

CHINA VISITORS SUMMIT

BAKU, AZERBAIJAN
NOVEMBER 17, 2025



CVS REPORT

SUPPORTED BY

**Report on China Visitors Summit (CVS) in Baku
November 17, 2025 @ Baku Marriott Hotel Boulevard**

Event Overview:

The China Visitors Summit (CVS) in Baku was a landmark event that brought together 51 Chinese travel buyers and 46 travel suppliers from Azerbaijan over one day of business-to-business meetings, producing over 1,100 face to face appointments. This summit aimed to strengthen the relationship between the Chinese and Baku travel industries, opening new avenues for collaboration and boosting Chinese inbound tourism to Baku.

This landmark event represented the largest gathering of Chinese travel industry professionals ever held outside of China in a business-to-business workshop format for inbound business to Azerbaijan. The Chinese delegation, representing travel buyers from Mainland China, Taiwan, and Hong Kong, included stakeholders from tour operators, travel agencies, and online platforms. Travel suppliers, representing a wide range of industries such as hospitality, tourism attractions, and transportation, showcased the vast potential as a tourism destination.

The following is an overview from the initial preparations to the conclusion of the event.

Nov 16, 2025. CVS Buyer Arrival in Baku for Site Inspection and Check-in at Baku Marriott Hotel Boulevard.

Visit Heydar Aliyev Center:



Welcome Dinner – Shirvanshah Museum Restaurant:



Nov 17, 2025. Meeting day in Baku Marriot Boulevard Hotel

Buyer Presentations - Tagiyev Ball Room ALL:

- 08:50 – Absheron Hotel Group



- 09:10 – The Ritz-Carlton Baku



- 09:25 – ULU Hospitality Group



• 09:40 – Gabala Hospitality Group



• 09:55 – AZAL (Azerbaijan Airlines)



• 10:15 – Azerbaijan Tourism Board



Welcome Remarks – *Alexander Glos, CEO, China i2i Group*



Keynote – *Mr. Fuad Naghiyev, Chairman of the State Tourism Agency of the Republic of Azerbaijan*



Keynote – *Ms. Lu Mei, Ambassador Extraordinary and Plenipotentiary of the People's Republic of China*



Keynote – *Mr. Florian Sengstschmid, CEO of the Azerbaijan Tourism Board*



Face to Face meetings between Suppliers and Chinese Buyers on Nov 17:



Gala Dinner – Ritz Carlton Baku:



Nov 18, 2025. Tour Day, *Baku – Shamakhi – Gabala*

Visit Juma Mosque:



Visit: Basqal State Historical-Cultural Reserve:



Check-in Qafqaz Riverside Hotel, Lunch:



Site Inspection – Tufandag Mountain Resort:



Dinner and Wine Tasting at Savalan Aspi Winery:



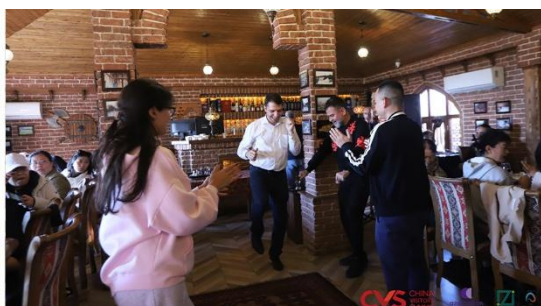
Nov 19, 2025. Tour day 2 Gabala – Sheki – Gakh

Walking Tour in Sheki: Old Town, Sheki Khans' Palace, Karavansaray,

Introduction to Shebeke making:



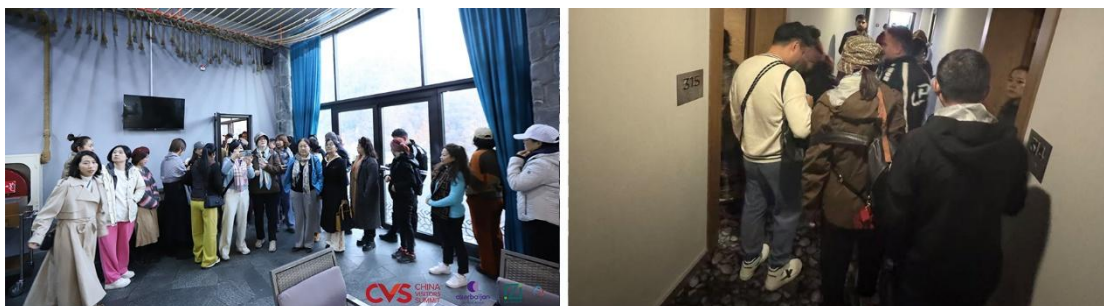
Lunch in VIP Karvan Restaurant:



Tour in Gakh & Ilisu: Icheribazar Complex, Sumug Tower, Ulu Bridge:



Site Inspection of Yurd Hotel:



Check-in and Site Inspection –El Resort Hotel:



Dinner – El Resort Hotel:



Nov 20, 2025. Tour day 3 *Gakh – Shamakhi – Baku*

Lunch – *Abgora Restaurant, Shamakhi:*



Walking Tour – Old City (UNESCO Heritage Site):



Dinner at Novbahar Restaurant:



Visit Highland Park – Panoramic View & Group Photo:



Acknowledgement of Key Partners and Sponsors

We would like to extend our heartfelt gratitude to our key partners and sponsors who made this summit a reality:



Your valuable contributions were instrumental in the success of the China Visitors Summit in Riyadh, and we sincerely thank each of you for your support.

