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Chongqing Fragrant Hills Tourism Summit
世界旅游城市联合会重庆香山旅游峰会

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卷首语 FOREWORD

写在世界旅游城市联合会成立五周年之际： 开启世界旅游城市发展新航程

旅游是陶冶身心健康、满足人类社会交往、促进城市经济发展的朝阳产业，城市是人类文明和进步的集中体现地。当我徜徉在世界不同城市中时，我常常感慨，是旅游者坚定的步伐在联通世界、交流文明。

而随着交通和现代科技的进步，空间的阻隔已不再成为人们出行的障碍，世界性旅游组织的成长更加速了旅游全球化的进程。

2012年9月，世界旅游城市联合会在北京正式成立。这是由北京市倡导发起，并携手柏林、巴塞罗那、洛杉矶等众多世界著名旅游城市及旅游相关机构自愿结成的第一个以城市为主体的全球性国际旅游组织。

秉承“旅游让城市生活更美好”的核心理念，世界旅游城市联合会立足服务于会员、服务于市场、服务于全球旅游城市的可持续发展，努力构建世界旅游城市与旅游产业和市场的多维度、互利共赢的合作发展平台。

成立五年来，我们创建并打造了香山旅游峰会的品牌活动。通过香山旅游峰会的平台，促进了全球旅游资源与产业、市场、渠道的有效拓展和对接，也为国际商务合作与服务贸易的发展做出了大量有益的开创性工作。我们也在旅游业发展与学术交流、专题评估、市场开发、社会关注、旅游消费引导、产业发展等方面开展了深入探讨与研究，连续发布了《世界旅游城市发展报告》和《中国公民出境（城市）旅游消费市场调查报告》等研究成果，为城市的可持续发展献计献策，扩大了会员之

间的广泛交流与共识，使国际社会和商业资本更加注重旅游市场的发展潜力，也为世界旅游城市创造着更多的就业岗位与发展良机。

五年来，世界旅游城市联合会得到了总部所在地政府、企业的支持，得到了以联合国世界旅游组织为代表的国际组织的大力支持，更得到各城市会员、机构会员的信任和参与。在理事会及各会员城市和企业共同努力下，我们取得了长足的发展，会员单位已从成立初期的58个增加到目前的174个，业界关注度得到极大提升，组织引导力和影响力更加凸显，为推动全球旅游业的发展发挥出越来越大的作用。

今年，世界旅游城市联合会香山旅游峰会落地中国西部旅游城市重庆，并将以“共享经济与世界旅游城市发展”为题，与各界嘉宾共襄盛会，共谋世界旅游业发展大计。

潮平两岸阔，风正一帆悬。让我们携起手来，共同开启世界旅游城市发展新航程，为实现世界旅游业的蓬勃健康发展，为实现“旅游让城市生活更美好”的美好理念而努力！

世界旅游城市联合会 秘书长
2016年9月

Written on the Occasion of the Fifth Anniversary of the Establishment of WTCF Begin a New Chapter of the Development of World Tourism Cities

Tourism is a booming industry, which cultivates physical and emotional health, meets the needs of social communication, and promotes urban economy development. I always have this feeling when I am wandering around different cities in the world - we travelers are connecting the world and promoting communication between different cultures.

With the development of transportation, as well as modern science and technology, distance is no longer a barrier for travelers. The development of the world tourism organizations has accelerated the process of the globalization of tourism.

World Tourism Cities Federation (WTCF) was officially established in Beijing in September, 2012. It is the first city-based international tourism organization, and was voluntarily formed by well-known tourism cities such as Berlin, Barcelona, Los Angeles and tourism-related institutions from around the world under the initiative of Beijing.

Guided by the vision of "Better City Life through Tourism," WTCF is based on providing services to members, services in the market, and services in the global tourism sustainable development, so as to make efforts to build a multi-dimensional, win-win cooperative development platform of world tourism cities, tourism industry, and the tourism market.

We have created and built the branded activities of the Fragrant Hills Tourism Summit for five years. Through the platform of the summit, WTCF promotes an effective development and connection between global tourism resources and industry, markets, as well as channels. The Federation also makes great contributions to the development of international business cooperation and service trade. We also carry out in-depth studies and research on the development of the tourism industry and academic exchange, themed evaluation, market development, social concerns, tourism consumption guidance, industry development and many other aspects.

WTCF has also released series of academic reports including the Annual Report on Development of World Tourism Cities, Market Research Report on Chinese Outbound Tourist (City) Consumption and others. Those research reports offer suggestions to improve urban city development, expand comprehensive exchanges and consensus between members, and also create jobs and developmental opportunity for world tourism cities.

In the past five years, WTCF has received immense support from governmental organizations and enterprises of its headquarters, the United Nations World Tourism Organization (UNWTO), and other international organizations. In addition, the Federation also earned the full trust and support of its city and institutional members. WTCF has made great progress under the joint efforts of the Council, city and institutional members, and enterprises. The number of the members has increased from 58 to the current 174. The attention and influence of WTCF has been increasingly growing in tourism industry, and the Federation is playing an increasing important role in world tourism development.

This year's WTCF Fragrant Hills Tourism Summit will be held in Chongqing, one of the most famous tourist cities in Western China. Focusing on the theme of "Shared Economy and World Tourism City Development," we will work out a common development plan together, with all guests during the summit.

Let us join hands and strive together for a better and healthier development of the world tourism industry, for realizing the vision of "Better City Life through Tourism" and begin a new chapter of world tourism development!

Song Yu
Secretary-General of WTCF
September, 2016



贺词 CONGRATULATIONS

联合国世界旅游组织秘书长 塔勒布·瑞法依诚挚祝贺 2016 世界 旅游城市联合会香山旅游峰会举办

在2016世界旅游城市联合会重庆香山旅游峰会举办之际,恰逢世界旅游城市联合会五周年庆,我想就联合会对世界城市旅游业做出的卓越贡献表示诚挚的祝贺。

旅游业正在不断发展成一个更具活力与弹性的产业,2015年国际旅游人数增长5%,达到12亿人次。尽管目前我们面临很多挑战,但国际旅游业依然保持着强劲的增长势头,为全球各国经济的增长与发展做出了突出的贡献。

在我们即将聚首于历史悠久、风景秀美的重庆,请允许我介绍一下亚洲和太平洋地区旅游业的发展情况。2015年,亚洲和太平洋地区的国际旅游人数共计达279,000,000人次,同比去年增长6%。这一良好势头在2016年得到很好的保持,今年1-4月的增幅达到8%,这其中很大程度上要归功于中国,尤其是在2015年的增幅达到了惊人的10%,正在不断引领全球出境旅游的发展。

城市是全球最大的旅游目的地,联合国世界旅游组织预测,到2030年,国际旅游人数将从2015年的12亿增长到18亿人次。考虑到全球旅游业正在不断发展壮大,城市很可能是受影响最大的目的地。世界旅游城市联合会所做出的努力以及“旅游让城市生活更美好”的核心理念,对世界旅游城市发展具有重要意义。

在全球范围内优先将旅游纳入城市发展议程是联合国世界旅游组织和世界旅游城市联合会的共同愿景。在此方面,联合国世界旅游组织有几项新举措来促进城市旅游业的创新与交流。

11月1日,联合国世界旅游组织将在埃及卢克索城市旅游全球峰会上推出城市旅游网络。城市旅游网络旨在为世界旅游城市打造一个策略发展与实施平台。

“旅游发展计划”是城市旅游网络的重中之重,其将会对任意规模城市中感兴趣的市长开放。通过“旅游发展计划”,城市可以相互分享最佳实践方法以及旅游业带给当地的发展机会。第一次会议将在推出城市旅游网络时于埃及举行。

联合国世界旅游组织和世界旅游城市联合会的共同努力对于旅游业的发展是一个重要的推动力,我们的合作关系也比以往更加重要。2015年,联合国世界旅游组织和世界旅游城市联合会签署了谅解备忘录,加强了战略合作关系并开始着手于旅游城市联合调研计划,此次合作将通过案例研究推动城市旅游业发展。

我们希望进一步推进联合调研计划,同时也相信该计划会为世界旅游城市提供相关资料,让旅游业不断成为文化交流与繁荣的重要载体。

我想再次就世界旅游城市联合会于过去五年中在发展与推动国际旅游目的地的卓越成绩表示诚挚的祝贺。2016重庆香山旅游峰会的成功举办,是旅游业可持续发展中城市角色的重要见证。

最后,请允许我邀请贵组织共同庆祝2017年成为国际可持续旅游年,这将会是我们共同推进旅游业发展、创建美好未来的重要机会。

塔勒布·瑞法依
联合国世界旅游组织秘书长



Congratulatory Message from UNWTO on the Occasion of World Tourism Cities Federation Chongqing Fragrant Hills Tourism Summit 2016

On the occasion of the World Tourism Cities Federation Chongqing Fragrant Hills Tourism Summit 2016, and in celebration of the 5th anniversary of its foundation, I would like to extend my congratulations to WTCF for its significant contribution to the development of city tourism around the world.

Tourism continues to be a dynamic and resilient sector. International tourist arrivals grew by 5 percent in 2015 reaching nearly 1.2 billion. Despite ongoing challenges, international tourism continues to grow strongly contributing to economic growth and development in nations all around the world. As we gather in the historic and beautiful city of Chongqing, allow me to stress the growth of tourism in Asia and the Pacific. In 2015, a total of 279 million international tourists travelled within the region, 6 percent more

than the year before. This positive trend has continued in 2016, with numbers raising another 8 percent in the first four months of the year. Much of this increase is due to China, which continues to lead global outbound travel, increasing by an incredible 10 percent in 2015.

Cities are among the world's greatest tourism destinations. UNWTO forecasts international tourist arrivals to reach 1.8 billion by 2030 up from the current 1.2 billion registered in 2015. As international tourism continue to grow, cities are likely to be the destinations most impacted. The efforts of WTCF and its core vision of “better city life through tourism” are significant to harnessing the power of tourism in cities around the world.

UNWTO and WTCF share a common vision on the importance of tourism as a priority in the urban agenda at a global level. In this regard, UNWTO has several new initiatives to foster innovation and exchange in city tourism.

On November 1st, UNWTO will launch the City Tourism Network during the UNWTO Global Summit on City Tourism in Luxor, Egypt. The UNWTO City Tourism Network



The Secretary-General

aims to be a platform for developing and implementing initiatives for cities across the globe.

A key aspect of the City Tourism Network will be the 'Mayors for Tourism Initiative', which will be open to any interested mayor from any city of any size. Through the Mayors for Tourism Initiative, cities will be able to share best practices in navigating the challenges and opportunities that tourism presents to local administrations. The first meeting will be held on the occasion of the launch of the Initiative in Luxor.

The joint efforts of UNWTO and WTCF are crucial for the acknowledgment of tourism as a driving force for development. Our partnership is more important than ever. In 2015, UNWTO and WTCF signed a memorandum of understanding to strengthen our strategic partnership and embark on a joint research programme on tourism city performance. Collaborating in this area of research will promote city tourism through case studies.

We look forward to moving forward with the joint research programme and trust it will provide relevant information that will enable cities around the world to continue making tourism a vehicle for cultural exchange and prosperity.

Once again, I would like to congratulate the World Tourism Cities Federation on your achievements in the past five years in developing and promoting cities as international tourism destinations. The success of the Chongqing Fragrant Hills Tourism Summit 2016 is a testimony to the role of cities in the sustainable development of the tourism sector.

To close, allow me to invite you all to join us in celebrating 2017 as the International Year of Sustainable Tourism for Development as declared by the United Nations General Assembly. This will be a unique opportunity to jointly promote the contribution of tourism to development and a better future for all.

Tall & fit

亚太旅游协会 (PATA) 诚挚祝贺 2016 世界旅游城市联合会 香山旅游峰会举办

尊敬的主席王安顺先生：

我谨代表亚太旅游协会(PATA)为世界旅游城市联合会(WTCF)举办2016世界旅游城市联合会重庆香山旅游峰会上最诚挚的祝贺。我还要祝贺世界旅游城市联合会(WTCF)对全世界旅游业增长的发展提供了极大的贡献。在短短的五年时间里，WTCF举办活动所取得的成功为其全球会员及业内受益者带来了极大的利益。

今天，人们普遍认为，旅游业是全球经济增长和发展的重要因素。旅行和旅游业为各种目的地(国家、省、市和地区)和私人企业提供了收入的重要来源，也是国家和人民进行市场营销和宣传活动的重要渠道。

此外，由于国际旅游正在迅速增长，越来越多的企

业所采取的措施变得更加环保，而这又保存了对公共和私营部门双方都有利的竞争力。最后，无论我们的种族、信仰或信念，旅游观光为来自不同背景的人提供了绝佳的机会，这个机会可以使人们想要更加了解对方，希望来分享彼此的故事。

中国作为境内和出境游人数最多，也是第三大入境的国际游客人数最多的国家，也是入境国际游客人数第三大国。凭借其65年的行业经验与广泛的资源，亚太旅游协会(PATA)很荣幸地携手WTCF面对快速增长的行业挑战和机遇，加强与WTCF的战略合作关系。

为全球旅游业的繁荣，我们珍惜与WTCF及其所有成员的合作关系，更希望保持与WTCF强有力的伙伴关系。

马里奥·哈迪

亚太旅游协会CEO



Dear Chairman Wang Anshun,

On behalf of the Pacific Asia Travel Association (PATA), I would like to extend our sincerest congratulations to you and the World Tourism Cities Federation (WTCF) for organizing the World Tourism Cities Federation Chongqing Fragrant Hills Tourism Summit 2016. I also extend our congratulations to you for the considerable contributions provided by WTCF towards the development of tourism growth worldwide. In a period of only five years, WTCF's successful activities have been a major benefit to its members and industry stakeholders globally.

Today, it is widely recognized that the travel and tourism industry is an important factor in the growth and development of the worldwide economy. Travel and tourism offers various destinations (cities, provinces, regions and countries) and private businesses an important source of revenue and is a vital channel for marketing and promotional activities of a country and its people.

Furthermore, as international travel is quickly increasing, more businesses have taken the steps to become more environmentally friendly to remain competitive which in turn benefits both the public and private sectors. Lastly, travel and tourism provides the perfect opportunity for people from various backgrounds to share their stories with each other in the hope that we can better understand each other as human beings, regardless of our race, faith or our beliefs.

China, as the largest amount of domestic and outbound travel as well the third largest amount of inbound international visitor arrivals, is truly one of the most attractive markets with rich cultural and natural resources. PATA, with its 65 years of experience in the industry and its wide-ranging resources, is honored to strengthen the relationship with WTCF by joining hands to face the challenges and opportunities to the fast growing industry.

We cherish the cooperative relationship with WTCF and all of its members and we wish to maintain our strong partnership with WTCF for the prosperity of the global travel and tourism industry.

Yours sincerely,

Dr. Mario Hardy,
Chief Executive Officer,
Pacific Asia Travel Association (PATA)



世界旅游业理事会 (WTTC) 诚挚祝贺 2016 世界旅游城市 联合会香山旅游峰会举办

尊敬的王安顺主席：

作为全球旅游业重量级参与者的联合，世界旅游业理事会(WTTC)想借世界旅游城市联合会成立5周年，以及2016世界旅游城市联合会重庆香山峰会之际，向安顺市长和世界旅游城市联合会致以诚挚的祝贺和深深的感谢。感谢世界旅游城市联合会聚焦全球旅游城市，提升旅游业的可持续发展。

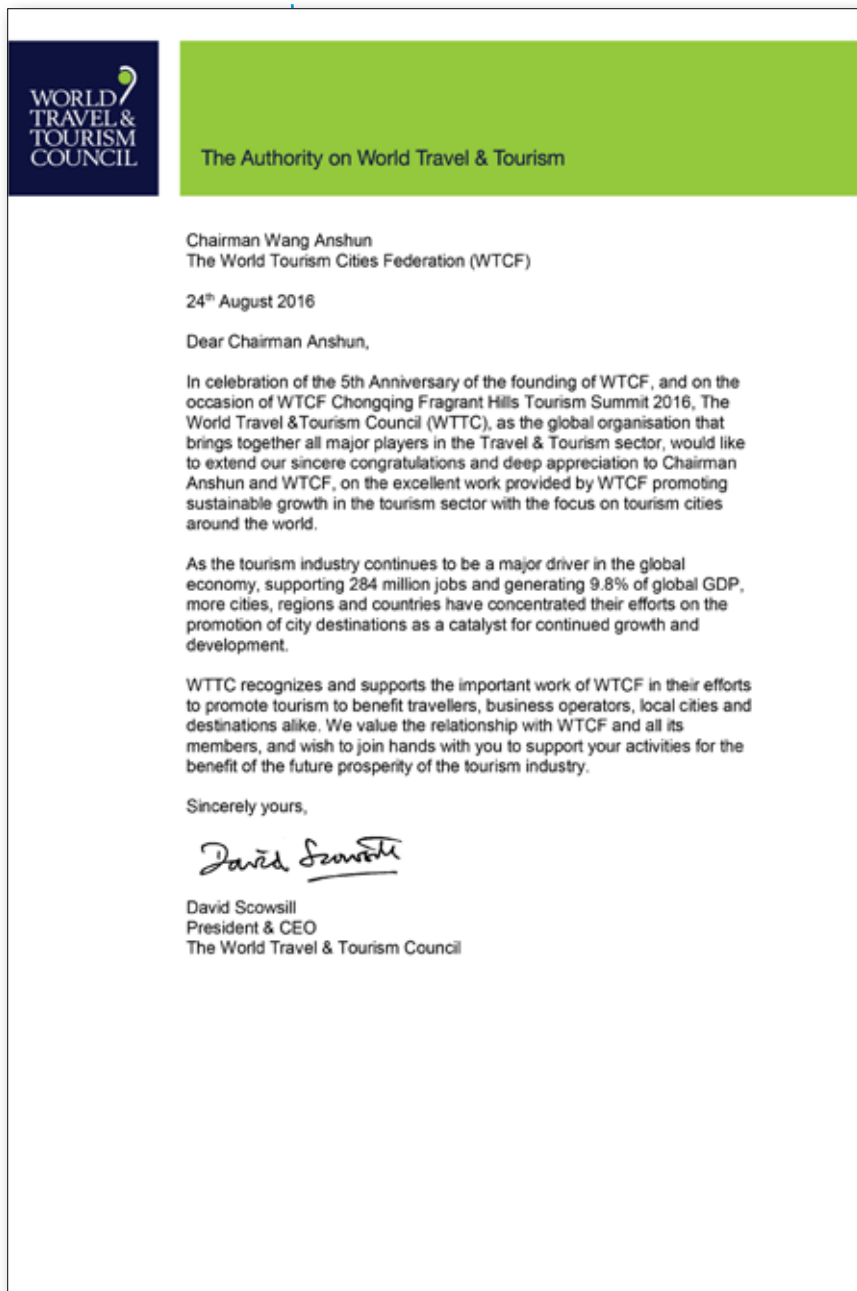
旅游业依然是全球经济的驱动力，提供了2.84亿个就业岗位，占全球GDP总额的9.8%，越来越多的城市、地区和国家已经致力于推广、提升城市旅游目的地形象，以此作为持续增长和发展的催化剂。

世界旅游业理事会赞同并支持世界旅游城市联合会在提升旅游业，惠利旅游者、经营者、当地城市和旅游目的地等方面所作的杰出工作。我们特别重视与世界旅游城市联合会及其所有会员的关系，我们希望能够与您携手为旅游业的繁荣发展贡献一份绵薄之力。

谨致问候！

大卫·斯克斯尔

世界旅游业理事会主席&CEO



世界旅游经济研究中心主席何超琼值 世界旅游城市联合会成立五周年之际 发来诚挚祝贺信

欣逢世界旅游城市联合会成立五周年，我谨代表世界旅游经济研究中心向联合会致以最热烈的祝贺。

我十分自豪地与联合会见证这一里程碑式的时刻。我们和联合会分享着共同的信仰，始终致力于促进旅游业的可持续发展，不断增进行业内交流与合作。

每年，全球旅游城市的代表都齐聚一堂。但联合会对世界旅游行业的真正贡献不止于此。通过周密的组织和创意的活动安排，联合会为不同文化、不同背景的参会者制造了亲密交流的契机，将“旅游让城市

更美好”的理念贯彻始终。

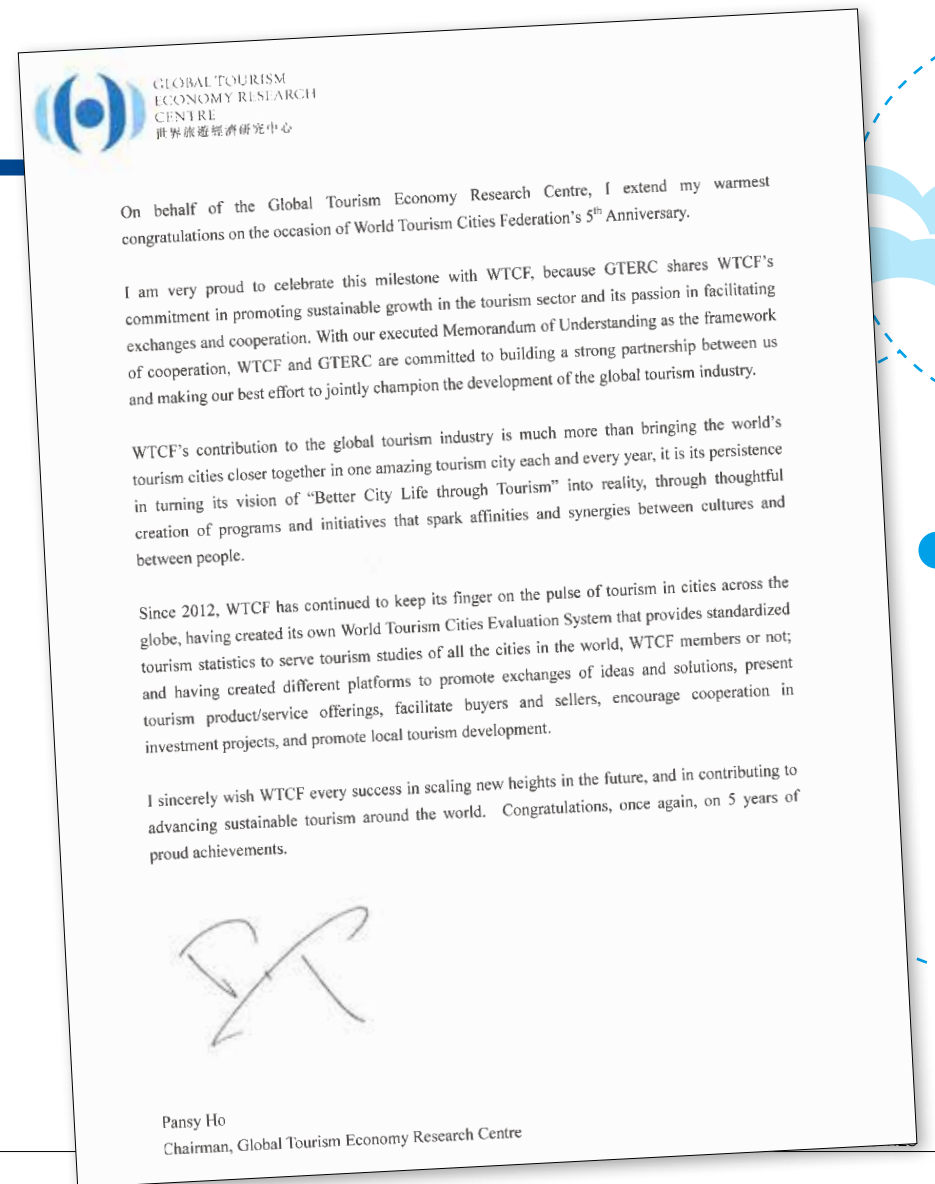
2012年以来联合会高度关注全球城市旅游动向。他们建立了全新的世界旅游城市评价体系，为其他会员城市，以及全球所有旅游相关研究项目提供了理论依据。

衷心祝愿世界旅游城市联合会在未来的发展中更上一层楼，在促进全球旅游业可持续发展的道路上取得更大的成就。

再次向联合会成立五年来取得的丰硕成果致以诚挚祝贺。

何超琼

世界旅游经济研究中心主席





DEVELOPMENTAL HISTORY OF WTCF

一路走来

5年蓄力, 5年深耕
见证成长,
共创辉煌
世界旅游城市联合会
WTCF 5周年

2012
~
2016

5-YEAR'S PREPARATION, 5-YEAR'S
HARD WORK, WITNESSING PROGRESS,
CREATING BRILLIANCE.
5 YEAR'S DEVELOPMENTAL HISTORY
OF THE WORLD TOURISM CITIES
FEDERATION





WTCF成立大会嘉宾合影
VIP Guests at the Inauguration Conference of WTCF took a group photo



世界旅游城市联合会 在北京成立

世界旅游城市联合会是由北京倡导发起，携手众多世界著名旅游城市及旅游相关机构自愿结成的全球性国际旅游组织。

2012年9月15日世界旅游城市联合会在北京成立，成立时共有58个会员，其中城市会员47个，机构会员11个。本届峰会上，联合会共安排了会员大会、首届理事会、成立大会暨北京香山旅游峰会、首届世界旅游城市博览会、专区交流、世界旅游城市电影展映活动、世

界旅游城市北京美食汇、闭幕式等会议及活动。同时，世界旅游城市联合会会员大会通过了《世界旅游城市联合会章程》、会徽、会旗、标识物，并且全体与会代表一致通过了《北京宣言》。联合会总部和秘书处设在北京，官方语言为中文和英文。

世界旅游城市联合会是世界上首个以城市为主体的国际旅游组织，以“旅游让城市更美好”为核心理念，致力于推动会员之间的交流合作，促进

旅游业持续增长。联合会重点关注提升旅游城市作为国际旅游目的地的吸引力，提升旅游城市服务质量和效益，提升旅游城市品牌形象，促进旅游城市以及区域经济社会协调发展。

联合会为会员提供全产业链合作服务，组织开展产品开发、旅游投资、市场推广等项目合作，促进城市与城市之间、城市与机构之间和机构与机构之间的三个层面合作。中国主要知名旅游城市和旅行社及航空公司皆为联合会成员，联合会竭诚为国际会员搭建广阔的合作平台。

Establishing of the World Tourism Cities Federation (WTCF) in Beijing

World Tourism Cities Federation (WTCF) is an international tourism organization voluntarily formed by well-known tourism cities and tourism-related institutions around the world under the initiative of Beijing. WTCF was established on 15th, September, 2012, in Beijing. Originally there were 58 members, including 47 city members and 11 institutional members. This meeting had arranged the General Assembly, First Council, World Tourism Cities Exposition, Beijing Fragrant Hills Tourism Summit, Special Communication, Inaugural Meeting of the WTCF, World Tourism Cities Beijing Gourmet Food Festival, Award Ceremony, and so on during the duration of 3 days. At the same time, WTCF had discussed and passed the WTCF General Assembly, during which the statutes of the World Tourism Cities Federation and other relevant rules and its emblem, flag and logo were adopted.

