
Total cost including 6% VAT = USD14,961.90

4) Option FOUR: 18 sqm (3M*6M) Shell Scheme Stand with 3 open sides. I am attaching you a design of 18 sqm shell scheme stand (with three-side open) for your info.

The stand location is marked in "GREEN" below.



18m² 三面开口



Sample:

- 问讯台
Info Counter
- 30W LED 轨道射灯
30W LED Track Light
- 折叠椅
Meeting Chair
- 插座
Power Socket
- 废纸箱
Wastepaper Basket
- 立式资料架
Magazine holder
- 圆桌
Round table



Space costs:

Formulation: Stand Space Price = Unit Price per sqm × stand size + Registration Fee + Stand sharers fee + 6%VAT

Total (in USD) = 510*18+495+350*4(sharers)=11,075.00

Total cost including 6% VAT = USD11,739.50

2, Presentation opportunity at COITM presentation theatre:

20 minutes, on 15th Oct, quotation:USD545.90 (VAT included)

3, Performance (art and culture show): Free of charge

- 1) Outside of the hall, during the festival on 14/15/16 Oct), 30-60 minutes;
- 2) at the conference theatre (inside of the COITM exhibition hall) on 17 Oct about 30 minutes:

4, to sponsor special gifts and to join the a lucky draw on 17 Oct, at the conference theatre (inside of the COITM exhibition hall): free of charge

5, to provide over 100 sqm stand (with basic set-up) at the Festival (Outside of the hall): free of charge