

Guilin in Focus: China's MICE Landscape and Regional Strategies

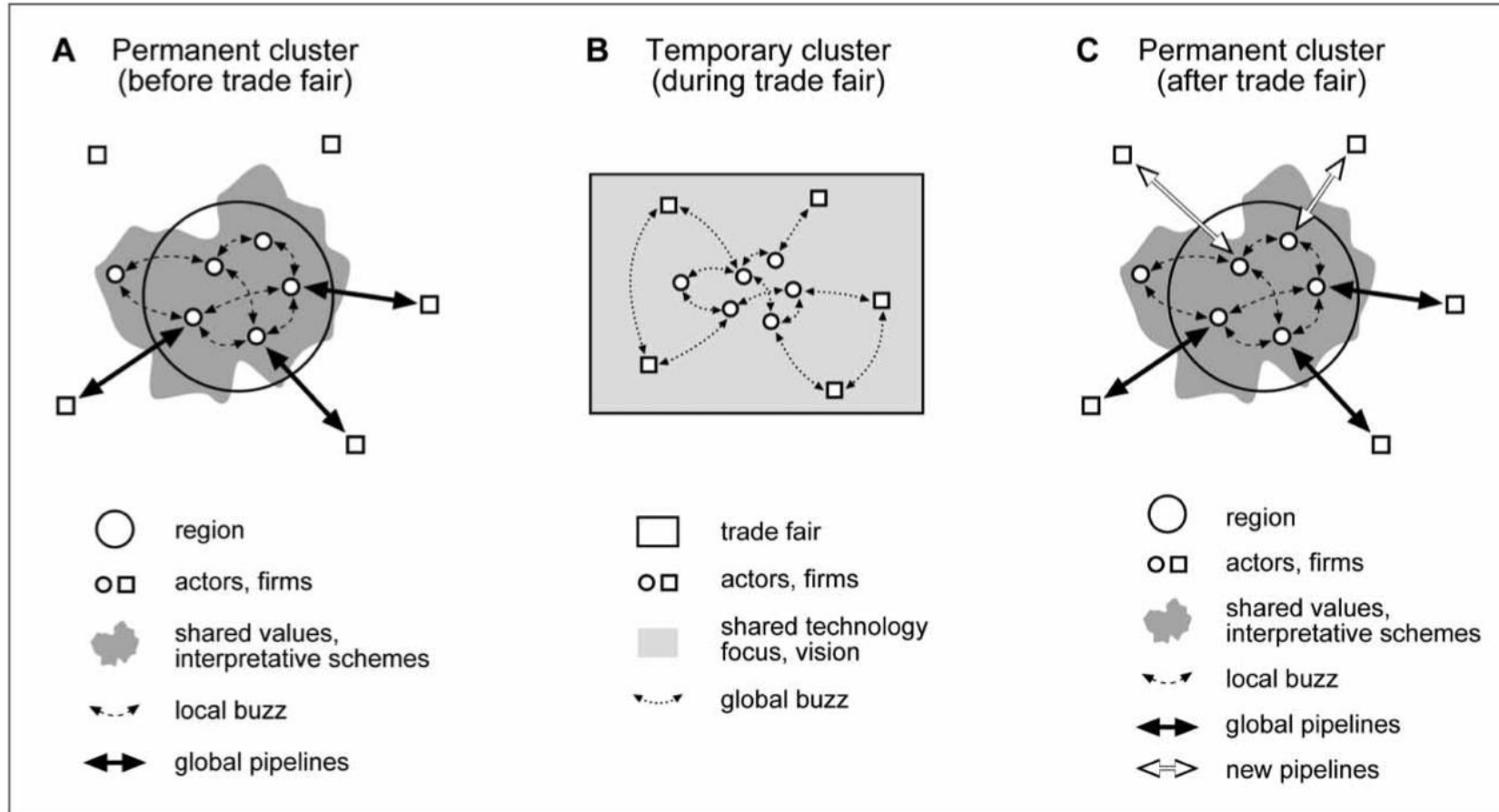
MICE Tourism: Redefining Business Events Through Cross-Border Collaboration and
Tech-Driven Innovation

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1 MICE tourism is a form of temporary proximity in nature

