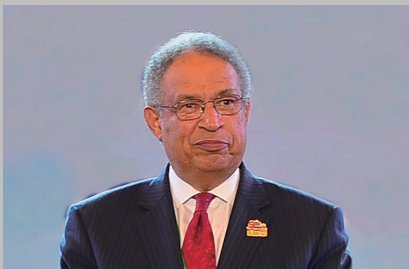


### Insight



Top 5 Marketing Strategies to Win Over Chinese Travellers

### Leaders in Trade



The Best Time to Visit Los Angeles  
Interview with Mr. Ernest Wooden Jr., President and CEO of Los Angeles Tourism & Convention Board

### Leaders in Trade



An India Beyond Our Imaginations, A Journey Beyond Measures —World Tourism Cities Federation Deputy Secretary-General Yan Han's Impressions on India

### City



Athens, the World's Ancient Capital



the WTCF Asia-Pacific Conference 2017 is open in Penang

## Join Hands in the New Development of the Belt and Road Tourism

### The WTCF Asia Pacific Tourism Conference Successfully Held in Penang, Malaysia

“ In the afternoon of March 26th, the World Tourism Cities Federation Asia Pacific Tourism Conference 2017 was grandly opened in Penang, Malaysia. About 300 guests were invited to attend this year's conference, including delegates from the United Nations World Tourism Organization (UNWTO), city and institution members of WTCF, members of the WTCF Expert Committee, as well as delegates from Penang State Government. ”

This is the first time that the WTCF held a regional conference in one of its member cities. The theme of the conference is “One Belt One Road: Development of Tourism Corridor and City Hub” with the objective of powering the world tourism industry by establishing the Belt and Road tourism corridor and a series of city hubs, enhancing exchange and cooperation between tourism cities and enterprises.

During the conference, a series of activities such as exhibitions, keynote speeches, and panel discussions were held. Experts on tourism discussed the Belt and Road Initiative and tourism economy-related issues. Invited guests were Song Yu, Secretary-General of WTCF; Wu Jun, Consulate General of the People's Republic of China in Penang; Andrew Jones, Chairman of

(read more please turn to page 3)

WTOF

世界旅游城市联合会  
World Tourism Cities Federation



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Mr. Song Yu, Secretary-General of WTCF



Mr. Zhu Shanzhong, Executive Director of UNWTO



Meeting of WTCF Committee of Experts

Pacific Asia Travel Association (PATA); Esencan Terzibasoglu, Director of the Destination Management and Quality Programme at UNWTO; Guido Felipe Loayza Devéscovi, Peruvian Ambassador to Malaysia; Yu Dunde, CEO of Tuniu Corporation; Wei Xiao'an, Chief Expert of WTCF Expert Committee. In addition, also present were representatives from tourist enterprise leaders such as Tuniu Corporation, TripAdvisor, UTour Group Co Ltd., Singapore TTG Asia, and Princess Cruises, as well as acting mayors of Anuradhapura, mayors of Kathmandu, Kapiti Coast City and others. All these experts provide their insights on related matters.

## “Tourism Corridor” Proposed for the First Time and Attracted Much Attention

This forum received positive responses from international tourism organizations, tourist cities, and tourism enterprises. It also promotes the adaptation of world tourism cities to the Belt and Road Initiative, and increases the influence that WTCF has on regional tourism development. This increase in influence symbolizes that WTCF has taken a new step in its course of development.

The theme of the conference was “One Belt One Road: Development of Tourism Corridor and City Hub.” The Belt and Road Tourism Corridor is an international tourism channel composed of city hubs which are connected by tourism and cultural resources. To build this corridor is to promote the Silk Road’s idea of “peace, cooperation, openness, inclusiveness, mutual learning and mutual benefit” in keeping with the global trend, realizing beneficial sharing, infrastructure connectivity and joint building of tourism culture through open “connectivity,” and working to make the Belt and Road Tourism Corridor a diversified and convenient world-class tourism corridor.

This is the first time that WTCF proposed the idea of the Belt and Road Tourism Corridor to the world tourism industry.

