



Better City Life through Tourism

旅游让城市生活更美好

2016 — 2017
World Tourism Cities Federation

Member Service
Project Manual

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Member Service Project Manual

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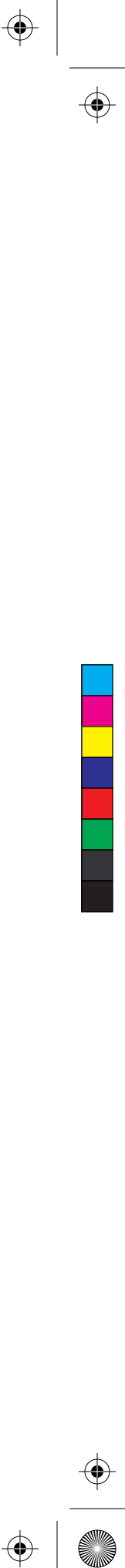
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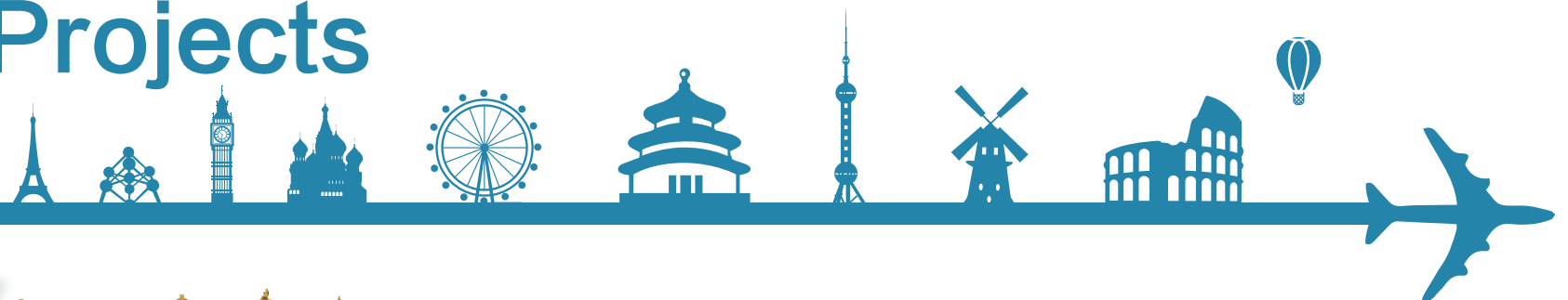
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I、 WTCF Service Projects



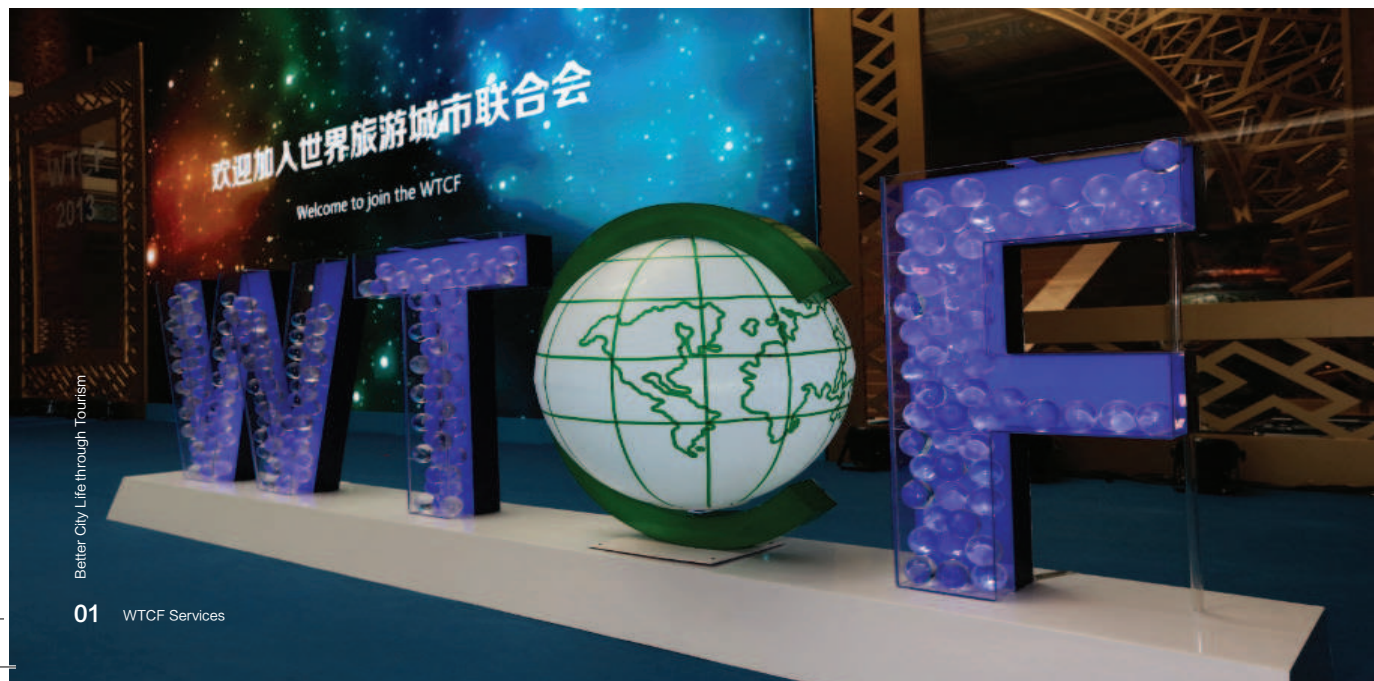
(i) WTCF Fragrant Hills Tourism Summit



The Inaugural Conference of WTCF & Beijing Fragrant Hills Tourism Summit was held in Beijing on September, 2012. The following 2013 and 2014 Fragrant Hills Tourism Summits were also held in Beijing. In 2015, the Summit was held in Rabat & Fez in Morocco. WTCF Fragrant Hills Tourism Summit is an important platform of WTCF member services. The annual summit brings together representatives of international tourism organizations, high-level government officials of tourism cities and senior executives of tourism-related institutions to share experience in tourism development, discuss issues crucial to tourism development in cities and lock in opportunities for tourism cooperation. WTCF Fragrant Hills Tourism Summit holds activities including:

- The Council
- Forum Session
- Trade Fair
- Tourism Promotion
- World Tourism Cities Expo
- Tourism Investment

The 2016 Fragrant Hills Tourism Summit will be held on September 19th – 20th, in Chongqing China. The theme of the summit is "Shared Economy and Development of World Tourism Cities."





(iii) Exhibition Activities

WTCF launched the exhibition activities services to better serve members. According to the schedules of the industry's renowned exhibitions, WTCF invites its members to send tourism resources and product information to the organization. WTCF prepares and prints promotional materials for members and promotes them at exhibitions. This service is free of charge. WTCF will represent its members, and form groups to participate in the World Travel Market, London (WTM), International Tourism Berlin (ITB), and Beijing International Tourism Expo (BITE) and many other influential exhibitions in the tourism sector to promote its city members' tourism resources and its institutional members' tourism products. Since 2015, WTCF had attended many exhibitions. Dozen of members, on average, had sent their promotional materials to the organization, which then gets compiled into booklets. During each exhibition WTCF distributed over 3000 promotional booklets for these members. In 2016, WTCF will continuously provide this service with more specified service items according to different requirements of its members.

International Tourism Berlin (ITB)

Time: March, 2017
Venue Location: Berlin, Germany
Participants: City members, institutional members, tourism enterprises
Service contents:
A. Building stands, providing publicity services to members
B. Introducing participating members to potential business partners
C. Organizing the group participation of members
Contact: Liaison Department – info@wtcf.org.cn

World Travel Market, London (WTM)

Time: November, 2017
Venue Location: London, UK
Participants: City members, institutional members, tourism enterprises
Service contents:
A. Building stands, providing publicity services to members
B. Introducing participating members to potential business partners
C. Organizing the group participation of member
Contact: Liaison Department – info@wtcf.org.cn

Beijing International Tourism Expo (BITE)

Time: June, 2017
Venue Location: Beijing, China
Participants: City members, institutional members, tourism enterprises
Service contents:
A. Building stands, providing publicity services to members
B. Introducing participating members to potential business partners
C. Organizing the group participation of members
D. Inviting media to attend and cover the exhibition
Contact: Public Relations and Branding Marketing Department – publicity@wtcf.travel

China International Travel Mart (CITM)

Time: November, 2017
Venue Location: Kunming, China
Participants: City members, institutional members, tourism enterprises
Service contents:
A. Building stands, providing publicity services to members
B. Introducing participating members to potential business partners
C. Organizing the group participation of members
Contact: Public Relations and Branding Marketing Department – publicity@wtcf.travel



(iv) Publicity

1. We-media Platform:

WTCF boasts abundant and extensive resources, advantages, and influence. With its platforms and resources, WTCF can help member cities make dedicated promotion plans on tourist source markets, marketing and media publicity; and leverage the resources and energies of tourism enterprises, experienced tourists, and the media to improve the reputation and appeal of tourism destination cities among Chinese tourists. Members' rights include:

City / Institutional Member Homepage: The WTCF official website and APP create webpages for city members and institutional members, to give an all-around display of city members and provide an open avenue with more and better opportunities for institutional members.

Members- Only Official Information Release: We-media platform will set up special columns for members, who can then release recent key information, hot topic analysis, and issues that concern visitors in an authoritative and official fashion.

