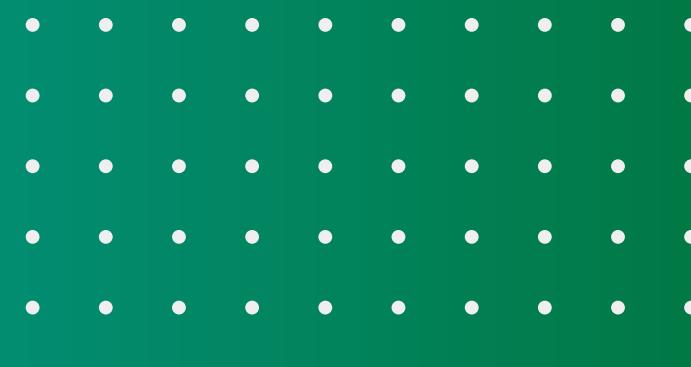




2026 全球可持续户外运动与旅游目的地中国推介路演

**2026 GLOBAL OUTDOOR SPORT AND TOURISM FOR
SUSTAINABLE DESTINATIONS WORKSHOP | CHINA**

| April 19-24, 2026



PROJECT INTRODUCTION

1th GOSD China 2026 (Global Sustainable Outdoor Sports & Tourism Destination | China) will kick off in two major Chinese cities(Beijing/Shanghai), unlocking exciting new growth opportunities in the Chinese market for you. It will mark the first-ever promotional workshop in China dedicated to global outdoor sport and tourism destinations. The event will gather key buyers and passionate enthusiasts from China's outdoor-themed travel sector!

GOSD China is committed to becoming the ideal partner and platform for global outdoor sport and tourism destinations seeking to enter and grow in the Chinese market. We provide long-term, professional, and efficient services and support for our destination partners. At the same time, GOSD China aims to develop into an influential international platform for dialogue and exchange on sustainable outdoor destinations, bringing together outstanding practitioners, brands, and organizations from around the world.



WHY YOU ARE HERE IN GOSD?

Comprehensive Coverage of China's Outdoor Sports Segments

Direct access to core buyers and premium resources across both winter and summer outdoor sports, covering key segments such as skiing, mountaineering, cycling, water sports, camping, hiking, and rock climbing.

China's outdoor sports industry is valued at over **RMB 800 billion** (approx. USD 110 billion) and is projected to grow at an annual rate of **8-10%** in the coming years, with strong momentum driven by rising middle-class spending and lifestyle diversification.

MARKET OPPORTUNITY



¥800B
INDUSTRY VALUE



8-10%
ANNUAL GROWTH



400M+
PARTICIPANTS



200+
MEDIA & CHANNELS

Efficient Access to China's Most Influential Industry Players

In a single workshop, engage with the most influential, large-scale, and fast-growing partners in China's outdoor sector, including:

- Top outdoor event organizers and venue operators
- Local governments and cultural tourism promotion agencies
- Sports event management organizations
- Well-known clubs and professional travel agencies
- Highly engaged communities and social groups
- Specialist outdoor media, KOLs, and content creators

China currently has over **400 million** outdoor activity participants, with a rapidly expanding network of professional buyers and decision-makers seeking innovative products and global partnerships.



First-Mover Advantage in China's Outdoor Market

Against the backdrop of rapid growth in China's outdoor leisure consumption, the workshop provides a fast track to test market demand, build brand recognition, and secure potential cooperation opportunities ahead of competitors. Demand for premium and specialized outdoor products is particularly strong in tier-1 and emerging tier-2 cities, where purchasing power is increasing significantly.



WHAT YOU WILL HAVE?

01 Targeted Matchmaking for Effective Collaboration

Combining one-on-one private meetings with open networking sessions to ensure sellers connect directly with the most relevant Chinese buyers, fostering meaningful and long-term partnerships.

02 Immersive Tours for In-Depth Market Insights

Each stop of the workshop includes site visits and themed outdoor activity experiences, allowing sellers to personally experience local outdoor sports settings and consumer atmospheres, and gain a deeper understanding of China's outdoor market development.



03 Multi-City, Multi-Stop Itinerary

Covering multiple representative cities across China, the workshop enables sellers to gather broad geographical perspectives and market intelligence in a short period of time—supporting strategic business planning.