The representatives participating in the meeting unanimously adopted the Beijing Declaration. WTCF has its headquarters and secretariat based

in Beijing, and takes Chinese and English as its official languages.

WTCF is the first city-based international tourism organization in the world. Guided by the vision of "Better City Life through Tourism", it is committed to facilitating exchanges and cooperation between members and promoting sustainable growth in the tourism sector. WTCF aims to increase the appeal of tourism cities as international destinations, enhance the quality and efficiency of their services, boost the brand image of tourism cities and promote balanced economic and social progress in tourism cities and regions.

WTCF provides a service package covering the entire industrial chain for its members, organizes project cooperation in product development, tourism investment and marketing, and promotes cooperation among and between tourism cities and institutions. Having included all the leading Chinese tourism cities, travel agencies and airlines in its membership, WTCF provides an open avenue for cooperation for its international members.

2013

世界旅游城市联合会 访问联合国， 举办“城市可持续发展与 旅游”圆桌会议

2013年5月8日，在联合国总部，世界旅游城市联合会、中国常驻联合国代表团、国际健康与环境组织共同主办联合国“可持续城市发展与旅游”圆桌会议，世界旅游城市联合会与国际健康与健康组织签署合作备忘录。

联合国高度认同世界旅游城市联合会的国际组织地位、发展宗旨和核心理念。在合作备忘录中，双方声明，世界旅游城市联合会同国际健康与环境组织建立战略合作伙伴关系，认同旅游是传播文明、交流文化、增进友谊的桥梁，是人类生活水平提高的一个重要指标，是拉动经济发展的重要动力。双方承认现代旅游业对城市可持续发展的重要作用，重视旅游业对解决健康与环境问题的积极作用。

联合国常务副秘书长埃利亚松提出，政府、旅游业和普通民众应携手推进旅游业的可持续发展，努力确保城市和旅游可持续发展成果的广泛、平等共享，共同努力保护生态系统，为城市增长和旅游发展奠定基础。



世界旅游城市联合会理事会主席王安顺在北京会见联合国秘书长潘基文
Wang Anshun, chairman of the WTCF Council met UN Secretary-General Ban Ki-moon in Beijing

Visiting the United Nations and Holding "Urban Sustainable Development and Tourism" Round Table Meeting

On May 8th, 2013, On May 8th, 2013, the World Tourism Cities Federation, Chinese Mission to the United Nations, International Organization for Health and Environment co-sponsored the United Nations "Urban Sustainable Development and Tourism" Round Table Meeting at the headquarters of the United Nations. At the headquarters of the United Nations, the World Tourism Cities Federation, Chinese Mission to the United Nations, International Organization for Health and Environment co-sponsored the United Nations "Urban Sustainable Development and Tourism" Round Table Meeting. The WTCF signed a memorandum of cooperation with the

International Federation of Environmental Health (IFEH) at the conference.

The United Nations highly approved the status of international organization, development purpose and core concept of WTCF. In the memorandum of cooperation, both sides stated that WTCF and IFEH have established a strategic cooperative partnership to identity that tourism is the bridge that spreads civilization, cultural exchange as well as enhances our friendship. It is an important indicator of improving living conditions of human beings and also an important driving force for economic development. The two parties recognized the importance of the modern tourism industry to the urban sustainable development, and paid attention to the positive role of tourism in solving the problems of health and environment. Jan Eliasson, Deputy Secretary-General of the United Nations, mentioned that, government, tourism industry and

ordinary citizens should join hands to promote the sustainable development of the tourism industry together, make efforts to ensure that extensive and equal sharing of urban and tourism sustainable development results, and also make efforts to protect the ecological system to lay the foundation for the development of the cities and tourism industry.

世界旅游城市联合会机构 组织更加健全完善

2013年世界旅游城市联合会机构组织更加健全完善，联合会先后成立了专家委员会、民航分会、旅游相关企业分会和媒体分会。

专家委员会成立

2013年6月25日，世界旅游城市联合会专家委员会在北京香山饭店成立。

专家委员会是世界旅游城市联合会的高级顾问咨询机构和智囊团体，由来自全球知名旅游机构和旅游院校的20位业界专家学者组成，旨在通过专家的学术研究活动，为联合会提供智力支持，为会员提供学术交流平台和信息推广平台，推动世界旅游城市的发展。

民航分会、旅游相关企业分会、 媒体分会成立

2013年世界旅游城市联合会北京香山旅游峰会暨世界旅游城市联合会第二届理事会在北京召开。开幕式上举行了世界旅游城市联合会民航分会、旅游相关企业分会和媒体分会的成立仪式。

● 民航分会

民航分会的主要职能如下：跟踪研究行业发展动态，收集、发布行业信息，交流、共享最佳实践经验和新技术、新理念，制定、推广本分会内部服务标准和规范，为本分会会员提供相关培训、技术支持等服务，参与世界旅游城市联合会旅游评估和预测等工作，提高行业发展水平。

充分发挥桥梁和纽带作用，为本分会会员之间开展交流与合作提供便利、创造机会，共同探讨和谋划发展策略，推动世界旅游城市市场营销，协助、推动世界旅游城市联合会会员城市之间航线开通运营和升级优化，为旅客提供安全、便捷、舒适的服务，提升机场和航空公司的社会效益和经济效益。

通过世界旅游城市联合会搭建的工作网络，为本分会会员与政府、世界旅游城市联合会所属另外两个分会以及相关机构开展协商对话建立联系渠道和反馈机制，维护行业和本分会会员的权益，争取更多支持和帮助，促进各方合作共赢。

与世界旅游城市联合会会员城市和旅行机构共同推动放宽过境免签政策，简化旅客出入境手续。

根据旅游及航空运输市场的发展和需求，遴选重点客源地，有针对性地开展宣传推介。参加世界旅游城市联合会的活动，承办世界旅游城市联合会委托的有关事项，开展有益于行业发展的其他活动。

● 旅游相关企业分会

旅游相关企业分会致力于促进分会成员间的合作与协调，有效利用分会的信息、数据、活动、论坛平台等资源，提升旅游产品的宣传推广和服务延伸；

为分会成员提供专业服务，促进各成员逐步提升优质服务标准，建立规范的公共服务设施 and 标准体系；

建立分会成员间互惠互利机制，共塑市场，互送客源、同步宣传，加强旅游市场的开发合作；

推广分会成员成功的管理经验，协调成员间内部关系，协助解决本会成员间的矛盾和纠纷。纠正有损于市场的错误行为，推动采用优秀的商业运营和盈利模式；

积极创造分会成员与世界旅游城市联合会会员城市和其他行业组织进行沟通协调的机会和平台；

调查研究旅游市场企业经营发展的状况，开展市场和发展趋势的评估，通过信息平台建立旅游资源和旅游运行数据库；

推动分会成员参加世界旅游城市联合会会员城市的旅游会议和展销活动。在会员城市开展培训和教育；

为分会成员创造额外的经营和发展空间及优势、便利的沟通渠道；

建立机制，维护分会成员的合法权益；

推进旅游安全保障机制的完善，建立分会成员在社会公众中的信誉和安全保障机制；

宣传和表彰分会成员的各种自愿捐助。

● 媒体分会

世界旅游城市联合会媒体分会将成为世界媒体宣传国际旅游业发展和城市发展的交流平台，以旅游为出发点的提升城市经济、文化发展的观察者、研究者、推进者。世界旅游城市联合会媒体分会同时还是联合会及城市会员旅游及相关企业权威的智囊库和传播者，解决世界旅游城市及城市间的信息交流；是促进世界旅游城市间充分合作的媒介服务平台。

获取资源，加强与政府核心部门在



世界旅游城市联合会专家委员会成立大会
The Inaugural Meeting of the Expert Committee of WTCF

采编资源、推介资源上的共享; 加强宣传, 跻身世界旅游组织顶层平台, 与世界旅游城市, 知名旅游机构形成合力, 对旅游信息与咨询进行集中掌握; 对北京香山旅游峰会的深度、特色报道; 对中外旅游产业发展的持续深度关注、敦促与建言; 研究会员城市旅游发展战略, 推广城市资源旅游化管理经验, 协助制定城市旅游发展策略; 协助建立城市间旅游市场互惠机制, 加强旅游市场的开发合作。

作为世界旅游城市联合会媒体分会的成员, 将享有: 依托世界旅游城市联合会, 获取更多政府资源和客户渠道; 在国际传媒平台展现自身品牌形象; 进入城市发展核心讨论层的机会与便利; 世界旅游城市联合会推介资源广告投放的优先推荐; 不同媒体多方位、多视角、多元化传播所形成的合力, 突破单一媒体宣传瓶颈; 在建的世界旅游城市体验中心与媒体的互动; 举办每年香山峰会上的媒体分论坛; 举办媒体分会每年专业的评奖活动; 媒体联盟世界旅游城市考察活动; 共同发布旅游消费趋势等多项权益。

媒体分会由全球15个知名媒体机构共同发起成立, 目前拥有36个会员。

WTCF Institutions Improves and Becomes Better and Better

In 2013 the World Tourism Cities Federation (WTCF) institutions improves and becomes better and better. The Federation has set up the Expert Committee Committee of Civil Aviation, Committee of Tourism-Related Businesses, and Committee of Media Organizations.

Establishing the Expert Committee

The Expert Committee of WTCF was established at Fragrant Hills, Beijing on June 25th, 2013. The Expert Committee is the top consultancy organization and insight group that consists of 20 experts and scholars from world-famous tourism organizations and academic institutions. The aim is to provide intelligence support for WTCF based on the academic studies of the experts, and to serve as a platform for academic exchanges and information sharing among WTCF members for the

benefits of the development of world tourism cities.

Committee of Civil Aviation, Committee of Tourism-Related Businesses, and Committee of Media Organizations

In 2013, WTCF Beijing Fragrant Hills Tourism Summit & the Second Meeting of WTCF Council was held in Beijing. The establishment ceremony of WTCF Committee of Civil Aviation, Committee of Tourism-Related Businesses, and Committee of Media Organizations was also held at the opening ceremony.

Committee of Civil Aviation

The major functions of the Committee of Aviation includes: conducting follow-up study of new industrial tendency, collecting and publishing industrial information, communicating and sharing the best practical experience in applying new technologies and philosophy, formulating and promoting internal service standards of the Committee, providing relevant services for its members such as training and technical support, participating in tourism

evaluations and forecasts by the WTCF and improving the overall level of tourism industry. The Committee offers its members more convenience and opportunities by acting as a link to develop cooperation and better exchanges. The Committee will also provide assistance in opening and upgrading air routes between WTCF member cities, so as to provide passengers with safe, convenient and comfortable services, while increasing social benefits and economic effectiveness of airports and airlines as well.

To establish communication channels and feedback mechanism for dialogues carried out between Committee members and governments, other two committees under the WTCF and relevant agencies, while protecting rights of tourism industry and Committee members and rallying more supports and help, so as to maximize win-win cooperation among different parties.

To simplify entry and exit procedures for tourists by proposing more flexible policies on visa-free transit based on joint cooperation with member cities of the WTCF and tourism agencies.

To carry out selective promotions in target key regions of customer origin according to current conditions and demands of tourism & air transportation markets. To join activities held by WTCF, organize relevant arrangements entrusted by the WTCF and launch other campaigns in favor of industrial development.

Committee of Tourism-Related Businesses

To promote cooperation and coordination among Committee members, take full advantage of information, data, activities, forum platform and other resources of the

Committee, and upgrade promotion and service extension of tourism products.

To provide professional service for Committee members, help members gradually upgrade high quality service standards, and establish normative public service facility and standard system.

To establish mutual benefit mechanism among Committee members, jointly shape the market, mutually send passenger source, simultaneously advertise, and enhance cooperation in the development of tourism market.

To promote successful management experiences of Committee members, coordinate internal relations among members, assist to solve conflicts and disputes among Committee members, correct wrong actions which are bad for market, and push to adopt an outstanding business operation and profit model.

To actively create opportunity and a platform for Committee members, WTCF member cities, and other industrial organizations to communicate and coordinate.

To research and study condition of enterprises' operation and development in the tourism market, carry out market and

development tendency evaluation, set up tourism resource and tourism operation database through information platform.

To urge Committee members to attend WTCF member cities' tourism conferences and sales exhibitions, and organize training and education in member cities.

To create extra space and advantage for the operation and development of a convenient communication channel for Committee members.

To establish a mechanism to protect Committee members' legitimate rights.

To advance the perfection of tourism security mechanism and establish Committee members' credit and security mechanism in the public.

To promote and commend Committee members' voluntary contributions.

Committee of Media Organizations

The Committee of Media Organizations of World Tourism Cities Federation (WTCF) will become an information outlet for world media to release the news about international tourism and urban development, and an observer, researcher and impeller to promote urban



economic and cultural development from tourism perspective. It will also be an authoritative think tank and disseminator of WTCF and its member cities for tourism and relative businesses, to facilitate the information communication among tourism cities around the globe. So, it is a media service base to improve the cooperation among these cities.

It aims to acquire resources to strengthen the sharing of material compilation and presentation with core governmental departments; rank among the top platform of global tourism organizations and form a resultant force with the world tourism cities and famous travel agencies through enhancing publicity, thus to collectively grasping tourism information and consultancy; make a meaningful and featured report on the

Beijing Fragrant Hills Tourism Summit; continuously focus, promote and advise the tourism industrial development both at home and abroad; study the tourism development strategies of member cities, promote the experience on tourism management of urban resources, and assist the preparation of urban tourism development strategy; assist the establishment of mutual-benefit mechanism among cities, and strengthen the development and cooperation of tourism market.

The members of the Committee are entitled to obtaining more governmental resources and client channels based on WTCF; displaying their brand image at international media platforms; having the opportunity and convenience to access core discussions on urban development;

being given priority to advertisement service for resource promotion from WTCF; forming a resultant force with various medias via multi-angled, multi-view and diversified transmission, breaking the bottleneck of promotion through single media; interacting with the media at the World Tourism Cities Experience Center; holding the Media Forum at the Fragrant Hills Tourism Summit every year; holding professional appraisal activities of the Committee every year; participate in investigation activities on world tourism cities of the media partners; jointly publishing the consumption trend of tourism, etc. The Committee of Media Organizations launched by the world's 15 well-known media organizations, currently it has 36 members.



多个会员城市申办 2015年香山旅游峰会

2014年9月,世界旅游城市联合会香山旅游峰会在北京召开,联合会理事会在听取了洛杉矶、罗马、里加、拉巴特和非斯市(联合申办)、华盛顿5个申办主体的陈述后,投票决定由摩洛哥

王国拉巴特和非斯两个城市共同承办2015年香山旅游峰会。这是香山旅游峰会走向在国际会员城市,在非洲城市举

办,表明了联合会进一步拓展国际视野的决心,以及对非洲旅游发展的高度重视和支持。



理事会投票表决2015年峰会举办城市
WTCF Council vote to decide the hosting city of the 2015 Summit

Many member cities lodging its bid request WTCF 2015 Fragrant Hills Tourism Summit

In September 2014, the World Tourism City Federation (WTCF) Fragrant Hills Tourism Summit was held in Beijing. After hearing the statements of five host city candidates, namely, Los Angeles, Rome, Riga, and Rabat & Fez, WTCF Council decided that Rabat and Fez would co-host the Fragrant Hills Tourism Summit 2015 after voting. This is the first time that the Fragrant Hills Tourism Summit will be held in a member city outside of China, and also the first time in an African city. It indicates that WTCF determines to expand globally and it attaches great importance and support to tourism development in Africa.

世界旅游城市联合会 自媒体平台成功搭建

2014年,世界旅游城市联合会(WTCF)搭建了自媒体平台。联合会自媒体平台是一个集互联网、移动媒体、平面媒体于一体的跨媒体、多终端综合旅游推介服务平台,是联合会及会员单位发布资讯、推介旅游产品,是游客获取旅游资讯、社交分享、消费服务的新平台,并以自媒体为核心,辐射知名网络媒体、平面媒体,形成宣传推广



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2014年联合会推出自媒体
WTCF built the We-media platform

的矩阵。

自媒体平台自推出以来一直在不断完善,并深受会员好评。截止目前,自媒体平台架构包括:世界旅游城市联合会官方网站、《世界旅游城市》资讯、《世界旅游城市》杂志、世界旅游城市联合会客户端、世界旅游城市联合会微信、世界旅游城市联合会官方微博。

We-media Platform of WTCF Built Successfully

The World Tourism Cities Federation (WTCF) has built the We-media platform. We-media of WTCF is a cross-media and multi-terminal comprehensive tourism promotion and marketing-service system that integrates the Internet, mobile media,

social media and print media. It's an important channel for the Federation and its members to share information and promote products. We-media is also an authoritative platform for travelers to get information and consumption services. It takes We-media as the core and connects with famous Internet media and print media, forming a matrix of promotion platforms.

It continuously improved since the media platform had been launched, and has received good comments from members. Up to now, the media platform architecture includes: WTCF Official Website, World Tourism Cities News, World Tourism Cities Magazine, WTCF APP, WTCF WeChat, and WTCF Official Weibo.



WTCF 香山旅游峰会在非洲城市拉巴特、非斯举办

2015年，WTCF香山旅游峰会在非洲城市拉巴特、非斯举办。2014年9月，联合会理事会在听取了洛杉矶、罗马、里加、拉巴特和非斯市（联合申办）、华盛顿5个申办主体的陈述后，投票决定由摩洛哥王国拉巴特和非斯两个城市共同承办2015年香山旅游峰会。

出席2015年峰会的有来自42个国家和地区的69个城市和31个旅游相关机构共100个会员单位的311名代表，以及其他各方面嘉宾共计400余人。峰会的主题是“世界旅游城市：多元化与可持续发展”。

在开幕式上，世界旅游城市联合会理事会主席、北京市市长王安顺先生视频致辞。理事会副主席程红女士致辞。程红副主席回顾了联合会在过去的一年里取得的发展和成绩，并对联合会下一步的工作提出希望。会上，世界旅游组织执行主任马西奥·法维拉（Márcio Favilla Lucca de Paula）先生、WTTC副理事长段强先生等国际旅游组织的代表分别在开幕式上致辞，对峰会的召开表示祝贺，对世界旅游城市联合会在促进全球旅游产业发展中付出的努力和做出的贡献表示赞赏。



程红副主席在世界旅游城市联合会2015拉巴特非斯香山旅游峰会开幕式上讲话
Deputy Council Chairman Cheng Hong gives speech at the Opening Ceremony of WTCF Rabat & Fez Fragrant Hills Tourism Summit 2015

摩洛哥国家旅游部部长拉森·哈达德（Lahcen Haddad）先生发表了热情洋溢的讲话，并表达了与联合会加强合作，共同推动全球旅游和摩洛哥旅游发展的愿望。在开幕式上，还举办了金边、开普敦等城市的新会员入会仪式；青岛、雅典等城市及部分邮轮企业共同倡议成立世界旅游城市邮轮分会的发起仪式。会上，世界旅游城市联合会与UNWTO、世界旅游城市联合会与携

程旅游网及中国股权投资协会、北京市与布宜诺斯艾利斯市、摩洛哥与重庆市等国际旅游组织之间、城市之间、旅游相关机构之间也签署多项合作协议的仪式。

2015年香山旅游峰会还举办了旅游交易洽谈会，有20多个国际著名旅游企业和60多家摩洛哥当地的旅游企业及相关机构参加。交易会组织卖家买家一对一商务洽谈，努力实现合作机会的最大化。



世界旅游城市联合会2015拉巴特非斯香山旅游峰会论坛
World Tourism Cities Federation Rabat & Fez Fragrant Hills Tourism Summit 2015 Forum

WTCF Fragrant Hills Tourism Summit Held in Rabat and Fez.

In 2015, WTCF Fragrant Hills Tourism Summit was held in Rabat and Fez. In September 2014, after hearing the statements of five host city candidates, namely, Los Angeles, Rome, Riga, and Rabat and Fez, WTCF Council decided that Rabat and Fez would co-hold the Fragrant Hills Tourism Summit 2015 after voting.

About 400 people attended this summit, including 300 delegates of 100 members (69 city members and 31 institutional members) from 42 countries/regions. The theme of the summit was "World Tourism Cities: Diversity and Sustainable Development".

At the opening ceremony, Mr. Wang

Ansun, Chairman of WTCF Council and Mayor of Beijing delivered a video speech. Cheng Hong, Vice Chairman of WTCF Council delivered a speech. She reviewed the development and achievements of the Federation during the past year, and raised hope for the work of the Federation in the next step. Representatives from other world tourism institutions also spoke at the summit, including Marcio Favilla Lucca de Paula, the Executive Director of World Tourism Organization, and Mr. Duanqiang, Deputy Director of WTTC. They expressed congratulations on the convening and they appreciated the efforts and contribution of WTCF in promoting development of global tourism industry. The Moroccan Ministry of Tourism, Lahcen Haddad, expressed the wish to strengthen cooperation with WTCF and promote tourism industry of

Morocco as well as the World.

At the opening ceremony, there was also the initiation ceremony for new members, including Phnom Penh and Cape Town. In addition, Qingdao, Athens and other cities and some cruise companies proposed to set up the Cruise Committee of WTCF. At the meeting, many ceremonies were held for agreements between WTCF and UNWTO; WTCF, Ctrip and China Equity Investment Association, Beijing and Buenos Aires, Morocco and Chongqing, and so on.

During the summit, a tourism fair was held. More than 20 famous international tourism enterprises and more than 60 local tourism enterprises and related institutions attended this fair. Business negotiations were organized to create more cooperation opportunities.



世界旅游城市联合会2015拉巴特非斯香山旅游峰会
WTCF Rabat & Fez Fragrant Hills Tourism Summit 2015

发布《中国公民出境(城市)旅游消费市场调查报告(2014-2015)》

为增进世界旅游城市对中国消费者的了解,帮助会员城市和机构成员更加把握中国这一快速增长的出境客群的消费意愿和特点,世界旅游城市联合会委托世界三大市场研究机构之一的益普索,启动《中国公民出境(城市)旅游消费市场调查报告(2014-2015)》,在帮助会员城市和机构更加深入、全面了解中国出境旅游市场的特征和发展趋势,帮助境外会员城市更好地提升旅游服务品质、开展针对性宣传推广,搭建市场互动的桥梁上达成更多借鉴与共识。

该报告突出以下特点:一是关注情感因素对中国出境游客旅游决策和行为的影响;二是增加对地中海旅游和非洲旅游等新兴旅游目的地的专项调查;三是增添中国游客在出境旅游时对相关旅游机构和品牌品质的关注;四是增添对文明旅游、理性旅游消费的关注。

Market Research Report on Chinese Outbound (City) Tourism Consumption (2014-2015) Launched

To help world tourism cities know about Chinese consumers and help members grasp the consumption intention and characteristics of Chinese outbound tourists, WTCF entrusted Market Research Report on Chinese Outbound (City) Tourism Consumption

to Ipsos, one of the world's three major market research institutions. It helps members gain a more in-depth and comprehensive understanding of the characteristics and developmental trend of Chinese outbound tourism market. It also helps overseas member cities improve the quality of tourism services better, carry out targeted publicity and promotions, and get more experience and consensus in building up a bridge of interactive markets.

The report highlights the following features: first, it pays attention to affective factors of Chinese outbound tourists' decision-making and behavior. Second, it increases the special survey on Mediterranean, Africa and other emerging tourism destinations. Third, it pays attention to Chinese outbound tourists' concern on tourism institutions and brands. Fourth, it focuses on cultural tourism and rational tourism consumption.



主办出境旅游论坛

2015年6月29日,出境旅游论坛在北京举办。此届论坛由世界旅游城市联合会和艾威联合旅游顾问机构主办,得到了诸多境内外机构的参与和支持。本届论坛的议题内容多元务实,包括“一带一路”战略与旅游合作新机遇,新常态下的中国入境和出境旅游,“一带一路”旅游投资的新方向,中国出境旅游价格指数报告,丝绸之路旅游开发新思维,中国公民旅游消费分析报告,东南亚及南亚旅游产品的转型升级,新媒体、新技术与精准化旅游营销,邮轮旅游专题等。论坛内容丰富、专业务实,从多维度的视角解析“一带一路”战略给旅游行业带来的新机遇,同时通过这样一个互动交流的平台,促进了境内外旅游机构和企业之间的紧密合作。

WTCF hosted the Outbound Tourism Forum

On June 29, 2015, the Outbound Tourism Forum was held in Beijing.

The forum was hosted by the World Tourism Cities Federation and Ivy Alliance Tourism Consulting, which was supported by many inbound and outbound institutions. This forum focused on various practical topics including the “One Belt, One Road” Strategy and New Opportunities for Tourism Cooperation; the New Chinese Inbound

世界旅游城市联合会荣获世界旅游交易会年度旅游大奖“2015世界旅游行业领袖奖”

2015年11月2日至5日,世界旅游交易会(World Tourism Market,简称WTM)在英国伦敦举办。

WTM是国际旅游行业最负盛名的交易会,创造了众多商业机遇,为客户带来了高品质的交流和合作。本次WTM举办了一百多场论坛,约1.7万名代表参加,其中包括8000多名资深旅游业内高管。

世界旅游城市联合会荣获WTM年度旅游大奖——2015“世界旅游行业领袖奖”。该奖项旨在奖励本年度对世界旅游行业发展做出突出贡献的单位或个人,在国际旅游行业具有极强的影响力。

WTCF was Awarded the World Travel Leader Award 2015 in the World Tourism Market

World Tourism Market (WTM) Was Held in London on 2nd-5th, November, 2015.

and Outbound Tourism Under the New Normal; “One Belt, One Road” the New Direction for Tourism Investment; China Outbound Tourism Price Index Report; New Thinking on the Silk Road Tourism Development; China's Citizen Tourism Consumption Analysis Report; The Transformation of Southeast Asia and South Asia's Tourism Products and

Cruise Tourism and so on. The forum had plenty of professional and practical contents which analyzed the opportunities within the tourism sector brought by the “One Belt, One Road” strategy from multiple angles. At the same time, the forum helped to facilitate cooperation between the inbound and outbound institutions and enterprises.

