



## Beijing International Travel and Lifestyle Fair (BITLF)

Beijing welcomes a new international event: the Beijing International Travel and Lifestyle Fair BITLF.

Organised by Hannover Milano Fairs, the organisers of GITF in Guangzhou, BITLF introduces a modern platform in North China that combines tourism and lifestyle. Taking place from June 12–14, the event allows participants to attend the International Tourism Investment Conference, the WTCF World Tourism Cities Federation Summit, and BITLF in a single visit to Beijing.

Through the cooperation between BITLF and the China Outbound Tourism Research Institute COTRI, exhibitors can join as COTRI Recommended and benefit from a full support package at no extra cost. This includes pre-fair preparation through webinars, one-on-one consulting with COTRI CEO Prof. Dr. Arlt, featured articles in COTRI Weekly, practical local support, and identification of ideal Chinese distribution partners.

During the fair, participants enjoy “Recommended by COTRI” branding, networking guidance, priority conference opportunities, and support for business meetings.

After BITLF, recommended exhibitors receive follow-up meetings with key contacts, ongoing networking support, editorial mentions, assistance with FAM trips and delegation visits, marketing in China under preferential conditions, and priority access to future fairs and conferences—ensuring maximum visibility, strategic connections, and long-term growth in North China’s tourism market.

Join us. Contact [info@meaningfultourismcentre.org](mailto:info@meaningfultourismcentre.org) or [pr@meaningfultourismcentre.org](mailto:pr@meaningfultourismcentre.org) for more information.

YouTube link: [https://youtu.be/8vpHs8XKRZU?si=\\_eo27szb67diYqeH](https://youtu.be/8vpHs8XKRZU?si=_eo27szb67diYqeH)