04 High Exposure and Continuous Follow-Up

Through a combination of media coverage, social media promotion, and post-event follow-up, sellers gain sustained visibility and long-term cooperation opportunities in the Chinese market. With over 200 mainstream media and social channels involved, brands will enjoy amplified exposure before, during, and after the workshop.





WHAT BUYERS WILL POTENTIALLY COME?

WHAT BUYERS YOU WILL REACH IN GOSD CHINA

WORKSHOP?

These Chinese buyers are actively engaged at both local and regional levels, demonstrating a strong interest and drive to expand their resources and partnership with various inbound and outbound products and services related to diverse outdoor sports and tourism destinations.

We actively invite the following types of **buyers** to participate:

- **Travel agencies and customized/group tour operators in China**
- **Activity and experience operators in China**
- **Sports event organizers and event management organizations in China**
- **Ski and outdoor clubs, communities, and associations in China**
- **Ski resorts, winter destination operators, and venue operators in China**
- **Local governments of outdoor and winter destinations in China**
- **Cultural tourism promotion agencies in China**
- **Sports brands and outdoor industry companies in China**
- **Specialist outdoor media in China**
- **KOLs, influencers, and content creators in China**

(PARTIAL LIST)

The largest Ski&Snowboard Communities/Industry Alliances in China:



滑呗
HUABEI



中国崇礼
Chongli China



GOSKI ORIGINALS



金雪花产业联盟
**Gold Snowflake
Industry Alliance**



热雪奇迹体育公司
BONSKI



北大壶滑雪度假区
HOTEL-APARTMENT-GOLF-SKI

北大壶滑雪度假村
**HOTEL-APARTMENT-
GOLF-SKI**



云顶度假村-密苑云顶乐园
**GENTING RESORT
SECRET GARDEN**



黑桃俱乐部
SPADERS



The largest Trail-running race Organizers in China:



江南一百越野
赛赛事机构
**JIANGNAN100 UTRAIL-
RUNNING RACE**



雷越野
**LEI UTRAIL-RUNNING
RACE**



**CHINA'S OFFICIAL
UTRAIL-RUNNING
RACE**



**三夫
SANFO SPORTS**

The most Recognized Diving Community in China:



**深潜体育
DEEP DIVE**



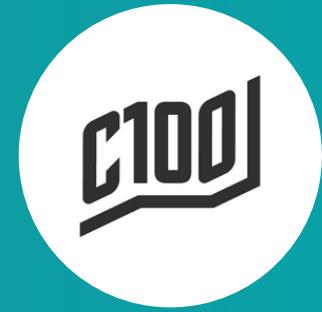
**深行户外体育机构
ULTRA TOUR**



The largest Outdoor Sports Communities in China:



徒步中国
TREKKING IN CHINA



CLUB100
CLUB100 CYCLING



骑意
QiYi Cycling



绿野
LVYE OUTDOOR
COMMUNITY CHANNEL



8264
8264OUTDOOR
COMMUNITY CHANNEL



北京徒步者
BEIJING TREKKING
CLUB

Outdoor-Themed Customized Travel Agencies:



凯撒旅游
CaissaTour



稻草人旅行
Lost Plate Travel



众信旅游
Utour



6人游
6renyou



多彩轻探险
Diverse World Adventures



The most Influential Social Media Platforms in China:



小红书
Xiaohongshu
(Red Note)



微博
Weibo



抖音
Douyin
(TikTok China)



搜狐户外
SOHU OUTDOOR NET

The most Fashionable Sports Media in China:



体育画报
CHAMPION NEWS

Representatives of the most Outdoor-Activity-Rich Destination Governments in China:

四川成都文旅和体育局

Chengdu Culture, Tourism & Sports Bureau (Sichuan)



The largest mountaineering, rock climbing and cross-country running sports equipment company in China:



凯乐石
KAILAS



**UTO Functional
sportswear**

The largest organization and registration platform for outbound marathon cross-country cycling events in China:



知行合逸
ZHIXINGHEYI

And more to come



Besides, more influencer and KOLs will come:



Hans

World hiker, World climber and extreme athlete KOL



Xiao Cong

A top mountain bike rider in China and a champion of international mountain bike races