2. Promotional (customized) Service:

Provide exclusive service according to the member's promotional objective and budget, for example:

Destination's Tourism Resources Promotion

Media Marketing Plans

Wide Coverage Promotion through the Committee of Media Organizations

Negotiation to Purchase Advertisements at a Price Below Current Market Value

Helping Destination Cities Set Up Official Weibo Accounts: Sina Weibo (www.weibo.com) is a famous social platform. As of March 2014, the number of registered Weibo users totaled 450 million, the number of monthly active users totalled 143.8 million, and the number of daily actively users totaled 66.6 million. There are large numbers of government institutions, officials, enterprises, and individual accounts on Weibo. As a matter of fact, Sina Weibo's open communication mechanism has earned it the reputation of "public meeting hall" of China. Sina.com is the strategic partner of WTCF which can enable members to create tourism city's official Weibo through a simplified process, and help to identify related cooperative partner to update their Weibo content, introduce the tourism resources and activities of destination cities, and assist them in interacting with followers and Key Opinion Leaders and many other promotional methods.

Helping Destination Cities Customize Their APPs: Tourism APPs are one of the most convenient and effective marketing tools on the Internet which can achieve global coverage without the limit of regional differences. WTCF can identify cooperative partners for destination cities to customize their APPs. As a result, tourists may look for information and tips about the tourism sites of destination cities through the APP, and interact online with the service providers of venue tickets, bus tickets, tourism groups, and other travel services.

Helping Destination Cities Set up WeChat Accounts: By the end of the second quarter of 2016, the number of monthly active WeChat users totaled 890 million, covering more than 200 countries, and is offered in 20-plus languages. Additionally, there are now more than 20 million WeChat accounts for various brands. Tencent is a strategic partner of WTCF that can enable members to create tourism city's WeChat accounts with simplified process. WTCF can help to identify related cooperative partner to provide:

- Publishing real-time information to attract continuous attention;
- Dedicated personnel for collecting, sorting, editing, and uploading information;
- Responding to the questions of subscribers on a regular basis;
- Having on-going interactions with subscribers.

Discovery -City Detector: WTCF conducts field studies in tourism destination cities with the media (tourism-related enterprises) and Key Opinion Leaders of China's tourism industry. Together, they explore lesser known scenic spots of destination cities, helping these destination cities become the most popular ones by subsequent promotions.

Remarks: Key Opinion Leader (KOL): People commanding great influence on Weibo platforms. The number of followers on tourism KOL may total tens of thousands or even millions. Information published on their We-media sites carries greater weight and circulates quicker than on other media platforms. Their "opinions" and "suggestions" have a very strong appeal in social media.



腾讯旅游



World Tourism Cities- Penguin Media Open Platform of Tencent

- Push to submitted information to the client ends of Penguin.
- Video platform of Tencent: Set the video section of WTCF. Play the promotional video of WTCF and its members. Live streaming of the city member's festivals via the news APP of Tencent.
- Official WeChat: help members set up accounts with simplified procedures.
- Off-line promotion: Penguin Viewing the World Brand Promotion integrates Tencent influence on internet media, selects superior key opinion leaders and We-media participants to provide abundant and solid off-line promotions for member cities.

思其道
享其境
2016
腾讯旅游+ 思享者沙龙
6月26日 | 第三站·青岛



World Tourism Cities I-Channel-Special Section of IQIYI

- "I-Channel" will set a link at the obvious position of iQIYI Travel Channel. The contents are mainly for promoting member cities' outstanding tourism resources. Live broadcast of big ceremonies and promotions can also be provided. This information can be pushed to many different media platforms, such as iqiyi.com, PPS, Galaxy Kiwi Fruit TV and so on. To display member cities' landscapes mainly with promo, short videos and other tourism cities' resources.
- Members can provide live clear shooting materials for Roll the Earth and XFun Chowhound Club. The production team can provide post-editing services. Rock the Earth is a novelty-seeking program, the contents are interesting with spotlights. XFun Chowhound Club is a content-planting program. Corresponding content can be planted according to the requests of city or institutional members.





这些虔诚的仪式参与者中，不乏染着红发的时尚女孩，或塞着耳机用手机听歌的青春少女，她们与北京、首尔或是吉隆坡的年轻人没有区别。

同饮一河水

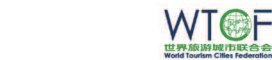
也许没有任何其他一座东南亚的首都如金边这样有着清晰的历史脉络和单一的城市传说了。传说一名叫做“Penh”的老妇人，在湄公河畔发现了四座佛像，仿佛是神明的引领，她将佛像供奉在附近的小山上，山下逐渐发展出的城镇就是金边（Phnom Penh, “Penh”的山）。

城市向水而生。

穿城而过的湄公河为柬埔寨的国家带来了活力复苏的可能。金边这座被称为“四

面城”的新首都既可以接纳洞里萨湖出产的丰富物产——鱼货和陶器，也可以控制通往河面上游老挝的贸易，更可以轻松囊括由越南三角洲地区中转的来自中国的进口商品。

农业再也无法成为国家的经济支柱，尽管新首都的水利资源比起旧时代丰富了无数倍。你若是通过方便的陆路边境城市越南进入柬埔寨，会感受到两个国家农业发展水平的明显差距。前者的农田一年收割两到三季，机械助力着东南亚优良稻米的出口；而金边的道路两侧却大部分时间都是充满浪漫感的金黄色。瘦



弱的牛行走在田间，不是在耕地而是在觅食。这种眼前即逝的情景变化跟气候和地域无关，国界像一道闸门，切断了同样接受湄公河水滋养的两块相邻土地的联系。

伤痛正在愈合

如今的金边被认为是一座“时尚”的“现代”“都市”，我想这很大一部分原因来自于最初金边人放弃了吴哥式的建设规划：没有站在高高的山上才可俯瞰全景的佛塔，没有用巨石搭建成的寺庙群，没有记录国家历史和君王功绩的浮雕墙，亦没有宽阔道路并由神像守护的护城河——洞里萨河和湄公河在此会聚就已经足够了。

在经过了几百年的600年之后，金边人仍然会对宗教有真正意义上的虔诚。祈祷和朝拜不停歇地在湄公河畔这座城市的街巷。过去岁月里，泰国和越南的反复侵入令金边人到今天都对这两位邻国感到不安，法国人拥有的“印

河岸边的祈祷

没有豪华的高楼大厦，即使是通常被认为是黄金地段的滨河路。高大的椰树和殖民时期风格的酒店扼守着街道两侧，酒店顶层的露台欣赏着太阳浴晒椅，在雨季到来之前的日子里尤其受到欧洲游客的欢迎。他们在远离喧嚣的地方享受着与湄公河有关的优雅旅行。摩托车呼啸而过，搅动着河上来的热风，穿过一辆辆属于权贵阶层的大型汽车和属于“金边



“最棒的弗拉明戈舞者会充斥在塞维利亚的大街小巷和舞台之上，这里是弗拉明戈的发祥地。

塞维利亚热情的词曲、城市的热情和热情的街道，让这个城市被评为人类非物质文化遗产。还有，这个城市深厚的美食文化底蕴从当地颇负盛名的餐前甜点（tapas）可见一斑。总之，这里有无数理由吸引着全球各地的旅行者。

像磁石的两极一样，反映着人们同样程度或快乐、或哀伤的情绪。弗拉明戈随着这座城市一步步发展到今天，已被联合国教科文组织评为人类非物质文化遗产。还有，这个城市深厚的美食文化底蕴从当地颇负盛名的餐前甜点（tapas）可见一斑。总之，这里有无数理由吸引着全球各地的旅行者。



和直拉达钟楼、皇家城堡、印度群岛家馆，这些都是世界文化遗产。

对于初到塞维利亚的游客们来说，这里还有更多其他的风景：航海馆，建立于1992年的世界博览会。这里是历史的汇集点，游客们可以在这里追溯人类为了更好的未来扬帆远航，横渡大洋的经历。还有，圣乔治城堡，是塞拉维尔古时的宗教法庭，经过修复以后，这里成为了象征着宽容的地方。都市天伞，由德国建筑家尤尔根·耶耶设计，是一座标志性的现代建筑。古物陈列馆，是陈列国修建都市天伞而被发现的古代（特别是古罗马时代）文化遗物的殿堂。

多面的城市

塞维利亚有着悠久的历史底蕴，弗拉明戈双年展每两年在这里举办一次，是全球范围内，此类节庆中规模最大的。在超过一个月的时间里，最棒的弗拉明戈舞者会充斥在塞维利

亚的大街小巷和舞台之上，这里是弗拉明戈的发祥地。

饮食文化方面，塞维利亚的美食是多元化的，古老的菜谱代代相传，随着时间的流逝逐渐发展。传统和现代融为一体演变出如今的塞维利亚美食。无论是在传统菜式上，还是创新菜式上都有令人惊叹的改变，这些改变取材于当地特有的本地原料，比如：米饭、橄榄油、奶酪、番茄、土豆，当然还有红酒。

这里还保持着千年之久的贸易文化，得益于此，塞维利亚逐渐发展壮大，成为了举世瞩目的各大会议举办地。这里有齐全的配套设施，完备的交流网络和高质量的旅游服务，使这个城市成为了有竞争力的现代化旅游地。

Tapas·西班牙国粹

在塞维利亚诸多国内外知名饭店中，只有“Tapas”才是这里最正宗的金字招牌。如果人们想真正了解这种美食，就必须先会逛塞

2016世界旅游城市联合会香山旅游峰会举办城市——重庆

CHONGQING SPIRITUAL MOUNTAINS AND RIVERS CONSTRUCT WONDERS 大美长江 最美重庆

文/高翔图/王磊摄影/李伟摄影/王磊摄影/王磊



“蜀道与秦关，开皇何之”
“当重夏之大，然亦亦之”
“惟万物之相，交感从横”
“惟中微道望兮，灿若列星”

川江，自古是华夏文明的原始发祥地之一，最早创造了中华“衣冠渔舟”的文明。我黎黎黎，种菜种菜，结网结网，渔舟行船，四位远古的神圣和图腾，造就了川蜀先民在中华文明长河中里程碑式的文明进程。

World Tourism Cities – China Railway Literature & Art Tourism Edition:

WTOF cooperates with the only tourism magazine issued on China’s bullet-train and high speed railway to release a monthly tourism edition. 1–2 member cities’ resources will be recommended in each issue with detailed news, beautiful pictures, and valuable travel information and vivid and diverse trip tips to promote member cities’ landscapes and tourism resources. Each issue has a readership of more than 400 million.