Outcomes and Opportunities

Positive Feedback and High Engagement:

Both Chinese buyers and suppliers shared highly positive feedback about the summit. The structured meetings, combined with immersive cultural experiences, fostered meaningful discussions and the creation of new business partnerships.

Media & PR Coverage

The CVS Baku 2025 generated significant international and regional visibility through coordinated press and social media campaigns.

- **Press Release Clippings**
 - Official press releases distributed in English, highlighting the event's scale, participants, and outcomes.
 - Coverage appeared in major regional outlets.
- **International Media Coverage**
 - Coverage emphasized the record-breaking size of CVS, the significance of Baku, Azerbaijan as a host destination, and the broader context of Chinese outbound recovery.
 - Selected articles highlighted Azerbaijan's cultural assets, new hotel developments, and positioning as a luxury and MICE destination for Chinese travelers.

Combined estimated media impressions exceeded **13.68M** across all platforms.

Conclusion

The CVS Baku was a resounding success, bringing together 51 Chinese travel buyers and 46 suppliers over two days of productive meetings, over 1,196 appointments.

Assets

- Video Montage: A highlight video is available for viewing and download on YouTube via this private link:

- Photo Bank: View and download photos from the event here:

<https://m.alltuu.com/album/2606456135/3746234646>

Thank you once again for your continued support.

The China i2i Group Team

November 2025

PR Program Summary			
No	Title	Media Name CN	Link
1	China Visitors Summit' held in Baku	anewz	https://anewz.tv/world/world-news/15381/china-visitors-summit-held-in-baku/news
2	China and Azerbaijan Strengthen Tourism Ties at the First China Visitors Summit in Baku, Get the Details Here	TTW	https://www.travelstunworld.com/news/article/china-and-azerbaijan-strengthen-tourism-ties-at-the-first-china-visitors-summit-in-baku-get-the-details-here/
3	China Visitors Summit – Baku 2025 Officially Kicks Off in Azerbaijan	Caspianpost	https://caspianpost.com/azerbaijan/china-visitors-summit-baku-2025-officially-kicks-off-in-azerbaijan
4	Azerbaijan hosts first China Visitors Summit to boost cooperation	news.az	https://news.az/news/azerbaijan-hosts-first-china-visitors-summit-to-boost-cooperation
5	Baku hosts China Visitors Summit	Azertag	https://azertag.az/en/xeber/baku_hosts_china_visitors_summit-3864951
6	Baku hosts China Visitors Summit for first time with participation of 50+ Chinese tourism companies	Azernews	https://www.azernews.az/business/250327.html
7	Azerbaijan's Baku hosts 'Chinese Visitors Summit' (PHOTO)	Trend	https://www.trend.az/azerbaijan/society/4118410.html
8	Baku hosts first China Visitors Summit to boost tourism links with Beijing	Caliber	https://caliber.az/en/post/baku-hosts-first-china-visitors-summit-to-boost-tourism-links-with-beijing
9	First China–Azerbaijan tourism summit underway in Baku	Report	https://report.az/en/tourism/first-china-azerbaijan-tourism-summit-underway-in-baku
10	Baku to host China Visitors Summit 2025	AZTV	https://aztv.az/en/news/90023084/bakida-china-visitors-summit-baku-2025-tesdibri-kesirilecek
11	Azerbaijan sees 49% increase in Chinese tourist arrivals	Report	https://report.az/en/tourism/azerbaijan-posts-49-increase-in-chinese-tourist-arrivals
12	Baku to host "China Visitor Summit" event in November	Azertag	https://azertag.az/en/xeber/baku_to_host_china_visitor_summit_event_in_november-3716675
13	Azerbaijan attracts record number of Chinese tourists - Tourism Agency	Trend	https://www.trend.az/azerbaijan/society/4118453.html
14	Ambassador: China and Azerbaijan – partners on path of development and revival	Report	https://report.az/en/tourism/ambassador-china-and-azerbaijan-partners-on-path-of-development-and-revival
15	Chinese travel industry prepares to launch fresh packages to Azerbaijan	Trend	https://www.trend.az/azerbaijan/society/4118525.html
16	Baku to expand Destinations Azerbaijan programme in China	Caliber	https://caliber.az/en/post/azerbaijan-to-expand-destinations-azerbaijan-programme-in-china
17	Azerbaijan eyes China for tourism expansion with new permanent office	Trend	https://www.trend.az/azerbaijan/society/4118457.html
18	Azerbaijan's tourism map shifts towards China	Caliber	https://caliber.az/en/post/azerbaijan-s-tourism-map-shifts-towards-china
19	Chinese tourist arrivals in Azerbaijan set to soar, ambassador says	Trend	https://www.trend.az/azerbaijan/society/4118455.html
20	Baku to host China Visitor Summit, welcoming top tour operators	Caliber	https://caliber.az/en/post/baku-to-host-china-visitor-summit-welcoming-top-tour-operators