Wang Xiaolin

Super Utrail-runner; Chinese champion of multiple world-class Utrail races



Xiao Mei

Skiing blogger with over 1 million followers



WORKSHOP INTRODUCTION

GOSD CHINA WORKSHOP

2026.04.19 – 04.24

BEIJING/SHANGHAI



DAY 0

4.19 Sunday

- Arrival Beijing



DAY 1

4.20 Monday

- Beijing half day workshop and dinner

DAY 2

4.21 Tuesday

- Day tour (Visit local enterprises)



DAY 3

4.22 Wednesday

- Beijing to **Shanghai** (High speed train)
- Day tour (Visit local enterprises)



DAY 4

4.23 Thursday

- Shanghai half day workshop and dinner



DAY 5

4.24 Friday

- Departure

Event Format



13:00
Sign in



13:30–14:30
Presentation introduction



14:30–14:45
Tea Break



14:45–17:30
Open Networking & Engagement
Session



18:00
Dinner



WHO SHOULD JOIN GOSD CHINA WORKSHOP?

WHO SHOULD JOIN GOSD CHINA WORKSHOP?

GOSD welcomes international destination partners that possess strong professional outdoor resources, service capabilities, and a commitment to sustainable development.

Whether you are just beginning to explore the Chinese market and seeking the right entry strategy, or already operating in China and looking to scale up your impact and deepen your partnerships, GSOD offers a **high-value**, **influential**, and **efficient** platform to support your expansion.

We warmly invite the following types of supplier to participate:

- **Destination marketing organizations (DMOs) and tourism boards**
- **Event and race organizers**
- **Outdoor safety education and training institutions**
- **DMCs / inbound operators**
- **Cable car/lift operators**
- **Hotels and resorts**
- **Ski resorts / winter tourism destinations**
- **Outdoor sports clubs**
- **Outlet and shopping villages**
- **Outdoor activity and tourism service providers**
- **Brand experience centers for outdoor equipment/apparel**
- **Transportation service providers**
- **Airlines company**
- **Mountain sports or athletic alliances and associations**
- **Polar exploration cruise**

Fee

1

Registration Fee

17 €/Person (140 ¥/20\$)

2

Workshop service Fee:

2726 € /Seat (Up to 2 person)
(22538¥/3200\$)

Including dinner and tea breaks, venue setup and on-site services required for the two workshops, interpretation services during both the workshops and the day tour, pick up and drop off service airports/train stations and transportation for the day tours at Beijing and Shanghai.

Early Bird Discount
Register before Jan 30, 2026

10% discount

Fee (optional)

3

**Full package of transportation&
accommodation:**

1023€/person (8450 ¥/1200\$)

- High speed train 2nd class ticket from Beijing to Shanghai.
- 5 nights 4-5 star hotel single room at Beijing and Shanghai.

Benefit

① Early Bird Supplier and Sponsor Benefits:

A 30-second to 1-minute **presentation slot** will be arranged prior to the workshop commencement, with commentary provided by the organizer.

② All suppliers who have successfully registered and participated in the workshop event will automatically become members of the **GOSD International Alliance** and receive additional promotion on the GSOD alliance platform (official platforms and social media official accounts will release business introductions and requirements of buyers, 1-3 articles).

Registration

With limited capacity for this first edition, registration will close as soon as all spots are taken.



Registration Link:

<https://forms.office.com/r/KdGdhcWukc>



Registration Deadline:

February 28, 2026



Important Notes:

- Please fill out the registration form and indicate which parts of the event you wish to participate in (Workshop/ Alliance), and be sure to include your core business interests and partnership needs.
- Please proceed with the payment after the form has been reviewed and the contract has been signed by both parties.

workshop-RELATED SERVICES

PRE-EVENT:

01

Online Training: All successfully registered destination partners will receive exclusive “China Buyer Insights” training and a supporting toolkit. This will help you gain a deep understanding of Chinese buyer preferences and prepare market-matched information and service offerings tailored for Chinese partners.

Precise Matchmaking: Based on your submitted business needs, GOSD will carry out precise, targeted invitations and matching with Chinese buyers.



DURING THE EVENT:

02

On-Site Reception and Logistics: GOSD will provide full support for your on-site participation, including reception, logistics, and coordination throughout the workshop.



POST-EVENT FOLLOW-UP:

03

Follow-up and Feedback: After the event, GOSD will support follow-up communication and gather feedback to help evaluate engagement outcomes.



Contact us

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Tel: +86 13910094588

THANK YOU