Zhu Shanzhong, Executive Director of the UNWTO, stated that the 71st United Nations General Assembly was made possible through the Chinese government’s Belt and Road Initiative. The UNWTO is fully aware of the efforts made by the Chinese government to promote win-win cooperation between the Belt and Road countries. With regards to the proposal of constructing the Belt and Road Tourism Corridor, as well as tourism node cities, WTCF fully supports the Silk Road programme objectives and the essence of the Silk Road International Conference. As a result, the UNWTO will work together with WTCF on the “Development of the Belt and Road Tourism Corridor and City Hub” to establish a new world tourism brand.

The Peruvian Ambassador in Malaysia stated in an interview that “Tourism doesn’t belong to a specific country but to each and every individual person on earth. Therefore, I think the ‘One Belt One Road’ initiative China proposed is very good, because different countries can work together to make contributions to the tourism industry.”

More than 30 media outlets, spanning across multiple fields, were present at the conference, including Chinese domestic media outlets such as the Xinhua News Agency, China Travel News, The Travel Channel, Tencent, and iQIYI, as well as local Malaysian media outlets such as the Malaysian Kwong Wah Daily and Sin Chew Daily, providing comprehensive coverage of the forum.

While hosting the Asia Pacific Tourism Forum, WTCF and esteemed guests explored the significance and goals of establishing the Belt and Road Tourism Corridor and city hubs and issued five proposals for the countries and cities along the Belt and Road.

## What is the Significance of Creating a Tourism Corridor and Tourism City Hubs?

The Belt and Road runs through the Asia and Africa continents, connecting the two major tourist destinations of Europe and Asia with sources of tourists, and represents 70% of global tourism. The 55 WTCF member cities along route are home to many World Cultural Heritage sites as well as rich and diverse tourism resources, and are the main destinations and distribution centers of international travellers.

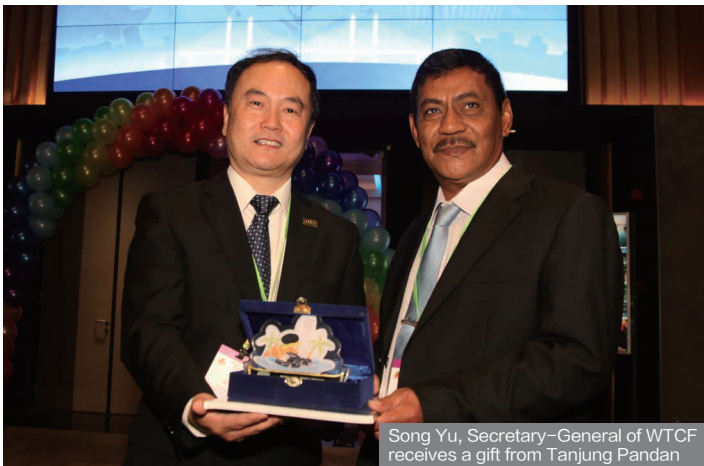
The Belt and Road Initiative is an important channel for the flow of resources and personnel exchange. The implementation of the Belt and Road strategy could facilitate the political, economic, and cultural exchanges and cooperation among countries along the route. Tourism generates impetus not only for the development of tourism-related Tourism industries, but also for the improvement of infrastructure conditions and the transition of ways of production. In particular, in the era of the internet and sharing economy, tourism is emerging as a strategic industry jointly built by all countries, regions, and cities. To promote tourism cooperation of city hubs



Mr. Andrew Jones, Chairman of PATA



YAB Mr. Lim Guan Eng, Chief Minister of Penang



Song Yu, Secretary-General of WTOF receives a gift from Tanjung Pandan



Opening Ceremony performance

along the Belt and Road is not only conducive to the tourism development along the route, but also to the economic and social development of the Belt and Road cities.

