
SHANGHAI CHINA
INTERNATIONAL
**TRAVEL
SERVICE**



Go Find World
The trip I dream of !

ABOUT SCITS

- A Pioneer in Chinese Tourism: One of the first travel agencies established in the People's Republic China.
- Industry Leadership: The first tourism company in the country to go public.
- Official Recognition: The first travel agency in Shanghai specializing in outbound travel.
- ISO 9001 Trailblazer: The first Shanghai agency to receive ISO 9001 certification for quality management.
- Leading Market Position: Market leader in inbound tourism in Shanghai and ranked among the top two nationwide.
- Milestone Moments: Host of Shanghai's milestone 1 millionth, 2 millionth, 3 millionth, and 6 millionth inbound tourists.
- A National Honor: The sole travel agency to be designated a "China Time-Honored Brand" by the Ministry of Commerce.



MILESTONES



Founded in 1954, we bring seven decades of expertise to modern travel. We blend time-honored heritage with contemporary professionalism to deliver exceptional travel services.

1950s

On 27 July 1954, the People's Government of Shanghai approved, in accordance with an instruction from the State Council, the establishment of the Shanghai Branch of the China International Travel Service. Shanghai CITS was thereby among the first three travel agencies founded after the establishment of the People's Republic of China and was the first travel agency established in Shanghai.

In July 1956, the Shanghai Municipal Government decided to incorporate the Jin Jiang Hotel and the Peace Hotel, both formerly under the Municipal Administration Office, as well as the official reception vehicle fleet previously under the Transportation Bureau, into the Shanghai Branch of CITS. As a result, the total number of employees increased to 731.

1960s

In July 1964, the Shanghai Branch of CITS received the first Japanese Friendship Delegation to China organized by the Japan China Friendship Association.