WTM is the most prestigious trade fair in the global tourism industry. It creates plenty of business opportunities and brings high-quality exchanges and cooperation for its clients. In the 2015 WTM, more than one hundred forums were held. About 17,000 participants attended, including more than 8,000 senior executives in the tourism industry.

WTCF was awarded the WTM's annual World Travel Leader Award. The award is aimed at rewarding organizations and

individuals who have made outstanding contributions to the development of the world travel industry during the year, and it has great influence on world travel industry.



WTM奖杯
The trophy of WTM



2016



发布《世界旅游城市发展报告(2015)》

2016年1月5日,《世界旅游城市发展报告(2015)》发布会在北京举行,《世界旅游城市发展报告(2015)》是世界旅游城市联合会经过深入研究,推出的关于世界旅游城市发展状况的年度研究报告。报告的主要内容侧重于三方面:一是突出旅游者对旅游服务质量的体验评价,通过旅游者对旅游城市的住宿、餐饮、购物、交通等维度的体验质量进行综合评价,体现用户体验至上的理念;二是突出旅游业对城市经济贡献的评价,发展旅游业对扩大内需、拉动国民消费、带动投资等具有重要作用,体现旅游业与城市互动发展的理念;三是突出旅游大数据对世界旅游城市评价研究的作用,体现数据来源“自上而下”和“自下而上”相结合的理念。

《世界旅游城市发展报告(2015)》着重于对全球旅游业的发展特点与趋势进行综合分析,旨在建立具有全球适用性的

评价指标及统计标准、建设多渠道数据采集的合作机制,该报告对于指导会员城市规范和改进服务设施、推动服务更趋专业化和精细化具有行业范本的作用。

Annual Report on Development of World Tourism Cities (2015) Launched

On 5th January 2016, the press conference of *Annual Report on Development of World Tourism Cities (2015)* was held in Beijing. It is an annual report about development of world tourism cities through in-depth survey of WTCF. The report focuses on three aspects: first, It highlighted the experience evaluation of tourists on tourism service. It let tourists evaluate experience quality of accommodation, food, shopping, and transportation and so on in the tourism cities. It showed the concept of users' experience first. second, It highlighted the evaluation of tourism industry's contribution to the urban economy. It showed that tourism development plays



首席专家魏小安从学术角度解读《世界旅游城市发展报告(2015)》
Wei Xiao'an interpretes the report from an academic aspect

an important role on expanding domestic demand, boosting national consumption, and driving investment. It reflected the concept of interactive development of tourism and city; third, It highlighted the role of tourism big data in evaluating world tourism cities. It combined the idea from bottom to top and the idea from top to bottom in data collecting.

This report focuses on the comprehensive analysis of characteristics and tendency of the development of global tourism industry. It aims to establish an evaluation index and statistical standard with global applicability, construct a cooperation mechanism of multi-channel data acquisition. The report plays the role of the industry model in helping member cities normalize and improve service, and promoting more professional and meticulous service. Meanwhile, this report provides solutions and suggestions in the future development trend of world tourism, government management, and urban planning. It would make a significant and far-reaching influence on development of world tourism in the future.



课题组首席专家张辉教授详细介绍发展报告的研究过程、研究方法和研究成果
Professor Zhang Hui introduces the research process of the report in detail



联合会副秘书长李宝春在ITB上首先致辞
Deputy Secretary-General Li Baochun gave a speech at the ITB

成为第50届柏林国际旅游展(ITB)“独家共同举办商”

2016年联合会影响力继续加大,并成为第50届柏林国际旅游展“独家共同举办商”,组织会员在展会上参展设展,并与主办方共同举办“中国旅游市场论坛”。

德国柏林旅游展创办于1966年,是世界领先的国际旅游展会,素以专业性、丰富性和高效性为旅游业界推崇,至今已举办50届。本届展会总展览面积超过16万平米,共有来自5大洲185个国家和地区的850个顶级买家、10000个参展商、23000名会展访客、50000名个人参与展会,交易会客流量超过11.5万人次,总交易额预计可以突破670亿欧元。

为推动世界旅游城市之间的交流与合作,世界旅游城市联合会与ITB合作,以独家共同举办商(Exclusive Co-Host)的身份积极参与了展会的各项筹办工作。展会期间,联合会专门设立了自己的展位,阿比让、贝尔格莱德、赫尔辛基、萨洛尼卡、北京、重庆、广州、青岛、牡丹江、扬州、张

WTCF Exclusively Co-Hosts the 50th International Tourism Exchange Berlin (ITB)

In 2016, the influence of WTCF continued to increase, and it became the Exclusive Co-Host of the 50th International Tourism Exchange Berlin (ITB). WTCF organized the members to participate in the exhibition, and held the "China Tourism Market Forum" with the major organizers.

Founded in 1966, ITB is a leading international tourism exhibition. It is well-known for the professionalism, richness and high efficiency in the tourism industry. It was the 50th time that ITB was held. The total exhibition area of

2016 ITB exceeded 160,000 Square Meters. 850 top buyers, 10,000 exhibitors, 23,000 exhibition visitors and 50,000 individuals from 185 countries and regions attended this event. The visitor volume of the 2016 ITB exceeded 115,000 and the total trade amount was forecasted to reach 67 billion Euros.

In order to promote the exchange, communication and cooperation among world tourism cities, WTCF cooperated with ITB as the Exclusive Co-Host and actively took part in various preparatory work of the exhibition. WTCF set its own exhibition stand while many WTCF city members participated, including Abidjan, Belgrade, Helsinki, Salonika, Beijing, Chongqing, Guangzhou, Qingdao, Mudanjiang, Yangzhou and Zhangjiajie.



ITB展会上,世界旅游城市联合会工作人员正在耐心讲解
WTCF's staffs introducing WTCF at ITB



优化《世界旅游城市联合会 服务会员项目手册》提升会 员服务

为进一步加深与会员之间的合作交流,为会员的市场拓展和实际绩效服务,创建一个有效的平台合作机制,加强共同利益下的会员广泛参与度,世界旅游城市联合会(WTCF)进一步优化《世界旅游城市联合会服务会员项目手册》,手册包括参会参展、宣传服务、会员交流活动、咨询服务、高端培训、旅游项目投融资服务、数据分享、智力分享、信息共享、产品分享等具体内容。

WTCF的参会参展服务根据国际著名旅游展会档期安排,联合会邀请各会员向联合会发送旅游资源与产品信息。联合会免费为会员编制印刷成宣传材料,在各大展会上推介宣传。同时,联合会根据会员城市的推广需求和业内热点话题,邀请媒体分会成员与会员城市代表一起交流,讨论问题,寻求解决办法,共享资源,发布旅游业权威研究成果,定期发表有关旅游业的学术研究、市场报告、理论探讨、论坛讲稿、培训讲义等。

2015-2016 Service Items Manual of WTCF Optimized to Enhance Member Services

To enhance cooperation and exchanges with members, expand market and increase performance for members, create an efficient platform of cooperation, and strengthen the

participation of members under common interests, WTCF optimized 2015-2016 Service Items Manual of WTCF.

The manual contains exhibition, promotional services, exchange activities of members, advisory services, high-end training, investment and financing services for tourism projects, data sharing, intelligence sharing, information sharing, products sharing and other specific content.

Exhibition service of WTCF is arranged according to schedules of well-known international tourism exhibitors. WTCF invites every member to send information of tourism resources and products. It

举办世界旅游目的地(城市) 推广与营销培训班

2016年3月29日至4月1日,世界旅游城市联合会在北京举办世界旅游目的地(城市)推广与营销培训班,主要以世界旅游城市如何在中国市场进行推广和营销为主题,共计9个城市和5个驻华使馆,20名学员参加。

培训的内容主要包括:全球视野下的中国旅游、中国出境旅游现状及发展趋势、中国出境游客消费概况介绍、中国旅游城市营销、中国旅游市场营销手段及策划、从大数据看中国旅游市场、中国游客接待方法与流程、出境旅游优质服务供应商、做好中国游客接待服务的要素等九大课程。

writes and prints promotional materials for members for free and promote them in major exhibition.

Meanwhile, according to the promotion demands of city members and hot topic in the industry, WTCF will invite members of the Committee of Media Organizations to discuss with city members. They will exchange, discuss issues, seek solutions and share resources. WTCF will release authoritative research results of tourism industry. It will regularly publish academic research report, market report, theory discussion, forum materials, training handouts, etc.

The International Tourist Destination (Cities) Promotion and Marketing Training Program

On March 29th-April 1st 2016, WTCF held the International Tourist Destination (Cities) Promotion and Marketing Training Program in Beijing. It was mainly about how to promote and market world tourism cities in China. A total of 20 participants from 9 cities and 5 embassies in China attended this training.

The content of the training mainly includes: Vision of China Tourism from the World, Situation and Development Trend of

China's Outbound Tourism, Consumption Situation of China's Outbound Tourists, Marketing of Tourism Cities in China, Marketing and Planning of Chinese Tourism, Analysis on China's Tourism Market from Big Data, Reception Method and Process about Chinese Tourists, Quality Service Supplier of Outbound Tourism, and How to Receive Chinese Tourists well.

世界旅游城市联合会参与 多项首届世界旅游发展大 会活动

由中国政府和联合国世界旅游组织(WUNWTO)共同主办的首届世界旅游发展大会5月19日在北京召开。5月19日,李克强总理出席在人民大会堂举行的开幕式并致辞,联合国秘书长潘基文向大会发来贺



WTCF世界旅游目的地(城市)推广与营销培训班部分学员合影
Students of the first training program took a group photo

信。全球107个国家、600名外国代表,国际组织的领导人以及中国有关部委、各省市负责人,旅游研究机构及院校、大型旅游企业负责人及中外媒体记者近千人越洋跨海齐聚北京,以“旅游促进发展与和平”为主题,共商世界旅游发展大计。

开幕式前,世界旅游城市联合会和其他国际组织代表以及七十余位部长级以上官员一起受到了李克强总理的接见,并合

影留念。5月19日的“旅游促进和平”高峰论坛上,世界旅游城市联合会副主席单位代表布宜诺斯艾利斯旅游局长贡萨洛·罗布雷多受邀发表演讲。

5月21日,来北京参加首届世界旅游发展大会的联合国世界旅游组织(WUNWTO)秘书长塔勒布·瑞法依和世界旅游城市联合会秘书长宋宇进行了工作会谈。



联合会和其他国际组织一起在旅游发展大会上受到李克强总理的接见
Premier Li Keqiang meets representatives of WTCF and other international organizations



“世界旅游城市联合会 邮轮分会成立大会” 在青岛召开

2016年5月16日，由世界旅游城市联合会、中国港口协会主办，青岛市旅游局、青岛市贸促会、青岛市北区人民政府举办的“世界旅游城市联合会邮轮分会成立大会暨第四届中国(青岛)国际邮轮峰会”在青岛召开。至此，邮轮分会与此前成立的专家委员会、民航分会、旅游相关企业分会、媒体分会共同组成了WTCF现有的分支机构。

第一届WTCF邮轮分会的主题是“旅游合作促进邮轮产业发展”。来自德国、法国、希腊、美国、加拿大、摩洛哥、阿根廷等26个国家和地区的90家会员代表以及来自澳大利亚、韩国等地的特邀嘉宾共100余人参加了世界旅游城市联合会邮轮分会会员大会。

邮轮分会首批会员单位包括美国皇家加勒比、美国嘉年华、美国诺唯真、意大利地中海等10家世界知名邮轮公司；希腊雅典、西班牙巴塞罗那、阿根廷布宜诺斯艾利斯等16家邮轮旅游城市；加拿大维多利亚州港务局、中国香港启德邮轮码头、韩国仁川港湾公社等13家邮轮港口；中国国际旅行社总社、携程旅行网、途牛网、凯撒旅游公司等20家旅行社及OTA；上海海事大学亚洲邮轮学院、天津海运职业学院等9家邮轮院校以及22家其他邮轮相关企业机构。

13家邮轮分会理事单位代表签署了《世界旅游城市联合会邮轮分会青岛共识》，达成了“高品质的邮轮服务有助于提高邮轮产业的发展”、“大力培育邮轮旅游市场是提高邮轮产业发展的重要源泉”、“邮轮产业的发展能够推进旅游城市经济”、“环境等相关产业链协调发展”、“邮轮旅游服务将促进不同种族、不同文化历史的城市和地区间的友好交流和文明交往”等共识。

The Inaugural Meeting of the WTCF Committee of Cruise was Held in Qingdao

On May 16th 2016, the Inaugural Meeting of the WTCF Committee of Cruise was held in Qingdao. This conference was hosted by World Tourism Cities Federation (WTCF) and China Ports & Harbors Association; supported by Qingdao Tourism Administration, CCPIT Qingdao Sub-council, and Qingdao North District Government. Up to now, the Committee of Cruise, the Expert Committee, the Committee of Civil Aviation, the Committee of Tourism-Related Businesses, and the Committee of Media Organizations jointly formed the branches of WTCF. The theme of the first summit was “Tourism Cooperation Promotes the

Development of Cruise Industry.” The member delegates were from 26 countries and regions including Germany, France, Greece, the United States, Canada, Morocco, and Argentina, as well as the special guests who were from Austria, South Korea and so on. In total 90 member delegates, and more than 100 guests attended the meeting. The first members of the Committee of Cruise consisted of 10 world-famous cruise companies, including Royal Caribbean, Carnival, Norwegian and MSC; 16 cruise tourism cites, including Athens, Barcelona, and Buenos Aires; 13 cruise ports, including Greater Victoria Harbor Authority (Canada), Kai Tak Cruise Terminal (H.K., China) and Incheon Port Authority (South Korea); 20 travel agents and OTA, including CITS, Ctrip, Tuniu.com and, CAISSA;

9 cruise colleges, including School of Economics & Management (Shanghai Maritime University) and Tianjin Maritime College; and other 22 related institutions. 13 syndic representative units signed “Qingdao Consensus of Cruise Committee of WTCF”, and reached multiple consensus like “High-quality cruise services improve the development of cruise industry; to cultivate the cruise tourism market is an important source to enhance the development of the cruise industry; the development of cruise industry can improve the economy of tourism cities; the coordinated development of Environment and other related industrial chains; cruise tourism services will promote the friendly communication and cultural exchanges between different ethnic groups, different cultural and historical cities and regions”.

WTCF Attends Multiple Activities of the First World Conference on Tourism for Development

The First World Conference on Tourism for Development, co-sponsored by the Chinese government and United Nations World Tourism Organization (UNWTO) was held in Beijing on 19th May. On that day, Chinese Premier Li Keqiang attended and gave a speech on the opening ceremony, held at the Great Hall of the People. And Ban Ki-moon (UN Secretary-General) sent a congratulatory letter to the Conference. 600 international representatives from 107 countries; leaders of international organizations; people in charge of relevant ministries and commissions, provinces, regions and cities of China; tourism research institutions and academies, and large tourism enterprises attended.

Nearly one thousand journalists from different countries gathered in Beijing to attend the Conference with the theme of “Tourism for Development and Peace” to jointly discuss the development of world tourism. Before the opening ceremony, Premier Li Keqiang met the representatives of WTCF and other international organizations, as well as more than 70 above ministerial-level officials, and then took a group photo together. On May 19th, Gonzalo Robredo, Executive Director of Tourism Office of Buenos Aires was invited to deliver a speech at the Summit Forum “Tourism Promotes Peace”, as the representative of Vice-Chairman Cities of the Council. On May 21st, the Secretary-General of the United Nations World Tourism Organization, Taleb Rifai, who came to Beijing to attend the conference had a working meeting with the Secretary-General Yu Song of WTCF.







2012香山旅游峰会会场
Fragrant Hills Tourism Summit 2012

2012

旅游让城市生活更美好 BETTER CITY LIFE THROUGH TOURISM

2012年9月14日至16日，世界旅游城市联合会成立大会暨北京香山旅游峰会在北京召开，首届香山旅游峰会的主题为“旅游让城市生活更美好”。此次大会的24个国际会员城市中有23个城市派代表参会，另外，伦敦以观察员身份派代表出席了会议；23个中国城市会员（含香港特别行政区、澳门特别行政区）全部参会；11个机构会员参会。其中，釜山市、都柏林市、里加市、维多利亚市的市长亲自出席了大会。

会议期间，世界旅游城市联合会举行会员大会通过《世界旅游城市联合会章程》等各项规章，并通过了会徽、

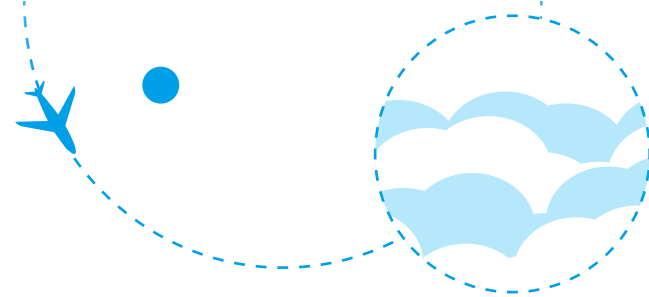
会旗、标识物；召开理事会，产生世界旅游城市联合会第一届理事会，选举北京市市长王安顺为理事会主席，任命鲁勇为联合会秘书长；与会代表一致通过了《北京宣言》。

会议期间举办了首届世界旅游城市博览会、世界旅游城市电影展、世界旅游城市北京美食汇、北京香山旅游峰会闭幕式暨颁奖仪式，并进行专区交流，为会员之间搭起了交流新平台；发布旅游业专家的研究成果——《世界旅游城市评价体系》和《旅游产业综合评价指标体系》，为促进世界旅游城市的社会经济发展提供了理论支撑，获得了与会代

表的高度评价。

此外，世界三大国际旅游组织中，世界旅游及旅行理事会主席兼首席执行官、亚太旅游协会首席执行官出席大会并发言，世界旅游组织秘书长在成立大会上进行了视频致辞。

The Inaugural Meeting of the World Tourism Cities Federation (WTCTF) & Beijing Fragrant Hills Tourism Summit was held on the 14th-16th of September in Beijing. The meetings included the following agenda: the WTCTF General Assembly, during which the statutes of WTCTF and other relevant rules and its emblem, flag and logo were adopted; the Council Meeting, which selected the first WTCTF Council, and recommended Wang Anshun, Mayor of City of Beijing as the Chairman of the WTCTF Council and appointed Lu Yong as the WTCTF Secretary-General. The representatives participating in the meeting unanimously adopted the



Beijing Declaration.

The first World Tourism Cities Expo, the World Tourism Cities Film Festival, the WTCF Gourmet Festival, the closing & Awards Night Ceremony of the Beijing Fragrant Hills Tourism Summit, and related panel discussions were held during the summit, which provided a new platform for the exchanges among the WTCF's members. Results from the research of tourism experts- *World Tourism Cities Appraisal System* and *Tourism Industry Comprehensive*

Appraisal Index provided a theoretical foundation to promote the social and economic development of world tourism cities and was highly commended by the representatives.

In addition, guests from the world's three tourism organizations also attended the Summit. The World Tourism and Travel Council CEO and President, and the CEO of Pacific Asia Travel Association delivered speeches during the meeting, and Secretary-General of the World Tourism

Organization gave a video speech.

23 of 24 international city members dispatched representatives to attend this meeting, and moreover, London also sent representatives to attend this meeting as an observer. All of the 23 Chinese city members (including Hong Kong Special Administrative Region and Macau Special Administrative Region) and 11 institutional members attended this meeting; Mayors of Busan, Dublin, Riga and Victoria were also present in person.



活动, 由公众和游客参与评选出最受喜爱的六个旅游奖项。作为与公众互动环节, 投票评奖吸引了近万名公众参与。

展会期间, 参加世界旅游城市博览会的六家国内外城市, 包括布鲁塞尔、布宜诺斯艾利斯、西安、武汉、哈尔滨、洛阳, 兴致勃勃地将代表自己城市的标识物, 赠送给了联合会秘书处和北京市旅游委。9月15日下午, 组委会在博览会现场举行了交接仪式。

博览会期间, 各城市展台吸引了上万名国内外游客参观咨询, 据统计, 仅开幕式第一天下午, 各展台发放旅游手册、宣传折页、地图、旅游纪念品等近万余份。此外, 在喷泉广场主舞台区, 由各会员城市选送的精彩绝伦的表演吸引了大量观众驻足观看。

主要活动 Main Activities

成立大会的3天会期中, 共安排了会员大会、首届理事会、世界旅游城市博览会、北京香山旅游峰会、专区交流、世界旅游城市联合会成立大会、世界旅游城市电影展映活动、世界旅游城市北京美食汇、颁奖晚会等会议及活动。

1 美食汇

为展示联合会各会员城市的美食文化, 组委会从北京四万余家饭店、餐饮企业中精心遴选了能够代表联合会各会员城市餐饮特色的一百三十余家企业参加活动。同时, 组委会利用报纸、网站、微博等各种方式, 设立美食专题, 向社会公众介绍和宣传美食汇的相关活动, 推荐世界各地的美食菜品。



闭幕式晚宴
Dinner at Closing Ceremony

2 世界旅游城市电影展

此次世界旅游城市电影展开幕, 得到了北京市政府在政策和资金方面给予的支持。据初步统计, 本次展映活动共展出20部影片, 仅2天观众即达到2500人次。

3 会员大会和理事会

9月14日召开的会员大会一致协商通过了《世界旅游城市联合会章程》、《世界旅游城市联合会大会议事规则》、《会员招募细则》、联合会官方标识、会旗, 签署了《北京宣言》, 并产生首届40个理事会员, 其中包含30个城市理事会员和10个机构理事会员。

会员大会结束后召开了首届世界旅游城市联合会理事会。理事会推选了时任北京市代市长王安顺先生作为首任理事会主席, 也任命时任北京市旅游委主任

鲁勇任世界旅游城市联合会秘书长, 并确定下一届世界旅游城市联合会北京香山旅游峰会于2013年秋季在北京召开。

4 世界旅游城市博览会

9月14日下午, 世界旅游城市博览会开幕式在北京王府井步行街举行。此次博览会作为首次在面向公众开放的区域举行的旅游业博览会, 共有43个会员城市参展, 其中包括国际展区23个(含中国澳门), 中国展区20个。

时任北京市代市长王安顺首次以联合会理事会主席的身份, 与城市会员代表一同见证了世界旅游城市联合会永久标识物——“真诚之水”的揭幕。

世界旅游城市博览会主要展示了包括城市旅游宣传片、城市标识、特色服饰、特色表演、旅游纪念品等相关旅游产品。博览会在现场设置了投票区并组织有奖投票

5 北京香山旅游峰会论坛

首届北京香山旅游峰会分为一个主论坛, 两个专区交流活动。时任北京市副市长、大会主席丁向阳在主论坛上做主旨演讲, 都柏林市长、里加市长、美国国际旅游公司总裁在主论坛上进行了发言。在两个专区交流活动中, 分为两个议题: 一是旅游产业与城市发展, 二是旅游城市间的交流与合作。由会员单位代表、专家学者、旅游企业和机构代表发言。

6 成立大会

成立大会上, 会员代表将标有各城市会员和机构会员名字的水晶球依次放到揭幕启动台上, 并由全国政协副主席林文漪为联合会标识揭幕。大会上还进行了升会旗仪式, 并宣布了首届联合会理事会主席、秘书长人选, 对外发布了《北京宣言》。

7 颁奖晚会

9月15日晚,在北京香山植物园喷泉广场举行的北京香山旅游峰会颁奖晚会,为获得最受游客喜爱的宣传片奖、最受游客喜爱的城市标识奖、最受游客喜爱的特色服饰奖、最受游客喜爱的现场表演奖、最受游客喜爱的旅游纪念品奖、最受游客喜爱的展台奖和最受欢迎的十大旅游城市美食奖的城市颁奖。



与会代表们合影留念
Delegates at the summit

With the theme of "Better City Life through Tourism", this meeting had arranged the General Assembly, First Council, World Tourism City Exposition, Beijing Fragrant Hills Tourism Summit, Special Communication, Inaugural Meeting of the WTCF, World Tourism Cities Film Festival, World Tourism Cities Beijing Gourmet Food Festival, Award Ceremony, and so on during the duration of 3 days.

World Tourism Cities Gourmet Food Festival

To show the food culture of WTCF city members, the organizing committee carefully selected over 130 enterprises that could represent the food features of WTCF city members out of over 40,000 hotels and catering establishments in Beijing. Meanwhile, the organizing committee also set up

food features via newspaper, website, microblog Weibo, etc. to introduce and publicize related activities on the gourmet food festival and recommend gourmet food from all over the world to the public.

World Tourism Cities Film Festival

During the opening ceremony of World Tourism Cities Film Festival, Lu Wei, the standing committee member of CPC, Beijing Municipal Committee, Minister of publicity department and vice mayor of Beijing, and leaders of State Administration of Press, Publication, Radio, Film and Television of PRC highly praised this film festival. Lu Wei said this film festival was a perfect combination of tourism and culture and Beijing was actively promoting the fusion and development of tourism and culture

and the municipal government would support the promotion in policy and financing. Statistics indicated that 20 films were shown at the festival and an audience of 2,500 people in the first two days of the festival came to watch the movies.

General Assembly and Council

The General Assembly, held on September 14 had discussed and passed Articles of the World Tourism Cities Federation, Rules of Procedure for the World Tourism Cities Federation, Membership Rules, the official logo and flag of the Federation, signed the Beijing Declaration, and selected 40 council members of the first batch, including 30 city council members and 10 institutional council members. After the General Assembly ended, the

First Session of Council of the World Tourism Cities Federation was held. The Council elected then Acting Mayor of Beijing City, Wang Anshun, as the first Chairman of the WTCF Council, commissioned Director of Beijing Municipal Commission of Tourism Development, Lu Yong the Secretary-General of WTCF, and decided the next session of the Beijing Fragrant Hills Tourism Summit of WTCF would be held in Beijing in the autumn of 2013.