First, the Belt and Road Tourism Corridor powers the global economic recovery. According to the 2015 statistics, the Belt and Road countries have a combined population of 4.4 billion, or 63% of the world's total population; and combined GDP reached 21 trillion US dollars, 29% of the global aggregate. This makes the Belt and Road region one of the most vibrant and promising economic regions in the world. Since the launch of the strategy, more than 90 countries and international organizations have joined the program. So far, China has signed cooperation agreements with over 30 countries including Russia, Hungary, Mongolia, Tajikistan, and Kazakhstan, concluded agreements on production capacity cooperation with over 20 countries, and built 46 cooperation zones with 17 countries. International trade has exceeded 1 trillion US dollars. Chinese

companies have invested over 14 billion US dollars in these countries, and created 60,000 jobs for the local people. Under the Belt and Road Initiative, six regional economic corridors have been built. The China-Pakistan Economic Corridor alone has witnessed the signing of projects that are worth a total of 46 billion yuan. The Belt and Road is playing an increasingly important role in driving global growth.

Second, the Belt and Road Tourism Corridor drives world tourism development. Countries along the Belt and Road have the most abundant reserve of tourism resources, yet they also vary in levels of development, and more significantly so in history and culture. The lack of an integrated tourism market, inconvenience of tourist activities, and imbalance in tourist flow are prominent challenges in the region's tourism sector, and there still exist considerable difficulties in deepening exchanges and cooperation. The huge potential of the regional tourism market is yet to be fully unleashed. The building of the Belt and Road Tourism Corridor will contribute to the sound development of world tourism.



Opening Ceremony of WTOF Asia-Pacific Tourism Conference



Secretary-General of WTOF meets with Ambassador of Peru in Penang



Mr. Wu Jun, Consul-General of China in Penang



Trade Fair



Interview with Ambassador of Colombia

Third, the Belt and Road Tourism Corridor supports the development of cities along the route. Cities are the basic units and crucial links of world tourism. They also play the role of service hub in the tourism service system. Many of WTOF's member cities are on the route of the One Belt One Road. Most of them have rich cultural heritages and the basic conditions for tourism development. Yet at the same time, infrastructure conditions and quality of public services vary from country to country, and the standard of urban construction and tourism development is yet to be improved in some cities. To promote the building of the Belt and Road city hubs and tourism corridor will help improve the accessibility and quality of tourism activities, which is important for the sustainable development of world tourism.

### How Will WTOF Construct a Tourism Corridor to Help Asia-Pacific Cities Develop Their Tourism?

Song Yu, Secretary-General of the WTOF, stated that as an international organization, WTOF aims to make their voice heard through the forum. Song

Yu expressed that the WTOF wants to seize the opportunity presented by the Belt and Road Initiative and promote the economic development of the cities through the exchanges between them, and then proceed to promoting the development of the global economy. WTOF hopes to add an additional 100 city members to its existing organization, nurture 50 city hubs, launch 20 high-end lines, create 10 cooperation platforms, and turn the Belt and Road Tourism Corridor into a first-class world tourism destination through strengthening the cooperative bonds between member cities.

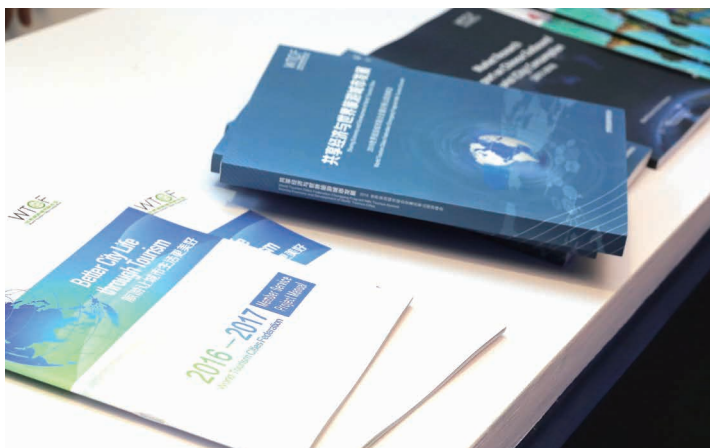
During an interview, Li Baochun, Executive Deputy Secretary-General of WTOF, presented cases of how the WTOF promotes the tourism market development of member cities Altay and Morocco. When discussing how the Belt and Road Initiative could help promote the development of Asia-Pacific tourism cities, Li commented that the Road and Belt Tourism Corridor is an international passage based on the city hubs. It uses tourism infrastructure as a source of support, culture as a link, and quality travel services as the safeguard. WTOF will actively establish a platform and bridge



Exhibition of Beijing study tour



Forum Session



for members where they can connect with each other and where the WTOF can offer their members more extensive resources, promoting the common development of cities.