Pipeline creation and the complementary relation between temporary and permanent clusters



Source: Bathelt & Schuldt (2008)

Temporary proximity

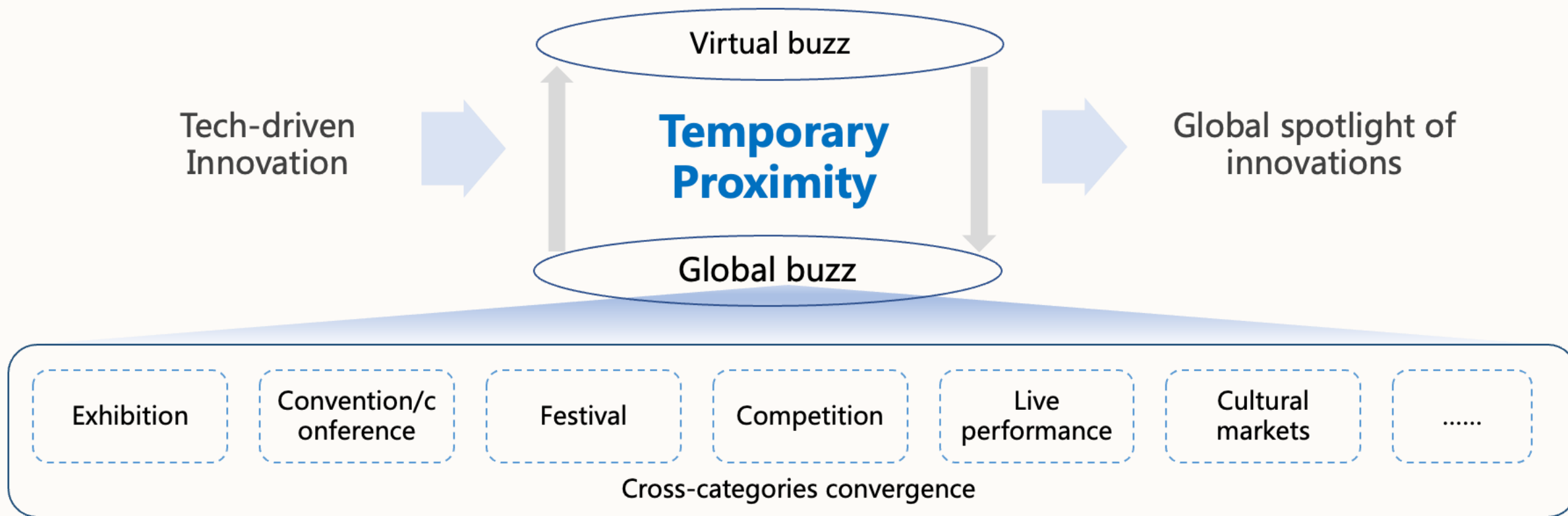


Global buzz



Global spotlight

2 Cross-category Convergence and Digitalization of MICE Amplify the Buzz Effect Even Further



Source: Zhong (working paper)

Funding: National Natural Science Foundation, The Interaction of Virtual Buzz and Global Buzz: Research on Knowledge Diffusion at Business Events under the Coupling of Virtual Space and Physical Space—From the Perspective of Temporary Clusters. (PI: Dixi Zhong)

3 China Rises as a Growth Hub in Global Exhibition Industry

- In 2024, China hosted a total of 3,844 exhibitions (specifically on trade fairs), covering a combined exhibition area of 155 million square meters. While the number of exhibitions remained largely unchanged compared with 2023, the total exhibition area increased by 10.1%.
- China's trade fairs continue to exhibit a distinct pattern of regional concentration. The three major regions accounted for 54.9% of the total number of exhibitions nationwide and 62.1% of the total exhibition area.