World Tourism Cities Exposition

During the afternoon of September 14, the opening ceremony of the World Tourism Cities Exposition was held at Wangfujing Pedestrian Street. This was the first tourism exposition that was held in the area open to the public. There were 43 international and domestic city members participating in this exposition, including 23 international exhibition areas (including Macau) and 20 domestic exhibition areas.

The World Tourism Cities Exposition mainly exhibited tourism products, including city tourism advertising videos, city logos, characteristic costumes, distinctive performances, tourism souvenirs, etc. The exposition set up a voting area on the spot and organized the lottery voting activity, allowing the public and tourists to vote for a total of six favorite tourism awards. By interacting with the public,

the lottery voting attracted nearly ten thousand people.

During the exposition, six international and domestic cities participating in the activity, including Brussels, Buenos Aires, Xi'an, Wuhan, Harbin and Luoyang, gave their respective city logos with great enthusiasm to the Federation Secretariat and Beijing Municipal Commission of Tourism Development. On the afternoon of September 15, the organizing committee performed a handover ceremony at the place of exposition. During the exposition, city exhibition booths attracted over ten thousand international and domestic tourists to visit and consult. According to statistics, the exhibition booths gave out nearly ten thousand guidebooks, promotional foldouts, maps, tourism souvenirs, etc. Additionally, at the main stage area of Fountain Square, fantastic performances selected and sent by city members fascinated a large number of tourists who stopped to watch.

Beijing Fragrant Hills Tourism Summit

The first session of the Beijing Fragrant Hills Tourism Summit included a main forum and two special communication activities. Vice Mayor of Beijing and Chairman of the meeting Ding Xiangyang, delivered a keynote speech at the main forum, and the Mayor of Dublin, the Mayor of Riga and President of America Tours

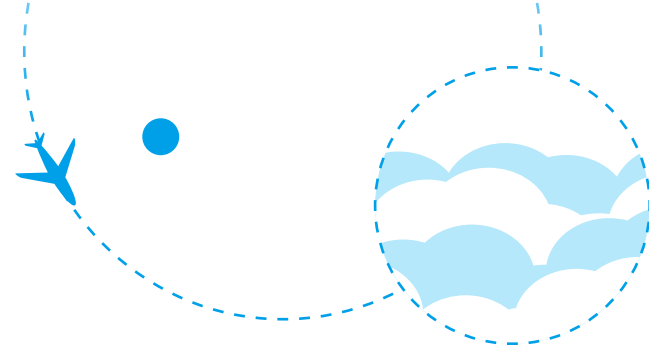
International also spoke at the main forum. The two special communication activities covered two subjects. One was the tourism industry and city development; the other was about communication and cooperation among tourism cities, where member representatives, experts & scholars and representatives of tourism enterprises and institutions gave statements.

Inaugural Meeting

At the inaugural meeting, the member representatives placed crystal balls with names of city members and institutional members on the unveiling table, and Vice-Chairman of the CPPCC, Lin Wenyi unveiled the logo of the WTCF. The meeting held a flag-raising ceremony, announced the selected individuals for the Council Chairman and Secretary-General, and released the Beijing Declaration as well.

Award Ceremony

On the night of September 15, the Award Ceremony of the Beijing Fragrant Hills Tourism Summit, held at Fountain Square of the Beijing Fragrant Hills Botanical Garden, conferred awards on cities of Favorite Advertising Video, Favorite City Logo, Favorite Characteristic Costume, Favorite Live Performance, Favorite Tourism Souvenir, Favorite Exhibition Booth and Ten Favorite Tourism City Foods.



2012 成果——《北京宣言》 Achievements of 2012 Summit

2012年首届北京香山旅游峰会上，来自世界上59个旅游城市和旅游机构的代表相聚中国北京，宣布成立世界旅游城市联合会。

城市是人类文明的结晶，旅游是和平与友谊的使者。城市是旅游的首要目的地，又是重要的客源地。世界旅游城市联合会将致力于实践“旅游让城市生活更美好”核心理念，通过开展富有成效的合作和交流，推动旅游城市的全面进步和旅游目的地品牌的建立推广。

During the first Beijing Fragrant Hills Tourism Summit 2012, representatives from 59 tourism cities and tourism enterprises from around the world gathered in Beijing and proclaimed the founding of the World Tourism Cities Federation (hereinafter referred to as WTCF).

Cities are the achievement of human civilization and tourism is the emissary of peace and friendship. They are

the primary destinations of tourists as well as important sources of tourists. WTCF is devoted to implementing the core idea of “Better City Life through Tourism”, and promotes the all-round progress of tourism cities and the establishment and dissemination of brands of tourism destinations, which is best achieved through cooperation and exchanges.

为旅游者创造出更加便利、愉悦的旅游环境。通过沟通合作，完善行业服务规范，提高旅游服务能力，为旅游者提供周到、快捷的服务，营造安全、便利的旅游环境。



Create more convenient and gratifying tourism environments for tourists. Improve service standards of the tourism industry, enhance tourism service capacities, provide tourists with careful and quick services, and foster safe and convenient tourism environments through communication and cooperation.

为推动城市经济社会和谐发展做出贡献。充分发挥旅游在城市经济发展、文化交流、社会和谐、环境保护和消除贫困中的重要作用，建立起城市间旅游市场的对话与互惠机制，实现“优势互补、资源共享、互利共赢”。

Contribute to the harmonious development of the world's urban economy and society. Give full play to the important role of tourism cities in urban economic development, cultural exchanges, social harmony, environmental protection and poverty elimination; establish a dialogue and mutually beneficial mechanism for tourism markets among cities, and achieve the goals of “complementing each other, resource sharing and a win-win outcome”.

为城市搭建展示人文与自然景观的平台。在促进城市间交流合作的同时，更好地面向公众推介各个城市人文、自然等方面的旅游资源。

Build platforms to display cultural and natural sites of cities. While promoting inter-city exchanges and cooperation, WTCF showcases in an even better way the places of human interest, natural landscapes and other tourism resources of cities to the general public.

为旅游产业调整结构提升水平提供支持。促进旅游产业结构升级，推动人与自然和谐相处，实现经济、社会、生态发展的有机结合。

Support the upgrading of the tourism industry restructuring. Give impetus to the upgrading of the tourism industry restructuring, promote the harmonious co-existence of man and nature, and achieve an organic integration of economic, social and ecological development.



以积极的心态面对未来，以开阔的胸怀联合世界。共创、共建、共有世界旅游城市联合会这一崭新平台，建立有效合作机制，邀请全世界更多的旅游城市、服务机构广泛加入，共同分享发展智慧、共同把握合作机遇、共同面对各种挑战、共同关切彼此诉求，在共赢的发展前景和发展路径中，迈向更加紧密地联合，将合作平台机制化、合作渠道稳定化、合作成果实质化，推动世界旅游城市的健康发展。世界的旅游城市，我们的美好家园。

Face the future with firm resolve and embrace the world with a broad mind. Jointly create, build and share this new platform of WTCF, establish an effective cooperation mechanism, invite more tourism cities and service agencies throughout the world to join WTCF so that we can share the wisdom of development, jointly grasp opportunities for cooperation, jointly tackle various challenges and show care for each other's appeals, advance to a closer

union via a win-win cooperation and development path and promote the healthy growth of world tourism cities through the mechanism of a cooperative platform, stabilization of cooperation channels and substantiation of outcomes. Tourism cities of the world, our beautiful home!

2013

旅游:城市可持续发展的新动力

TOURISM: NEW DRIVE OF SUSTAINABLE URBAN DEVELOPMENT

2013年9月11日-9月14日,第二届香山旅游峰会在北京召开。本届峰会的主题是“旅游:城市可持续发展的新动力”。本届峰会共有102家会员单位出席。会议签署并发布了世界旅游城市旅游合作与服务的基本规范《北京共识》,公布了《世界旅游城市评价体系》。峰会还成立了旅游相关企业、媒体、航空三个分会

并举办了城市旅游和民航服务、旅游服务和媒体服务四个论坛。首个世界旅游城市体验中心于峰会期间开始试运行。

联合会与雅典、瓦莱塔等城市签署了谅解备忘录,成功打造了世界旅游城市之间交流合作的平台,充分展示了世界旅游城市联合会这一年轻国际旅游组织蓬勃的生机与活力。

On September 11-14th 2013, the 2nd Fragrant Hills Tourism Summit was held in Beijing. There were 102 member units who participated in the Summit. The Beijing Consensus, framework of tourism service guidelines of world tourism cities, was signed on the Summit. World Tourism Cities Appraisal System was released. The Committee of Tourism-Related Businesses, Committee of Civil Aviation and Committee of Media Organizations were founded during the Summit. The first World Tourism Experience Center started its trial operation.

WTCF signed a memorandum of understanding with cities like Athens and Valletta, built a communicating and cooperating platform among world tourism cities, demonstrated the vigor of WTCF as a rising international tourism organization.



主要活动 Main Activities

1 开幕式
9月12日上午,在北京会议中心举行峰会开幕式,举行新会员入会仪式和世界旅游城市媒体合作联盟、航空机场联盟和旅游企业联盟成立仪式,发布并签署《北京共识》。中华人名共和国国务院副总理汪洋出席。

2 联合会第二届理事会
开幕式后即举行联合会第二届理事会。由联合会秘书长做《2012-2013年联合会工作报告》;审议增补理事会副主席单位、副秘书长;审议通过财务制度及年度财务审计报告;讨论世界旅游城市联合会下年度工作计划。

3 世界旅游城市联合会 2013 巡展城市推介活动
9月12日下午,在王府井大街举办世界旅游城市联合会2013巡展城市推介活动,55个会员城市和机构搭建展台,推介城市和机构的旅游资源和相关活

动,主要包括城市旅游宣传片、特色服饰、城市旅游标志(徽章、宣传材料、吉祥物等)、特色节目等,有多个国际国内城市在舞台上举办专场推介。

4 世界旅游城市体验中心推介活动
9月12日下午,与会嘉宾在世界旅游城市体验中心举行世界旅游城市联合会永久标识物“真诚之水”揭幕仪式,并参观世界旅游城市体验中心。

5 城市旅游论坛
通过由具有品牌优势和市场影响的大型企业加入和参与,在分会成员独立自主、互利共享的机制下,通过成员间的国际交流与合作,实现为联合会服务、为旅游服务、为社会服务的目标,共同致力于城市旅游业的持续发展,推进各城市的经济繁荣和社会协调发展,实现“旅游让城市生活更美好”的共同理念。

6 闭幕式
9月13日下午,在延庆县举办峰会闭幕式。闭幕式上,颁发峰会和博览会相关奖项。

Opening Ceremony
The Opening Ceremony was held at the Beijing Convention Center on the morning of September 12th. New Members Introduction was held on the Opening Ceremony. The Committee of Tourism-Related Businesses, the Committee of Civil Aviation, and the Committee of Media Organizations were founded. The Beijing Consensus was also published and signed.

Second Meeting of the WTCF Council
The Second Meeting of the WTCF Council was held after the Opening Ceremony. The Secretary-General of WTCF made the Report on Work of WTCF 2012-2013. Participants added Deputy-Chairman units and Deputy Secretaries-General of the Council, examined and approved the financial system and the annual financial audit report, and discussed the plan for the following year.

City Promotion Event of the WTCF City Promotion Tour 2013
On the afternoon of September 12th, City Promotion Event of the WTCF City Promotion Tour 2013 was held on Wangfujing Pedestrian Street. 55 member cities and institutions built booths to promote their tourism resources and relevant activities,

including videos, characteristic clothing, city travel logo (badge, publicity materials and mascots, etc.), special programs, etc. Many countries held special promotions on the stage.

Promotion Event of the World Tourism Cities Experience Center

On the afternoon of September 12th, all the honored guests participated in the unveiling ceremony of the permanent marker of the WTOTF "Water of Sincerity", and then the guests visited the WTOTF Experience Center.

Cities Tourism Forums

The participation of large-scale enterprises which

have brand advantages as well as market impact, the international communication and cooperation among the members, under the system of independence and benefit-sharing, would achieve goals of providing service to WTOTF, to tourism and to the society, promoting the development of every city and social harmony, and realizing the common idea of "Better City Life through Tourism".

Closing Ceremony

The Closing Ceremony was held in Yanqing County, on the afternoon of September 13th. Relevant awards were presented during the Closing Ceremony.

2013 峰会成果——《北京共识》 Achievements of 2013 Summit-Beijing Consensus

来自世界不同国家和地区的旅游城市出席2013世界旅游城市联合会北京香山旅游峰会, 我们秉承“旅游让城市生活更美好”的核心理念, 共同探讨旅游服务规范对世界旅游业发展的作用。我们一致认为, 城市旅游是增进世界人民和平与理解的重要力量, 健全的城市旅游服务规范有助于提升世界旅游业的水平和质量。在此基础上我们达成共识:

We, tourism cities from different countries and regions of the world, gather in Beijing at the Beijing Fragrant Hills Tourism Summit of the World Tourism Cities Federation (WTOTF) 2013 to discuss the role of tourism service standards in world tourism development consistent with the vision of "Better City Life through

Tourism". We share the view that urban tourism is important to promoting peace and understanding between the people of the world, and well-established standards for urban tourism services are conducive to improving the performance and quality of world tourism. In this context, we have reached the following consensus:



规范旅游服务有助于提高游客的旅游体验质量。旅游是一种最经常和休息、放松及健身相联系且接近文化与自然的的活动, 周到、快捷、安全、便利的旅游服务能够为游客提供难以忘怀的旅游体验, 使旅游城市在游客心目中留下美好的印象。

Properly regulated tourism services can help improve the quality of tourism experience. Tourism is a type of activity that is most commonly linked with relaxation, leisure and fitness and most closely connected to culture and nature. Satisfactory, speedy, safe and convenient tourism services can generate an unforgettable tourism experience for tourists and leave a memorable impression of the tourism city in the minds of tourists.

旅游服务提升旅游城市社区居民的生活质量。旅游服务规范能够提高东道城市居民生活水平、满足他们的需求, 促使东道城市经济和社会结构的紧密结合。规范旅游服务能为社区居民提供高质量的生活环境。

Improved tourism services can improve the life quality of the community residents of tourism cities. Properly regulated tourism service can improve the living standards and meet the living needs of the residents of the host cities, and integrate the economic and social structure of the host cities more closely with each other. Proper regulation of tourism services provides a high-quality living environment for the residents of urban communities.

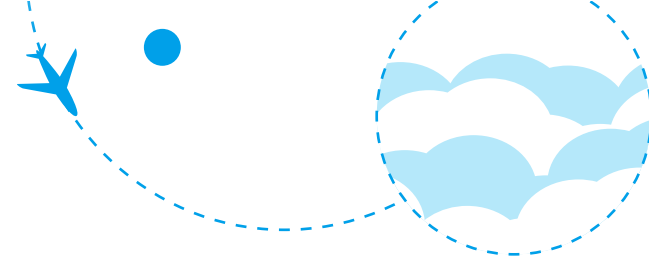


规范旅游服务推动城市可持续发展。规范旅游服务能够保障旅游城市的利益主体共同受益, 能够实现旅游城市社会、经济、环境协调发展。

Properly regulated tourism services lead to sustainable urban development. Properly regulated tourism services can ensure shared benefits of all the interest groups of tourism cities, and strike the balance in the social, economic and environmental progress of tourism cities.

旅游服务促进不同种族、不同文化的城市和地区间相互交流。旅游服务的规范化、体系化, 可以为消弭地区冲突、增强平等互信带来机遇, 通过旅游服务能够促进人与人之间情感、文化和文明的相互交融。

Tourism services can promote the exchanges between cities and regions of different nations and cultures. The establishment of tourism service standards and systems creates opportunities for preventing regional conflicts and increasing equality and mutual trust. The provision of tourism services will boost the friendship between people and the integration of different cultures and civilizations.



旅游服务引导旅游意识的形成。通过旅游规范让旅游者进一步增强旅游意识，尊重东道城市所在国家的习俗，确保自身的旅游活动不受歧视，从而避免冲突。

The guidance of tourism services is required in shaping tourism awareness. The establishment of tourism service standards will enhance the tourism awareness of tourists, encourage them to respect national customs of the host cities, ensure that their tourism activities are not discriminated against and thereby kept away from conflicts.

旅游服务规范保护旅游者权益。在进入旅游城市，以及在过境地和某地逗留时，应确保旅游者在旅游服务者安全、旅游服务机构服务、旅游接待设施、旅游信息、法律制度等方面的权益得到保障。

Properly regulated tourism services protect the rights and interests of tourists. We need to ensure that the rights and interests of tourists in terms of the reliability of tourism service providers, tourism service institutions, tourist reception facilities, tourism information and legal system are well protected when tourists stay at tourism cities or stay over in transit points or other places.

旅游服务标准催生更好的服务质量。提供更好的服务质量是旅游城市的义务，应该在旅游服务的各个环节建立相应的服务标准，以增进城市会员和机构会员交流与合作的便利。

The establishment of tourism service standards leads to better tourism services. It is the obligation of tourism cities to improve the quality of services. We must promote the building of coherent standards of tourism services in different areas so as to facilitate the exchanges and cooperation between city and institutional members.

旅游服务推动旅行自由化。将旅游服务规范与联合国、国际民航组织、国际海事组织、海关合作委员会实施的现有条款进行对接，简化旅游出入境手续，以不断地促使旅行自由化。

Tourism services can promote the free movement of tourists. We need to improve the compatibility of tourism service standards with the existing provisions of the United Nations, the International Civil Aviation Organization, the International Maritime Organization and the Customs Cooperation Council, and streamline the border entry and exit procedures for tourists so as to ensure free movement of tourists.



个性化的旅游服务是旅游城市吸引力的重要源泉。在突出国际服务标准对接的同时，鼓励各个城市打造具有自己城市独特风格、彰显地方文化的旅游服务。

Personalized tourism services are an important source of appeal for tourism cities. While underscoring the importance of compatibility with international tourism services standards, it is also important to encourage cities to develop tourism services carrying their unique local style and cultural features.

旅游服务需要目的地居民的参与。社区居民是旅游服务的主要提供者，是游客旅游体验的主要构成要素。通过开展教育培训，推动当地居民认识到旅游服务的价值所在，积极参与到旅游规划、服务与管理中来，并促使个性化的旅游服务成为吸引人们出游的主要因素。

The residents of destination cities must be involved in the provision of tourism services. The residents of urban communities are the main provider of tourism services and a key component of tourism experience. It is important to encourage local residents to recognize the value of tourism services and actively take part in tourism planning, services and management through education and training, and attract the interest of tourists with personalized tourism services.

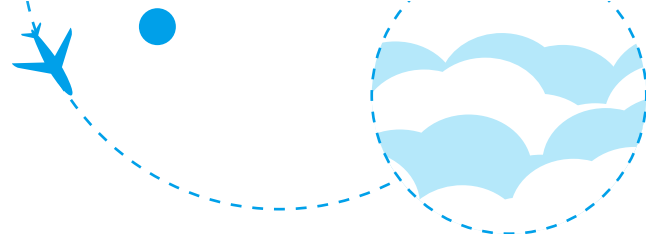
我们希望世界旅游城市联合会各会员以服务质量为核心，加强旅游服务标准对接和产品同质，实现旅游服务一体化，推动国际旅游市场新秩序建设和世界旅游城市的健康发展与繁荣。

We hope that the members of WTOTF will make great efforts to develop compatible tourism service standards and tourism products of the same quality, with a focus on enhancing the quality of services, promote the integration of tourism services, and contribute to the building of a new order in the international tourism market and healthy development and prosperity of world tourism cities.



我们主张进一步明确会员间服务与旅游深度融合的模式、方法和路径，推动各会员将包容、共享、生态与创新融入在服务当中，采取一切必要行动，切实消除交流与合作的制约障碍。

We believe that it is important to clearly define the models, ways and means for promoting better service and tourism integration of WTOTF members, encourage the members to adopt an inclusive, benefit-sharing, eco-friendly and innovative approach in delivering tourism services, and take all necessary actions to remove the barriers that hinder exchange and cooperation.



2014

世界旅游城市:市场与合作

WORLD TOURISM CITIES: MARKET AND COOPERATION

2014年9月4日—9月5日, 第三届香山旅游峰会在北京举办, 世界旅游城市联合会(WTCF)邀请城市会员及发展目标城市近100家, 民航、旅游相关企业和媒体三个分会发起单位代表约85家, 联合会专家委员会成员、联合国代表、世界三大旅游组织代表, 总人数近600人。本次会议的主题是——世界旅游城市: 市场与合作。

Nearly 100 city members and target cities were invited; about 85 representatives of the Committee of Tourism-Related Businesses, Committee of Civil Aviation and Committee of Media Organizations were invited; members of the WTCF Expert Committee, United Nations representative, representatives of the world's three tourism organizations were invited, and the total number of attendees was nearly 600.

主要活动 Main Activities

1 开幕式
9月4日上午, 峰会开幕式在北京举办。中国国务院副秘书长毕井泉、国家旅游局局长邵琪伟、联合会理事会主席王安顺、联合国及国际旅游组织嘉宾出席开幕式并致辞。外交部、民政部、北京市领导以及联合会成员单位代表出席。

2 联合会第三届理事会
联合会秘书长宋宇做《2013-2014年度联合会工作报告》; 洛杉矶、华盛顿、罗马、里加、拉巴特非



新会员入会
New members admitted

斯(联合体)申办2015年峰会。经投票, 拉巴特非斯(联合体)获得2015峰会举办权; 讨论世界旅游城市联合会下年度工作计划。

3 峰会论坛
9月4日下午和9月5日全天举办峰会论坛。邀请国内外知名旅游城市市长、大型旅游相关企业高管以及旅游业界知名专家学者等, 围绕“市场与合作”峰会主题, 结合世界旅游城市联合会助力旅游城市发展、中国旅游市场分析、数字媒体与智慧旅游、智慧城市等议题, 探讨联合会在世界旅游发展的新形式下, 促进旅游城市发展的平台作用, 发挥联合会作用推动中国入境游和出境游市场合作的作用, 全媒体如何助力旅游产业发展等热点问题。

4 巡展
9月4日至5日, 举办会员城市和机构巡展活动, 在前两届成功举办城市巡展基础上, 着力打造联合会这一品牌。通过巡展充分展示会员城市形象和旅游资源及机构会员的特色产品, 促进城市和城市、机构和机构, 城市与机构三个层面的合作。

5 交易洽谈会
9月4日全天举办“世界旅游城市联合会交易洽谈会”。联合会与美国旅游批发商协会(USTOA)、德国旅行商协会(DRV)、英国旅游协会(ABTA)等国际旅游批发商组织合作, 邀请经营中国入境游的国际知名买家、优质的国内知名卖家, 组织会员城市、旅游相关企业参与, 向来自美国、欧洲、

日韩、国内城市及其他全球批发商代表推介北京旅游资源和产品, 推动北京入境游。同时, 也邀请了专注于中国出境游的知名旅游相关企业进行交易洽谈。

6 推介会
9月5日全天举办“旅游资源和项目推介会”, 邀请会员城市和机构推介宣传旅游资源和产品, 促进会员单位旅游资源和产品的推广宣传, 使会员单位在联合会的平台上充分展示推介, 提升联合会组织的吸引力和凝聚力。

7 闭幕式
9月5日晚, 举办峰会闭幕式。总结2014北京香山旅游峰会成果, 宣布2015年峰会承办城市, 交接会旗。



会旗交接仪式
Handing over the WTCF flag



会议现场
Conference venue



2014巡展
Expo in 2014

Opening Ceremony of the Summit

The opening ceremony was held at the Riverside Hotel in Beijing on the morning of September 4. Bi Jingquan, Vice Deputy Secretary-General of the State Council of China, Shao Qiwei, Head of China National Tourism Administration and Wang Anshun, the Chairman of WTCF Council, and honored guests from UNWTO attended the opening ceremony and delivered speeches. Leaders from the Ministry of Foreign Affairs and Ministry of Civil Affairs of PRC and from Beijing Municipal Government and representatives of WTCF member units also attended the ceremony.

The Third Meeting of WTCF Council

At the meeting, Song Yu, the secretariat of WTCF gave the 2013-2014 annual report, and Los Angeles, Washington DC, Rome, Riga and Rabat & Fez competed for the right to host the 2015 Summit. After voting, Rabat & Fez won the right to host the 2015 Summit. Representatives involved also discussed the following year's working plan.

Forums

The theme of the forum surrounded the idea of "Market and Cooperation". It was held on September 4 and September 5. Tourism administrators, tourism entities managers, and industry scholars from China and abroad got together to discuss new trends in the tourism



industry, particularly the role of WTCF and the media regarding the topics of "WTCF: Driving the Development of Tourism Cities," "Analysis of China's Tourism Market," and "Digital Media and Smart Tourism, Smart City."

Tourism Cities Expo

The Expo was held on September 4-5 with member entities displaying their images, tourism resources and products. It aimed to promote cooperation between member cities and institutions on the basis of the experiences from the first two expos.

Tourism Exploration

The "Tourism Exploration" tourism promotion fair on September 4 helped member entities promote their tourism resources and products. WTCF collaborated with international tour operator organization partners like United States Tour Operators Association (USTOA), German Travel Association (DRV) and Association of British Travel Agents (ABTA) to attract

the participation by WTCF member cities and tourism-related businesses, and introduce tourism resources and products to global tour operators from the US, Europe, Japan, South Korea as well as other Chinese cities. Meanwhile, it was open to renowned tourism-related businesses which are interested in travel programs for trade and negotiations.

Travel Presentation

The "Travel Presentation" trade fair opened on September 5. It was a good opportunity for tourism trading. Buyers and sellers, member cities, and tourism companies from China and abroad gathered together to seek resources, products, and potential business partners.

Closing Ceremony

The summit ended on the evening of September 5 with a celebration to conclude the 2014 Beijing Fragrant Hills Tourism Summit and handed over the flag to the following year's host cities.