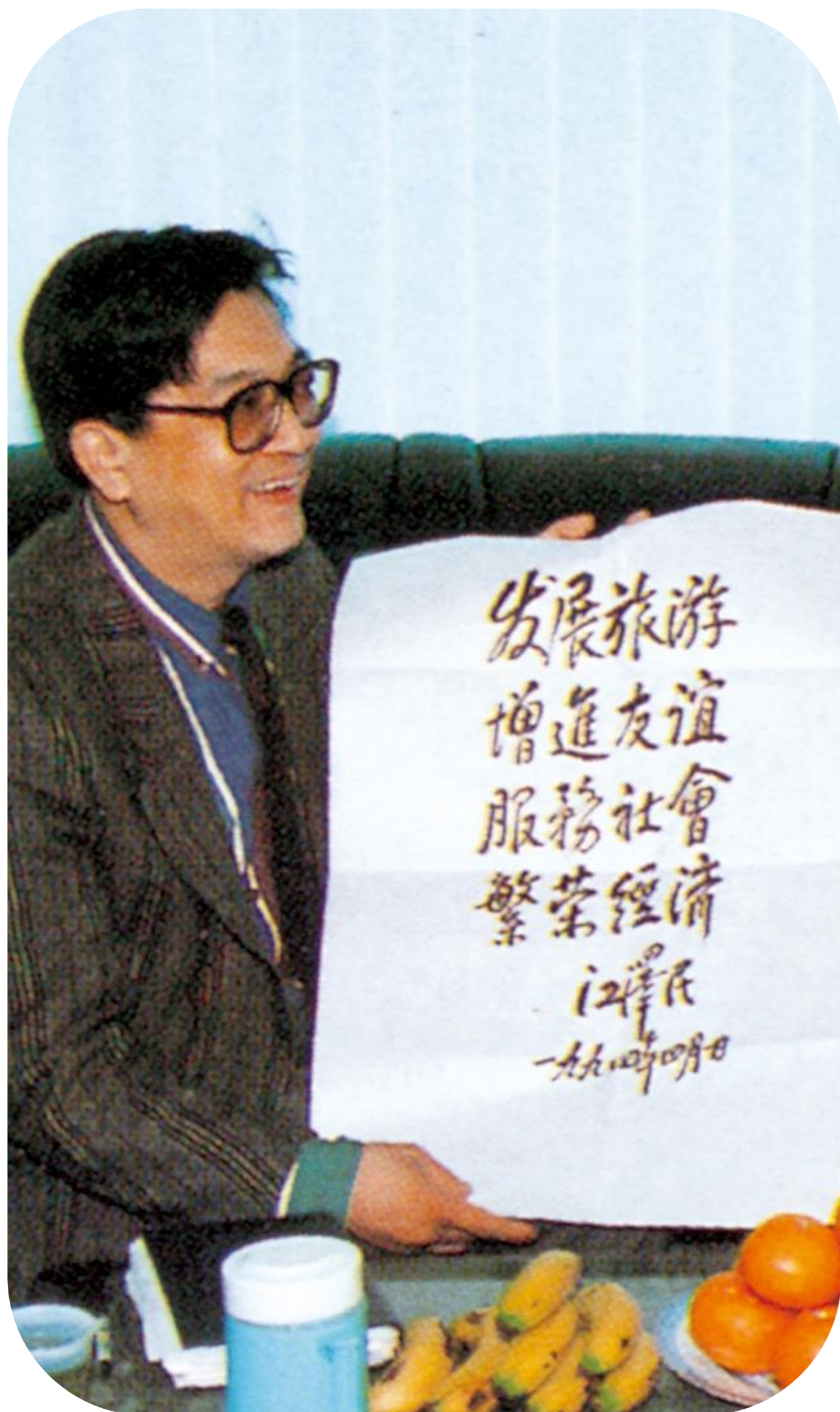
1970s

In February 1972, the Shanghai Branch of CITS was involved in the official reception for US President Richard Nixon on his historic trip to China.

In September 1972, the Shanghai Branch of CITS was involved in the official reception for Japanese Prime Minister Kakuei Tanaka during his landmark visit to the city.

1980s

In October 1980, the Shanghai Branch of CITS was transformed from a public institution into an enterprise. Thereafter, it operated under an independent accounting system and assumed full responsibility for its own profits and losses.



1990s

On 20 March 1989, Jiang Zemin, then Party Secretary of the Shanghai Municipal Committee, inscribed for Shanghai CITS the guiding principle: “Make greater contributions to the development of tourism in Shanghai.”

On 16 April 1992, the China National Tourism Administration approved the upgrade of the Shanghai Branch of CITS to a Category I travel agency, thereafter operating under the name “Shanghai CITS.”

On 1 April 1994, Jiang Zemin, then General Secretary of the Central Committee of the Communist Party of China and President of the People’s Republic of China, inscribed the guiding principle for the 40th anniversary of Shanghai CITS: “Develop tourism, promote friendship, serve society, and invigorate the economy.”

On 28 September 1994, Shanghai CITS became the first enterprise in China’s travel industry to be restructured as a joint stock company, issuing B shares and listing on the Shanghai Stock Exchange.

On 10 November 1994, Shanghai CITS was admitted as an Associate Member of the United States Tour Operators Association, USTOA.

On 6 January 1995, Shanghai CITS became a member of the China Chapter of the Pacific Asia Travel Association, PATA.

On 31 January 1995, Shanghai CITS was admitted as a Full Member of the Pacific Asia Travel Association, PATA.

On 1 March 1996, Shanghai CITS was accredited as an agent of the International Air Transport Association, IATA.



2000s

In 2001, Shanghai CITS became one of the first enterprises in China's travel industry to obtain ISO 9001 international quality management certification.

In 2003, Shanghai CITS joined the Jin Jiang International Group and subsequently operated under the name Shanghai CITS International Travel Service Co., Ltd. As part of one of the country's largest comprehensive tourism conglomerates, the company significantly strengthened its capabilities in product development, infrastructure, tourism reception resources, and overall operational capacity.

Jin Jiang International Group has total assets of RMB 18 billion and operates numerous star rated hotels, including the Waldorf Astoria Shanghai on the Bund and the Peace Hotel Shanghai. In the ranking of the world's 300 largest hotel groups, the Group ranks second. Jin Jiang Automotive, a subsidiary of the Group, operates more than 10,000 buses and coaches across mid-range and premium segments.

2010s

In 2011, Shanghai CITS was awarded the title "China Time-Honored Brand" by the Ministry of Commerce of the People's Republic of China, becoming the only travel agency to receive this distinction.

In December 2012, Shanghai CITS was recognized by the Shanghai Municipal Tourism Administration as one of the first travel agencies to receive the 5A rating.

In October 2018, Shanghai CITS was honored by the China Association of Travel Services as one of the Top 10 Inbound Tourism Enterprises in China.

ABOUT JIN JIANG INTERNATIONAL GROUP

In September 2002, the Shanghai Municipal State-Owned Assets Administration and Supervision Office and Jin Jiang Group Co., Ltd. signed an agreement on the transfer of state-owned shares in Shanghai China International Travel Service Co., Ltd. Following review and approval by the Ministry of Finance and the China Securities Regulatory Commission, Jin Jiang International Group Co., Ltd. officially became the majority shareholder of Shanghai CITS in April 2003.

