

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

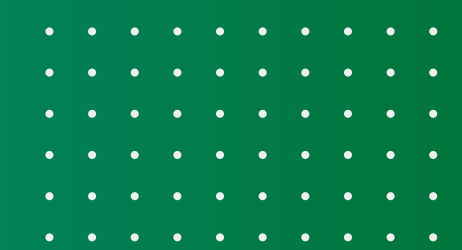
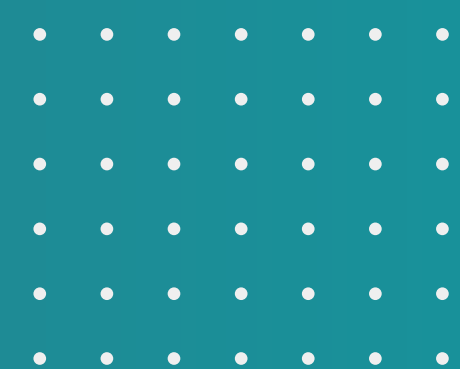


# PROJECT INTRODUCTION

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



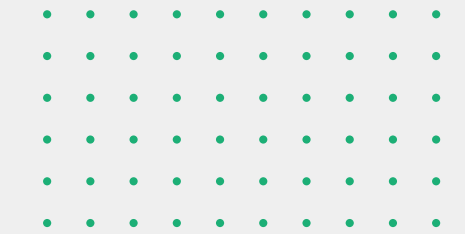
**8-10%**  
ANNUAL GROWTH



**400M+**  
PARTICIPANTS



**200+**  
MEDIA & CHANNELS

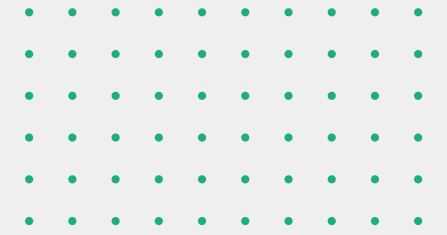


## Efficient Access to China's Most Influential Industry Players

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

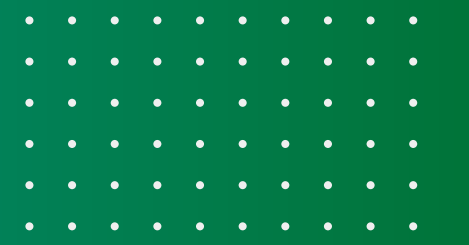
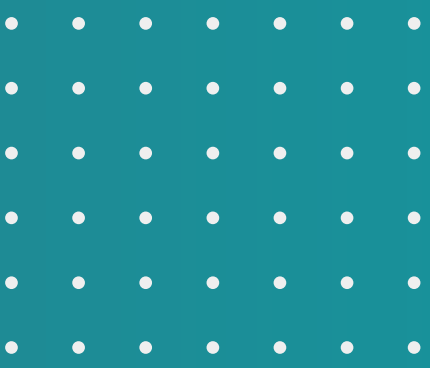
China currently has over **400 million** outdoor activity participants, with a rapidly expanding network of professional buyers and decision-makers seeking innovative products and global partnerships.



## 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?

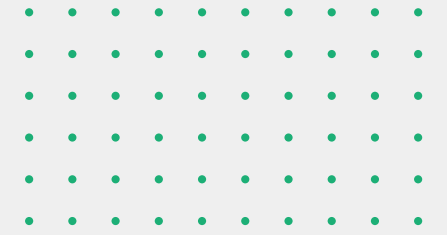


# 01 Targeted Matchmaking for Effective Collaboration

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.

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## 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



GOSKI ORIGINALS



金雪花产业联盟  
Gold Snowflake  
Industry Alliance



热雪奇迹体育公司  
BONSKI



中国崇礼  
Chongli China



北大壶滑雪度假区  
HOTEL-APARTMENT-GOLF-SKI

北大壶滑雪度假村  
HOTEL-APARTMENT-  
GLOF-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



