



TOURISM AROUND THE WORLD MONTHLY

global news for tourism, m.i.c.e & exhibitions

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Tourism around the World monthly becomes official Media Sponsor of the 1st China Guilin International Tourism Expo

The global e-journal for the tourism, exhibitions and mice industries, has signed an agreement with the newly launched **China Guilin International Tourism Expo (CGITE)** exhibition as its first international media sponsor.

Organised by **The People's Government of Guilin** and internationally by Singapore based, **CEMS Pte Ltd**, this new event in the **CEMS** portfolio is set to further transform this Chinese tourism hot-spot into an international tourist event not to be missed.

Located in the south of China, in the north-eastern part of Guangxi province, Guilin has been designed by the government as an outstanding tourism city. Guilin is not new to the tourism industry. Guilin's tourism industry was the 1st to be started in China over 30 years ago. With its scenic mountains, lakes and rivers it is a classic representation of China's breathtaking nature assets.

The World Travel Federation stated Guilin as one of China's top 4 tourist destinations. It is one of China's hidden treasures, and is growing into one of the hottest tourist destinations for both domestic and international travellers.

The new media agreement with **Tourism around the World monthly** will allow the event to achieve global exposure, while for the e-journal it will enter deeper into the Chinese market.

Editor, Caroline Laspas said 'We are delighted to again be working with **CEMS**. We are also pleased to have the chance to place other regions of China on the international tourism map, as the focus for many wishing to target China is still on Beijing, Shanghai and Hong Kong. This new event will prove that China has much more to offer and help expand and develop further its tourism industry via a new international tourism destination.'

With the world's largest tourism exhibition, ITB Berlin just weeks away, senior management from **CEMS** and **The People's Government of Guilin**, as well as **Tourism around the World monthly**, who are also invited members for the 2nd year running of the ITB International Trade Press stand, will be attending the show to present the CGITE to the international attendees.

For more information on Tourism around the World monthly visit: www.tourismaroundtheworld.co.uk or visit the CGITE website at www.cgite.com.cn or the organiser's website at: www.cems.com.sg.

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