

**Where  
Wonderful  
Life  
Begins**

 Nanjing International Expo Centre

CMT China, the Chinese offshoot of the world's largest public exhibition for tourism and leisure (CMT), has already been successfully held for ten years. As the first exhibition on the theme of holiday and leisure in China, the eleventh session will be held at Nanjing International Expo Centre from June 2<sup>nd</sup> to June 4<sup>th</sup>, 2023.

CMT China focuses on the recovery post-epidemic holiday market and the huge travel needs in the Yangtze River Delta Region. CMT China is providing a platform for the latest trends of the industry. Four main topics will be demonstrated, namely, individual and theme tours, self-driving tours, RV and camping life and outdoor and leisure. CMT China 2023 will implement a multidimensional market plan, invite B2B buyers as well as B2C consumers from wealthy middle-class families and organize a variety of activities before, during and after the fair. CMT China 2023 will present new and abundant choices within the leisure and holiday life for business customers and consumers.



## CMT China

### Facts and Figures of CMT China 2021 10<sup>th</sup> Anniversary



**30,000+**sqm  
exhibition area



**313**  
exhibitors



**303** RVs  
sale onsite



Onsite sales over  
**90** million RMB

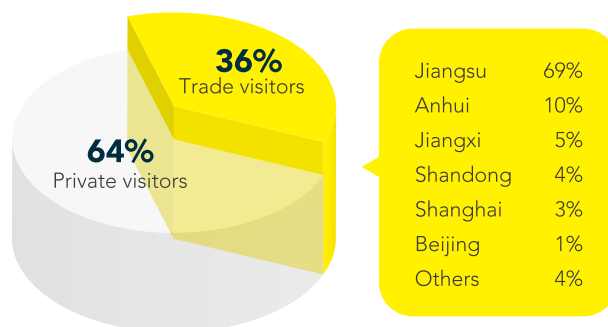


**158**  
media partners



value of  
**3.57** million RMB

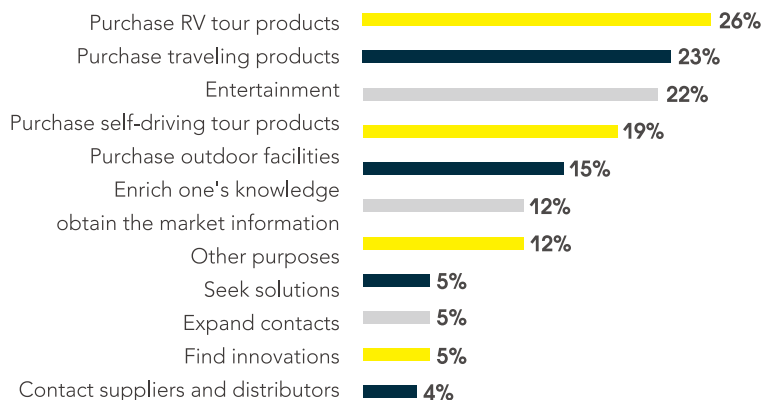
### CMT China Visitor Analysis



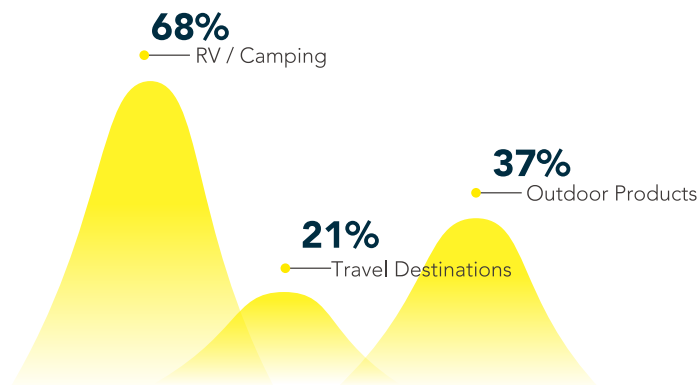
### Economic Sectors of Trade Visitors

Other economic sector	37%
Travel enthusiasts	22%
Tourism administration	15%
Self-driving tour operators	6%
Outdoor products manufacturer / wholesaler	5%
RV rental service providers	4%
Travel associations	3%
Spa / Hotspring	3%
RV manufacturers	3%
RV sales agents	3%
OTA	2%
Travel agencies / Tour operators	2%
RV campsites	2%
Hotels / leisure agricultural park / B&B	2%
Embassys and consulates	2%