Promotion via the media
matrix resources

City Invitation – the Travel Program Devoted by WTCF and Travel Channel

City Invitation

The most beautiful tourism cities in the
world invites you
to measure with your steps,
to discover with your eyes,
and feel the beauty of the cities
with your heart
to open a window for you to see the world
to create connections between the cities.

A Collaboration
Between Two Famous Institutions
in the Chinese Tourism Sector

World Tourism Cities Federation

The first international tourism organization initiated by Beijing
The first city-based international tourism organization in the world

Travel Channel

Travel Channel is the TV station of China that
has passed by the most places
A video promotional platform officially appointed by
China National Tourism Administration

Humanistic Themed Tourism Reality Show Worldwide Participation and Broadcasted via Livestream

【 Program Goals 】

- 1、 Serve the member cities and raise their brand image
- 2、 Promote city cultures and facilitate communication within the tourism industry
- 3、 Provide services for public outings and offer the latest news

【 Basic Content 】

WTCF city members will send out two invitation card and two or more guests (celebrities or ordinary people) will be selected. The host of the Travel Channel will bring the guests along to experience the member cities. The beauty of the city and various tourism resources will be displayed thoroughly.

【 Themed Activities 】

The program begins with the “City Invitation”—“The city’s beauty awaits your discovery.” themed activity before shooting. Guests will be selected through a nation wide collection. The contents of the promotional program will be related to city members. Participation in the program will provide an excellent promotional opportunity for member cities, allowing it to widen its influence and showcase hot-spots.

【 The Host 】

ARTHUR W. CHANCE, humanity traveler, reporter and host, he used to be the Senior Vice-chairman of China Tourists Association and has visited more than 130 countries and regions of the world. He is called the “Chinese Ian Layte” .

【 Broadcast 】

The show will be broadcasted in seasons, which will be released in sequence. 3 member cities will be chosen for each season. Four episodes will be made for each city (one episode per week) for a total of 12 episodes every season. Each episode is 50 minutes long.

For more information, please login:
www.wtcf.org.cn or contact publicity@wtcf.travel



Wellington Old City Hall



Wellington Promotion was Held in the Experience Center of WTCF

(v) Themed Discussions

1. Branches Exchanges

WTCF will regularly hold themed forums to discuss industry focal points, hot topics, design products and other topics. The member could participate Branches Exchanges at no cost.

2. Themed Discussion Promotions

WTCF invites 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 promotion needs of city members.

- ▶ Theme of event: Media promotion for tourism destinations;
- ▶ Form of event: Topical discussion + Interaction with conventioners + social communication;
- ▶ Aim of event: discover tourism resources, increase the exposure rate, increase understanding between members, and facilitate cooperation.

(vi) Consulting Services

WTCF will leverage the resources of the expert committee, its own database of 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 members' 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.

The main contents include not only 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, but also other contents.

1. Members Basic Services: Sharing Research Results

WTCF provides its members with free copies of Market Research Report on Chinese Outbound Tourist (City) Consumption, Annual Report on Development of World Tourism Cities, Quarterly Report on China Outbound Tourism, and other research results of WTCF.



Yangzhou Slender West Lake



Yangzhou Tourism Development Seminar

2. Customized Services: Specific Topic Researches and Providing Detailed Solutions

WTCF provides customized researches on the above-mentioned subjects, with relevant expenses being covered by members that request such services. WTCF's service projects include, among other things:

Extended researches of Market Research Report on Chinese Outbound Tourist (City) Consumption

Providing member cities with research services on China outbound tourists experiences, tourist behaviors and attitudes, consumption behaviors and attitudes, tourism industry requests, testing of new tourism products, optimization of tourism products, advertising channels and effects, and destination marketing strategies.

Extended Researches on Report on Development of World Tourism Cities

Providing diagnosis of problems in the development of tourism industry as well as studies on tourism planning according to the needs of member cities and on the basis of the Annual Report on Development of World Tourism Cities;
Regular monitoring reports on the tourist satisfaction of member cities based on user generated contents (UGC);
Researches on inbound tourist markets and overseas marketing for Chinese member cities;
Researches on the crowd profiling of Chinese tourist source markets, experience quality, products, and market development for specific member cities.

Customized Monitoring Projects for China Outbound Tourism Markets

Quarterly monitoring report on China outbound tourism market; monthly monitoring report on China outbound tourism products;
Visibility of the tourism products of member cities among Chinese outbound tourism operators; expectations of leading Chinese outbound tourism agencies for promoting the tourism products of member cities;
Monitoring factors affecting the tourism booking of member cities;
Monitoring the competitive relations between member cities and other destinations.

3. Strategic Consulting

In line with the differentiated needs of member cities and building on its advantages in the industry and the tourism features of different regions, WTCF will leverage the resources of the WTCF Expert Committee, tourism enterprises, media and market, and arrange excursions to tourism destinations for high-end delegations consisting of experts and scholars, buyers from tourist source markets, tourism investment enterprises and media, or hold thematic seminars to analyze the needs of member cities. WTCF will also leverage media resources to promote member cities across all channels, develop tourism routes products, formulate marketing plans, and provide relevant and practical consulting services and total solutions to member cities.

Consultation Services Including

- On-site survey of tourism resources;
- Analysis of tourism features;
- Analysis of popular information and trends in the industry;
- Investment potential and cross-sector business cooperation;
- Media promotion suggestions;
- Implementation goals and measures.

Consulting & Settlements: Members May Submit to WTCF in Writing Their Requests Including;

- Exploring opportunities to tap China's outbound tourism market;
- Improving their share of China's outbound tourism market;
- Developing new tourism destinations and new products;
- Improving international reputation and influence;
- Improving service and reception quality;
- Building new images of tourism cities;
- Developing new products.

The correlative fees of consultation service will be borne by members.



(vii) Industry Training

1. General Information on Training Programs

WTCF training programs mainly targets members. It aims to help international member cities better understand the Chinese tourism market and Chinese tourists, promote communication and cooperation between international cities and Chinese tourism enterprises, and tourism related media establishments. It also helps Chinese member cities better understand the global tourism market and facilitate promotions in international destinations. Two or three phases of training will be held each year in different member cities.

2. 2016–2017 Training Programs

Overseas Promotion of Chinese Tourism Cities (Macao, Oct. 14th–16th)
The training session targets Chinese tourism cities. It aims to help them facilitate promotions in the international market and it depends on in the international market. Representatives of WTCF’s international member cities, famous experts and senior employees in international tourism sector will be invited to discuss topics including, world tourism cities management concepts and experiences, world-renowned tourism cities cases and how Chinese tourism cities implement international promotions.

International Tourism Destination (Cities) Promotion and Marketing Training Course (Beijing, May, 2017)
The training session targets International tourism cities. It aims to help them facilitate promotions in the Chinese market. The course will be thought through multiple methods including lecture, seminar, and case study and so on. It focuses on the promotion of international tourism destinations in the Chinese market and the current situation of Chinese outbound tourism.

Membership Customized Training Program
WTCF can provide customized training according to the demands of members. For customized training held in member cities, WTCF can invited the teachers. Their fees for transportation, meals, accommodation and lecturing should be provided by the member cities. Other fees can be provided through negotiation between member cities and WTCF.

The First International Tourism Destination (Cities) Promotion and Marketing Training Course



Global Tourism Economy Forum · Macao 2016 & Overseas Promotion Seminar of Chinese Tourism Cities (14th, Oct. 2016 – 16th, Oct. 2016)

Registration Form

Application City						
Individual Information						
No.	Name	Gender	Position	Tel	Email	Note
1						
2						
3						
Activity participation Information						
1	Sub-forum of “Consumption Revolution of City Tourism”					
	Whether or not to attending the sub-forum?				Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Name and position:					
2	Overseas Promotion Seminar of Chinese Tourism Cities					
	Whether or not to attending the seminar?				Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Name and position:					

Contact:
Name: Wang Jian / Zhang Nan
E-mail: wangjian@wtcf.org.cn / zhangnan@wtcf.org.cn
Fax: 010-65280923





3. Faculty

Includes famous scholars from colleges and tourism research institutions of China and abroad, officials of tourism department, officials of large tourism enterprises and tourism media.

4. Form of Traning

The training combined with lectures, free communication, survey on tourism enterprises and tourism destinations, and so on.

(viii) Tourism Program Investment & Financing

Introduction to the Committee of Investment

The Committee of Investment, officially established during the WTCF Chongqing Fragrant Hills Tourism Summit, after many years of arrangement and preparation made by the WTCF and the China Association of Private Equity (CAPE). The Committee of Investment is a non-governmental and non-profit branch under the WTCF and aims to serve city and institutional members, as well as to promote the healthy development of world' s tourism industry. It is also a service platform under the WTCF to promote cooperation between city members and tourism enterprises as well as between the physical economy and capital market.

Preparation

The WTCF Secretariat and the CAPE (an institutional member of WTCF) jointly initiated the preparation for the Committee of Investment.