2014 峰会成果 Achievements of 2014 Summit

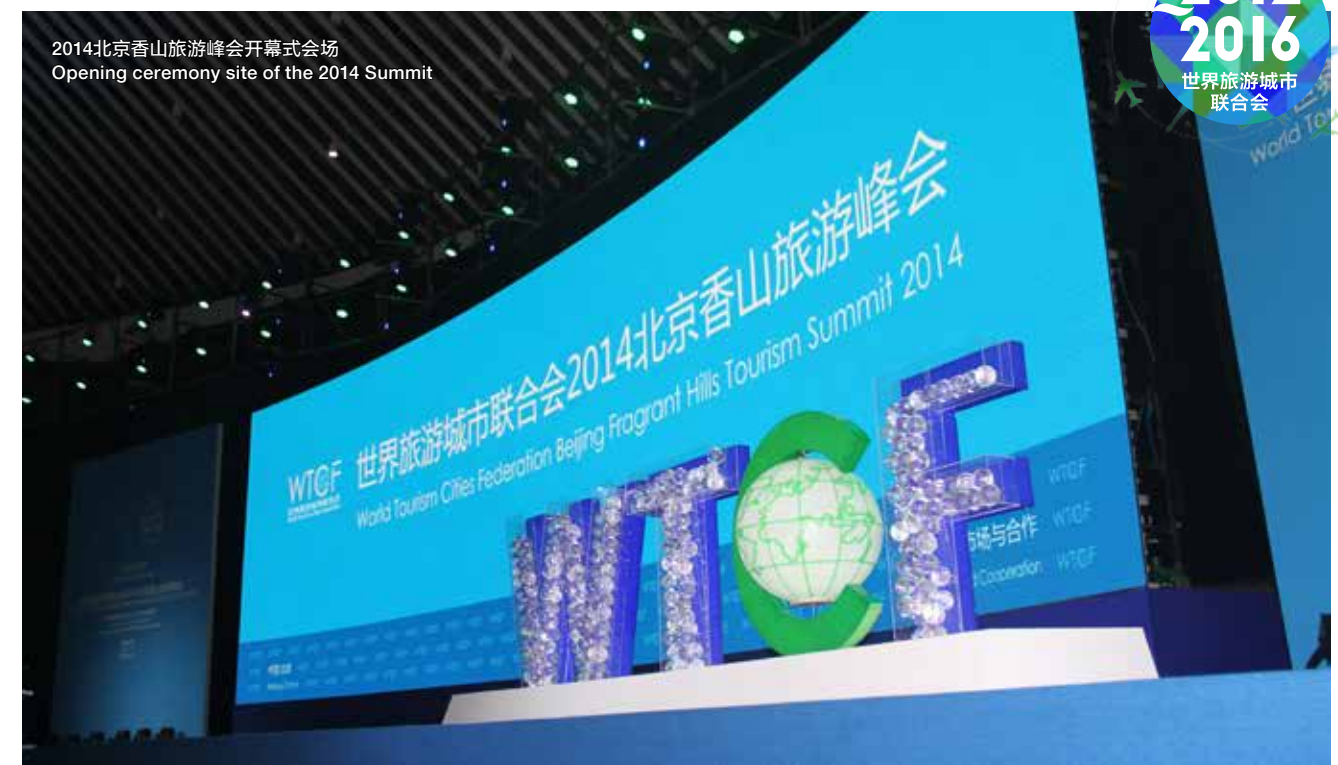
峰会规模大、会议内容更加丰富

中国政府相关部门及北京市政府的官员出席，显示了中国政府和北京市政府对旅游产业发展的重视和对世界旅游城市联合会工作的鼎力支持。各会员单位及旅游业界代表嘉宾、新闻媒体等共600人参会。峰会包括会议、论坛、旅游城市巡展、旅游推介会、旅游交易洽谈会等板块，活动内容丰富，形式有所创新。各板块紧紧围绕“旅游城市：市场与合作”这一主题，相互配合，穿插进行，体现出了合作、创新、务实的原则。

Unprecedented scale and rich substance

Leaders of departments of Chinese Government and Beijing Municipal Government attended this summit, reflecting the great attention attached by the Chinese Government and Beijing Municipal Government to the development of tourism industry and the hard work of Beijing-headquartered WTCF. More WTCF members, veteran or newly-joined, along with guests from tourism industry

and media were also presented at the grand occasion. The total number of attendees reached 600, far exceeding the number of attendees during the previous two summits. 2014 Summit included such parts as General Session, Forum, Road Show of Tourism Cities, Travel Presentation, and Travel Exploration, and was noted for its rich substance and innovative forms. All these parts focusing on the theme of "World Tourism Cities: Market and Cooperation", are interconnected and well-coordinated, representing the principles of cooperation, innovation and pragmatic approach.



交易洽谈会注重专业、实效,成为拓展旅游交易的新平台

峰会活动主体除联合会城市会员和机构会员外,还包括中国入境旅游、出境旅游的主要买家和产品供应商。涵盖城市、景区、酒店、旅行社、机场、航空公司、邮轮公司、OTA等,覆盖范围广、专业性强,形成多领域跨界交流、多门类联动对接的合作平台。通过网上预约配对系统,组织中国出入境游的买家、卖家进行一对一、面对面的商务洽谈。联合会对买家设定较高标准,经过精心挑选进行邀请,严格限制参会名额。高质量买家和专业化预约洽谈为提升交易洽谈会实效提供了保障。

The Trade Fair Stressed Specialty and Effectiveness, Becoming the New Platform for Expanding Tourism Trade.

Besides WTCF member cities and institutions, this summit also provided debut opportunities for buyers and suppliers of China-oriented inbound and outbound travel programs. WTCF set high standards for buyers, invited well-selected candidates, and vigorously limited participant numbers. High-quality buyers and specialized negotiation through reservation guaranteed the effectiveness of the exploration.

exchange and connection, standing out in its extensive coverage and specialty. The Travel Exploration set up an online match-making reservation system, offering one-on-one negotiation opportunity for buyers and suppliers of China-oriented inbound and outbound travel programs. WTCF set high standards for buyers, invited well-selected candidates, and vigorously limited participant numbers. High-quality buyers and specialized negotiation through reservation guaranteed the effectiveness of the exploration.



主题论坛为参会者提供更多信息和机遇

本次会议论坛以“市场与合作”为主题,着重讨论“WTCF助力旅游城市发展”,充分研讨联合会城市会员、机构会员彼此合作空间,特别是秘书处介绍会员服务资源。论坛还从多角度就备受关注的中国出入境市场进行深入交流和研讨。

The Summit Forum Provided More Information and Opportunities for the Participants

Under the theme of “World Tourism Cities: Market and Cooperation”, the forum laid emphasis on discussion of the topic “WTCF Driving Urban Tourism”, fully exploring the possibility of cooperation among WTCF city members and institution members, and introduced the resources of WTCF services. At the Forum, the in-depth discussion and study focused on the issues of general concern such as Chinese outbound and inbound market from multiple angles.

联合会建立多种自媒体平台,提升会员服务质量

峰会上,联合会推出升级版官方网站,完善自媒体平台,让会员单位能够现场参与,获得旅游产品展示、旅游项目体验、旅游产品线上对接等服务。会员城市可通过联合会官网链接,进行网络推介,提供游客指南服务。

WTCF Set up Different Kinds of We-media with the Purpose of Improving the Quality of Membership Service

During the Summit, WTCF launched an upgraded portal website to perfect the We-media platform, enabling member institutions to take part in it on the spot and enjoy such services as tourism products presentation, tourism items experience, and so on. Logging on to the WTCF portal website, the member cities could carry out their online presentation and provide guide service for the travelers.

理事会决议香山旅游峰会今后由中国的会员城市和中国以外的会员城市轮流举办

2014年9月,在联合会理事会会议决定,香山旅游峰会今后由中国的会员城市和中国以外的会员城市轮流举办。会上,联合会理事会在听取了洛杉矶、罗马、里加、拉巴特和非斯市(联合申办)、华盛顿5个申办主体的陈述后,投票决定由摩洛哥王国拉巴特和非斯两个城市共同承办2015年香山旅游峰会。

WTCF Council Decided That the Fragrant Hills Tourism Summit Will Be Held Alternately by Member Cities in and Outside of China

In September 2014, at the WTCF Council Meeting, it was decided that the Fragrant Hills Tourism Summit will be held, alternately, by member cities inside and outside of China. After hearing the statements of five host city candidates, namely, Los Angeles, Rome, Riga, and Rabat and Fez, WTCF Council decided that Rabat and Fez would co-hold the Fragrant Hills Tourism Summit 2015 after voting.



2015

世界旅游城市: 多元化与可持续发展

WORLD TOURISM CITIES: DIVERSITY AND SUSTAINABILITY

2015年9月20日—9月22日，第四届香山旅游峰会在摩洛哥的拉巴特市和非斯市举行。本次峰会主题是——世界旅游城市：多元化与可持续发展。

出席2015年峰会的有来自42个国家和地区的69个城市和31个旅游相关机构共100个会员单位的311名代表，以及其他各方面嘉宾共计400余人。此届峰会论坛围绕“多元化与可持续发展”这一主题，深入探讨了在全球旅游市场持续发展的形势下，如何突出城市旅游特色，打造城市旅游品牌，提升游客消费体验，以及新的营销手段服务旅游多样化的需求，推动旅游业的可持续发展，保护旅游目的地生态环境、文化多样性和传承性等议题。期间，峰会还举办了推介会、巡展和交易会等系列活动，加强会员之间的合作，推动旅游产业发展。

The fourth WTCF Fragrant Hills Tourism Summit was held in Rabat & Fez, Morocco, focusing the theme of "World Tourism Cities: Diversity and

Sustainability" from September 20th to 22th, 2015. The 2015 summit brought together 311 representatives from 100 members, including 69 cities and 31 travel organizations from 42 countries and regions. Focusing on the theme of "Diversity and Sustainability", this year's summit discussed several tourism related topics, including highlighting cities' tourism features, cultivating urban tourism brands, improving tourists' consumption experience, serving the demand of tourism development by diversified marketing means, promoting the sustainable development of tourism, protecting the ecological environment of tourism destinations, and maintaining and inheriting cultural diversity. During the summit, activities including presentations, exposition, and tourism marketplace were held to strengthen members' cooperation and promote development of tourism industry.



主要活动 Main Activities

短短三天时间的峰会，各种活动高潮迭起异彩纷呈，这是业内精英研讨旅游和城市发展的尖峰时刻，是不同文化和思想交流碰撞的高端平台，是多姿多彩的旅游形象展示的舞台，是老友新朋欢聚的美好时刻。

1 北京之夜
会员城市北京市为晚宴奉上了一场精彩的节目演出——“北京之夜”，演出内容包括了杂技、武术、

舞蹈等中国传统艺术等，演出既凸显了中国传统艺术的精湛和华美，也融入了现代的舞美和表演元素，获得了在场峰会嘉宾的热烈欢迎。

2 非物质文化遗产展
非物质文化遗产，是指各人民世代相传并视为其文化遗产组成部分的各种传统文化表现形式，以及与传统文化表现形式相关的实物和场所。此次展演精选了北京有代表性的五项列入世界非物质文化遗产的传统手工艺，分别是：雕漆技艺、景泰蓝制作技艺、花丝镶嵌制作技艺、北京风筝哈制作技艺、北京剪纸。摩洛哥旅游局也组织了阿拉伯书法、铜艺表演等摩洛哥非物质文化遗产项目进行了展示。

3 会员形象展
为促进会员交流，展示会员风采，2015拉巴特非斯香山旅游

峰会专门在拉巴特、非斯两个峰会举办城市设置了会员形象展览，使会员的旅游资源和风采有了更直接形象的展示，促进了会员间的交流和沟通。

4 开幕式
摩洛哥当地时间9月21日，世界旅游城市联合会2015拉巴特非斯香山旅游峰会开幕。在开幕式上，理事会副主席程红女士致辞。程红副主席回顾了联合会在过去的一年里取得的发展和成绩，并对联合会下一步的工作提出希望。会上，世界旅游组织执行主任马西奥·法维拉（Márcio Favilla Lucca de Paula）先生、WTTC副理事长段强先生等国际旅游组织的代表分别在开幕式上致辞，对峰会的召开表示祝贺，对世界旅游城市联合会在促进全球旅游产业发展中付出的努力和做出的贡献表示赞赏。摩洛哥国家旅游部部长拉森·哈达德（Lahcen Haddad）先生发表

了热情洋溢的讲话，并表达了与联合会加强合作，共同推动全球旅游和摩洛哥旅游发展的愿望。

在开幕式上，还举办了金边、开普敦等城市的新会员入会仪式；青岛、雅典等城市及部分邮轮企业共同倡议成立世界旅游城市邮轮分会的发起仪式。会上，世界旅游城市联合会与UNWTO、世界旅游城市联合会与携程旅游网及中国股权投资协会、北京市与布宜诺斯艾利斯市、摩洛哥与重庆市等国际旅游组织之间、城市之间、旅游相关机构之间也签署了多项合作协议。

5 理事会
2015拉巴特非斯香山旅游峰会开幕式后，世界旅游城市联合会召开了理事会会议，世界旅游城市联合会秘书长宋宇在理事会上作年度工作报告；40多位理事会成员听取了中国4个城市包括新疆阿勒泰、重庆、黑龙江牡丹江、山东青岛的申办报告。理事会投票决定2016年峰会将由重庆市承办。重庆市副市长谭家玲女士接受采访时表示，世界旅游城市联合会2016年峰会在重庆召开，将更好地促进重庆城市形象展示，进一步扩大该市的对外影响力和知名度，推动重庆与国际著名旅游城市间的合作交流。

6 交易洽谈会
为促进会员城市旅游交流，深化务实合作，联合会于9月21日在摩洛哥首都拉巴特索菲特酒店举办旅游交易洽谈会，邀请了几十家中国和国际旅游领域知名买家出席，与摩当地卖家包括摩洛哥上海旅行社、摩洛哥



中华商会, 以及哥本哈根、布拉格、澳门特别行政区、爱丁堡等城市会员, 国旅总社、中旅总社、中青旅、众信、凯撒、神舟、海航旅业、首旅、携程、中国铁道旅游联盟、北京国旅、北京中旅、康辉总社、环境国旅、浙江中旅、江苏中旅、南京国旅、新上海国旅、韩国哈拿多乐、美国国际旅游公司等20家知名旅行社企业开展业务洽谈, 以通过旅游交易会促进中非以及地中海沿岸旅游的发展。

业务洽谈内容涵盖旅游接待、会展、邮轮和目的地、旅游产品的宣传推广等。旅游洽谈会共进行了五轮预约洽谈, 并开展了半小时的自由组合洽谈, 客户双方轮换洽谈近150人次。

7 闭幕式

入夜的非斯, 灯火闪烁。酒店, 烛影摇红、笑语声声, 摩洛哥当地时间9月22日, 2015拉巴特非斯香山旅游峰会在此举行闭幕式。摩洛哥国家旅游局局长阿普杜拉菲亚·佐伊特纳致辞, 世界旅游城市联合会秘书长宋宇向摩洛哥赠送峰会承办纪念品, 摩洛哥国家旅游局局长将会旗交回联合会宋宇秘书长, 宋宇秘书长向2016年峰会承办城市重庆代表交接会旗。

8 焰火表演

焰火升起, 照耀着美丽的非斯古城, 祝愿摩中友好, 祝香山旅游峰会成功举办, 祝世界旅游城市联合会再创辉煌!

During the 3-day summit, various activities were held one after another. It was a summit for industry elites to



闭幕式上欢庆的人群
The joyful crowd at the closing ceremony



为祝贺世界旅游城市联合会2015拉巴特非斯香山旅游峰会在摩洛哥成功举办, 摩洛哥邮票发行公司设计并发行了这枚纪念邮票
In order to celebrate the successfully hold of WTCTF Rabat & Fez Fragrant Hills Tourism Summit 2015, Morocco stamp company designed and issued this commemorative stamp

discuss tourism and city development, a platform for different cultures and ideas to exchange, a stage to show diversified tourism images, and a good time for old and new friends to get together.

N ight of Beijing

On the welcome banquet, WTCTF member city Beijing presented a wonderful cultural show "Night of Beijing," including acrobatics, Kongfu, dance and other traditional Chinese arts. The show integrating both the essence of traditional Chinese

art and modern stage design and performing elements, won warm welcome from the guests.

I ntangible Cultural Heritage Show

Intangible cultural heritage refers to various traditional cultural expression forms passed down generation after generation and regarded as part of their cultural heritage by different peoples and objects and places related with them. Five representative traditional handicrafts of Beijing listed as World Intangible Cultural Heritage on show included cloisonné, filigree inlaid, Beijing Ha's style kite making and Beijing paper cutting techniques.

M ember Image Show

To promote the communication among WTCTF members and show their charms, member image show was held in Rabat and Fez respectively during the summit, which presented the tourism resources of WTCTF members in a vivid way.

O pening Ceremony

WTCTF Rabat & Fez Fragrant Hills Tourism

Summit 2015 kicked off on September 21st (local time). At the opening ceremony, Deputy Chairman of WTCTF Council Cheng Hong delivered a speech, in which she looked back upon the development and achievement of WTCTF in the past year and showed her expectation towards the future work of the federation. Representatives from international tourism organizations like Márcio Favilla Lucca de Paula, Executive Director of the World Tourism Organization (UNWTO), and Duan Qiang, Deputy Chairman of WTTC made addresses at the opening ceremony, in which they expressed

their congratulations on the opening of the summit and praised the efforts in and contribution to promoting global tourism industry development made by WTCTF. Lahcen Haddad, the minister of Tourism Ministry of Morocco, made an enthusiastic speech expressing his hope to strengthen the cooperation with WTCTF to promote the development of global tourism and Moroccan tourism.

At the opening ceremony, initiation of new city members like Phnom Penh and Cape Town into WTCTF was held, and cities like Qingdao and Athens and some cruise enterprises advocated the foundation of WTCTF

Committee of Cruise Tourism. Meanwhile, cooperation agreements were also signed between international tourism organizations, cities and travel agencies like WTCTF and other parties including UNWTO, Ctrip, and China Association of Private Equity as well as Beijing and Buenos Aires, and Morocco and Chongqing.

C ouncil Meeting

After the opening ceremony of WTCTF Rabat & Fez Fragrant Hills Tourism Summit 2015, WTCTF Council Meeting was held. During the council meeting, WTCTF



闭幕式上向举办城市拉巴特非斯颁发纪念品
Celebration of the success of the Summit



Secretary-General Song Yu made an annual report, over 40 council members listened to the presentations made by 4 Chinese candidate cities for hosting summit 2016 including Altay in Xinjiang, Chongqing, Mudanjiang in Heilongjiang and Qingdao in Shandong, and the council voted Chongqing as the host city of summit 2016.

When interviewed, Vice Mayor of Chongqing Municipal Bureau of Tourism Tan Jialing expressed that the holding of WTCF summit 2016 in Chongqing will help promote the image of Chongqing, the city's influence and prestige, and the cooperation and exchange between Chongqing and famous international cities.

Marketplace

Aiming at promoting tourism exchange among city members, WTCF marketplace was

held at Sofitel Jardin Des Roses Hotel in Rabat on 21st, September (local time). Dozens of famous buyers in tourism industry from China and other countries like CITS, CTS, CYTS, Utour, Caissa, Hana Tour Service, and American Tours International, local sellers in Morocco like Shanghai Voyages and WTCF city members like Copenhagen, Prague, Macau, and Edinburgh were invited to attend the marketplace. They carried out business negotiations with one another and the marketplace helped with the tourism development between China and Africa and the Mediterranean.

Closing Ceremony

The closing ceremony of WTCF Rabat & Fez Fragrant Hills Tourism Summit 2015 was held on the evening of September 22nd (local time). Abderrafia Zouitene, Director of the Moroccan National Tourist

Office delivered a speech. WTCF Secretary-General Song Yu presented a souvenir of the summit to Morocco and Abderrafia Zouitene handed the flag of the summit over Song Yu, who gave the flag to the representative from Chongqing, the host city of WTCF summit 2016.

In the fireworks

The firework lit up the sky of beautiful Fez. May the friendship between Morocco and China last forever and WTCF have a splendid future!



2015 峰会成果 Achievements of 2015 Summit

与联合国世界旅游组织 签署合作谅解备忘录

联合国世界旅游组织执行主任马西奥·法维拉在峰会开幕式上代表联合国世界旅游组织与联合会签署全面合作谅解备忘录, 建立合作伙伴关系。

Concluding MOU with UNWTO

Marcio Favilla, Executive Director of UNWTO, signed a MOU with WTCF on behalf of UNWTO at the opening ceremony of the Summit to establish a partnership between the two.

发布《世界旅游城市绩效报告》

世界旅游组织 (UNWTO) 和联合会共同就《世界旅游城市绩效报告》开展为期两年的合作, 并将在峰会论坛上介绍初步研究内容。

Releasing the Performance Report for World Tourism Cities

UNWTO and WTCF will launch a two-year collaboration on the Performance Report for World Tourism Cities, of which the preliminary research contents will be briefed during the forum of the Summit.

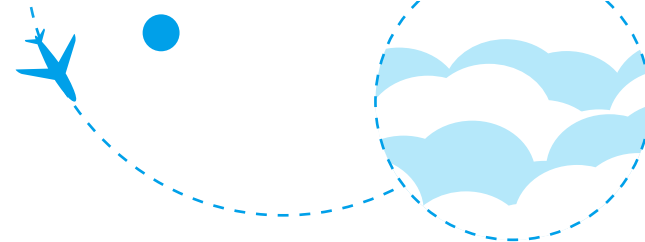


发布世界旅游城市发展指数研究成果 《世界旅游城市发展报告 (2014)》

目前, 联合会委托课题组已经完成《世界旅游城市发展报告 (2014)》的撰写工作。该课题通过对“世界旅游城市”要素分析以及综合评价体系的研究, 旨在构建一个权威的旅游城市评价体系, 建立在全球具有广泛适用性的评价指标及统计标准, 以及多渠道数据采集的合作机制, 从而完成对全球范围内的旅游城市进行综合评估, 为旅游城市的发展提供借鉴和指引。该报告在拉巴特市和非斯市举行的2015年香山旅游峰会上进行发布。

Launching the Annual Report on Development of World Tourism Cities (2014), a Result of the Research on the Development Index of World Tourism Cities

By far, the Research Team delegated by WTCF has finished the paper work of the Annual Report on Development of World Tourism Cities (2014). The Research Team is aimed at, through element analysis on “world tourism cities” and the research on a comprehensive evaluation system, building an authoritative tourism city evaluation system that sets evaluation indicators and statistical standards with wide applicability across the world and a cooperative mechanism enabling multi-channel data acquisition so as to accomplish comprehensive assessments on world tourism cities to offer references and guidance for their development. The Report was revealed at the 2015 Fragrant Hills Tourism Summit in Rabat & Fez.



《中国公民出境（城市）旅游消费市场调查报告（2014-2015）》

该报告以中国出境游客为研究对象，通过客源地、旅游目的地偏好、人文特征、旅游特征、出发前的担心与顾虑等信息，全方位描绘中国出境游客群体特征；通过旅游目的和吸引要素等信息，探寻旅游城市如何吸引中国出境游客；通过中国游客对境外旅游全流程信息查询、签证办理、餐饮、住宿、交通出行、游览、购物、娱乐、公共服务的评价，指导旅游目的地城市如何提升对中国出境游客的吸引力和旅游体验。

Market Research Report on Chinese Outbound Tourist (City) Consumption (2014 - 2015)

With outbound Chinese tourists as its target, the Report presents a full picture of the outbound Chinese tourist groups from the perspectives of tourist sources, tourists' preferred destinations, humanistic characteristics, travel characteristics, concerns and worries before the trip; information like purposes for tourism and appealing elements is furnished to figure out ways to attract outbound Chinese tourists; the whole outbound tourism process assessments on information search, visa process, catering, accommodation, transportation access, sightseeing, shopping, entertainment and public services of Chinese tourists provide guidance for destination cities on how to improve the attraction to and travel experience of outbound Chinese tourists.

举办旅游洽谈会

为促进会员城市旅游交流，深化务实商务合作，联合会在摩洛哥举办旅游洽谈会。联合会邀请了几十家中国和国际旅游领域知名买家出席，与摩洛哥当地卖家和其他会员城市开展业务洽谈。

Tourism Fair

WTCF is to hold the tourism fair in Morocco. The event's aim is promote exchanges between member cities and deepen practical business cooperation. WTCF has invited many renowned buyers in both the Chinese and the international tourism sectors for business negotiations with local sellers and other member cities.

“中国千名游客游摩洛哥活动”

联合会会员中国国旅、凯撒旅游等旅行社积极开展2015年“中国千名游客游摩洛哥”活动。截至2015年9月上旬，已有多批次共1200余名游客报名参加千人游活动。联合会在摩洛哥拉巴特和菲斯举办香山旅游峰会，一定会推动中国公民赴摩热情，进一步加大摩洛哥旅游产品在中国市场的推广力度。

“Thousands of Chinese Tourists to Morocco” Activity

WTCF members including CITS, CAISSA and other travel agencies have taken an active part in the 2015 “Thousands of Chinese Tourists



摩洛哥旅游部长拉森·哈达德（左），世界旅游城市联合会理事会副主席、北京市副市长程红（中），UNWTO执行主任马西奥·法维拉（右）。
Lahcen Haddad, Moroccan Minister of Tourism (left)
Cheng Hong, Deputy Chairman of WTCF & Deputy Mayor of Beijing (center)
Márcio Favilla (right), UNWTO Executive Director



理事会主席王安顺在开幕式视频致辞
Chairman of the WTCF Council Wang Anshun gave a speech at the Opening Ceremony via video

to Morocco” activity. In an early September 2015, several groups consisting of over 1,200 tourists have registered for the activity. The Fragrant Hills Tourism Summit was held in Rabat & Fez, Morocco, has successfully motivated more Chinese tourists to visit Morocco, further facilitating the promotion of Moroccan's tourism products in China.

推出服务会员项目手册

为加强会员服务，联合会秘书处于峰会期间推出《世界旅游城市联合会2015-2016服务会员项目手册》，内容包括：参会参展服务、分会交流活动、自媒体营销平台、媒体独家产品、旅游项目投融资服务、市场研究服务、战略咨询服务和高端培训服务。

Releasing the Service Items Manual

To strengthen member services, the WTCF Secretariat released the *WTCF Member Service Items Manual (2015-2016)*, including convention and exhibition services,

branch communication activities, WTCF We-media marketing platforms, media exclusive product, tourism project financing service, market research and consulting service, strategic consultation services and high-end training service.



