



## TOURISM AROUND THE WORLD MONTHLY

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

**PRESS RELEASE**

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### China's leading International tourism expo, **BITE** 2010 is supported by **Tourism around the World** monthly

Now in its 7th edition, **Beijing International Tourism Expo (BITE)** is well established as 'the' event for targeting the Chinese tourism market for both business and leisure tourism. Organised and supported by **Beijing Tourism Administration**, this year sees the event move to a bigger venue, the China International Exhibition Centre (CIEC).

It is also the 7<sup>th</sup> year that **Tourism around the World** monthly has become an international Media Sponsor of **BITE**, providing dedicated global exposure in the monthly e-journal which is distributed to an ever growing number of travel, tourism, MICE and exhibition trade professionals.

Editor, Caroline Laspas commented on the agreement 'China is expanding and developing its inbound and outbound tourism market at an incredible rate. **BITE** is the first step for anyone wishing to tap into the travel trade market and develop serious business contacts across China. **Tourism around the World** monthly is very pleased to yet again be supporting **BITE** and providing a global marketing platform for its promotion.'

Publisher, Dimitri Laspas added 'Our commitment to **BITE** and to its international Organiser, CEMS (Singapore) is one we are proud of and continue to work hard at to develop for the benefit of all parties involved, as well as, for the global exposure **BITE** receives via **Tourism around the World** monthly'.

**BITE** takes place from 25-27 June 2010 in Beijing, China. The success of the event is assisted by the on-line Pre-Scheduled Appointment Programme and the increasing number of hosted buyers attending the event.

For more information on **BITE**, visit: [www.bitechina.com.cn](http://www.bitechina.com.cn) and for information on **Tourism around the World** monthly, visit: [www.tourismaroundtheworld.co.uk](http://www.tourismaroundtheworld.co.uk).

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