## Reasons for Visiting CMT China



## Interest Sectors of Visitors



## Facts and Figures of CMT 2023

### Visitors

- > 265,000 visitors
- > 75% of visitors came from a radius of 100 kilometres
- > 25% of visitors travelled a distance of more than 100 kilometres
- > The average age of the visitors was 51,2 years
- > 49% of visitors have an average household income of €3,600 or more
- > 96% of visitors would recommend CMT to other people
- > 61% were interested in the tourism sector, 54% in the caravanning sector, 9% in motoring/vehicles and 9% in other areas
- > 52% of visitors were intending to go on holiday at least 3 times in 2023
- > 52% of visitors were planning to spend their holiday in Germany
- > 80% were intending to travel in other European countries
- > 25% were planning a long-haul holiday

### Exhibitors

- > 1,600 exhibitors from around 100 countries and 360 regions and cities
- > Exhibitors awarded CMT 2023 the overall mark 1.6
- > 94 % of exhibitors would recommend CMT to other people

### Exhibition

- > 10 halls with 120,000 square metres of exhibition space (gross)
- > Over 1,700 accredited journalists from 25 countries
- > Visitor communication on all channels
- > Live reports on TV and radio
- > Large opening ceremony with prominent guests
- > Large event areas and forums
- > Programme for trade visitors
- > Accompanying programme containing folklore, shows and a holiday cinema
- > Honoured nine times with the Gold Award from the Corps Touristique

\*Source: Visitor and exhibitor figures at CMT 2023







# The tourism industry will glow with new vitality

## China's cultural, tourist market rebounds during Spring Festival holiday

The 2023 Spring Festival is the first Spring Festival holiday since China optimized its COVID-19 response policies. According to the Ministry of Culture and Tourism data, there was a 308 million passenger trips during the Spring Festival holiday. It was an 23.1% above the same period in 2022, which was 88.6% of the 2019 pre-pandemic level. Domestic tourism revenue reached 375.843 billion yuan, increased by 30% of the same period, which was 73.1% of the same period in 2019.

According to the 2023 Spring Festival Tourism Big Data Series Report released by Mafengwo, self-driving tour is still the hot topic, and the family tour increased by 509%. Tropical rainforests and islands became the hot choices of the family travelers. **Family tour, self-driving tour, hot spring tour, skiing tour and island tour** are the top 5 theme tours which increases the highest.

All the above data shows signs of notable recovery of Chinese domestic tourism market, which also gives hope to the global market.

## China's outbound tourism shows significant rebounding signal in 2023

CAPSE released the Analysis Report on International Travel Willingness and Demand of Travellers in January 2023, which showed that the index of international travel willingness (TW1 -) of passengers in January 2023 increased by 72% compared with that of December 2022, with a significant month-on-month increase. The overall outbound travel orders increased 640 percent year-on-year during the Spring Festival.

Looking at the global tourism industry, tourism destinations are also stepping up the release of recovery signals and welcome the return of global tourists. Qatar, China Hongkong, South Korea and Greece all released preferable or even ambitious polices to attract tourists. The recovery of the tourism industry is continuing.

The popularity of outbound tourism has continued to rise, with Thailand ranking first among the "top ten hot countries", followed by Japan, Malaysia, the United States, Indonesia, Singapore, Australia, South Korea, Germany, Canada, New Zealand and the United Arab Emirates.