世界旅游城市联合会2015拉巴特菲斯香山旅游论坛
World Tourism Cities Federation Rabat & Fez Fragrant Hills Tourism Summit 2015

2016

共享经济与世界旅游城市发展 SHARED ECONOMY AND THE DEVELOPMENT OF WORLD TOURISM CITIES

2016年，香山旅游峰会将于9月19日到20日在中国重庆举办。本次峰会的主题将是“共享经济与世界旅游城市发展”。

经过5年的发展，世界旅游城市联合会(WTCF)会员已经从成立最初的58个增加至174个，发展了5个分支机构，组织机构更加完善。2016年，香山

旅游峰会主要活动共有七大板块，即会员大会、理事会会议、峰会论坛、旅游推介会、旅游洽谈会、旅游项目投资洽谈会、世界旅游城市巡展。根据《世界旅游城市联合会章程》规定，世界旅游城市联合会大会每4年举行一次。本届大会和理事会将议定联合会重要事项，包括发布《重庆

宣言》，理事会议定2017年和2018年峰会举办城市等。本届峰会将设一个主论坛和三个分论坛，重点围绕“共享经济与旅游城市发展”展开讨论。峰会将安排10场旅游推介会，并邀请30家海外大批发商来华与100家左右的重庆旅游地接社配对交易。邀请会员带旅游项目与20位投资基金经理进行合作洽谈。预计届时将有来自世界100多个旅游城市，50多个旅游机构和国际旅游组织，以及全球近百家国际知名旅游媒体的代表出席，会议规模预计400人。

Scheduled be held in September from the 19th to 21st, in Chongqing, China. The theme of the summit will be “Shared Economy and the Development of World Tourism Cities”.

After more than 5 years of development, the World Tourism Cities Federation

(WTCF) members have grown from the initial 58 to 174. The development of the 5 branches leads the organization to be more complete. In 2016, the main activities of Fragrant Hills Tourism Summit consists of seven sections, namely the General Assembly, Council meeting, Summit Forum, Tourism Promotion, Tourism Fair, Tourism Investment Fair, and The World Tourism City Tour. According to the "Articles of Association", the World Federation of Urban Tourism Conference is to be held once every 4 years. The General Assembly and the Council will agree on the important matters of the Federation, the General Assembly will issue the Chongqing Declaration, and the Council will select the host cities for the 2017 and 2018 summit. The summit will set up a main forum and three sub-forums, focusing on the sharing of economic and tourism development of tourism cities. The summit will arrange 10 tourism promotions, and invite 30 international major wholesalers to China to deal with about 100 travel agencies of Chongqing. The Federation will also invite members to take the tour project with 20 investment fund managers to carry on the cooperation to discuss. It is expected that there will be more than 100 tourist cities from around the world, more than 50 travel agencies and international tourism organizations, as well as the world's one hundred well-known international tourism media representatives attend the meeting. About 400 member representatives and media crews are expected to participate in the event.



重庆夜景
Night of Chongqing



今年香山旅游峰会将会有 5大亮点值得期待

1 香山旅游峰会的合作平台由论坛、推介会、旅游洽谈会和世界旅游城市巡展组成，今年增设旅游投资洽谈会。同期重庆市还有国际旅游狂欢节以及丰富多彩的线路产品考察，内容更加丰富。

2 继续发布研究成果。《世界旅游城市发展报告》和《中国公民出境(城市)旅游消费市场调查报告》是联合会发布的两个主要报告，今年峰会期间，将继续推出这两个研究成果，在更高的水平上探讨世界旅游发展大势。今年峰会上还将推出《重庆市打造国际知名旅游目的地案例研究报告》。

3 在2016年峰会上，将发布《世界旅游城市联合会重庆宣言》。《重庆宣言》是下一阶段联合会发展的目标性、纲领性和指导性文件，将阐释旅游业发展与分享经济之间的关系，以及分享经济给旅游城市发展带来的机遇和挑战，提出旅游城市在迎接分享经济时代到来时应采取的行动举措。

4 设立旅游投资分会。中国股权投资协会有400余家会员，管理资金超过万亿人民币，其将作为筹备投资分会的秘书处发起成立投资分会。

5 重庆将在峰会期间重磅推出“山水之都 美丽重庆”旅游品牌，结合重庆“一心三带”的旅游发展规划，进一步提高重庆国际知名度和影响力，助推国际知名旅游目的地建设。



2016年香山旅游峰会举办前夕，WTCF召开新闻发布会
Press conference before 2016 Fragrant Hills Tourism Summit



长江三峡
The Three Gorges

Highlights of Fragrant Hills Tourism Summit 2016

1 the cooperation platform of Fragrant Hills Tourism Summit comprises of the forum, the promotion meeting, the trade fair and world tourism city exhibition. This year, the a new section "Tourism Investment Fair" will be added. During the summit, Chongqing International Tourism Carnival will be held and there will be a survey of colorful tourism products.

2 Continue to publish research achievements. *World Tourism City Development Report* and *Annual Research Report on Chinese Outbound Tourist (City) Consumption* are the two major research achievements

released by the Federation. This summit will witness the release of the new versions and at a higher level, explore the trend of world tourism development. This year's summit will also witness the release of the Case Study Report on Chongqing's Creating a World-known Tourism Destination.

3 In the 2016 summit, the Chongqing Declaration of the WTOF will be released. The "Chongqing Declaration" is the guidance document about the development of WTOF in the next stage. It will explain the relationship between tourism development and shared economy, opportunities and challenges brought by shared economy.

It will propose some measures tourism cities should take to adapt to the trend of "shared economy".

4 the establishment of Committee of Tourism Investment branch. China Association of Private Equity (CAPE) has more than 400 members, and they manage more than one trillion yuan of funds. CAPE will function as the Secretariat to set up the Tourism Investment branch.

5 Chongqing will launch the tourism brand "Beautiful Chongqing of Mountain and Water" during the summit. It will further improve Chongqing's international reputation and influence, and boost the construction of the international well-known tourism destination



2016年香山旅游峰会举办前夕, WTOF召开新闻发布会
Press conference before 2016 Fragrant Hills Tourism Summit



**PRACTICE
RESPONSIBILITY
AND CONCEPT
TO IMPROVE THE
BRAND INFLUENCE**

**践行
前行**

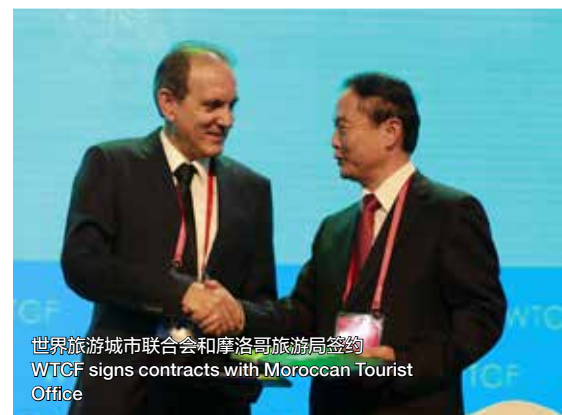
**品牌影响力
不断提升**



理事会主席王安顺在旅发大会晚宴I联合会展板前
Chairman of the WTCF Council Wang Anshun at
the exhibition board of the World Conference on
Tourism for Development



北京市副市长程红发表演讲
Vice Mayor Cheng Hong of Beijing is giving a speech



世界旅游城市联合会和摩洛哥旅游局签约
WTCF signs contracts with Moroccan Tourist
Office



2016年5月21日，来北京参加首届世界旅游发展大会的
联合国世界旅游组织秘书长塔勒布·瑞法依和世界旅游
城市联合会秘书长宋宇进行了工作会谈
Secretary-General Song Yu meets with Taleb Rifai,
Secretary-General of UNWTO



世界旅游城市联合会副秘书长李宝春（右一）、副秘书长严晗（左一）与
UNWTO秘书长瑞法依在联合会宣传展板前合影留念
WTCF Deputy Secretary-General Li Baochun (first right), WTCF Deputy
Secretary-General Yan Han (first left) and UNWTO Secretary-General
Taleb Rifai having a group photo taken in front of WTCF's board

广泛加强与国际组织的交流与合作 在国际上不断发出自己的声音

联合会精准定位于旅游城市发展这个核心，脚踏实地地践行着责任和理念，在国际上不断发出自己的声音。五年来，联合会主动加强与联合国及世界旅游组织、世界旅游理事会、亚太旅游组织等国际旅游组织交流与合作，在世界旅游城市体系中的影响力显著提升。积极参与和合作主办国际旅游活动，深入开展城市旅游学术研究。在联合国秘书长潘基文和联合会理事会主席王安顺的两次会晤中，潘基文明确表示认同联合会国际组织的地位、发展宗旨和核心理念，表示联合国将给予支持，促进世界旅游城市之间的合作和发展。

Extensively Strengthen the Exchanges and Cooperation with International Organizations, Constantly Attract Attention from the World

WTCF accurately positions the development of tourism cities as the core of the field, steadily practicing the responsibility and concept to continue to draw attention to itself from the world. For five years, WTCF actively strengthened the exchanges and cooperation with the United Nations and international tourism

organizations such as World Tourism Organization, World Travel & Tourism Council, and Asia Pacific Tourism Association, and the influence in world tourism city system has been greatly enhanced. WTCF also hold and takes an active part in international tourism activities, and conducts further academic research on city tourism. During the two meetings with United Nations Secretary General Ban Ki-moon and Chairman of Council Wang Anshun, Ban Ki-moon has made it clear to recognize the development objective, core idea and the status of WTCF among the international organizations, the United Nations will render strong support to promote the cooperation and development among the world tourism cities.

参与多项首届世界旅游发展大会活动

2016年5月19日，世界旅游发展大会在北京举行。开幕式前，世界旅游城市联合会和其他国际组织代表以及70余位部长级以上官员一起受到了李克强总理的接见，并合影留念。5月18日在中国国家旅游局和北京市人民政府举行的欢迎晚宴上，世界旅游城市联合会理事会主席、北京市市长王安顺和世界旅游组织（UNWTO）秘书长瑞法依等分别在世界旅游城市联合会宣传展板前合影留念。

Attending Multiple Activities of the First World Conference on Tourism for Development

On May 19th 2016, The World

Conference on Tourism for Development was held in Beijing. Before the opening ceremony, Premier Li Keqiang met representatives of WTCF, other international organizations, and 70 above-ministerial level officials, and then took a group photo together. On May 18th, at the welcome dinner hosted by China National Tourism Administration and Beijing Municipal People's Government, Mr. Wang Anshun, Chairman of the WTCF Council and Mayor of Beijing, Mr. Taleb Rifai, Secretary-General of UNWTO, etc., took a group photo in front of the display board.

访问联合国， 举办“城市可持续发展与

旅游”圆桌会议

2013年5月8日，世界旅游城市联合会理事会主席、北京市市长王安顺出访联合国，并与联合国秘书长潘基文会见。

同日，在联合国总部，世界旅游城市联合会、中国常驻联合国代表团、国际健康与环境组织共同主办联合国“可持续城市发展与旅游”圆桌会议上，世界旅游城市联合会与国际环境与健康组织签署合作备忘录。

Visiting the United Nations and Hosting the Urban Sustainable Development and Tourism Round Table Meeting

On May 8th 2013, Mr. Wang Anshun, Chairman of the WTCF Council and Mayor of Beijing, visited the United Nations

and met with the United Nations Secretary-General Ban Ki-moon.

On the same day, at the United Nations' headquarters, the Sustainable Urban Development and Tourism Round Table Meeting was co-hosted by WTCF, Permanent Mission of the People's Republic of China to the United Nations and the International Federation of Environmental Health (IFEH). The Memorandum of Understanding was signed between WTCF and the IFEH.

与世界旅游经济研究中心签署合作协议

2015年10月,在澳门举办的“世界旅游经济论坛”上,宋宇秘书长和何超琼秘书长分别代表世界旅游城市联合会和世界旅游经济研究中心签署了双边全面战略合作框架协议,在合作举办活动、共同开展学术研究、建立长效沟通机制等方面进行合作,奠定组织间合作基础。

Signing Framework Agreement with Global Tourism Economy Research Center

In October 2015, The Global Tourism Economy Forum - Macau 2015 (GTEF) was held in Macau. During the Forum, Song Yu, WTCF Secretary-General and Pansy Ho, the Vice Chairman & Secretary-General of Global Tourism

Economy Research Center (GTERC), signed a bilateral strategic framework agreement, to enhance cooperation between these two organizations in terms of holding activities, joint academic research and long-term communicative mechanism.

参加联合国世界旅游组织第四届城市旅游全球峰会

2015年12月14日至15日,联合国世界旅游组织第四届城市旅游全球峰会在摩洛哥王国马拉喀什举办,来自全球旅游业的300余位代表出席了本次峰会。世界旅游城市联合会在峰会上做了主题演讲和论坛发言,就世界旅游业发展特点、旅游与城市的关系等方面进行了数据和案

例分析,并推介了联合会会员服务。

本届峰会以“再创造城市旅游(Re-Inventing City Tourism)为主题,讨论了城市旅游模式与城市旅游的全球市场定位、城市旅游可持续发展和旅游目的地有效管理和城市旅游竞争力、会议业和大型活动的影响等议题。

WTCF attended UNWTO 4th Global Summit on City Tourism

From 14 to 15 December, 2015, the UNWTO 4th Global Summit on City Tourism took place in Marrakesh, Kingdom of Morocco, with the participation of over 300 tourism representatives from around the world. The WTCF delivered keynote speeches at the summit and spoke

at the forum, analyzed data and cases relevant to the features of world tourism development and the relations between tourism and cities, and recommended its member services through video.

Themed "Re-Inventing City Tourism", the summit discussed issues such as the model and global market orientation of city tourism, the sustainability of city tourism and the effective management of tourist destinations, the spatial organization and rejuvenation of tourism cities, connectivity and cities' tourism competitiveness, and the impact of conventions and major events.

受世界旅游组织邀请,联合会赴罗参加目的地管理特别会议

2016年6月21日,世界旅游城市联合会受联合国世界旅游组织专项邀请,赴罗马尼亚布加勒斯特市出席“竞争力的关键——旅游目的地综合品质管理国际会议”,并发表了以“世界旅游城市的共享平台”为题的主旨演讲。

主题演讲后,应国际旅游组织和罗马尼亚国家旅游局共同邀请,代表团还参加了与罗马尼亚旅行社、温泉旅游、山地旅游、宾馆酒店、组员推广等行业协会的闭门研讨会。罗马尼亚全国旅游协会主席安卡女士(Anca Pavel-Nedea)主持会议,UNWTO塔勒布(Taleb Rafai)秘书长、联合会严晗副秘书长为罗旅游发展出谋划策。

塔勒布秘书长积极建议罗马尼亚应深入学习中国旅游行业的全面发展,并尽可能为中国游客提供政策便利。严晗副秘书长以北京、广州等中国重要旅游城市推动72小时过境免签政策,联合会开展培训课程为例,指导罗旅游部门推动签证便利,提升旅游吸引力。

WTCF Attended International Conference of Integrated Quality Management at the invitation of UNWTO

On June 21st 2016, at the invitation of UNWTO, Deputy Secretary-General Yan Han and Liaison Officer Sophie Zhang of WTCF attended the International Conference of Integrated Quality



2016ITB展会上世界旅游城市联合会片区早餐会
At the Breakfast Meeting of the 2016 ITB



宋宇秘书长与美国洛杉矶市会议及旅游局局长、联合会理事会副主席恩武德先生进行工作交流
Secretary-General Song Yu, President of Los Angeles Tourism & Convention Board and Deputy Chairman of WTCF Council En Wude meet at Los Angeles

Management in Tourism Destinations: A Key to Competitiveness in Bucharest, Romania. Deputy Secretary General Yan delivered a keynote speech themed "Shared Platform of World Tourism Cities." After the speech, the guests actively communicated with the delegation of WTCF. ReviewPro was very interested in Development Report of World Tourism Cities and Development Trend Research of World Tourism Economy, especially index setting of evaluation system of world tourism cities. It also wished to be the data provider of WTCF. The Tourism Department of Romania, hotel groups, travel agents asked about

how to strengthened cooperation with tourism cities and enterprises of China. Representatives of UNWTO made sure they would take sharing economy as the main research topic and look for target cities in Europe and Asia. Romania paid attention to its tourism industry but it has been developing slowly. Secretary-General Taleb Rafai advised Romania to learn about tourism industry of China and provide preferential policies for Chinese tourists. Mr. Yan introduced the 72-hour TWOV in Beijing and Guangzhou, and training programs of WTCF. He advised the tourism department of Romania

to promote more convenient visa procedures and improve on its tourism attractions.

推出旅游城市 优质服务指南

在总结世界各国旅游城市服务实践的先进经验、世界旅游相关行业组织的各种标准指南、各类社会机构的旅游相关评奖标准的基础上，结合世界旅游城市的独特性质，世界旅游城市联合会在《北京共识》的框架下，提出《旅游城市优质服务指南》。

旅游城市在世界旅游业发展中占据着举足轻重的地位，优质的旅游服务不仅能满足游客需求，为游客带来丰富的体验，更能推动旅游城市可持续发展。制定旅游城市优质服务指南，有利于构筑宜游的城市环境，打造宜居的社区环境，推动国际旅游市场新秩序建设和世界旅游城市的健康发展与繁荣。

To Launch the Guidelines for Quality Services of Tourism Cities

On the basis of summarizing the advanced experience of service practice

of tourism city around the world, create a standard guide of tourism-related industry organizations and award criteria of various social institutions, combined with the unique feature of world tourism cities, WTCF put forward the Guidelines for Quality Services of Tourism Cities under the frame of the Beijing Consensus.

Tourism cities all along occupy a prominent position in the development of tourism all over the world. Quality services can not only meet tourists' demands and create great experience for them, but also make contributions to the sustainable development of tourism

cities. The release of the Guidelines for Quality Services of Tourism Cities will be helpful for city and community environment to live and travel, and also accelerates the construction of a new sequence of international tourism market and the prosperity of tourism cities.



邮轮分会成立仪式上签署《青岛共识》
Signing of the Qingdao Consensus at Committee of Cruise Industry



宋宇秘书长会见乌拉圭大使
Secretary-General Song Yu Meets
Uruguayan Ambassador



副秘书长李宝春，与UNWTO官员在欢迎晚宴
Deputy Secretary-General Li Baochun and
the UNWTO official at the welcome banquet



在联合国世界旅游组织峰会上演讲
WTCF giving a speech on the UNWTO summit



联合会参加世界旅游组织目的地管理特别会议
WTCF attended the International Conference
of Integrated Quality Management in Tourism
Destinations in Romania



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引领行业前行 ——《北京宣言》 《北京共识》《青岛共识》 Leading the Industry-- The Beijing Declaration, The Beijing Consensus and The Qingdao Consensus

《北京宣言》

2012年，在“世界旅游城市联合会成立大会暨北京香山旅游峰会”与会代表一致通过了《北京宣言》

The Beijing Declaration

In 2012, during the Inaugural Meeting of the WTCF & Beijing Fragrant Hills Tourism Summit, the representatives participating in the meeting unanimously adopted the Beijing Declaration.

《北京共识》

2013年，第二届香山旅游峰会在北京召开，会议签署并发布了《北京共识》。城市旅游是增进世界人民和平与理解的重要力量，健全的城市旅游服务指南有助于提升世界旅游业的水平和质量。而《北京共识》所签署的内容，则被联合会会员认为是世界旅游城市旅游合作与服务的基本规范。

《北京共识》秉承“旅游让城市生活更美好”的核心理念，共同探讨旅游服务指南对世界旅游业发展的作用。

The Beijing Consensus

In 2013, the 2nd Fragrant Hills Tourism Summit was held in Beijing. The Beijing Consensus was signed at the Summit. Urban tourism is important to promoting peace and understanding between the people of the world and well-established standards for urban tourism services are

conducive to improve the performance and quality of world tourism. The content of The Beijing Consensus was considered to be the framework of tourism service guidelines of world tourism cities. With the vision of “Better City Life through Tourism”, the role of tourism service standards in world tourism development were discussed in the Beijing Consensus.

《青岛共识》

2016年，在世界旅游城市联合会邮轮分会成立大会暨第四届中国(青岛)国际邮轮峰会上，13家邮轮分会理事单位达成了“高品质的邮轮服务有助于提高邮轮产业的发展”、“大力培育邮轮旅游市场是提高邮轮产业发展的重要源泉”、“邮轮产业的发展能够推进旅游城市经济”、“环境等相关产业链协调发展”、“邮轮旅游服务将促进不同种族”、“不

同文化历史的城市和地区间的友好交流和文明交往”等共识。

The Qingdao Consensus

In 2016, the Founding Conference of the Cruise Committee of WTCF & The 4th China International Cruise Summit (Qingdao) was convened at Shangri-La Hotel, Qingdao. 13 committee members signed The Qingdao Consensus of Cruise Committee of WTCF and many consensuses were agreed upon, such as, “High-quality cruise service is good for the development of cruise industry; it is fundamental to foster cruise tourism market for the industry; the development of cruise industry can improve the economy of tourism cities; harmonious development concerning the environment should be achieved; cruise tourism service will promote

communication and exchange among cities and districts of different ethnicities, cultures, and history.”

发布行业报告

世界旅游城市联合会(WTCF)推出了《中国公民出境(城市)旅游消费市场调查报告》《世界旅游城市发展报告》为旅游市场研究及相关决策提供依据。

世界旅游城市联合会携手世界三大市场研究机构之一的益普索，连续几年推出《中国公民出境(城市)旅游消费市场调查报告》。《世界旅游城市发展报告》则包括了“世界旅游城市发展指数报告”“中国公民出境旅游目的地舆情报告”“旅游城市发展专题研究”等几部分。其中，在“世界旅游城市发展指数报告”一章中，《世界旅游城市发展报告》从旅游景气指数、旅游发展潜力指数、旅游吸引力指数、旅游支持力指数、旅游经济贡献指数、旅游满意度指数等几个方面具体展开。

Releasing Industry Reports

WTCF released the reports on *Market Research Report on Chinese Outbound Tourist (City) Consumption and Development of World Tourism Cities*, which provided the basis for the tourism market research and decision making. Ipsos, the world's leading market research company, worked with WTCF to release the *Market Research Report*

on Chinese Outbound Tourist (City) Consumption for consecutive years. The report on *Development of World Tourism Cities* consists of reports on Development Index of World Tourism Cities, Public Opinion of Chinese Citizens Outbound Tourism Destinations and Special Topics on the Development of Tourist Cities. In the chapter of Development Index of World Tourism Cities, the concrete expansion of report on Development Index of World Tourism Cities is according to tourism prosperity index, tourism development potential index, tourism appeal index, support for tourism index, tourism's economy contribution index and tourist satisfaction index.

WTCTF 荣获“世界旅游行业领袖奖”

2015年11月2日至5日，世界旅游交易会(World Tourism Market, 简称WTM)在英国伦敦举办。世界旅游城市联合会荣获WTM年度旅游大奖——2015“世界旅游行业领袖奖”。

WTCTF was awarded the World Travel Leaders Award 2015

World Tourism Market (WTM) was held in London on 2-5 November 2015 and WTCF was awarded WTM's annual World Travel Leaders Award.



服务会员

BETTER SERVE MEMBERS,
PUSH FORWARD MEMBERS DEVELOPMENT
IN TOURISM SECTOR



Convention and Exhibition Services

参会参展

为做好会员服务工作，WTCF世界旅游城市联合会提供参会参展项目服务。联合会免费为会员制作宣传材料，

在各大展会上推介宣传。联合会组团代表会员参加了伦敦国际旅游展(WTM)、柏林旅游展(ITB)和北京国际旅游博览会(BITE)等多场重大国际展会，宣传会员城市的旅游资源，推介机构会员的旅游产品，每次展会上为各参展会员发放宣传材料3000余份。

To better serve members, the World Tourism Cities Federation launched the convention and exhibition services.

The Federation produces promotional materials for members and promotes them at exhibitions. This service is free of charge. The Federation represents its members, and forms groups to participate in WTM, ITB and BITE and other international exhibitions, to promote tourism resources and products for member cities. WTCF distributed over 3000 promotional materials for these members at every exhibition.

参加中国国际旅游交易会(CITM)

2015中国国际旅游交易会(CITM)在云南昆明举行，世界旅游城市联合会代表会员城市参加。

中国国际旅游交易会是目前亚洲地区最大规模的专业旅游展，每年举办一次。从2001年起，分别在上海和昆明交替举办。交易会上，共有全球105个国家和地区的一千多名买家参加推介、专业洽谈等系列活动，交易会公众开放日入场参观人数达到了8万人次。

世界旅游城市联合会在会场入口处设立了主题展板、发放宣传品，积极宣传会员城市旅游资源，吸引了业内外人士的广泛关注，纷纷表达了合作的兴趣。

WTCF Attended the China International Travel Mart (CITM)

China International Travel Mart (CITM) 2015 was held in Kunming, Yunnan, and on behalf of city members, the World Tourism Cities Federation attended the exhibition. CITM is currently the biggest professional

tourism exhibition in Asia. It has been held annually. It was held alternately in Shanghai and Kunming from 2001. At CITM, more than one thousand buyers from 105 countries and regions participated in a series of activities such as product recommendations and business negotiations. The CITM "Open Day"

attracted 80,000 visitors. WTCF set up theme display boards at the entrance of the exhibition area, provided promotional materials and actively introduced the tourism resources of WTCF members, which caught the attention of people inside and outside tourism industry, and they showed their interest in cooperation with WTCF.



世界旅游城市联合会代表会员城市参加 2016 北京国际旅游博览会(BITE2016)

2016北京国际旅游博览会(BITE2016)于5月20日上午在北京农业展览馆盛大开幕，国家旅游局副局长吴文学、世界旅游城市联合会秘书长宋宇以及国内外嘉宾参加了开馆仪式。此次博览会WTCF代表会员城市参展，并印发宣传单页在会场进行派发，向公众宣传和推介会员城市和机构会员。专业日当天前来联合会展台前咨询并洽谈的旅游机构络绎不绝。

历经十二年发展，BITE已成为专业性、参与面广、影响力大、收效明显的国际一流旅游展会，成为国内外旅游业重要的交流交易平台。2016北京国际旅游博览会

共邀请了80个国家和地区、30个省市自治区的近千家参展商和特邀买家参展。

WTCF Presented at Beijing International Tourism Expo 2016 (BITE 2016)

Beijing International Tourism Expo 2016 (BITE 2016) was grandly held at the National Agriculture Exhibition Center on May 20, 2016. Wu Wenxue, Deputy Director of China's National Tourism Administration, Song Yu, WTCF Secretary-General, and distinguished guests from China and abroad attended the opening ceremony. On behalf of city members, World Tourism Cities Federation (WTCF) participated in this exposition, handed out

leaflets, and promoted its city members and institutional members to the public. On the day, many tourist institutions came to WTCF's booth for consultation and discussion.