Jin Jiang International Group is one of China's largest state controlled integrated hotel and tourism conglomerates and operates under the supervision of the Shanghai Municipal State-Owned Assets Administration and Supervision Commission. The Group has registered capital of RMB 2 billion. Its core business segments comprise hospitality, tourism, and passenger transportation, complemented by additional activities in real estate, industrial operations, and financial services.

The Group directly or indirectly holds controlling stakes in three publicly listed companies: Jin Jiang Hotels (600754, 900934), Jin Jiang Online (600650, 900914), and Jin Jiang Travel (900929). The Jin Jiang brand has a history of more than 80 years and is recognized as one of China's most prominent time-honored brands. It enjoys nationwide recognition and has received national awards for brand excellence.





TOP REASONS TO TRAVEL WITH US

Choosing Shanghai CITS means choosing a travel partner with nearly seventy years of experience.

Founded in 1954, we are the first travel agency established in Shanghai and one of the earliest companies in China specializing in inbound tourism. As one of the first enterprises in the industry to obtain ISO 9001 international quality management certification, we align all service processes consistently with international standards.

Entrusted by government authorities with official reception assignments, we have supported visits by high-level dignitaries, including US President Bill Clinton and German Chancellor Gerhard Schröder.

We have also provided services for major international events such as APEC, the World Expo Shanghai, the NBA China Games, and Formula 1. Our professional expertise is widely recognized.

Our team consists of highly qualified, multilingual travel professionals. More than 160 full time tour guides cover ten languages, and approximately two thirds hold intermediate or senior professional qualifications.

We value the trust of our clients. Built on quality, professionalism, and reliable resources, we create travel experiences that exceed expectations. Choosing Shanghai CITS means choosing reliability and peace of mind.

DISCOVER ASIA



As a time-honored travel enterprise bearing the title “China Time-Honored Brand,” Shanghai CITS has been firmly rooted in inbound tourism for decades. It ranks first in Shanghai in terms of inbound tourism volume and consistently ranks among the top two providers nationwide. The company’s core focus remains the traditional inbound segment, with services spanning numerous countries and regions across Asia, North America, Oceania, and Europe.

With the support of Jin Jiang International Group, Shanghai CITS maintains close and long-term partnerships with internationally renowned hotel groups such as Marriott, Hilton, and IHG in the United States, as well as Accor in France. In addition, it has established extensive cooperation with leading global tourism enterprises including Mitsui and JTB in Japan, TUI in Europe, Club Med, and DERTOUR.

Travel safety is the highest priority at Shanghai CITS. The company follows a clear zero-tolerance policy toward safety risks and operates a comprehensive supplier management system. Partners such as transportation providers and restaurants are carefully selected and regularly reviewed to ensure the highest quality standards. All travel programs are professionally designed, inspected on-site, and validated multiple times to safeguard service quality and the overall customer experience from the outset.

With a professional multilingual team and its own presence in key overseas markets, the company has established local offices and dedicated sales teams in several countries. Under a B2B model, it maintains close cooperation with tour operators and institutional clients worldwide. Through in-depth market analysis, tailored product development, and efficient business development, Shanghai CITS has built a global inbound tourism network. International partners benefit from reliable one-stop solutions and comprehensive resource support. At the same time, the company has further refined its value proposition, evolving from a “China travel specialist” into an “Asia travel specialist.” By integrating resources in China and across other Asian destinations, it has expanded its focus from China-only travel to a broader regional Asia offering.

SERVICES FOR CHINESE TRAVELERS

With a clearly structured organization and a professional team, Shanghai CITS has developed a comprehensive service portfolio for the domestic travel market. This portfolio comprises three core segments: outbound travel for Chinese guests, domestic travel, and overseas visa services.

Outbound travel offerings cover popular destinations across all seven continents. Through close cooperation with tourism boards, local partner agencies, hotels, and airlines worldwide, Shanghai CITS provides diverse and high-quality travel services that extend beyond national borders.

In the domestic travel segment, the portfolio includes short getaways within the Shanghai region as well as carefully curated in-depth routes to distinctive destinations such as Xinjiang and the Changbai Mountains. These products are designed to address the needs of different target groups and travel preferences.



Overseas visa services complement the portfolio as a reliable service component. They support travelers efficiently in preparing for international journeys and create a fully integrated and well-coordinated overall travel solution.

Shanghai CITS structures its domestic travel portfolio around three strategic pillars, each designed to address distinct customer segments with precision.

In the field of cultural and study travel, the focus lies on the communication of culture, history, and the arts, as well as on fostering a deeper understanding of social contexts. By integrating academic resources and engaging renowned scholars, immersive travel formats are created for a discerning and well-educated audience. These programs go beyond sightseeing and aim to build lasting cultural connections.