CAPE is dedicated to building a self-disciplined supervision mechanism for the industry, safeguarding the legitimate rights of members, improving the qualifications of members, strengthening exchanges and cooperation between members and domestic and overseas equity investment fund management circles, as well as boosting the development of China' s equity investment industry. So far, the CAPE has nearly 400 Chinese and foreign organization members, who are managing more than RMB1 trillion (USD155 billion). Their investment scope covers all industries, with tourism industry becoming the hotspot of investment in recent years.

The Committee of Investment will include existing CAPE member as the foundation and attract WTCF institutional members and world-renowned investment groups and foundations to jointly drive development of cross-regional and cross-industry tourism resources, market investment and capital operation, so as to promote the sustained and healthy development of the tourism industry and relevant service sectors.

The Service Philosophy

The Committee of Investment will leverage the comparative advantages of global financial resources and equity investment, enrich the financing channels of tourism cities and relevant enterprises, help share successful experiences of investment and financing parties, improve the efficiency in allocating tourism resources and financial capital, and boost the project cooperation and developmental strategies for tourism enterprises.

The Service Contents

The Committee of Investment will proceed from advocating directions, expanding channels, creating opportunities, tapping potentials, invigorating markets and adding value to resources, uphold the principles of "internationalization, marketization and standardization" , to provide WTCF city and institutional members with a diverse range of services, including consultation and appraisal, supervision and guidance, training and exchange, academic scientific research, subject results, project introduction, and mutual sharing of experiences.

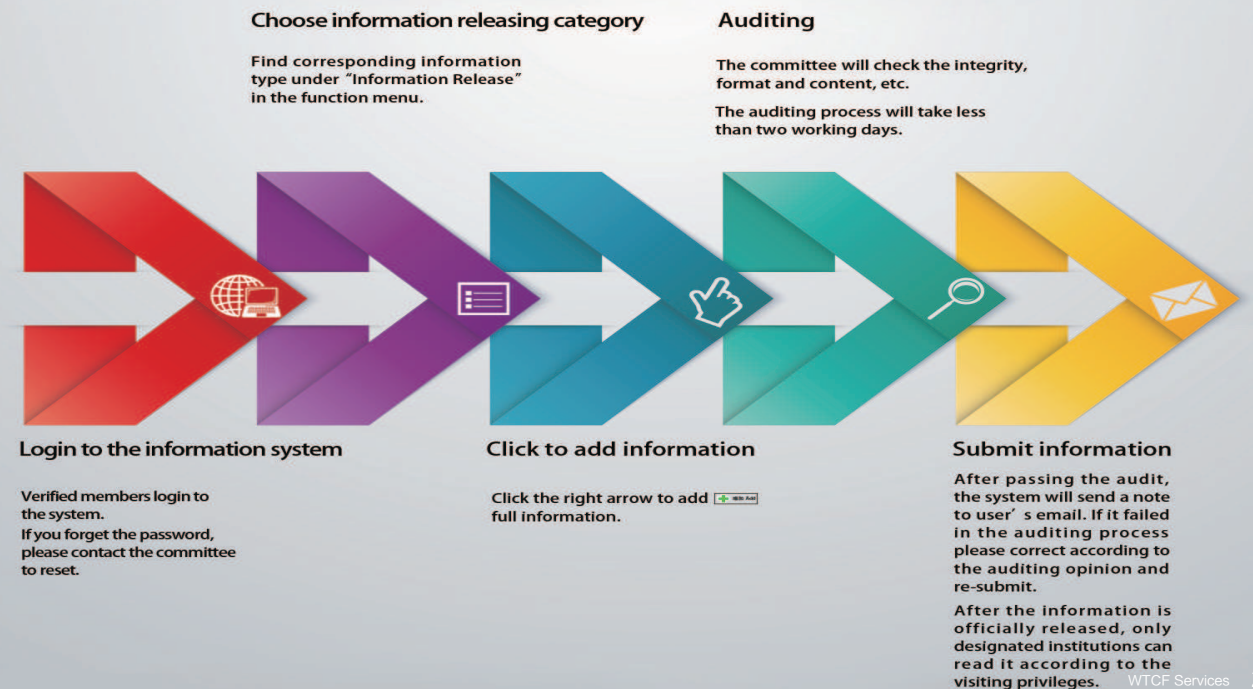
The Main Emphasis of Work

- 1.The tourism industry has the characteristics of diversify, complexity and cooperative participation by various relevant industries. It has the potential of diversified integration, resource connection, supplementary advantages, connectivity, cultural exchanges, all of which result in the upgrading of service and consumption sectors, and promotes social progress and economic development. Tourism service enterprises, in particular, have great potential in rapidly applying and optimizing advanced technologies to improve tourism experiences.
- 2.The Committee of Investment will actively guide exchanges and cooperation between financial capital and equity investment in the innovation and development of tourism industry, achieve cross-boundary integration and development in terms of connectivity, enrich the member service contents of WTCF, invigorate the normal service activities of WTCF, expand global perspectives of the senior executives, and improve the global influence of WTCF.

Tasks

- 1.Information services. The Committee of Investment will leverage the grand platform of WTCF and the existing "Global Equity Investment Comprehensive Service Information System" of CAPE to provide city and institutional members with effective information services and customized consulting services.
- 2.Training and exchange. The Committee of Investment will initiate investment training and exchange activities for WTCF members as soon as possible, so as to help them enhance global and opportunity recognition, broaden international perspectives, study tourism cases, organize field trips, discuss cooperation opportunities, assess investment value, share successful experiences, optimize equity structure, expand financial channels, and improve the planning and governance level and investment management capabilities of tourism cities. It will leverage the large international forums of CAPE as well as various series of training sessions, seminars, and lectures to benefit WTCF city and institutional members.
- 3.Research and exploration. The Committee of Investment will proactively study tourism cases and successful experiences of major tourism cities and institutional members from around the world. It will also vigorously explore and promote the PPP model in cultural and tourism areas, the BOT model of ecological tourism towns, the joint investment and loan model of innovative tourism enterprises, and the M&A model of traditional tourism enterprises.
- 4.Reinvigorating resources. The Committee of Investment will actively encourage cooperation and mutual participation, as well as connect opportunities in the integration of capital investment. It will encourage diversifying tourism investment entities, and create new drivers of capital, innovation, technology and cooperation to propel the development of the tourism industry. It will drive the construction of a large scale marketing and service system for cross-regional tourist sources and markets, promote M&A investment and large-scale integration along the industry chain, reinvigorate existing tourism resources, and unleash potential investment value.
- 5.Connection of investment and financing. The Committee of Investment will also organize city members to screen and recommend quality projects as well as investment and cooperation opportunities; leverage the Global Incubation Network (GIN) and the Global Merger and Acquisition Network (GMAN) to drive tourism investment-related early project incubation and connection of project investment and financing during the middle and later phases.
- 6.Other works related to the development scheme and annual working plans of WTCF.

Information Submitting Flow Chart of the Committee of Investment



II、 Sharing Expected from WTCF Members

Looking forward to sharing with you.

(i) Data Sharing

WTCF is dedicated to the research on the evaluation system for world tourism cities. WTCF members are expected to provide statistical data regarding 27 items in 5 categories including tourism outlook, development potential, attraction, support and economic contribution (for more details, please refer to the world tourism city development indexes published on WTCF official website: www.wtcf.org.cn), as well as data related to city development, tourism industry, and tourism market. The world tourism city database, established with the contribution of data shared by member cities will provide data support for the analysis and study of tourism cities' development status, as well as the prediction of their development potential and trends.



(ii) Intelligence Sharing

Member groups, experts, and scholars are encouraged to take an active part in the academic research and think-tank building of WTCF and provide the Federation with research reports, academic papers, and information related to the various sectors of the tourism industry. Members are invited to take an active part in the forums, academic researches, and training sessions organized by WTCF.



(iv) Product Sharing

WTCF is dedicated to developing a comprehensive platform to serve its members, and promote exchanges and cooperation between, and among, member cities and institutions. Members may provide varied and diversified products such as tourism routes, tourism activities, and tourism researches that are suitable for the platform. We encourage our members to create more space for cooperation, improve the quality, and expand the channels of cooperation in order to gain more cooperation opportunities and achieve practical and efficient results during negotiations and project cooperation.

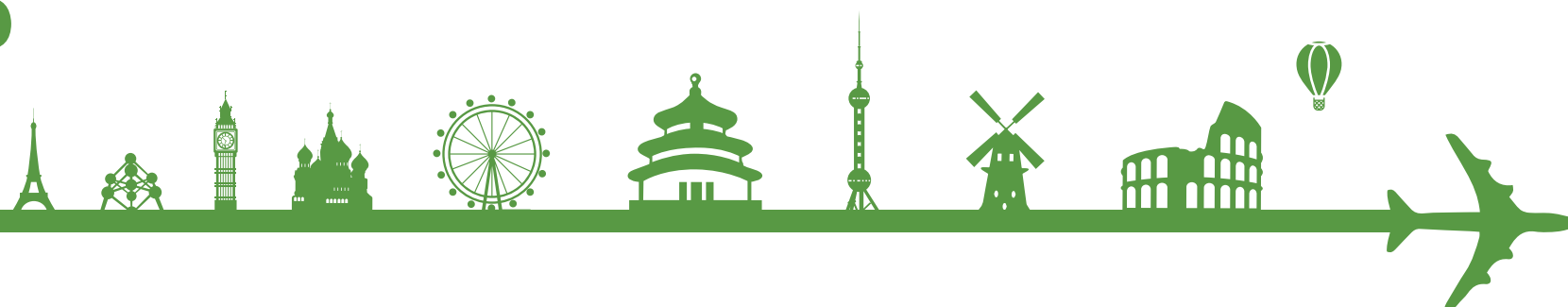


(iii) Information Sharing

WTCF hopes that its member cities will actively participate in the construction of the We-media platform, provide information and pictures for promoting their own tourism resources and upload "recent activities, meetings and exhibitions," and other content to the We-media platform on a regular basis. WTCF will compile and translate valuable information in a timely manner and publish them on the platform for both Chinese and international tourists. The various types of information, after being translated, can also be shared with our members. Moving forward, the We-media platform will lay greater emphasis on developing practical functions in order to maintain its relevance.