Through 12 years' development, BITE has become a world-class tourism exhibition that is highly professional, broadly participated, influential and effective. Additionally, BITE has been an important platform for exchanges and trades within both domestic and international tourism industries. BITE 2016 had invited nearly 1,000 exhibitors and hosted buyers from 80 countries and regions and 30 provinces to attend exhibition.

Publicity

宣传服务

联合会自媒体平台是一个集互联网、移动媒体、平面媒体于一体的跨媒体、多终端的综合旅游推介服务平台，是联合会及会员单位发布资讯、推介旅游产品，是游客获取旅游资讯、社交分享、消费服务的综合性平台。以自媒体为核心，通过信息报送系统收集会员单位各类信息，经过编译整理，发布在官方网站、客户端、官方微博、微信、资讯及杂志上，并辐射至知名网络媒体、平面媒体、视频媒体，形成矩阵式宣传推广平台。

联合会新近开发了信息报送系统，实现连接世界各城市的异地信息传递。报送系统有中英文两种版本，不同地域的联合

会会员可以通过自动分配的账号登录报送系统，传递文字、图片和视频。及时快速地将信息发送给联合会，在自媒体平台和其他媒体上进行信息的发布和推广。会员之间还可以通过该系统的站内邮件进行一对一的联络，实现联合会与会员、会员与会员之间的全方位、多渠道沟通联系。

WTCF's We-media is a cross-media and multi-terminal comprehensive tourism promotion and marketing service system that integrates the Internet, mobile media, social media and print media. It's an important channel for the Federation and its members to share information and promote products. We-media is also an authoritative platform for travelers to receive information and consumer

services. WTCF utilizes We-media as the core, and collects various information of members through the information submitting system. After the information is compiled and organized, it is published on the official website, APP, official Weibo, WeChat, and magazines and it radiates to the well-known online media, print media, video media, forming matrix type promotion platform.

The Federation has recently developed the information submitting system, which can collect information from cities of the world. The system has two versions both Chinese and English; the Federation members of different regions can use automatically assigned account to login to the system, transfer text, pictures and videos.

惠灵顿推介活动

2014年5月28日, 新西兰惠灵顿市政府与世界旅游城市联合会共同在世界旅游城市体验中心举行“惠灵顿城市推介会”。惠灵顿于2013年8月加入世界旅游城市联合会。惠灵顿市长西莉亚·韦德布朗女士率领大型的政府、经贸和教育代表团一行35人代表团来京访问, 并举办推介活动, 推广惠灵顿城市旅游资源, 希望进一步提升该城市在中国的形象及知名度。

Wellington Promotion Conference

The “Wellington Promotion Conference” was co-hosted by the New Zealand Government



来自惠灵顿的朋友们根据当地风俗为到场嘉宾演唱象征着祈祷和祝福的民歌
Friends from Wellington sing local folk songs for the guests

and the World Tourism Cities Federation (WTCF) at the WTCF Experience Center on 28th May 2014.

Wellington became a member of the WTCF in August 2013. Celia Wade-Brown, Mayor of Wellington led a 35 persons Wellington

delegation, including representatives from government, business and education fields to hold the conference to promote Wellington tourist resources. The Mayor hopes to enhance the city's image and visibility in China.

“你好,赫尔辛基”旅游文化推介活动

2016年5月13日至15日, 世界旅游城市联合会会员城市赫尔辛基在北京举办名为“你好, 赫尔辛基”的系列活动, 向北京游客介绍赫尔辛基在艺术、文化与商业领域的卓越成就, 以此为赫尔辛基—北京友好城市建立十周年献礼。文化节开场体验活动上, 芬兰驻华大使马寰雅女士以及赫尔辛基市长尤西·伊尔马里·帕尤宁先生向到场来宾介绍了赫尔辛基的艺术、人文与旅游等方面的讯息。

推介活动期间, 芬兰艺术家们呈现了一系列高水准的音乐舞蹈演出, 芬兰国家旅游局在西单广场的主活动会场建起旅游展亭, 与大家分享芬兰旅游资讯。除此之外, 赫尔辛基还借此机会在京举办“中芬室内空气净化技术论坛”、“Slush Up! 创业者盛会”、“驻足芬兰”行业活动、

“北极海事产业及海事智能化论坛”、“美丽北京”冬季体育场馆主题研讨会等五项行业活动。

世界旅游城市联合会对此活动进行了专题报道。

"Moi Helsinki" Tourism Culture Promotion

On May 13th-15th 2016, Helsinki, a city member of WTCF, held the "Moi Helsinki" campaign in Beijing. The objective of the activity is to introduce the artistic, cultural, and business achievements of Helsinki to the tourists of Beijing. This campaign was held in honor of the tenth anniversary of the sister-city bond between Helsinki and Beijing. During the experience activity, Finnish Ambassador to China, Ms. Marja

Rislakki, and Helsinki Mayor, Mr. Jussi Pajunen, introduced to the guests about the art, culture, and tourism of Helsinki. During the campaign, a series of note worthing music and dances were performed by Finnish artists and many important artistic works were exhibited at Xidan Cultural Square. The Finland Convention Bureau set up an exhibition booth to introduce tourism information of Finland in the main venue of the events in the square. Meanwhile, Helsinki will hold five business activities in Beijing, including China-Finland Indoor Air Purification Technologies Forum, Slush Up! Entrepreneurs Conference, Stay in Finland, Forum of Arctic Maritime Industry and Maritime Intelligence, and Beautiful Beijing Winter Stadiums Symposium.

Themed Discussions

会员交流

世界旅游城市联合会每年举办分支机构之间的会员交流活动。

“媒体—会员城市交流会”主要是据会员城市的推广需求和业内热点话题, 邀请媒体分会媒体单位与会员城市代表一起交流, 讨论问题, 寻求解决办法, 共享资源。活动主题为——媒体助力目的地城市推介, 活动形式采取——专题对

话+与会者互动+社交茶叙的形式, 活动目的——挖掘旅游资源、提高曝光率、增强会员间了解、促进合作。

分会交流活动则定期邀请举办主题交流会, 围绕行业焦点、热门话题、产品设计等展开讨论和交流。

WTCF holds topical discussions between members and branches.

“Media and City Member Exchanges” will invite representatives from the Committee of Media Organizations and city member representatives to discuss, exchange ideas, and seek

solutions on the industrial hot topic and the promotional needs of city members. Theme of event—Media promotion for tourism destinations. The form of event—Topical discussion + Interaction with conventioners + social communication; The aim of event—discover tourism resources, increase the exposure rate and understanding between members, and facilitate cooperation.

The Committes regulaty hold themed forums to discuss industry focal points, hot topics, design products, and other topics.

“一带一路与旅游合作”国际论坛在阿勒泰举办

2016 “一带一路与旅游合作”国际论坛于1月16日在中国新疆阿勒泰开幕。大会由世界旅游城市联合会(WTCF)、新疆自治区旅游局、阿勒泰地区行署联合举办, 旨在通过专家、学者“联盟”, 进一步加强“一带一路”战略框架下, 世界旅游城市在跨境、冰雪和高端定制旅游方面的交流与合作。

来自中国国家旅游局及各省旅游局、世界旅游城市联合会150余名相关专家、学者、官员出席论坛, 围绕跨境旅游、冰雪旅游、高端定制旅游等当前世界旅游发展热点问题进行了热烈讨论。

International Forum on “the Belt and Road & Tourism Cooperation” was Held in Altay

On January 16, International Forum

on “the Belt and Road & Tourism Cooperation” 2016 was hosted in Altay, Xinjiang. The forum was jointly organized by World Tourism Cities Federation (WTCF), Xinjiang Tourism Bureau and Altay Administrative Office. Through uniting experts and scholars, the forum was aimed at further strengthening exchanges and cooperation in cross-border tourism, ice-snow tourism and high-end custom tourism between world tourism cities, under the strategic framework of “the Belt and Road”. More than 150 experts, scholars and officials from China National Tourism Administration, provincial tourism bureaus and WTCF attended the forum. They had heated discussions about hot topics on the development



of world tourism industry like cross-border tourism, ice-snow tourism and high-end custom tourism.



阿勒泰冰雪节
Altay Ice Festival



自媒体人神威介绍网络营销
KOL Shenwei talks about Internet Marketing

旅游相关企业及民航分会、媒体分会对接会

2016年3月2日,召开了联合会旅游相关企业及民航分会、媒体分会的对接会。航空公司、旅游企业、媒体等46余家的负责人及代表参加了此次会议。

会议特邀《中国国家地理》杂志、腾讯网、新浪旅游、中国国际广播电台以及自媒体人在会上分别做主题演讲。分析探讨了网络时代企业如何利用新媒体有效建立营销渠道,旅游目的地城市如何利用新渠道新方式进行产品的推广。

会上,国旅、中青旅等旅行社和国航、全日空等航空公司的代表纷纷发言,介绍了新航线新线路新产品,就加强与目的地城市、旅企和民航、媒体之间如何对接,以及旅游市场的发展和变化,旅游营销宣传等话题展开讨论。中国股权投资基金协会还就旅游项目的投融资和与会代表进行了富有成效的交流。本次会议促进了分会之间、会员

之间、不同类型的企业之间的沟通和交流,加深了彼此的了解,对于会员之间的资源共享经验分享联手合作共创市场起到了积极作用。

World Tourism Cities Federation Convenes a Matching Conference for its Sub-committees

On Mar 2, 2016, World Tourism Cities Federation (WTCF) convened the Cooperation Matching Conference among its Committee of Tourism-Related Businesses, Committee of Civil Aviation and Committee of Media Organizations. Representatives from more than 46 related industries attended the meeting.

Representatives from Chinese National Geography (CNG), Tencent, SinaTravel, China Radio International (CRI) and We-media were invited to

deliver themed speeches. Participants of the conference also discussed topics including how to establish effective sale channels with the help of new media in the network era, and for tourism cities, how to promote products through the channel of new media.

During the conference, representatives from China International Travel Service (CITS), China Youth Travel Service (CYTS), Air China, All Nippon Airways (ANA) and other travel agencies and airline companies introduced new airlines, routes, products and carried out discussion on themes, such as The Development and Changes of the Tourism Market, Tourism Marketing Publicity, and How to Enforce the Cooperation amongst Destination Sites, Travel Agencies, Civil Airline Companies and Media. Meanwhile, China Association of Private Equity (CAPE) conducted fruitful communication with other participants on tourism project investment and financing.

The conference promoted the communication among members, branches, and industries, deepened mutual understanding and played a positive role in resources and experience sharing, joint cooperation and market expansion.



Consulting Services

咨询服务

向会员提供咨询服务。利用专家委员会资源、自身数据库资源及合作伙伴数据资源,打造学术平台,共同营造自身和会员的品牌,给予市场和旅游产业提供相关的指导。根据会员对中国出境游客市场的特需关注,分别开展基于市场趋势分析、基于中国游客消费、基于旅游目的地等不同视角的市场调查和研究,发布旅游业权威研究成果,定期发表有关旅游业的学术研究、市场报告、理论探讨、论坛讲稿、培训讲义等。

服务内容涵盖但不局限于世界主要地

区会员城市的中国出境旅游趋势研究、游客体验及满意度研究、游客行为及态度研究、游客旅游需求及意愿研究、旅游产品开发及优化研究、中国市场广告投放渠道及效果研究、目的地营销策略研究等。

WTCF provides consulting services to members. To leverage the resources of the expert committee, its own database resources, and the data resources of partners to develop academic platforms, promote the brand building of WTCF and its members, and provide guidance to the market and tourism industry. To serve its member's interest in China's outbound tourist markets, WTCF carries out market researches and studies from the perspectives of market trends,

consumption habits of Chinese tourists, and tourism destinations. WTCF also publishes the results of authoritative studies of the tourism industry as well as tourism-related academic researches, market reports, theoretical discussions, forum transcripts, and training guidelines. Services include, among other things, the researches on China outbound tourism trends, tourist experiences and satisfaction rating, tourist behavior and attitudes, tourist requests and intentions, development and optimization of tourism products, advertising channels and effects in the Chinese market, and destination marketing strategies of WTCF member cities in the world's major regions.

举办扬州旅游发展研讨会

世界旅游城市联合会2014年11月赴扬州与扬州市政府及旅游局共同举办了扬州旅游发展研讨会。联合会副秘书长李宝春、专家委员会主任魏小安、副主任张辉、专家委员会委员李明德、德村志成、金良浚及联合会旅游相关企业分会、媒体分会代表一行出席会议,为扬州旅游发展献计献策。

此次会议是联合会成立以来,首次组织专家委员会和分会代表“走出去”为国内会员城市旅游发展“把脉”。研讨会上,联合会专家和企业代表们畅所欲言,为扬州旅游国际化发展出谋划策,特别是针对扬州旅游整体定位从城市观光到休闲度假的转变提出了很多很好



的建设性意见。联合会企业会员中国国际旅行社总社有限公司、中国旅行社总社有限公司、中青旅控股股份有限公司、携程网和中国铁道旅游联盟的代表也纷纷表示,通过此次旅游发展研讨会更加系统深入地了解扬州市的旅游资源特色和优势。

扬州市市政府和旅游局对此次研讨会的成功举办表示肯定,期望依托联合会平台,在未来与各专家、企业和媒体代表进行更深层次的合作和交流。

WTCF Held Yangzhou Tourism Development Seminar

In November 2014, WTCF co-hosted the Yangzhou Tourism Development Seminar with Yangzhou Municipal Government. The WTCF Deputy Secretary-General Li Baochun, Director of Committee of Experts Wei Xiaolan,

Deputy Director of Committee of Experts, Zhang Hui, and the committee members Li Mingde, Tokumura Shisei, Jin Liangjun together with the representatives of the committee of tourism-related business and the committee of media organizations of WTCF attended the seminar.

The Yangzhou Tourism Development Seminar is the first meeting held in member cities by the WTCF to propose advice in developing member city tourism. During the seminar, the experts and representatives spoke positively and delivered ideas for developing Yangzhou as an international tourism destination. Some good suggestions for transitioning the Yangzhou tourism from city tour to leisure resort were delivered.

Representatives of the member enterprises, such as China International Travel Service, China Travel Service and Ctrip, said that they wish to learn more about the uniqueness and advantages of Yangzhou tourism resources through the seminar. Yangzhou government officials expressed their appreciation for the WTCF for holding the seminar and hoped that more cooperation and communication could be conducted with the enterprises and media to better develop Yangzhou tourism.



《中国公民出境(城市)旅游消费市场调查报告》

继2014年9月北京香山旅游峰会成功发布《2014年度中国公民出境(城市)旅游消费市场调查报告》后,2015年,世界旅游城市联合会再次委托世界三大市场研究机构之一的益普索,历时半年在中国全国范围内开展了此项调研和社会问卷调查,完成了《2015年度中国公民出境(城市)旅游消费市场调查报告》。

2015年的调查与2014年调查相比,关注了情感因素对中国出境游客旅游决策和行为的影响、增加了对地中海旅游和非洲旅游等新兴旅游目的地的专项调

查、增添了中国游客在出境旅游时对相关旅游机构和品牌品质的关注、及增添对文明旅游、理性旅游消费的关注。

Market Research Report on Chinese Outbound Tourist (City) Consumption

With the successful release of 2014 Market Research Report on Chinese Outbound Tourist (City) Consumption during the Beijing Fragrant Hills Tourism Summit in September, 2014. WTCF, again, entrusted Ipsos, one of the world's three largest market research firms, to investigate across China with related

issues. It took half a year to finalize the 2015 Market Research Report on Chinese Outbound Tourist (City) Consumption. Compared to the 2014 version, the 2015 version paid attention to the effectiveness of emotional factor to the Chinese outbound tourism decision making and behaviors, added new investigations on the emerging tourism destinations such as Mediterranean and Africa, etc. It also paid attention to the Chinese outbound tourists' attitudes toward related tourism institutions and service quality, civilized tourism, and rational tourism consumption.

《世界旅游城市发展报告》

《世界旅游城市发展报告》包括了“世界旅游城市发展指数报告”“中国公民出境旅游目的地舆情报告”“旅游城市发展专题研究”等几部分。其中,在“世界旅游城市发展指数报告”一章中,《世界旅游城市发展报告》从旅游景气指数、旅游发展潜力指数、旅游吸引力指数、旅游支持力指数、旅游经济贡献指数、旅游满意度指数等几个方面具体展开。

Annual Report on Development of World Tourism Cities

The Annual Report on Development of World Tourism Cities includes "Tourism city development index report, Public opinion report of the destinations for Chinese outbound tourists, Tourism cities development monographic study" and so no. In the "Tourism city development index

report" section, Annual Report on Development of World Tourism Cities focused on several indexes including tourism prosperity index, tourism development potential index, tourism appeal index, support for tourism index, tourism's economy contribution index and tourist satisfaction index.

“Senior-level Training Services

高端培训

联合会结合全球旅游市场发展趋势及会员城市的共性需求,向会员开展有针对性的培训。培训服务以旅游业实践为基础,邀请联合会专家委员会专家、旅游业界知名学者、旅游行业资深管理人员、旅游企业一线营销专家以及与旅游产业相关的行业业内专家等作为培训师资,以讲授式、案例式、研讨式和现场式教学相结合的方式,每年不定期开展若干期培训。

WTCF carries out targeted training sessions in line with the development trends of global tourism markets and the common requests of member cities. Training services will be based on the practices of the tourism industry. Renowned scholars, senior managers, and

practitioners in the tourism industry as well as tourism industry-related experts will act as trainers during various training sessions, which will be held throughout the year in the form of lectures, individual case study, seminars, and on-site practice.

世界旅游目的地推广与营销培训班

2016年3月29日至4月1日,世界旅游城市联合会在北京举办世界旅游目的地(城市)推广与营销培训班,本次培训

活动主要以世界旅游城市如何在中国市场进行推广和营销为主题,共计9个城市和5个驻华使馆,共20名学员参加。

来自爱丁堡、阿比让、雅典、维多利亚、贝尔格莱德、索菲亚、拉巴特、丹绒潘丹等国外城市报名参加。参与者主要是旅游部门的管理者和旅游业高层从业者。培训时间为期4天,中国旅游界的知名专家学者、旅游企业高管、旅游专业媒体人士等作为授课教授及交流嘉宾。培训的内容主要包括:全球视野下的中国旅游、中国出境旅游现状及发展趋势、中国出境游客消费概况介绍、中国



旅游项目投融资服务

世界旅游行业的快速发展,使旅游成为当今社会投资的热点和最具潜力的投资领域,旅游业投资项目有着越来越高的投资价值。随着世界旅游城市联合会(WTCF)会员数量的不断增加和民航、旅企、邮轮分会的相继成立,为了给会员们搭建更好的资源整合、产业深度融合的合作平台,世界旅游城市联合会将与会员机构中国股权投资基金协会,联合成立世界旅游城市联合会(WTCF)投资分会。

中国股权投资基金协会(China Association of Private Equity 以下简称(CAPE)是在中国乃至全球具有较大影响力的股权投资行业组织,其会员包括中国大多数的大型VC(创业投资基金)、PE(股权投资基金)、并购基金和FOF母基金(产业引导基金)等,各类会员达400余家,管理基金资产规模超过万亿元。依托GPEA 全球股权投资联盟(Global Private Equity Alliance)和AVCPEC亚太股权投资基金协会(Asia VC and PE Council),构建了GIN全球孵化服务网络(Global Incubator Network)和GMAN全球并购服务网络(Global M&A Network)。目前已与欧洲、美洲、亚洲等主要国家和地区的大多数股权投资行业协会建立了密切的联系,并在美国硅谷、英国伦敦、德国法兰克福、法国巴黎、瑞士苏黎世、以色列特拉维夫等地设立办事处。联合会与CAPE签署协议,并达成多方面的合作:

合作成立“世界旅游城市联合会投资分会”,推介会员的旅游投资政策和项目,交流国际旅游投资经验。

在CAPE主办的全球PE北京论坛、全球创业投资论坛、全球并购论坛等大型国际股权投资专业论坛中,适度增加旅游投资相关的主题和内容。给予部分联合会会员免费参会资格。

组织各城市会员筛选推介优质项目和投资合作机会,利用全球孵化服务网络(GIN)和全球并购服务网络(GMAN),推动旅游投资相关的早期项目孵化和中后期项目投融资对接。CAPE组织基金经理考察联合会城市会员的优质项目。

世界旅游城市联合会投资分会成立大会将在2016年重庆香山旅游峰会上举行。成立大会之后,投资分会将召开投融资洽谈会,安排投资方与项目方进行“一对一”、“面对面”的投融资商务洽谈。世界旅游城市联合会拟于近期开始项目信息收集和筛选工作。

Investment & Financing Service of Tourism Programs

With the rapidly developing of world tourism industry, the traveling sector is becoming to a hot spot for investment trends and is an attractive area for potential investors. Due to the growing number of WTCF members and the establishment of Committee of Civil Aviation, Cruise, and Tourism-Related Businesses, WTCF offers an improved platform with integrated resources and closely industrial cooperation opportunities. WTCF intends to cooperate with its institutional member, China Association of Private Equity, to establish the Committee of Investment of WTCF. China Association of Private Equity (CAPE) is an influential voluntary organization in Chinese and international equity investment sector. Its members include many large Chinese venture capital funds, PE funds, M&A funds and FOF parent funds (industry guidance

fund). CAPE owns over 400 founding members, and manages over RMB 1 trillion in funds.

Relying on GPEA Global Private Equity Alliance and AVCPEC (Asia VC and PE Council), GIN (Global Incubator Network) and GMAN (Global M&A Networks) are established. Now, GPEA has established contacts with most equity investment associations in major European, American and Asian countries and set up offices in Silicon Valley (US), London, Frankfurt, Paris, Zurich, Tel Aviv, and other cities. The following consensuses have been reached between WTCF and CAPE:

Cooperatively establish "The Committee of Investment" of WTCF to promote tourism investment policies and projects of members and share experiences in international tourism investments. Tourism investment topics and contents will be added to Beijing Global PE Forum, Global Entrepreneurship Investment Forum, Global M&A Forum and other international forums held by

CAPE. After 2015, CAPE provided some quotas for WTCF members to attend its forums for free. Members could also register for CAPE activities through WTCF.

CAPE and WTCF will recommend high-quality projects and investment cooperation opportunities to WTCF members. Through GIN and GMAN, CAPE will incubate tourism projects in the early stage and match up investment-financing demands during the mid-and-late project stages. CAPE fund managers will be organized to investigate high-quality projects organized by city members.

The inaugural conference of WTCF investment committee will be held during the 2016 Chongqing Fragrant Hills Tourism Summit. After the conference, the Committee will hold Investment and financing meetings in order to organize the investors and the project initiators to carry out one-on-one and face-to-face business communications. WTCF has begun collecting and selecting projects.



学员与媒体代表交流
Members communicating with media representatives

旅游城市营销、中国旅游市场营销手段及策划、从大数据看中国旅游市场、中国游客接待方法与流程、出境旅游优质服务供应商、做好中国游客接待服务的要素等九大课程。

World Tourism Cities Federation Held the First International Tourist Destination (Cities) Promotion and Marketing Training Program

From March 29 to April 1, 2016, the World Tourism Cities Federation (WTCF) successfully held the first World Tourism Destinations (Cities) Promotion and Marketing Training in Beijing. The key aspect of this training is to demonstrate how the world tourism cities could target the Chinese tourist market and promote their cities. 20 members coming from 14 countries, 9 cities and 5 embassies attended this training program. The training attracted many international

cities to attend, such as Victoria (Seychelles), Edinburgh, Abidjan, Athens, Belgrade, Sofia, Rabat, Tanjung Pandang, and so on. Most of the participants are managers and senior tourism practitioners. During the 4-day training, well-known experts, senior administrators and media professionals from China's tourism industry delivered lectures and communicated with the participants. The training included 9 topics, which were: China's Tourism in the Global Perspective, Status Quo and Development Trend of Chinese Outbound Tourism, The General Situation of Chinese Outbound Tourists' Consumption, Tourism City Marketing in China, Marketing Strategies in Chinese Tourism Market, A Case Study- Chinese Tourism Market from a Big Data Perspective, Methods and Process of Chinese Tourists Reception, To Be a Qualified Outbound Tourism Service Provider, and Key Points for Satisfactory Chinese Tourist Reception.



学员们考察北京旅游
The students visit tourism attractions in Beijing

谭家玲

重庆市人民政府副市长



INTERVIEW WITH TAN JIALING, DEPUTY MAYOR OF CHONGQING MUNICIPAL GOVERNMENT

金佛山-金山秋韵
Jinfo Mountain - Golden
Mountain in Autumn

1 请您介绍一下重庆是如何成为此次 2016世界旅游城市联合会香山旅游峰 会举办地的?