The tailor-made travel segment is supported by a global network and an experienced service team. Customized travel concepts are developed for clients with individual expectations, encompassing intercultural themed journeys, specialized expedition formats, and sustainable travel concepts. This approach consistently responds to the demand for quality, individuality, and exclusivity.

Within the resource-driven segment, specialized teams focus on particular destinations, target groups, or distinctive travel elements. The development of thematically focused and high-value products creates a clearly differentiated market profile.

In addition, Shanghai CITS has established a diversified brand structure to address different audiences with precision.

“Star Cosmos Voyage” is the luxury brand for culture and tourism and specializes in individually designed premium travel. Based on a global network for international travel as well as a professional pool of tour guides, extraordinary travel formats are created, such as “preparatory experiences for space travel” or “scientifically oriented polar expeditions.” The brand aims to set new standards in the field of exclusive travel.

“Retirees Club” is specifically aimed at the older generation. The brand combines four central service areas. These include cultural offerings in everyday local life such as lectures and gatherings, relaxing short trips within the region and within the country, international cultural journeys, as well as combined programs consisting of encounters, longer stays, and selected hotel services. Through well thought out concepts and high quality services, travel offerings are created that enable senior citizens to enjoy an active, enriching, and comfortable life in retirement.

“Meet the Maestros” focuses on educational and cultural travel and sees itself as a salon style platform for cultural exchange. The focus is on topics such as culture, history and art. Renowned scholars and experts from various disciplines are invited as speakers and create interdisciplinary dialogue formats for a discerning audience. In this way, travel becomes a deeper cultural experience that conveys knowledge while at the same time creating new connections among participants.

INBOUND VISA SERVICES

On behalf of Jin Jiang International Group, Shanghai CITS works closely with the Ministry of Foreign Affairs of the People's Republic of China and operates Chinese Visa Application Centers in several countries. These centers provide professional, efficient, and standardized services throughout the entire visa process, including consultation on visa regulations, assistance with document preparation, appointment scheduling, and application status tracking. Complementary entry-related services are also arranged, such as travel planning, hotel and transportation bookings, and multilingual support. In this way, international guests benefit from an integrated, one-stop solution combining visa services and inbound travel arrangements.

This business segment is guided by the principle of viewing tourism services as a bridge for international relations while promoting tourism through diplomatic openness. Through the international



presence of its visa centers, Shanghai CITS supports both the country's foreign policy objectives and the global strategy of Jin Jiang International Group. By continuously expanding its global service network, the company further professionalizes and standardizes visa services. At the same time, it generates new momentum for the development of the tourism value chain and strengthens the integration of complementary business segments, thereby enhancing inbound tourism in a sustainable manner.

As the core operating entity for the international visa business of Jin Jiang International Group, Shanghai CITS is steadily advancing the global expansion of its visa centers. With professional expertise and innovative approaches, the company promotes international exchange while supporting the development of a robust ecosystem for inbound tourism.

CORPORATE TRAVEL SERVICES

Whether business trips, corporate conferences, or employee incentive and wellness programs, Shanghai CITS consistently follows the guiding principles of professionalism, efficiency, and tailored solutions. Supported by extensive industry resources and a proven service model, we create sustainable added value for our corporate clients.

Travel Management

Professional Planning, Efficient Execution

Shanghai CITS operates a well-established service system and has many years of experience in managing official travel for government institutions and enterprises. We provide corporate clients with a seamless service chain, from individual needs assessment and structured travel planning to comprehensive safety assurance.

From analyzing the objectives of a delegation visit and reviewing compliance requirements to route planning, organizing transfers, carefully selecting hotels, and assigning experienced tour managers, every element is designed to respect the official nature of the trip and ensure efficient execution. Official visits and exchange programs are implemented in a structured manner, while optimized scheduling and the advance preparation of all relevant documentation reduce coordination efforts for the company. A 24-hour emergency support service and dedicated assistance throughout the journey provide additional security and professionalism.



Conference and Event Services

Comprehensive Support for Successful Events

For business conferences, professional forums, or client events, Shanghai CITS provides end-to-end support from concept development to on-site execution. Depending on the scale and theme of the event, our experienced team manages venue selection, program planning, speaker and guest coordination, as well as the design of materials, stage settings, and technical equipment.