III、Introduction to WTCF Resources



(i) WTCF Resources

1. Members

World Tourism Cities Federation (WTCF) is a non-governmental, non-profit international tourism organization voluntarily formed by well-known tourism cities and tourism-related institutions around the world under the initiative of Beijing. Established on 15 September 2012 in Beijing, 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 its core 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.

As of 2016 August, WTCF has 174 members in total, including 117 city members and 57 institutional members. The institutional members of WTCF consist of travel agencies, media organizations, airports, airlines, hotel groups, financial firms and other tourism-related institutions. 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. Most of the tourism cities, travel agencies and airlines that we have invited had become full-fledged members. WTCF will wholeheartedly provide an open avenue for cooperation for its members.





City Members:

布宜诺斯艾利斯 Buenos Aires
洛杉矶 Los Angeles

华盛顿 Washington DC

万隆 Bandung

休斯顿 Houston

重庆 Chongqing

伦敦 London

非斯 Fez

维多利亚 Victoria

波士顿 Boston

墨尔本 Melbourne

贝尔法斯特 Belfast

迪拜 Dubai



北京 Beijing

米兰 Milan

旧金山 San Francisco

惠灵顿 Wellington

苏黎世 Zurich 蒙得维的亚 Montevideo

巴塞罗那 Barcelona

首尔 Seoul

都柏林 Dublin

渥太华 Ottawa

布鲁塞尔 Brussels

开普敦 Cape Town

赫尔辛基 Helsinki

香港 Hong Kong

莫斯科 Moscow

成都 Chengdu

哥本哈根 Copenhagen

柏林 Berlin

马德里 Madrid

雅加达 Jakarta

多伦多 Toronto

温哥华 Vancouver

雅典 Athens

Institutional Members:



CITS
中国国旅



中国新闻社
CHINA NEWS SERVICE



万事达卡



AIR CHINA 中国国际航空公司



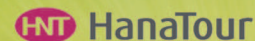
HONGKONG AIRLINES
香港航空



tripadvisor
猫途鹰



中国股权投资基金协会
China Association of Private Equity



品质源于责任



中国中央电视台
CHINA CENTRAL TELEVISION



HOTELIERS SINCE 1897



中国南方航空
CHINA SOUTHERN AIRLINES



utour
众信旅游



神舟国旅集团
BTG International Travel & Tours



歌诗达邮轮



中国银联
China UnionPay



中国工商银行
INDUSTRIAL AND COMMERCIAL BANK OF CHINA



WINTAC
WINTAC Business Travel Development Center
您迈向世界的脚步



group travel
experts



Abercrombie & Kent



CYTS
中青旅



首旅集团
BEIJING TOURISM GROUP

香港大公文匯傳媒集團
Hong Kong Ta Kung Wen Wei Media Group

2. Branches

Committee of Civil Aviation:

Initiated and established by 24 international airports and airlines and at present, has 29 members, including:

Secretary-general unit:



北京首都国际机场股份有限公司
Beijing Capital International Airport Co., Ltd.



Institutional unit:



湖北机场集团公司



韩国机场公社



Committee of Tourism-Related Businesses:

Initiated and established by 29 tourism service agencies across the world and at present has 36 members, including:

Secretary-general unit



Institutional unit:



Committee of Investment:

Initiated and established by 29 investment institutions, including:

- | | | |
|--|--|---|
| 1. Beijing Dacheng Law Offices, LLP | 12. Datang Finance Holding Group | 24. Stellar Megamedia Group |
| 2. Beijing DingxinTaiheInvestment, Ltd. | 13. Deloitte Touche Tohmatsu | 25. Tuniu Corporation |
| 3. Beijing Private Equity Association | 14. FOSUN | 26. Tongcheng Network Technology Co., Ltd. |
| 4. Beijing Shougang Fund Co., Ltd. | 15. Fu WAH Internationale Group | 27. UCFGroup |
| 5. Bright Stone Investment Management Co., Ltd. | 16. HNA Tourism Group Co., Ltd. | 28. Zhong' anRuixin(Beijing) VentureCapital Co., Ltd. |
| 6. Cedar Cultural Tourism Group | 17. Hulunbuir Cultural Tourism Industry Group | 29. Zhongchuan Investment Co., Ltd. |
| 7. China Association of Private Equity | 18. Hunan Yunfenghu Investment and Development Co.Ltd. | |
| 8. China Travel Service Head Office Co., Ltd. | 19. InterContinental Hotels Group PLC (IHG) | |
| 9. China Science & Merchants Investment Management Group | 20. Mylin Holding Group | |
| 10. CITICPE | 21. Oriza FOFs | |
| 11. CITIC Culture & Tourism Industry Investment Management (Beijing) Co., Ltd. | 22. PALM Investment Co.,Ltd. | |
| | 23. Shanghai Enterprise (Group) Company | |

Committee of Media Organizations:

Initiated and established by 15 well-known media institutions across the world and at present has 36 members, including:

Secretary-general unit: 

Institutional unit:



Committee of Cruise:

Established by tourism cities, cruise ports, cruise lines, cruise relevant institutions and relevant marketing network system enterprises aiming to promote the development of cruise industry. Qingdao is selected as the Director unit of the committee. Member list:

■ Cruise Port Cities

Qingdao, Shibe District of Qingdao, Sanya, Tianjin, Xiamen, Dalian, Shanghai Baoshan District People's Government, Abudhabi, Athens, Barcelona, Buenos Aires, Busan, Casablanca, Copenhagen, Gangwon-do, Portland Victoria, St. Kitts

■ Cruise Ports

Qingdao Cruise Home Port Co., Ltd., Shanghai Wusongkou International Cruise Terminal Development Co., Ltd., Guangzhou Home Port Investment & Development Co. Ltd., Sanya Phoenix Island International Cruise Port Development Co., Ltd., Xiamen International Cruise Terminal Co. Ltd., Zhejiang Zhoushan International Cruise Terminal Co. Ltd., Hongkong Worldwide Cruise Terminals, Greater Victoria Harbour Authority, Incheon Port Authority, Port of Tonga, Ports Authority Cook islands, Shimonoseki City Harbor Bureau, Singapore Cruise Centre Pte Ltd., Vancouver Fraser Port Authority

■ Cruise Companies & Associations

Bohai Cruise Co., Ltd., Skysea Cruise Management Co., Ltd., Taihu Cruise Management Co., Ltd., Taiwan International Cruise Association, Yantai cruise & yacht industry association, MSC Cruises, Korea Jeju Cruise Industry Association, Carnival Corporation & PLC, Norwegian Cruise Line, Royal Caribbean Cruises Limited

■ Tourism Enterprises

China International Travel Service Limited, Head Office, Qingdao China Travel Service Co., Ltd., Qingdao Tourism Group, Beijing Easytour International Travel Service Co., Ltd. Shandong Branch , Beijing Shenzhou International Travel Service Group CO., Ltd., CAISSA Touristic Cruise, China Posts & Telecom Tours Co, Ltd., China Railcom Travel Service, Ctrip.com, Hunan Huatian International Travel Service Co., Ltd., Pegasus Express (Beijing) Int'l Travel Service CO., Ltd., Shandong Wanda International Travel Service Co., Ltd., Shandong Xinhua Express International Travel Service Co., Ltd., Shanghai lvmama International Travel Service Co., Ltd., Tongcheng.com, TUI Group, Tuniu.com, Wenzhou overseas Tourist Corpration, www.ylly.com, Xiamen Jian Fa International Travel Service Co., Ltd.

■ Cruise Colleges & Human Resources

Qingdao Foreign Affairs School, Qingdao Marine Technical College, Qingdao PengTeng International Ship Management Co. Ltd., Qingdao Technical College, Qingdao Vocational and Technical College of Hotel Management, Shanghai Maritime University, Asia Cruise Academy, Tianjin Maritime College, Qingdao Ocean Shipping Mariners College,

■ Other Companies & Organizations

Qingdao Merchants International Exhibition Co., Ltd., Qingdao Metro media, Qingdao pearl cruise Co., Ltd., Shanghai International Cruise Economy Research Center, Jiangsu Weilong Shipping Co. Ltd., Shanghai Feiyi Agricultural Science & Technology Co., Ltd., Shanghai Feiyu Culture &Media Co., Ltd., Shanghai Zhaoxiang Construction & Decoration Co., Ltd., Bolidt Synthetic Products & Systems, Chart Management Consultants Pty Ltd, ES Corea Co., Ltd., Etihad Airways Beijing Office, Fincantieri S.P.A., Gaztransport & Technigaz, Gerflor group, G.P. Wild (International) Limited, Holman Fenwick Willan, IBS Software Services Pvt Ltd., International Adventures, International Cruise & Ferry Review, Leader-Ship Service Limited, Meyer Werft GmbH, Stena Marine

Committee of Experts:

20 international tourism experts provide intellectual support for WTCF. The committee includes:



Name: WEI Xiaolan
Nationality: Chinese
Introduction: Wei Xiaolan is a famous expert on tourism economy and management. His area of research is tourism economy, tourism policy, and tourism planning. He is the chief advisor of the Committee of Experts of WTCF.