非常感谢世界旅游城市联合会选择重庆作为2016峰会举办地,我们也相信此次峰会将因为重庆而增添很多动人光彩。世界旅游城市联合会峰会首次在非首都城市举行,首次在中国中西部城市举办,这本身就意味着重庆已成为世界著名旅游目的地和最具旅游发展潜力的城市之一。除了令人瞩目的中国因素外,绮丽的自然风光、独特的人文风骨和迷人的城市风情,再加上经济的蓬勃发展和市民的广泛支持,让重庆在这场盛会承办权的竞争中优势明显。

首先,重庆历史上三建国都,四筑渝城,英雄辈出,名人荟萃,遗存丰富,古韵十足,是中国著名的历史文化名城和文物大市,是令世界瞩目、无数人身心向往的地方。3000年文明的传承,赋予了重庆独特的历史内涵和文化底蕴,留下了2.5万多处极为宝贵的文化遗产,世界文化遗产大足石刻尽显东方文明魅力,合川钓鱼古城曾改变世界历史进程,特别是二战时期重庆作为世界反法西斯战争远东指挥中心而闻名中外。

其次,重庆是世界最大的山水城市,8.2万平方公里的土地上,江河纵横,名山荟萃。孕育出武隆喀斯特、南川金佛山两处独一无二的世界自然遗产和长江三峡、乌江画廊等雄奇壮丽的世界奇观。城市依山傍水而建,山在城中,城在山上,山水城交相辉映,“山城”“江城”“不夜之城”闻名于世。一座座造型各异的桥梁横跨江河峻岭,将一条条天堑变为通途,让重庆享有“世界桥梁博物馆”的美誉。

第三,重庆是中国五个国家级中心城市之一,区位优势突出,战略地位重要,是西部大开发重要战略支点,是“一带一路”和长江经济带的重要联结点,西有渝新欧国际铁路大通道通达亚欧大陆,东有长江黄金水道直抵太平洋,南

有渝黔、渝昆通道连通东南亚,国际航线覆盖五大洲120多个城市。重庆这座中国西部唯一的、也是中国最年轻的直辖市,已经崛起成为中国重要的内陆开放高地。

第四,重庆GDP增速连续3年保持10%以上,近来连续十个季度领跑全国蝉联第一,经济实力不断增强。国家现代制造业基地、国内功能性金融中心、西部创新中心和城乡统筹发展的国家中心城市建设初具规模,汽车、电子信息、装备制造、消费品制造等支柱产业发展壮大,笔记本电脑等战略性新兴产业快速崛起,金融业等现代服务业蓬勃发展,新增长点不断涌现,引来近300家世界500强企业相继落户,在世界经济下行压力总体较大的情况下,经济发展独树一帜,呈现勃勃生机。

第五,重庆是世界知名的旅游城市和重要的旅游目的地,是巴渝古都、温泉之都、桥梁之都、美食之都和开放之都。拥有世界文化遗产1处、世界自然遗产2处、国家A级景区198个,开通了洛杉矶、罗马、赫尔辛基、悉尼、多哈、首尔等36条国际直航,对美国、德国、法国、俄罗斯、瑞士、澳大利亚等51个国家游客实行72小时过境免签,海内外游客达到3.9亿人次。独一无二的重庆山水、美不胜收的重庆夜景、麻辣鲜香的重庆美食,以及纵横空中的轻轨线路、高耸入云的高架桥梁、国际一流的内河邮轮,让海内外游客大呼过瘾、不枉此行、流连忘返。近年来,重庆先后被国际知名旅行杂志Frommer's和《孤独星球》评为“世界十大旅游目的地”“全球十大最具发展潜力旅行地”,游客综合满意度在全国60个重点旅游城市排名第1位。

另外,重庆拥有良好的展会组织能力,连续五年被相关权威组织和机构评为“中国十大影响力会展城市”“中国最佳会展目的地城市”,举办过AAPP亚洲议会和平协会、中国企业500强高峰论坛、中国西部旅游产业博览会等各类论坛





展会。此次峰会举办地重庆悦来国家会议中心，是全球领先、西部最大的大型会议场馆，总建筑面积达60万平方米，集展览、会议、餐饮、住宿、演艺等多功能于一体。峰会来宾下榻地重庆悦来温德姆酒店也是国际知名酒店，拥有五星级标准。

总之，独特的城市魅力和较好的展会条件，让重庆这座城市对海内外朋友们产生了巨大吸引力，让重庆这座城市在2016香山旅游峰会承办权竞争中脱颖而出。为此，我们深感荣幸，也再次向联合会及其各成员单位对重庆的关心与支持表示衷心感谢！

2 我们看到，重庆在积极地为峰会做着筹备工作，请您介绍下目前的筹备情况

重庆市委、市政府高度重视此次峰会在渝召开，将此作为重庆加快建设国际旅游目的地和世界旅游名城重大契机，作为提高重庆城市竞争力、影响力和知名度的重要载体，作为扩大对外开放、加速重庆现代化和国际化进程的重要平台。成功申办峰会以来，市委、市政府建立了领导牵头推动、全市上下联动的工作机制，专门成立了峰会组委会，召开了全市动员大会和多次专题会议，制定了峰会总体方案，扎实有序地推

进嘉宾邀请、来宾接待、宣传造势、会议会务、峰会安全、环境整治、签约准备、联合会巡展等各项工作，举全市之力办好此次峰会。为确保峰会筹备工作落实到位，市政府下发了切实做好峰会筹备工作的通知，明确了各部门、各区县的工作任务和责任。组委会制定了近30个筹备工作方案，细化工作流程，明确时间节点，加强督办检查，保证了峰会筹备工作扎实有序推进。

在筹备工作中，我们特别重视精细化服务保障工作。峰会组委会针对不同国家、不同地区来宾，制定了全面细致的“一对一”接待方案，还专门招募了上百名志愿者全程为峰会来宾提供贴心周到的服务，全市航空公司、酒店、旅行社、金融企业等旅游行业也将为峰会提供优质高效的全方位服务。此次峰会将采取最严格的安保措施，确保峰会来宾安全。目前，峰会海内外旅游城市会员出席率已达到66.7%，其中不少是国际买家和国际投资商高级管理人员，UNWTO、PATA、GTEF、WTTC等重要国际组织高级官员已经确定出席，已有12个代表团将由旅游城市市长或副市长带队出席。

重庆将以筹备此次峰会为契机，大力推进旅游产业发展。一是以峰会促投资。促成了山水六旗主题乐园、重庆华侨城、万达文旅城等重量级旅游项目的落地

和烽烟三国、天上黄水、再说丰都等文旅演艺项目的推出。二是以峰会促建设。启动长江旅游金三角一体化建设，投资3.64亿元推动旅游厕所革命，大力推进全市旅游配套设施提档升级。三是以峰会促服务。实施旅游服务质量提升工程，加强全市旅游目的地、景区景点、酒店餐饮、停车场、旅行社规范管理。四是以峰会促营销。动员各方面力量和资源，在全市营造浓厚的举办峰会的氛围，线上线下立体式宣传推介旅游资源和特色产品。五是以峰会促治理。大力整顿规范旅游市场秩序旅游经营行为，开展旅游安全隐患大排查、大整治，营造安全和谐旅游环境。六是以峰会促出游。大力推进全域旅游创建示范工作，推出山水都市、长江三峡、红岩联线、温泉之都、渝西走廊、乌江画廊、世界遗产、巴渝古镇、美丽乡村等旅游名片，吸引世界游客前往重庆旅游观光。

峰会筹备过程中，我们十分重视与世界旅游城市联合会的沟通衔接，积极开展合作，世界旅游城市联合会也给予了重庆有力指导和支持。我们也将学习借鉴北京、拉巴特等城市举办峰会的宝贵经验。相信在世界旅游城市联合会和重庆的共同努力下，一定能够办出一届影响大、有特色、质量高的峰会，给国内外来宾留下深刻印象。

3 您参加了去年在摩洛哥举办的峰会，而重庆是中国第一个在总部所在地——北京以外举办峰会的城市，也是第一个非国家首都举办峰会的城市，那么请问今年峰会有哪些特点，有什么亮点值得我们期待？重庆对于今年举办的峰会有什么目标和预期？

去年在摩洛哥举办的峰会，让我们体验到了北非的美丽风情与灿烂文明，给我们留下了深刻的印象。今年在重庆举办的峰会，将在以往峰会的基础上，呈现出众多独一无二的特色，有更多亮点值得期待。

此次峰会将具有里程碑式的重要意义。峰会将回顾世界旅游城市联合会成立以来共同走过的光辉历程，并展望世界旅游城市联合会未来发展的美好前景，是联合会承前启后的一次重要盛会。期间安排了世界



旅游城市联合会理事会换届、第二届理事会第一次会议、世界旅游城市联合会会员大会等内容，还将同时明确2017年海外举办城市和2018年国内举办城市，这在世界旅游城市联合会历史上尚属首次。

此次峰会是在五大发展理念引领下召开的一次旅游盛会。峰会论坛主题“共享经济对旅游城市发展的机遇和挑战”，凸显了五大发展理念的核心和要求，是五大发展理念为推动世界旅游发展开出良方、贡献中国智慧的具体表现，让世界人民深刻感受到五大发展理念带来的美好前景，切实体会到五大发展理念的力量所在，对以后的峰会论坛基调都将产生深远影响。同时，峰会论坛将采取“1+3”即1个主论坛加3个分论坛的方式，政府官员、企业高管、专家学者、行业代表等各方面人士齐聚论坛围绕主题面对面开展讨论，为今后峰会论坛开创了新模式。

此次峰会将推出三项历史性突破成果。首先，峰会将发布《世界旅游城市联合会重庆宣言》和《重庆打造国际知名旅游目的地案例研究》等一系列成果性文件，其中《世界旅游城市联合会重庆宣言》将作为未来五年世界旅游城市联合会的行动纲领。其次，峰会将成立旅游投资分会，由中国股权投资协会与世界旅游城



市联合会共同筹备和发起，中国股权投资协会会员超过400家，管理资金超过万亿人民币，还将首次增设旅游投资洽谈会，为深化国际旅游合作提供良好的平台。再次，此次峰会将在旅游商贸洽谈方面取得重大成效，重庆将有20个项目参加洽谈，其中10余个项目已确定投资方，与华盛顿旅游局、著名共享经济企业Airbnb等重要旅游城市、旅游企业之间的合作有望在峰会期间取得正式成果。

此次峰会将充分体现开放、互动、体验等流行趋势。通过“会议+体验”创新办会方式，采取“线上+线下”“陆上+水上”考察体验活动丰富峰会内容，与峰会配套进行的国际旅游狂欢节等活动，形式与内容的完美结合势必把峰会推向新高潮。同时，我们为峰会来宾精心安排了山水都市巴渝风情之旅、渝西走廊文化遗产体验之旅、渝东南自然遗产体验之旅、渝东北长江三峡浪漫邮轮之旅，让峰会来宾真正领略到重庆独特的山水之美和人文风情。

作为世界旅游城市联合会发起城市和理事会成员单位，重庆将致力于把此次峰会办成世界旅游城市联合会历史上一次承上启下、继往开来的盛会，为世界旅游城市联合会今后的发展开启新的篇章。在此，我们真诚地向国际旅游组织和机构、世界旅游城市、世界旅游企业发出诚挚邀请，欢迎前来重庆参加此次峰会，让我们一起共同诠释和传播“旅游让城市生活更加美好”的理念，为推动世界旅游发展作出新的贡献！

**4 峰会期间,将有来自世界各地城市的代表和
国际的旅游组织以及机构参加,重庆作为世界
旅游城市联合会的会员城市,您认为举办这样
的峰会对于推动中国城市的国际化旅游进程有什么
帮助? 对于推动世界旅游业可持续发展又有什么意义?**

重庆提出了“十三五”时期把旅游业培育成为综合性战略支柱产业、加快建设国际知名旅游目的地的发展目标，未来五年，重庆将以“山水之都·美丽重庆”为统领，着力打造三大国际旅游目的地、四条主题精品旅游线、四级目的地体系、七大国际旅游品牌。按照规划，未来重庆国际航线数量将达到100条，正在修建的

江北国际机场T3航站楼旅客吞吐量将达到700万，重庆与世界的联系将更加紧密。举办这样的峰会，能够有效促进重庆与国际旅游组织和机构、国内外旅游城市、国内外旅游企业之间的交流合作。

世界旅游城市联合会城市会员117个，基本囊括了国内外主要旅游目的地城市。通过举办峰会，可以有效促进会员城市之间的交流，为世界旅游城市了解中国旅游城市、中国旅游城市了解世界旅游城市搭建了双向沟通的平台。通过举办峰会，可以促进更多世界旅游企业前来中国寻找商机，开拓中国尤其是中国中西部地区的广阔市场，让更多外国游客前来中国旅游观光，同时也可以为更多中国旅游城市、旅游企业走出国门提供支持，也可以让更多中国游客了解外国旅游城市，前往外国旅游目的地旅游，促进中国旅游城市和旅游行业更好地融入全球旅游当中，提升自身国际化水平。

“共享”是世界旅游业可持续健康发展的关键，通过“共享”，可以有效调动世界旅游资源，实现资源要素优化配置。通过举办峰会，可以有效推动世界旅游城市间增进理解、深化合作，实现世界旅游城市间资源共享、优势互补、互利共赢，拉动包括重庆旅游业、中国旅游业在内的世界旅游业向前发展，通过旅游业的发展，“以一业兴促百业旺”，带动农业、制造产业、服务产业、文化产业等各项产业融合发展，促进整个经济发展健康可持续。重庆欢迎这样的峰会，并希望这样的峰会能够一直长期举办下去，作为世界旅游城市联合会的会员城市，重庆将一如既往支持峰会的举办，为中国旅游业和世界旅游业的发展贡献力量！

5 您还有什么想告诉大家的?

2016世界旅游城市联合会重庆香山旅游峰会定于9月19—20日召开，正值金秋收获之时。在此，我们再一次诚挚邀请大家能在这美好的时节共聚重庆，共享这一世界旅游界的盛会，我们已经充分做好了准备，将为大家献上一届安全高效、富有特色的旅游盛会。让我们一起出发，亲身体验重庆山水城市的独特魅力，共同分享重庆活力之都的发展机遇！



今年又是好收成—彭燕摄
Good Harvest Still – Peng Yan

**1 Please tell us why Chongqing was
chosen as the venue location for the
"2016 World Tourism Cities Federation
Fragrant Hills Tourism Summit."**

Thanks to the World Tourism Cities Federation, Chongqing was chosen as the 2016 venue for the summit. We also believe that the summit can bring more glory to Chongqing city. World Tourism Cities Federation Summit, held for the first time in a city that isn't a capital, and held the first time in the Midwest region of China, which in itself means that Chongqing has become one of the world's most famous tourist destinations and it shows the tourism potential of the city. In addition to the China factor, beautiful natural scenery, unique culture and charming style, and the broad support from the booming economy and the public, all add to Chongqing's obvious advantages.

Firstly, from a historical point of view, Chongqing has been set as the country's capital three times, and has had four major constructions throughout the history. The city is one of China's historically famous cultural city and heritage market; in addition, the city is home to countless heroes and many historical sites that are full of ancient customs. Chongqing courts the world's attention with its various travel options in the city. The city has 3,000 years of unique history and culture connotation. It retained many of the 25,000 extremely valuable cultural heritage items, including the World Heritage Site, "Dazu Rock Carvings" which shows the charm of oriental civilization; "Aikawa fishing city" changed the world history; and most notably, during World War II, Chongqing was the command center in the Far East. Secondly, Chongqing has a large city landscape, a total of 82,000 square kilometers of land, rivers horizons, and mountains blending the city. It has a unique world natural



大观园 - 黎香湖湿地公园
Daguanyuan - Lixiang Lake Wetland Park

2012
2016
世界旅游城市
联合会

heritage: Jinpo Mountain and Wulong Karst Geological Park, in addition to the Three Gorges, Wujiang River Gallery and other world wonders. The city sits on various shapes of the bridges, like the natural moat into a thoroughfare. Therefore, Chongqing also enjoys the name "World Bridge Museum."

Thirdly, Chongqing is one of China's five national central cities, with many geographical advantages and owns the strategic position. It is an important fulcrum to the western development and also a junction point to the "One Belt One Road" strategy. Plus, it is a key city along Yangtze River economic belt. The city's infrastructure includes the Chongqing-Xinjiang-Europe international railway in the west, Yangtze River Golden Waterway in the east, and airlines covering more than 120 cities on five continents. The western city of Chongqing is China's youngest municipality and has emerged as an important inland development center for China.

Fourthly, Chongqing has a continuous GDP growth that maintains more than 10% growth rate. It is the fastest growing city in the first ten consecutive quarters in China. The city has pillar industry development, state of modern manufacturing base, domestic functional financial center, and the National Center for Urban Construction in West innovation centers. In addition, urban and rural development takes shape, including automobiles, digital information, equipment manufacturing, consumer products and other expansion, notebook computers and other strategic emerging the rapid rise of modern service industry, financial industry and other booming new growth emerging. The city attracted nearly 300 "Fortune 500" companies to establish bases and under larger world economic pressures, presented positive economic development trends.

Fifthly, Chongqing is a world famous tourist city and an important tourist destination. It is the ancient capital, spa capital, bridges city, and the gastronomic capital.

Chongqing has 1 World Heritage Site, 2 World Natural Heritage, and 198 national A-level scenic spots. The city has also opened 36 direct flights to Los Angeles, Rome, Helsinki, Sydney, Doha and Seoul. Also, visitors from The United States, Germany, France, Russia, Switzerland, Australia and other 51 countries visitors can enjoy the "72 hours transit visa." The total number of overseas tourists reached 390 million people. Both domestic and overseas tourists are fond of the city landscape, Chongqing nightlife, Chongqing dishes as well as the light rail, elevated bridge, and the river tankers. In recent years, Chongqing has been awarded by internationally renowned travel magazine "Frommer's" and "Lonely Planet" as "The World's Top Ten Tourist Destinations and The World's Top Ten Most Promising Destination." Its comprehensive tourist satisfaction ranks the first one among all Chinese tourist cities.

In addition, Chongqing has the expertise to organize exhibitions and for five consecutive years, it was named as "China Top Ten Influential Exhibition City and China's Best MICE Destination City". The city has held "AAPP AAPP, China Top 500 Enterprises Summit, West China Tourism Industry Expo" and other forums & exhibitions. The summit is to be held in Chongqing Yuelai National Convention Centre, which is a global leader in large-scale conventions, and is the West's largest conference venues, with a total construction area of 600,000 square meters. It is a multi-functional complex with various services including exhibitions, conference, catering, and accommodation. Chongqing Yuelai Wyndham Hotel is an internationally renowned hotel that has earned a five-star standard.

In short, the unique charm of the city shows friends at home and abroad that the Chongqing has tremendous appeal, which makes Chongqing city the right choice to host the summit in 2016. We are deeply honored and would like to express our heartfelt thanks to the Federation and its member cities for their great support!

2 Please kindly introduce the current preparatory work underway in Chongqing.

Chongqing municipal government attaches great importance to the summit held in Chongqing. We see it as a major opportunity to accelerate the construction of an international tourist destination of the world, to improve the competitiveness of the city of Chongqing, its impact and visibility as an important carrier and platform to expand openness, accelerate the process of modernization and internationalization.

After the successful bid, the municipal government established the leadership and the city's upper and lower level working mechanism. We have set up a special committee and held a mobilization meeting and several conferences to develop an overall plan.

To ensure that work is completed, the municipal government has done a good job in regards to preparations for the Summit, clearing all departments and county tasks and responsibilities. And to develop a work program into nearly 30, detailed working processes, clarify working schedule, strengthen inspection to ensure that the work is processed.



重庆山城
Chongqing is a mountain city

During the preparations, we attach special importance to fine services and supports. We focused on different countries, different regions of the guests, in order to develop a "one to one" comprehensive and detailed program reception. We also specifically recruited hundreds of volunteers for the Summit guests with attentive and thoughtful services. Airlines, hotels, travel agencies, financial companies and other tourism industry summit will also provide quality and efficient full-services. This time, we will take the most stringent security measures to ensure the safety of guests. Currently, attendance rate has reached 66.7%, most of which are international buyers and international investors to senior management. Senior officials from UNWTO, PATA, GTEF, WTCF and other important international organizations have confirmed their attendance. In addition, 12 delegations led by the tourism city mayor or deputy mayor will also attend. Chongqing will take this opportunity to vigorously

promote the development of tourism industry. 1. To promote investment. We have pushed the successes of landscape Six Flags theme park, OCT Chongqing Wanda Culture Travel City and other tourism projects. 2. To promote the construction. Yangtze River Golden Triangle Tour started construction with an investment of 364 million yuan to promote the "Travel Toilet Revolution," and vigorously upgrade the tourist facilities. 3. To promote the service. It will improve the quality of tourism services to enhance the implementation of the project, and to strengthen the tourist destinations, scenic spots, hotels, restaurants, parking, travel agency standardized management. 4. To enhance marketing. The city has mobilized the forces and resources to create a strong atmosphere of the summit organization, three-dimensional online and offline publicity and promotion of tourism resources and specialty products. 5. To enhance the governance. It will be vigorously

rectifying and standardizing the order of the tourism market, enhance the tourism business practices, and create a safe and harmonious tourist environment. 6. To promote inbound tourism. We would like to vigorously promote global tourism, to highlight the Three Gorges, Red Rock line, the spa capital, Chongqing corridor, Wujiang River Gallery, World Heritage, Old Towns, beautiful countryside and other tourist spots to attract visitors to Chongqing for sightseeing. We attach great importance to the communications with World Tourism Cities Federation and the Federation also gave Chongqing strong guidance and support. We will also learn from Beijing, Rabat and other cities who held summit before and had valuable experience. I believe with the joints efforts from WTCF and Chongqing; we can arrange an impactful, distinctive, and high quality summit, giving domestic and foreign guests a good impression.

3 You have participated in the summit held last year in Morocco. Chongqing is the first summit held in a city that isn't a capital. What are the characteristics and highlights of this year's summit? For this year's summit held in Chongqing, what goals and expectations do you have?

Last year's summit held in Morocco, North Africa, allowed us to experience the beauty and style of a splendid civilization. It left us with a deep impression. This year's summit, held in Chongqing, will be based on the previous summit and show the unique characteristics of the city. The summit will be milestone significance. The summit will review the glorious history and bright future prospects of the WTCF since the establishment and share the bright future prospects of the organization. It is an important event for the Federation. During the scheduled agenda,

it has arranged for the transition of the World Tourism City Federation Council, the second session of the board meeting for the first time, the World Tourist City Federation member conference, announcing of the 2017 overseas host city and 2018 domestic host city, which is the first time in the WTCF's history.

The summit is in the "Five Development Concept" held under the guidance of a tour event. Summit Forum with the theme of "Sharing Economy on Tourism Opportunities and Challenges of Urban Development," and highlighting the "Five Concept of Development" and the core requirements. The "Five Development Concept" promotes tourism development in the world and will bring a better future to world tourism industry. At the same time, the summit forum will adapt a "3 + 1" method, that is one main forum plus three sub-forums, which will have government officials, corporate



神龙峡
Shenlong Canyon



大足石刻
Dazu Carving





三峡纪念馆
The Three Gorges Memorial Hall



武陵山大裂谷
Wuling Mountain Great Rift



蚩尤九黎城
Chiyou Jiuli City

executives, experts and scholars, and industry representatives from various sectors coming together to discuss a new model of tourism.

The summit will launch three historical breakthrough results. First, the summit will publish the World Tourism Cities Federation Chongqing Declaration and the Chongqing to Build an Internationally Renowned Tourist Destination Case Study and a series of research documents. The World Tourism Cities Federation Chongqing Declaration will serve as the World Tourism Program for action in the next five years. Secondly, the summit will set up Committee of Investment of WTCF, jointly prepared and sponsored by China Equity Investment Association (CAPE), which has more than 400 members and over RMB one trillion administer funds. CAPE will be the first to fund to the Tourism Investment Fair and deepen international cooperation in tourism. Again, the summit will discuss the progress made in the tourism business for its significant results, in which Chongqing will have 20 projects to participate in the negotiations and more than 10 projects have identified investors.

The summit will fully reflect the trends of openness, interactive, and experience. Through the "Conference + Experience" innovative ways plus the "Online + Offline", "Land + Water" activities, the summit content will inevitably reach a new climax. At the same time, our guests will enjoy the summit tour, including experience tours and cruise trips, which will make them appreciate the beauty of Chongqing's unique landscape and cultural customs.

As the city council member of WTCF, Chongqing will be committed to the summit and make it into an event in history. Here, we sincerely issue a warm invitation to international tourism organizations and agencies, the World Tourism Cities, and World Tourism Enterprises. Welcome to Chongqing! Let us together interpret and

advertise the "Better City Life through Tourism" concept and to make new contributions to the development of world tourism!

4 During the summit, there will be representatives of international tourism organizations and institutions from around the world attending. Since Chongqing is World's Tourism Federation member city, what are the benefits we can gain to hold such a summit to promote the internationalization process of Chinese tourist cities? What's the significance for promoting the sustainable development of tourism in the world?

Chongqing made tourism as a comprehensive strategic pillar industry and made the goal to accelerate the construction of well-known international tourist destination. In the next five years, Under the guidance of "Beautiful Landscape Capital · Chongqing (promotional project)", the city will be focusing on building three major international tourist destinations, four themed boutique tourist routes, four destination system, and seven international tourism brand. According to the plan, the future of Chongqing international route numbers will reach to 100. The to-be built Chongqing Jiangbei International Airport T3 terminal will allow passenger number will reach 7 million, making Chongqing's contact with the world more closely.

Holding such a summit can effectively promote Chongqing's domestic and international tourism, which will enhance the domestic and international exchanges and cooperation between tourism enterprises and international tourism organizations and institutions.

World Tourism Cities Federation has 109 city members, including the major domestic and international tourist destination cities. Through the organization of the summit,



BEAUTIFUL YANGTZE RIVER BEAUTIFUL CHONGQING

members can effectively promote exchanges between cities for the world to understand Chinese tourist cities. And it will allow tourist cities in China the opportunity to better understand the world tourist cities in order to build a two-way communication platform. Through the organization of the summit, the World Tourism can not only promote more Chinese enterprises to seek business opportunities, open up to the vast Chinese



重庆悦来温德姆酒店
Wyndham Chongqing Yuelai

market, especially in central and western China, to allow more foreign tourists to visit China, but also for the more Chinese tourist cities, Tourism enterprises to go abroad to provide support, allowing more Chinese tourists learn about a foreign tourist city. It will allow Chinese tourism cities and the world tourism industry to better integrate into the global tourism, which enhances their level of internationalization.

"Sharing" is the key to the world's sustainable and healthy development of the tourism industry. By "sharing", it can effectively mobilize the world of tourism resources, and to achieve optimal allocation of resource elements.

Through the organization of the summit, it can effectively promote greater understanding between the World Tourism Cities, deepen cooperation and realize the sharing of resources among the world tourist cities, to complementary advantages, mutual benefit, boost world tourism including Chongqing tourism, and China's tourism industry. All above can forward through the development of tourism, promote the integration of industrial development, and promote the healthy and sustainable development of the whole economy. As a member of the World Federation of Municipalities tourist city, Chongqing will continue to support the summit to be held, to contribute to the development of China's tourism industry and the world of tourism!

5 Anything else you would like to add?

2016 World Tourism Cities Federation Chongqing Fragrant Hills Tourism Summit will be held during the autumn season during September 18-22. Here, we once again invite everyone to Chongqing. We are ready, and we will offer the next safe, efficient, and unique tourist event. Let us set out together to experience the charm of Chongqing, and to share the vitality of Chongqing!



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