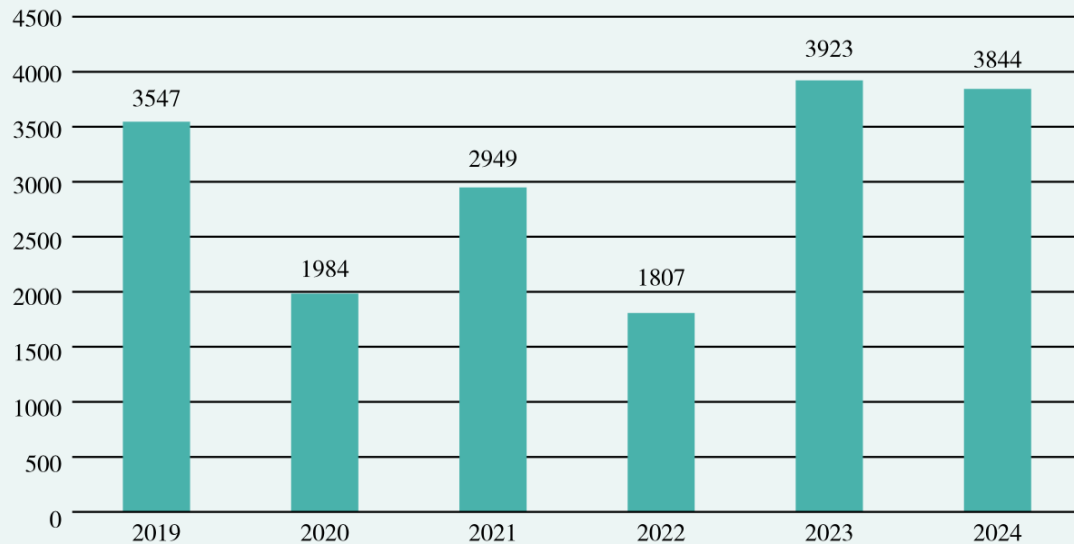


Figure 1 Number of Trade Fairs in China, 2019-2024
Source: China Council for the Promotion of International Trade (CCPIT).