Name: Alastair M.MORRISON
Nationality: British
Introduction: Alastair M. Morrison is the doctoral supervisor and famous tourist marketing expert of the Department of Hotel and Tourism, Purdue University. At the same time, he is also the chief project experts of UNWTO, the European Union, Italy, Spain and other international organizations and major tourism projects at the country level.



Name: LI Tianyuan
Nationality: Chinese
Introduction: Li Tianyuan is the second academic committee member of China Tourism Academy. Li is a professor, doctoral tutor and Academic Committee Director at Nankai University Tourism and Service Institute. His main research areas include tourism theory research and tourism marketing research.



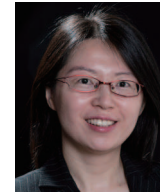
Name: Lindsay W.TURNER
Nationality: Australian
Introduction: Lindsay W. Turner is the Professor of Econometrics and International Trade in the School of Business at Victoria University. An internationally recognized researcher, a specialist in tourism forecasting and tourism economics, with a particular expertise in the forecasting of international tourist arrivals in the Asia-Pacific region, including local provinces in China.



Name: ZHANG Hui
Nationality: Chinese
Introduction: Zhang Hui is a professor and doctoral supervisor at Beijing Jiaotong University. His main research area is tourism economic theory and industrial development strategy research.



Name: ZOU Tongqian
Nationality: Chinese
Introduction: Zou Tongqian is the assistant to the president and professor of Tourism Management School, Beijing International Studies University. His research is focused on tourism destination management, tourism planning, tourism destination marketing, heritage tourism, rural tourism and urban tourism.



Name: MENG Fang
Nationality: American
Introduction: Meng Fang is an Assistant Professor in the School of Hotel, Restaurant & Tourism Management, and a Research Associate in the Smart-state Center of Economic Excellence in Tourism and Economic Development at the University of South Carolina. Dr. Meng's research mainly focuses on tourism destination marketing and management, tourist behavior/experience, and international tourism.



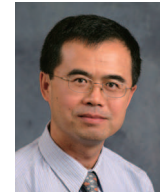
Name: Nancy COCKERELL
Nationality: British
Introduction: Nancy Cockerell has rich experienced regarding tourism reports. She resides in UK and Switzerland and has a comprehensive cooperation with UNWTO, World Travel Tourism Council, and PATA. She is a very famous journalist and researcher in her areas. Cockerell specializes in travel and tourism and consulting.



Name: Hila OREN
Nationality: Israeli
Introduction: Hila Oren is the leader of Special Strategy Team in Tel Aviv, The founder and CEO of Global Tourism Management Department. Her main research area is tourism management.



Name: JIN Liangjun
Nationality: Chinese
Introduction: Jin Liangjun is the dean and professor of Beijing Urban Development Institute. He was previously employed at the China Academy of Building Research and University of Science and Technology of China. Mr. Jin is the first director of China Science and Technology Policy Studies and once worked as the Secretary-General at China Academic Research Institution for 7 years. His major research sectors include urban development and urban planning & construction.



Name: DING Peiyi
Nationality: Australian
Introduction: Ding Peiyi is the Deputy Director of the Confucius Institute at Griffith University in Australia. His main area of research is environmental management in tourism development, with a particular focus on environmental auditing of tourism organization.



Name: Roger CARTER
Nationality: British
Introduction: Roger Carter is the Managing Director of TEAM Tourism Consulting. He has worked in over 30 countries across the world in consulting, destination management and marketing. Earlier, Roger had worked in national, regional and city tourism boards in the UK, and served as CEO for 15 years.



Name: John KOLDOWSKI
Nationality: Australian
Introduction: John Koldowski currently divides his time between working as an advisor on research issues to the CEO of the Pacific Asia Travel Association (PATA), and as the Head of the Service Innovation & Development Unit within the College of Innovation at Thailand's Thammasat University. He created the PATA Strategic Intelligence Center which, now, is an important think tank in the tourism industry of the Asia-Pacific region. Mr.Koldowski is known as an authoritative expert in the Asia-Pacific region's tourism sector.



Name: Karl WOBBER
Nationality: Austrian
Introduction: Karl Wober is the Full Professor and Founding President of MODUL University Vienna. Wober also has 20 years of experience in interdisciplinary studies, with a focus on computer support in tourism and hospitality marketing and management, decision support systematics and economics.



Name: Takamatsu MASATO
Nationality: Japanese
Introduction: Takamatsu Masato, the managing director of JTB, gave a speech on "Japan's international tourists trend and shopping behavior" at TFWA, and "The Asia-Pacific region Japan outbound tourism study" at UNWTO.



Name: Tokumura SHISEI
Nationality: Japanese
Introduction: Tokumura Shisei is a professor at Hangzhou Normal University. His main area of research is tourism development of Japan and China, tourism market in Japan, and quality of tourism services. He is also a specialist in the operation and management of hot spring tourism, ecological tourism, rural tourism, leisure tourism and tourism planning.



Name: Larry YU
Nationality: American
Introduction: Larry Yu is a professor of Management and Tourism Studies in the Department of Management, and Director of the Master of Tourism Administration (MTA) Program in the School of Business, the George Washington University. His teaching and research interests focuses on international hotel development, and in particular hotel project management, business strategy, knowledge management and customer satisfaction.



Name: LI Mingde
Nationality: Chinese
Introduction: Li Mingde is the Vice-chairman and senior research fellow of the Tourism Research Center of the Chinese Academy of Social Sciences. He has rich knowledge and practical experience in tourism education, tourism research, tourism planning and tourism consulting.



Name: WU Bihu
Nationality: Chinese
Introduction: Wu Bihu is a professor at Peking University. His research mainly focuses on urban and regional tourism planning, the system of tourism research subjects, the ring and spatial structure of urban tourism development, landscape protection and tourism development, and tourism destination brand in historical regions.



Name: Hernan Santiago LOMBARDI
Nationality: Argentinean
Introduction: Hernan Santiago Lombardi is the Minister of Buenos Aires City Culture and President Tourism Entity. He has had working experiences in the tourism industry in Argentina, Peru, and Ecuador. Lombardi's major research area is in the marketing sector.



(ii) We-media Platform

WTCF We-media platform is a cross-media, multi-terminal, comprehensive tourism promotion and service platform with integrated functions of the Internet, mobile media, and print media. It is a channel for WTCF and its members for releasing information and promoting tourism products. It is also a comprehensive platform for tourists to access tourism information and consumer services, and to share tourism experience. The platform utilizes media as the core to collect all kinds of information of the members through the Information Submitting System. After compiling, it will be published on the official website, APP, Weibo, WeChat, Newsletters as well as magazines, and spread to the well-known network media, print media, and video media to form a matrix promoting platform.

WTCF has developed the Information Submitting System which achieves remote information transmission that connects different cities in the world together. There are two versions of the Information Submitting System, Chinese and English. WTCF members from different regions can login to the system to transfer documents, pictures and videos by their automatically assigned accounts. It can send the information to WTCF in a timely manner in order for it to be published and promoted on the We-media platform and other media. Members can also utilize the one to one contact through the mail function of the system achieving all rounds, multi-channel communication and contact between WTCF and members, and between the member units as well.

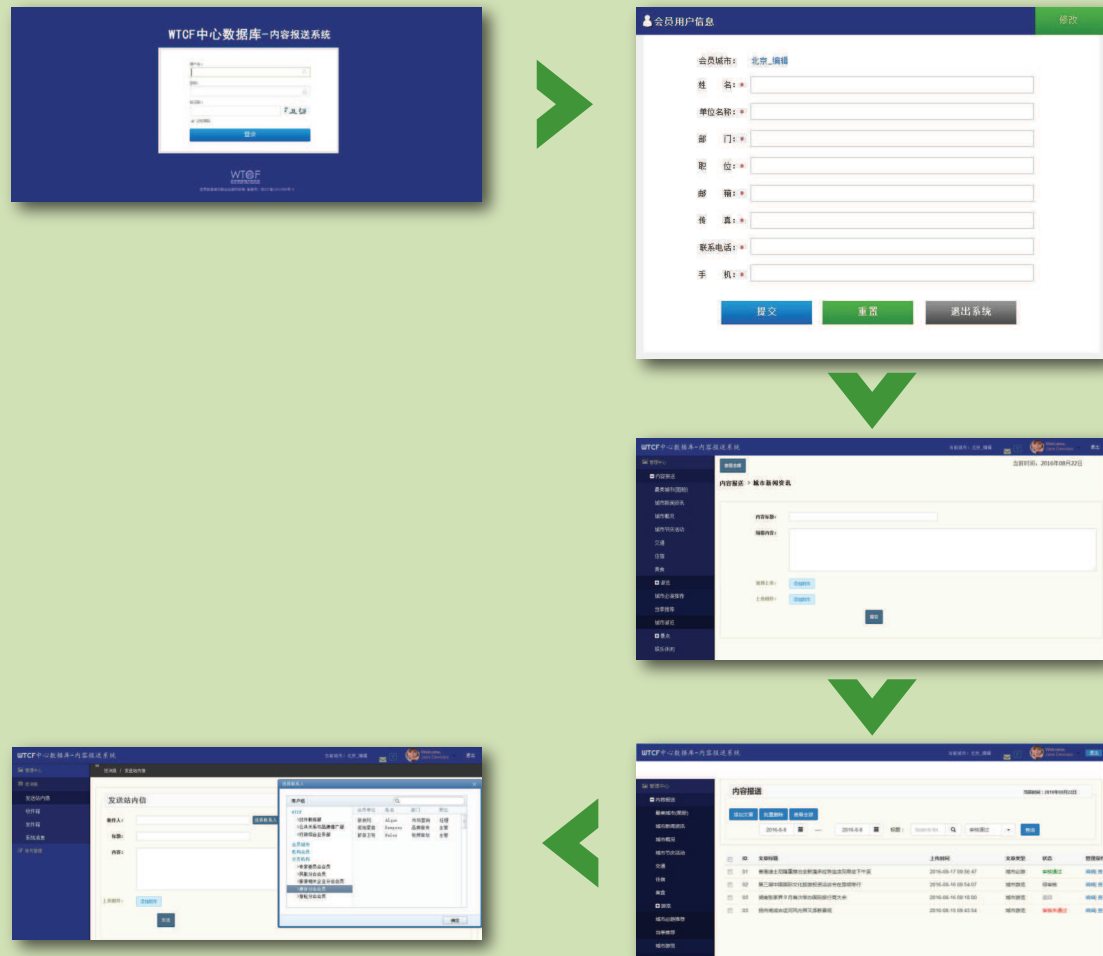
See your city/
institution on WTCF
platform

