Global Tourism Economy Forum

The Global Tourism Economy Forum (GTEF) is a leading international exchange platform designed to promote the sustainable development of the global tourism sector.

Established in 2012 by the Global Tourism Economy Research Centre (GTERC), and hosted by the Macao SAR Government, the GTEF takes advantage of Macao’s proximity to China, its strategic position in Asia, and its forerunner position in the region’s burgeoning tourism economy, to connect governments and industry players from Mainland China and around the world, to bring about extensive and rewarding opportunities for tourism promotion, investment, and cooperation. Bringing together policy makers, academics, corporate leaders, and entrepreneurs from China and around the world, the GTEF explores opportunities and challenges in the global travel economy.

As a major global cultural and tourism event, the GTEF has successfully acted as an indispensable bridge connecting China and the world through cultural and tourism exchanges. GTEF has become an international tourism exchange and cooperation platform that is a globally recognized annual event in the industry, and a major mechanism for the exchange of thought leaders in the tourism industry.

The Forum has strong support throughout China, including from the All-China Federation of Industry and Commerce (ACFIC) and the Ministry of Culture and Tourism of the People’s Republic of China. In 2016, the success of GTEF was affirmed by China’s former Premier Li Keqiang and the "14th Five-Year Plan” of China for Tourism Development issued by the State Council at the end of 2021 stated that China highly supports Macao to hold the GTEF recognizing it as an important platform to promote Macao as a World Centre of Tourism and Leisure, furthering the Greater Bay Area’s integration. As a multi-purpose platform, GTEF provides the perfect environment for stakeholders in tourism and its related industries to explore opportunities that underlie China’s regional integration policies, to network and to engage in business-matching and privately scheduled meetings that bring about new partnerships and business leads.

To date, GTEF had received more than 12,700 participants from 90 countries and regions, including delegations from 152 provinces and cities of Mainland China; and 600 internationally renowned speakers who are leaders in public, private, and academic fields. GTEF has continuously received consistent and wide amount of coverage from international press and media, valued up to USD $77 million.