## in 2023



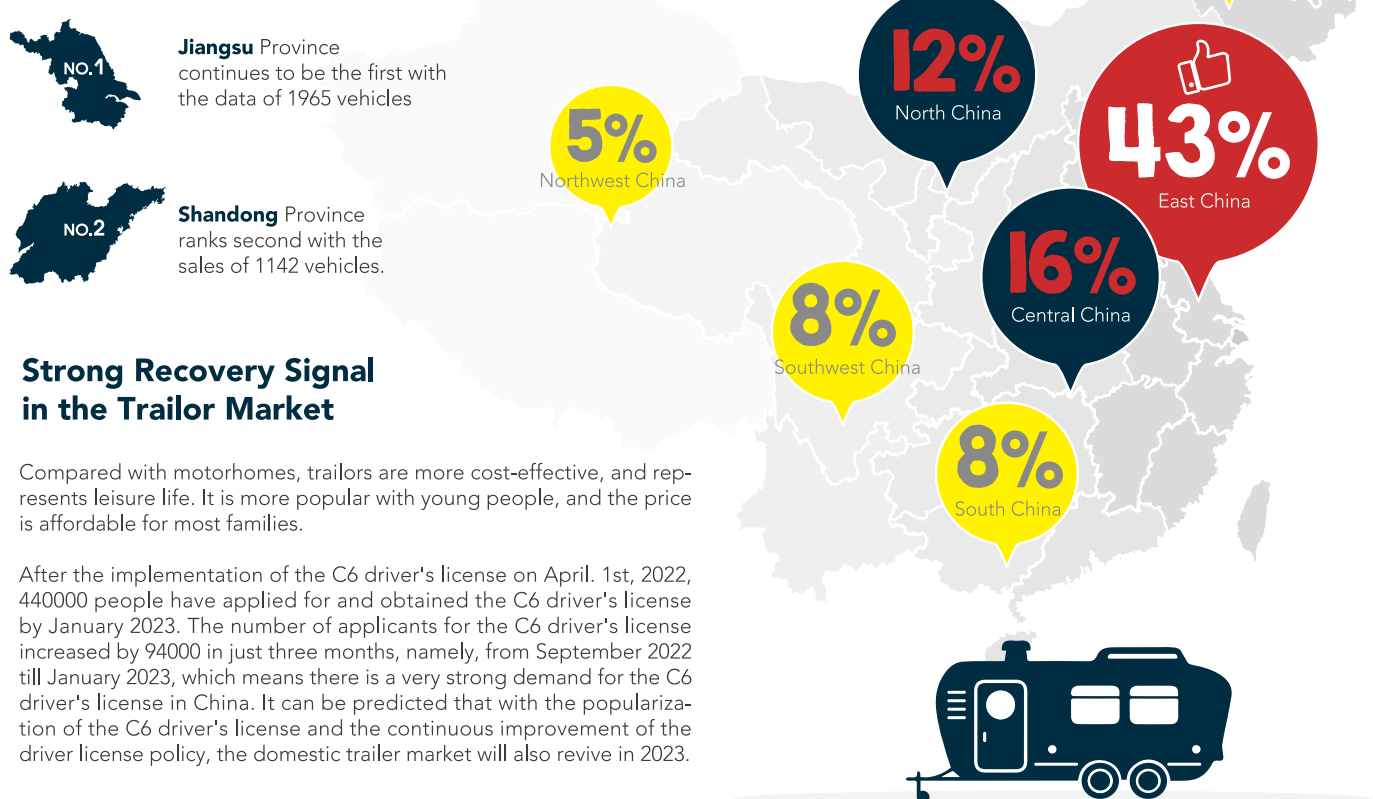
## Booming RV & Camping Industry

Since 2018, China's RV industry has entered a rapid development stage, maintaining an annual growth rate of 30%. In 2021, thanks to the introduction of pandemic control policies and the relatively stable market background in China, the domestic sales of motorhomes were 13114, increased by 43% year on year. However, in 2022, due to the continuous control policies, the domestic sales of motorhomes dropped to 11735, with a decrease of 11% year on year. Under the background of the huge impact on almost all industries, this number has exceeded the expectations of most people, making everyone more confident in 2023.

According to statistics, there are more than 400000 notes related to RV in Xiaohongshu. Under the theme of "RV" and "RV travel" of Tik Tok, relevant videos have been played more than 30 billion times. With the development of social medias, RV lives became one of the trendy, but doable lifestyles.

## Win the East China Market

From the perspective of the regional distribution of the sales of motorhome vehicles, in 2022



## Exhibitor Profile



### Tourism, Intangible cultural heritage and Cultural Products

- Travel destinations / tour suppliers
- Scenic spots / cultural tourism towns / resorts / ancient towns
- Research and Learning bases/ red tourism bases
- Leisure agricultural park / agricultural tourism bases
- Commercial block / theme parks
- Museum / art museum / science museum / theatre
- Intangible cultural heritage products
- / cultural and tourism commodities
- Comic and Animation



### Cultural and Tourism Service

- Travel agency / OTA
- Hotels / B&B
- Airline
- Research and Learning Organization
- Immersive products suppliers / Health tour suppliers
- Smart tourism suppliers
- Tourism financial service



### RV and Camping Life

- Motorhomes / Camper vans
- RV parts and equipment
- RV rental enterprise
- Camping grounds / Camping education organization
- / Camping sports training
- ATVs / Motorcycles / Scooters
- RV clubs
- RV finance
- Camping facilities



### Outdoor and Youth Sports

- Outdoor and camping gear
- Winter sports facilities
- Youth sports facilities
- Sports park
- Sports research and learning club



### Service and Others

## Sponsors

Nanjing Municipal Bureau of Culture and Tourism  
Landesmesse Stuttgart GmbH

## Organizer

Nanjing Stuttgart Joint Exhibition Ltd.

## Supporters

Nanjing Municipal Exhibition and Conference Office  
Nanjing Jianye District Cultural and Tourism Bureau  
China Tourism Automobile and Cruise Association-Self-driving Tour, Camping and Caravanning Branch  
CAMF Camping and Caravanning Division  
Jiangsu Provincial Tourism Association  
Nanjing Tourism Association



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International representatives CMT China

Our representatives abroad provide invaluable contacts for all matters related to CMT China.

For your contact in your country, please check our website: [www.cmt-china.cn](http://www.cmt-china.cn)



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