Information Submitting System

WTCF We-media Platform Information Submitting System (the first edition) has been established. The system is created for setting up the information database, providing information resources for We-media platform and matrix promoting platform. This back end system is convenient for members submitting tourism information in different categories. Both the Chinese and English visions have basically achieved usability. Each member will be allocated 2 accounts — submitting account and proofreading account. Submitting account enables members to submit materials. Auditing account is used for checking the validity of the materials and then sends it to editors (WTCF web team). After confirmation and compilation, editors will upload the final drafts into the database and release them through network, mobile and print media of the We-media platform. Mail function enables the realization of internal editing, one-on-one communication between members, and quick and easy information delivery.

The establishment of the Information Submitting System can enable the free-flow of information among members in different regions to submit, gather, view statistics, and other functions.

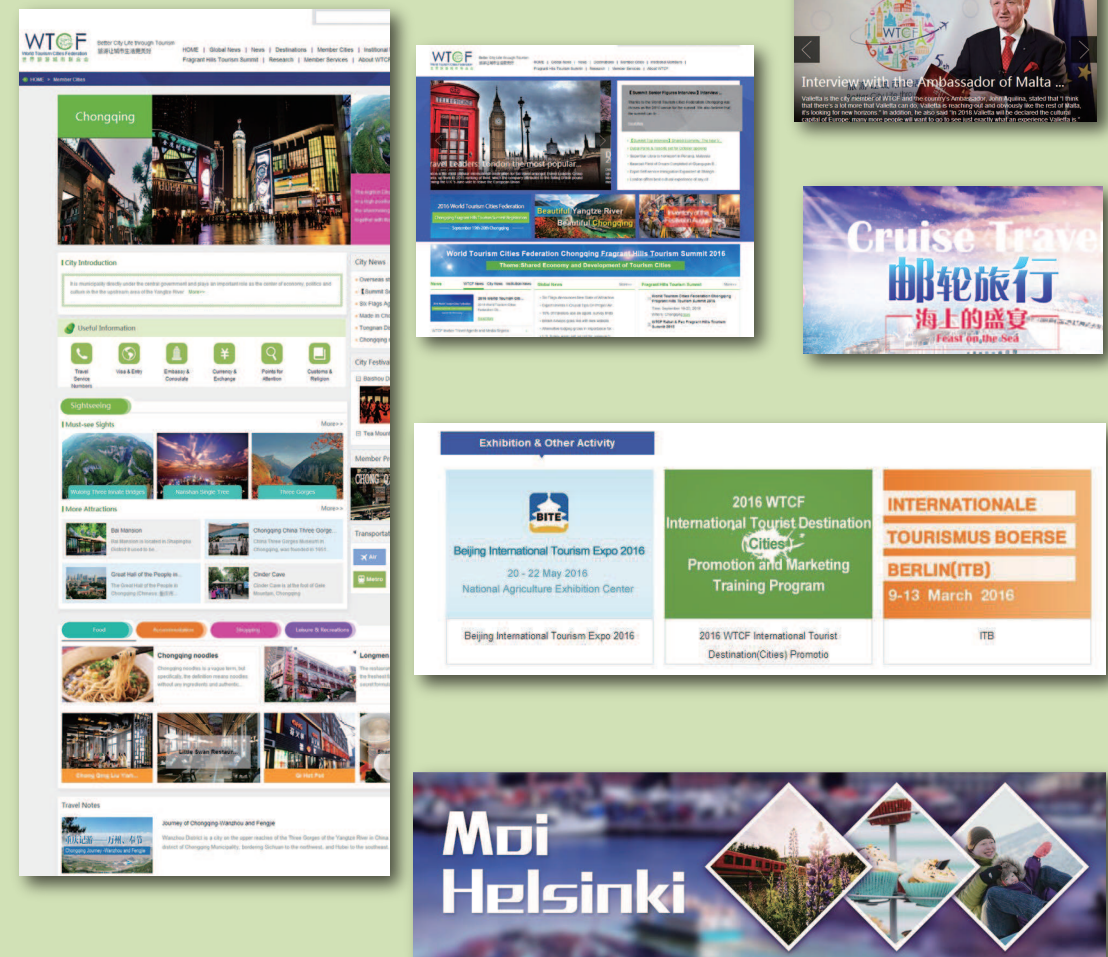
Operating process illustration:



The Official Website of WTCF

Is the core of the We-media platform. It is the main channel for WTCF and its members to promote travel resources and release tourism information. It includes both Chinese and English versions. The website's contents include an introduction of WTCF, its latest developments, academic reports, and recent activities. City members can release official and authoritative tourism information and news, representing scenery, cultural heritage, traditions and customs, and travel guides, etc. The website currently has bilingual introductions to all the city members and institutional members. It has achieved the full information release of the members' tourism news; the release of the latest activities and important news of WTCF and its members; a special section development to promote key events, such as "Moi Helsinki, Cruise Travel- Feast on the Sea," etc.

In 2016, the Information Submitting System was developed. City members and institutional members can have exclusive accounts which enable them to submit information such as the latest news, pictures, videos etc. to WTCF through the system. WTCF will release the information through the various media terminals.



World Tourism Cities Newsletter

The newsletter the exclusive communication channel for members of WTCF which provides tourism information for members and partners. The newsletter has weekly and monthly versions, each issue is sent to over 9000 members and business elites in both electronic and print versions, and is well received by the members thanks to its extensive contents and latest news.

Release cycles: weekly, monthly



World Tourism Cities Magazine

The magazine aims to provide a comprehensive introduction to the service and functions of WTCF itself, promote and carry out in-depth reports on its members from various angles, and at all levels, pay attention to academic achievements of WTCF, and provide useful and interesting information for visitors. The majority of the magazine's readers are city members and institutional members, as well as potential members, tourism managers, business elites, and high end individual travelers and consumer groups. The magazine is published bimonthly in both Chinese and English

Release cycles: bimonthly



WTCF APP

The APP is committed to creating the most convenient, authoritative and accurate travel information APP, and is quickly becoming “a travel expert in the pocket.” Compared to other tourism APPs in the market, World Tourism Cities APP releases authoritative information, apart from travel tips uploaded and shared by visitors. It also provides a good opportunity for WTCF to improve its social and commercial values while realizing sustainable development. By searching, tourists can get useful information about members, such as natural environment, language, currency, climate, transportation, and emergency contacts. They can also browse the latest accommodation and entertainment information as well as recommendations and upcoming events of over 100 city members and a dynamic number of institutional members and so on.

Release cycles: real-time update

WTCF Official Weibo

Is positioned as an information sharing and communication platform providing travel, leisure, and entertainment services. In order to promote the member cities, information shared on this platform mainly includes updates and events of the member cities and institution members. Combining hot topics, the Weibo account will promote members’ brands in line with users’ interests.

Release cycles: 5 news articles per day



WTCF WeChat

Is designed to provide a multi-level exchange platform. Through this channel, tourism cites and institution members can establish brand awareness, and post topics, product information, and events that tourists are interested in. It can provide close and efficient interaction with tourists and establish a one-on-one communication mechanism with them. After classifying users by regional selection on the WeChat account, the information is better targeted and well received. The APP can mass send texts, images, audios and other types of contents, as well as thematic information. WTCF’s WeChat account sends five articles each day, including Member City Tour, Member News, and Industry News and Expert Opinions columns. We-media platform can also release promotional information on tourism resources and products in destinations to attract visitors.

Release cycles: 5 news articles per day, including 4 Chinese and 1 English language news



SINA.com

Sina is an internet media company that serves China and Chinese communities all over the world. Through the portal (SINA.com), mobile portal (SINA.cn), and social network services as well as the digital media network that is composed by Micro blog Sina Weibo (Weibo.com), Sina helps the majority of users to generate contents from professional media and User Generated Content (UGC) through the internet and mobile devices, and also allows it to be shared with friends.

Sina.Com Technology (China) Co.Ltd. is the strategic partner of WTCF, Weibo is the website of Sina which is China's most influential social media platform. It is a social network platform for information sharing, delivering and generating based on users' connections. The total numbers of registered users reached 500 million.



iQIYI · Travel

iQIYI Travel Channel is the strategic partner of WTCF which has been a leader of Chinese internet tourism videos. Formally launched on April, 22nd, 2010, the channel has more than 100 tourism programs which meet the demand for audience watching tourism videos. Total accumulative views amounts to over 1 billion.