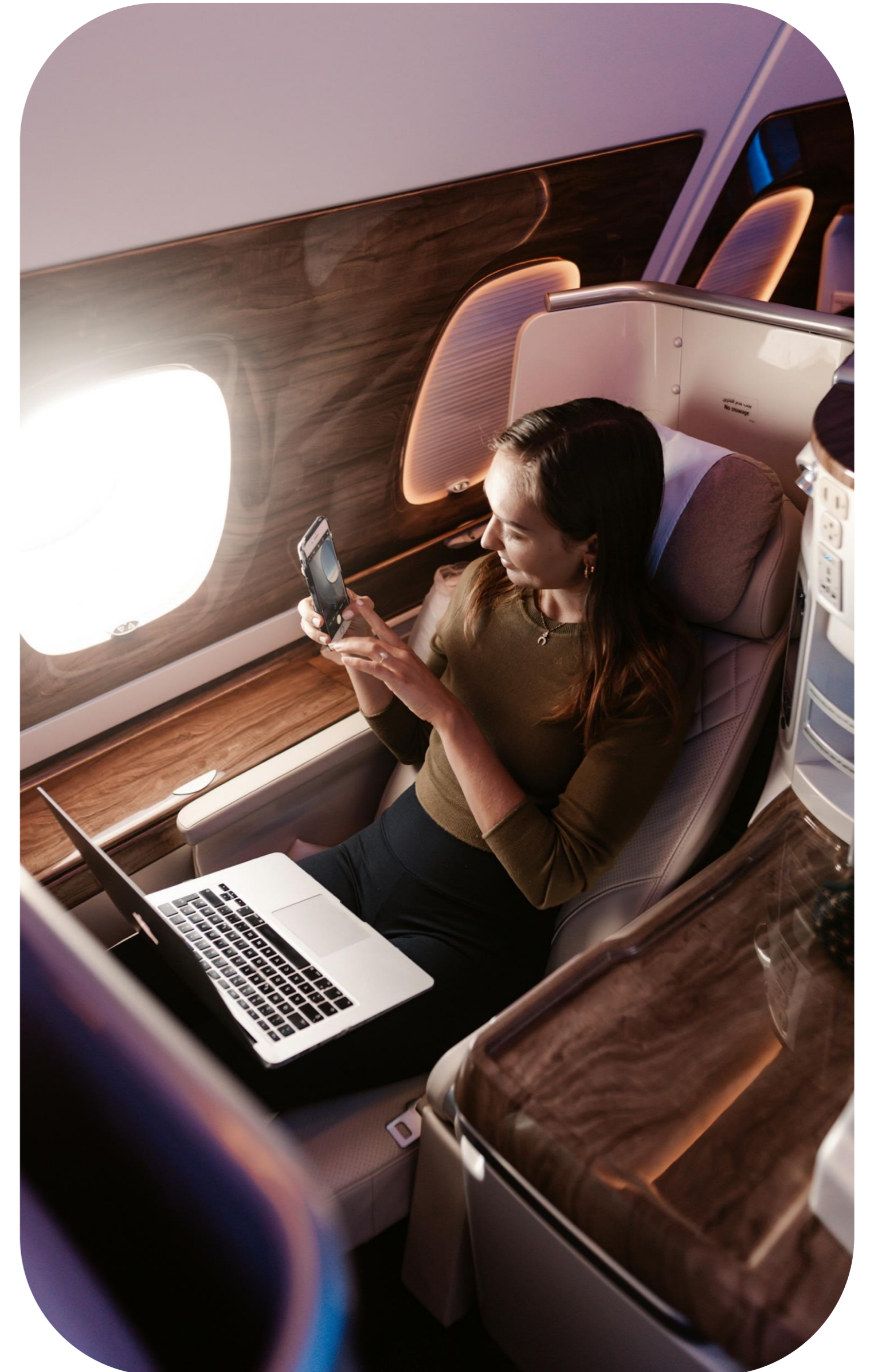
At the same time, we coordinate accommodation, catering, and transportation for participants to ensure a seamless and efficient process. Through meticulous attention to detail and extensive experience in event management, we support companies in transforming each event into an effective platform for brand visibility and professional exchange.

Employee Wellness and Incentive Programs

Tailored Concepts to Strengthen Motivation

Based on the requirements of modern employee benefit programs, Shanghai CITS develops customized wellness and restorative travel experiences. In cooperation with high-quality facilities such as eco resorts, thermal and health centers, and culturally distinctive leisure destinations, we design themed programs that combine relaxation, wellbeing, and cultural enrichment.

Depending on specific needs, additional services such as health consultations or preventive care programs can be integrated. Comfort, safety, and quality remain central at every stage, from transportation arrangements and accommodation selection to catering. In this way, employees experience genuine rejuvenation and appreciation, while companies effectively enhance motivation, retention, and team cohesion.



COOPERATION PARTNER





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