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香港中旅國際投資有限公司
CHINA TRAVEL INTERNATIONAL INVESTMENT HONG KONG LIMITED

(incorporated in Hong Kong with limited liability)

(Stock Code: 00308)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform Shareholders and potential investors that the Group is expected to record a significant increase in net profit for the six months ended 30 June 2011 as compared to the corresponding period of last year.

This positive profit alert announcement is only based on the preliminary review on the unaudited management accounts of the Group for the six months ended 30 June 2011, which has not been audited nor reviewed by the Company's auditors.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by China Travel International Investment Hong Kong Limited (the "Company" and together with its subsidiaries, the "Group") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules").

Based on preliminary review on the unaudited management accounts of the Group, the board of directors (the "Board") of the Company wishes to inform the shareholders of the Company (the "Shareholders") and potential investors that the Group is expected to record a significant increase in net profit for the six months ended 30 June 2011 as compared to the corresponding period of last year.

Based on information currently available, the Board considers that the expected increase in profit is mainly attributable to (i) improvement in results of certain travel businesses of the Group driven by economic recovery; (ii) no further provision for impairment of investment in an associated company which engages in passenger ferry transportation business was made in the first half of the year as a provision had been made in the first half of last year; and (iii) certain fixed assets in the resort operations of the Group whose estimated useful life had been shortened, were fully depreciated in 2010.

This positive profit alert announcement is only based on the preliminary review on the unaudited management accounts of the Group for the six months ended 30 June 2011, which has not been audited nor reviewed by the Company's auditors. The interim results of the Group for the six months ended 30 June 2011 are expected to be announced in August 2011.

Shareholders and potential investors are advised to exercise caution in dealing in the shares of the Company.

By Order of the Board
China Travel International Investment Hong Kong Limited
Zhang Xuewu
Chairman

Hong Kong, 11 July 2011

As at the date of this announcement, the Board of the Company comprises eight executive Directors, namely Mr. Zhang Xuewu, Mr. Zheng Heshui, Mr. Lo Sui On, Ms. Jiang Yan, Mr. Fang Xiaorong, Mr. Zhang Fengchun, Mr. Xu Muhan and Mr. Fu Zhuoyang and four independent non-executive Directors, namely Dr. Fong Yun Wah, Mr. Wong Man Kong, Peter, Mr. Sze, Robert Tsai To and Mr. Chan Wing Kee.