As the leader of China's internet travel channel, iQIYI Travel Channel (www.iqiyi.com/lvyou) has always been a platform with the most abundant tourism videos resources in China. So far the channel's daily worldwide viewers reached 4,000,000 with hundreds of tourism programs, including XFun Chowhound Club, Roll the Earth, The Wonderful Story of Japan, Taking Photos Anytime and other homemade or exclusive programs have formed its own strong intellectual property and have become the benchmark and model in the industry. iQIYI Travel Channel not only provides video contents for users, but also it is a travel guide and reliable sources for recommendations.

In the future, iQIYI Travel Channel will continually focus on more abundant tourism video storage, personalized travel experience, and customized marketing services, to provide even better travel content and comprehensive experience to users.



China Railway Literature & Art

China Railway Literature & Art magazine is a member of Committee of Media Organizations of WTCF which was founded in October 2010. It is the only tourism magazine that is issued in bullet-train and high-speed rail networks in China. By the end of March 2015, the total distribution of the magazine had covered 442 lines and 3284 train services. Every article is read over 400 million times. The magazine is dedicated to providing comprehensive, fresh and systematic inbound and outbound tourism news service to Chinese business people. "On the move – fun" is the concept of China Railway Literature & Art magazine which deliver a valuable and meaningful reading experience to business people, and build a superior advertising environment for advertisers.





Tencent

Tencent is a member of WTCF’s Committee of Media Organizations. It is one of the largest internet service portal in China, and it is also the internet enterprise that serves the most users in China. Since its establishment 10 years ago, Tencent has been held the business philosophy of “user value comes first” to provide all kinds of high-quality services for millions of users as always, keeping itself in a steady development condition. Tencent.com, WeChat, Tencent News, Daily Express, Penguin and other products have a high influence and a vast number of users in the whole country, and even in the world.

Tencent Travel provides boutique tourism news and life service for users and upholds the open mentality of the content value and connector through Tencent City Tourism Matrix Platform. Tencent Travel treats the content information as a starting point to integrate partner resources of industry chain in order to provide users and customers with mobile, customized, functional, interactive service capabilities. High quality content and services are pushed to millions of users in the form of distribution of columns and channels. Through the Penguin Media Platform, We-media experience platform, Tencent Live, Tencent Youpin, Tencent Travel + The Thinker Salon, Penguin Travel + Alliance, Penguins Look at the World, and other new products and activities it connects people from the media. The depth of cooperation between industrial chain institutions and government officials jointly promotes the exploration and practice of Internet + Tourism.

At the same time with the help of Tencent’s media influence, technological advantage and regional business vertical layout, it integrates advanced resources of all parties focusing on urban construction and tourism cultural resources, building city symbols, and positioning itself as the leading platform for city and tourism promotion in China.



Travel Channel

Travel Channel is a member of Committee of Media Organizations of WTCF. As the only professional satellite TV channel uses tourism and leisure as the main content in China, Travel Channel carried out difference competition with other satellite channels with its diverse styles and professional tourism programs. It became one of the unique and the most influential satellite TV channels. It broadcasts 24 hours a day. The share rate of tourism programs makes it the top among all TV channels in China. The Travel Channel utilizes professional tourism information content and unique tourism resource to form a unique style and brand feature of professional tourism TV channel.



Flow Chart of the Information Submitting System



City member can provide

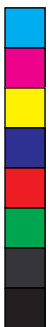
- City Introduction
 - General information
 - Transport information and pictures (air, train, bus, cruise, subway)
 - Useful information (Travel Service Numbers, Visa & Entry, Embassy & Consulate, Currency & Exchange, Points for Attention and Custom & Religion)
 - Recommended sights (Introduction and pictures of must-see spots and other special spots)
 - Recommended hotels (Introduction and pictures of hotels)
 - Recommended food (Introduction and pictures of special food and restaurants)
 - Recommended shopping (Introduction and pictures of special merchandise)
 - Recommended entertainment (Introduction and pictures of entertainment)
 - City festivals
 - Tourism promotional video of the city
- City News
 - Events news
 - Tourism industry news

Institutional member can provide

- Institution Introduction
 - General information (Introduction and pictures)
 - Promo video
- Institutional News
 - Industry news (Including pictures)
 - Related event news (Including pictures)
- Recommended Products
 - Introduction and pictures of special products (Purchase link can also be included)

Recommended file formats for submitting

Text: Word format (doc, docx, xls, ppt, xlsx, pptx, tex)
 Picture: Resolution no less than 2400 × 1700 (jpg, tif, zip, pdf)
 Video: Each video should be no larger than 300 MB (mp4, avi, rmvb, flv, mov, wmv, mkv)
 For details please login to: www.wtcf.org or contact: publicity@wtcf.travel



(iii) Research Resources

Report on Development of World Tourism Cities

Since 2011, WTCF has carried out topic research on World Tourism Cities Evaluating System and released the Annual Report on Development of World Tourism Cities. The report studied and analyzed the development of tourism cities in through different angles to evaluate the developing status of city members and renowned tourism cities and to form the overall rank and classifying rank of Tourism City Development Index. It also deeply analyzed and contrasted the ranking factors, developing conditions and influence factors etc. So that it can provide reference to the city members to set out city development strategies and lead the world tourism cities to sustainable develop in the tourism industry.

Market Research Report on Chinese Outbound Tourist (City) Consumption

In order to enhance the world tourism cities' knowledge on Chinese tourists, and help tourism cities and related tourism institutions have more direct understanding of the Chinese consumers' consuming intentions and behaviors, also it aims to improve the tourism service quality of the outbound city members, enables targeted promoting activities, and increases the quality of marketing interactions for achieving more references and consensuses. WTCF released the Market Research Report on Chinese Outbound Tourist (City) Consumption, for two consecutive years, since 2014. It combines the online and offline investigating methods together in order to help city members and institutional members gain a deeper understanding and more comprehensively learn the features and trends of the Chinese outbound tourism sector.





(iv) Cooperation Resources



■ UNWTO:

A subsidiary of the UN (United Nations), a non-profit organization established in 1947. The organization's aim is to facilitate and develop the tourism industry leading to economic development, international understanding, and promoting peace and prosperity. Its headquarters is located in Madrid, Spain, and has 6 regional councils in Africa, America, East Asia and Pacific, South Asia, Europe, and the Middle East. Currently, the organization has 154 members. UNWTO created Tourism Satellite Account (TSA), a statistics method that is highly recommended by the related professionals in the economists and statistics field. It also released academic journals including WTO News, Yearbook of Tourism Statistics, and Compendium of Tourism Statistics. Organized experts consult, discuss, and research regional tourism development strategies and then publish the research reports. UNWTO is a leader in guiding the global development of tourism industry and since 2015, the organization has been cooperating with WTCF in investigating urban tourism performance.



■ Ipsos Market Consulting Co., Ltd.:

Is the world leading market research group, established in Paris on 1975, and became publicly listed company in Paris on 1999. It is the only market research group owned and operated by professional researchers from around the world. Ipsos is the world's third largest research group. In 2015, the group had a 1.7853 billion Euro turnover, and had office locations in 87 different countries around the world. Ipsos is entrusted by WTCF to investigate on Market Research Report on Chinese Outbound Tourist (City) Consumption for three consecutive years and can provide a variety of market research services to city members and institutional members.



■ Ivy Alliance Tourism Consulting:

Was founded in Beijing in 2001. It has been releasing annual reports, quarterly reports and monthly reports on tourism market and related topics as well as generating a variety of customized market research reports for our customers. Besides undertaking multiple tourism planning projects, Ivy Alliance participated in the drafting of Chinese government's laws and regulations on tourism, provided policy advisory, worked out effective marketing and channel development solutions for destination tourism organizations, tourism suppliers and enterprises from domestic and abroad. Ivy Alliance will co-host the International Forum on Chinese Outbound Tourism with WTCF and carries the out "Outbound Tourism Superior Service Provider Plan QSC" Project.



■ Tourism Research Centre, Chinese Academy of Social Sciences:

Was founded in 1999, and is a specialized tourism research academic institute of Chinese Academy of Social Sciences. It is the syndic unit of China Tourism Association and a member of the Association for Tourism and Leisure Education (ATLAS). The institute has over 60 special researchers from academic institutes, universities and colleges, and management departments. Its specialized areas include industrial economy, public management, business administration, regional planning, tourism economy, leisure research, and economic geography. Furthermore, the center has invited many world-renowned scholars as consultants. It has been releasing academic reports including "Tourism Green Books, China's Tourism Consumer Price Index, and Chinese Citizen's Tourism Attentions and Focuses." Tourism Research Centre, Chinese Academy of Social Sciences will cooperate with WTCF to carry out related academic researches.



■ China Tourism Academy:

Aiming to be the "think tank of the government and brainpower of the industry and highland of the academia" Through promoting China tourism industry development and international exchanges, China Tourism Academy (National Tourism Data Center) is dedicated to tourism research, data analysis, and tourism promotion. The research mainly focuses on the basic theories, policies, and key and important issues of tourism industry development. In addition, it also participates in the design, compilation and feasibility study of China tourism industry development planning, undertaking tourism statistics data collection, management, analysis and prediction, studying tourism statistics science, conducting international tourism statistics exchanges and cooperation, and trains high-level talents in the tourism field, and highlighting international and domestic academic exchanges.



■ China Association of Private Equity:

Is a non-profit social corporation group voluntarily formed by equity investment sector personages that has over 400 fund members, and manages over RMB 1 trillion in funds. It has a high awareness and influence globally. WTCF will cooperate with CAPE to establish the Committee of Investment of WTCF; integrate the Federation's marketing, capital, and intellectual advantages; and push forward intensive cooperation between WTCF's city and institutional members.

Better City Life through Tourism





欢迎加入世界旅游城市联合会
Welcome to join the WTCF