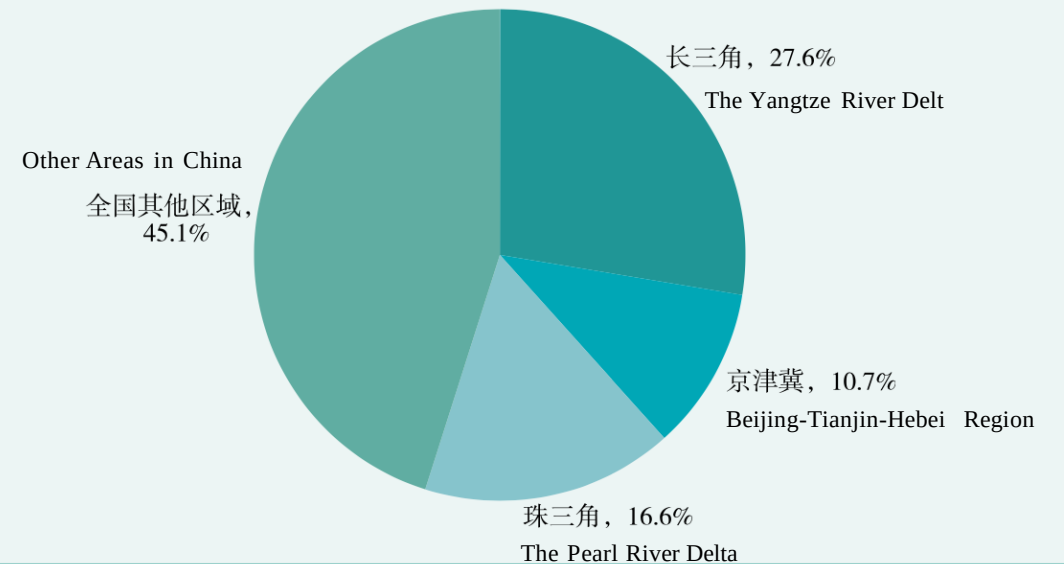


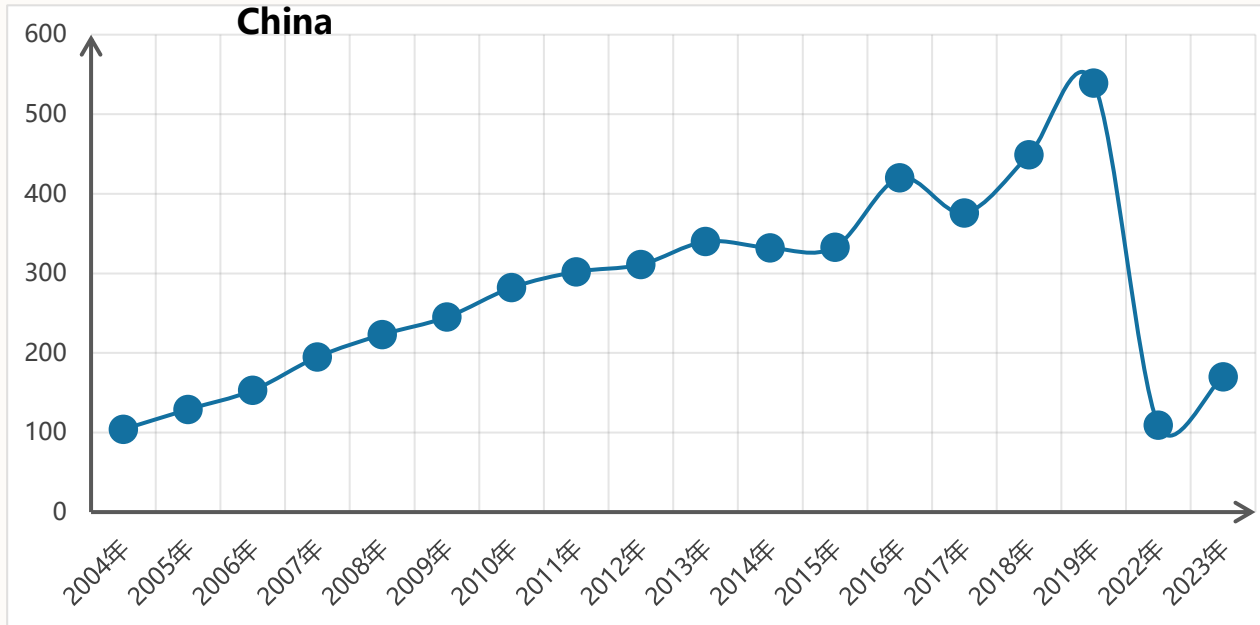
Figure 2 Share of Trade fairs in regions, 2024.
Source: China Council for the Promotion of International Trade (CCPIT).



China Emerges as an MICE Destination with Growing Global Influence

- China's abundant and diverse tourism resources provide ample destination options for MICE Tourism, catering to a wide range of visitor groups and seasonal demands.
- The share of international conferences hosted in China has steadily increased worldwide.

Number of International Conferences Held in China



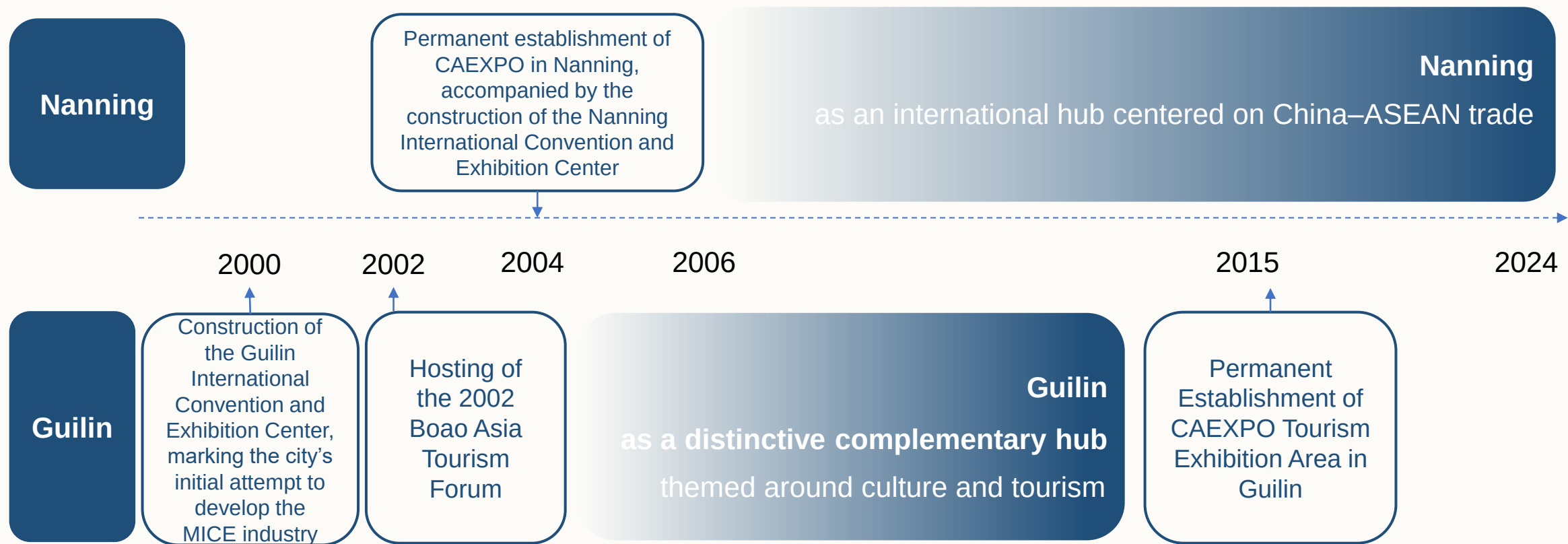
Note: Data sourced from ICCA, Annual Country and City Rankings Report (2004-2019,2022-2023). Figures include Mainland China, Hongkong SAR, Macau SAR. Reports for 2020 and 2021 were not published.