CHINA'S OFFICIAL  
UTRAIL-RUNNING  
RACE



雷越野  
LEI UTRAIL-RUNNING  
RACE



三夫  
SANFO SPORTS



深潜体育  
DEEP DIVE

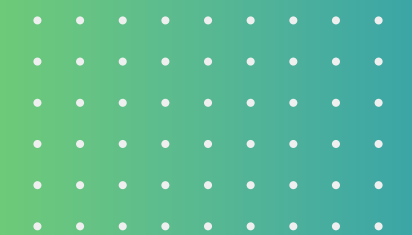


深行户外体育机构  
ULTRA TOUR



## The most Recognized Diving Community in China:

# 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



众信旅游  
Utour



多彩轻探险  
Diverse World Adventures



稻草人旅行  
Lost Plate Travel



6人游  
6renyou



## The most Influential Social Media Platforms in China:



小红书  
Xiaohongshu  
(Red Note)



抖音  
Douyin  
(TikTok China)



微博  
Weibo



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

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**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 taces**



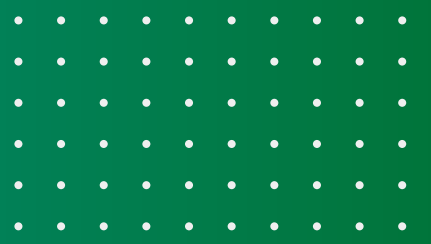
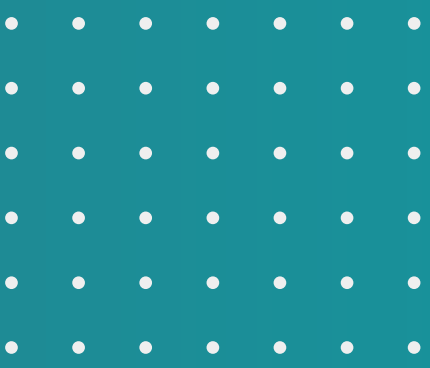
**Wang Xiaolin**

**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

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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)

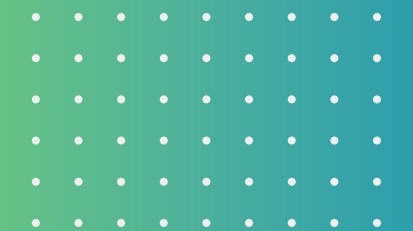


## DAY 4 ● 4.23 Thursday

- Shanghai half day workshop and dinner

## DAY 5 ● 4.24 Friday

- **Departure**



# Event Format



# 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)

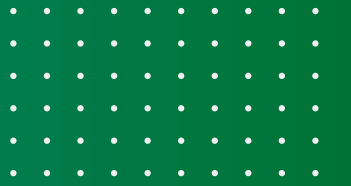
3

**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 **GSOD 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>

GOSD 2026

Workshop(Beijing&Shanghai)

Registration Form



## 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.

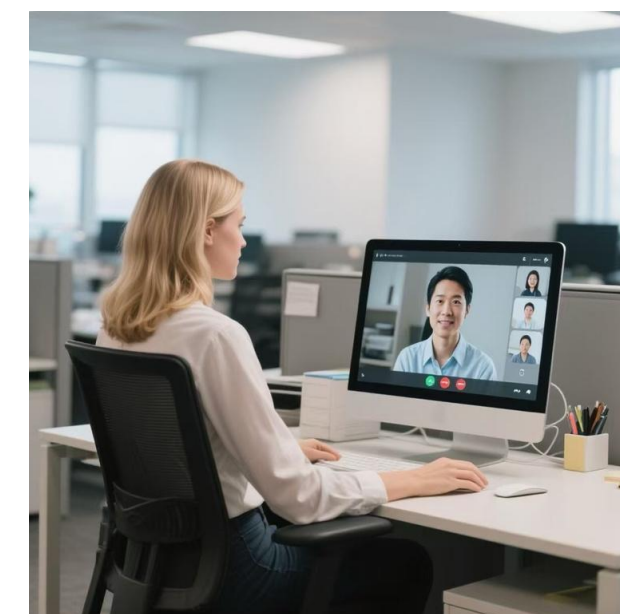
# workshop-RELATED SERVICES

01

## PRE-EVENT:

**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.



02

## DURING THE EVENT:

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



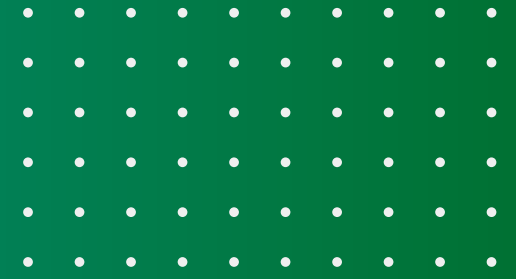
03

## POST-EVENT FOLLOW-UP:

**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