Top 10 Chinese Cities by Number of International Conferences Hosted in 2023

National ranking	City	Number of ICCA Conferences	Global Ranking
1	Hongkong	51	33
2	Beijing	26	89
3	Macau	22	107
4	Shanghai	21	111
4	Chengdu	13	173
6	Xi'an	10	212
7	Hangzhou	8	248
8	Wuhan	7	270
8	Shenzhen	6	308
10	Guangzhou	5	332

Guilin Develops a Distinctive “Tourism+” Advantage in Regional Collaboration

- As early as 2000, Guilin constructed the Guilin International Convention and Exhibition Center in an attempt to develop its exhibition industry. However, because its economic structure relied excessively on tourism and lacked the strong base of a manufacturing for specialized exhibitions, Guilin’s competitiveness in the sector remained limited.
- By contrast, Nanning leveraged the platform of the China–ASEAN Expo (CAEXPO), attracting exhibitions rooted in manufacturing and thus surpassing Guilin to become the core hub of Guangxi’s exhibition industry. Guilin, in turn, transformed into a supplementary center with a distinctive focus on cultural and tourism-oriented exhibitions.



Guilin's Potential as an International MICE Destination

- With its aim of delivering comfortable and memorable experiences, MICE tourism is often hosted in rotating locations, making a destination's diversity of tourism resources a decisive advantage.
- Guilin, endowed with exceptional natural and cultural assets, possesses significant potential to emerge as an international MICE destination.

Immersive
Experiences

Destination-based
Activities

Destination
rotation

Purpose-
oriented

The globally renowned karst landscapes

The scenic "Ten-Mile Gallery" river-
and-mountain panorama

Natural Resources

World-class karst cave wonders

The Longji Rice Terraces, a Globally Important
Agricultural Heritage System

The intangible cultural heritage of Zhuang, Yao,
and Miao ethnic traditions &
the Sanyuesan Song Festival

Cultural Resources



MICE Tourism as a Strategic Leverage for Guilin Establishing International Tourism Destination

1

Eventful Guilin: Becoming global hub of innovation and trends

Through an integrated MICE portfolio that combines exhibitions, conventions, competitions, festivals, live performance and diverse events, Guilin can create the temporary clustering of knowledge, talent, ideas and intelligence—becoming a global hub of innovation and trends.

2

MICE as Smart Power: Leveraging a cultural gateway of international tourism

Guilin is evolving from leveraging its world-renowned natural landscapes to offering deep-dive experiences integrating nature, social fabric, and cultural heritage. Through MICE tourism, Guilin can become a portal for international tourists to deeply immerse in Chinese culture within China's inbound tourism market.

3

Global influence: The empowerment of regional collaboration and technology

Based on the regional cooperation strengths of Guangxi as China's gateway to ASEAN cooperation, coupled with technology-empowered online-offline interactions, MICE tourism continues to contribute to shaping Guilin's image as a global tourism destination and enhancing its international influence.