In his keynote speech on the topic of “The Belt and Road Promotes Tourism Development in Asia-Pacific Cities” at the forum, Secretary-General Song Yu expressed that key tasks during the establishment of the Belt and Road Tourism Corridor and tourism city hubs were to:

First, promote the building of city hubs. City hubs are the main destinations and primary tourist sources of international tourism. They play an important role of the distribution center of tourism. We should focus on the weak links of cities in infrastructure and public services, strengthen the building of key sectors such as airports, ports and stations, accelerate road connectivity, upgrade infrastructure conditions, and jointly build international tourism “trunk lines” with interconnected land, sea, and air transport networks. We should explore the establishment of standards for the building of city hubs, embrace the concept of sharing economy, strengthen tourist

service facilities, and make tourism activities more convenient and secure.

Second, developing high-end tourism routes. We should leverage the role of the WTOF platform to support the building of the six economic corridors of the Belt and Road, focus on the key objective of people-to-people communication, explore the diversified cultural traditions of countries, regions and ethnic groups on the Silk Road to meet the varying demands of tourists, launch more high-quality tourism projects, cultivate tourism brands with distinctive features, and develop a group of classic tourism routes.

Third, building the platform for diversified cooperation. Countries and tourism cities along the Belt and Road should champion the idea of open, inclusive, and shared development, look for new models and expand areas of cooperation, and build a group of investment and development platforms that can generate growth in related sectors. We should strive to create a tourism market that’s more open, build the Belt and Road tourism free trade zone through bilateral or multilateral cooperation, and explore the mechanism of diversified cooperation between tourism cities.

WTOF Chief Expert Wei Xiao’an expressed the current shortcomings of tourism in countries along the Belt and Road. Wei expressed four factors of these shortcomings. 1) Lack of accessibility to and from the countries. 2) Insufficient public services. 3) Unique characteristics not highlighted enough. 4) Inadequate linkage and interactions between the cities. The responsibility of these shortcomings will eventually hinder the tourism development of Asia-Pacific cities. As a result, within the framework of the Belt and Road, Wei signaled out six areas of improvement. 1) A Lightened visa processes should be vigorously promoted while simultaneously improving the customs clearance efficiency. 2) Efforts should be made to improve public services, especially service for washrooms and WeChat. 3) The advantages of natural resources and cultural and historical traditions should be highlighted in order to avoid homogeneous low-level competition. 4) Cooperation between



enterprises should be strengthened, creating market interaction and linkage along the country, optimizing product portfolios, and improving the attractiveness of the portfolio as a whole. 5) The brand name and brand products such as the Tour of Central Asian Capitals and Holiday at the Maritime Silk Road should each be developed as a whole package. 6) Other international organizations should be combined within the WTCF framework in order to study new mechanisms and modes of operation.

## Five Proposals for the Countries and Cities along the Belt and Road

The “Call to Action: Building City Hubs on the Belt and Road Tourism Corridor” was launched at the closing ceremony of the conference. According to the call to action, all members of the WTCF will actively respond to and promote the Belt and Road Initiative by focusing on eight areas: develop tourism products, build infrastructure, prepare new tourism standards, promote new investment projects, provide consulting services, promote the tourism market, provide training and exchange of talents, and share information. WTCF will actively organize relevant activities to build a communication platform for all members. With the support of WTCF, city members will take the lead in demonstrating the building of the Belt and Road city hubs, and provide the world tourism industry development with up-to-date experience.

1. Promoting openness and cooperation, and striving for win-win results. Countries along the Belt and Road should champion the notion of open, inclusive and shared development, actively take part in the building of the Belt and Road, break the institutional barriers, build an open market, ease the restrictions on air travel, strengthen the link of airports, ports, railway stations, and other key nodes, accelerate road connectivity, upgrade infrastructure conditions, and jointly build the trunk lanes of international tourism with land-sea-air

transport connectivity. We should also further ease the restrictions on border entry and exit, strengthen the mechanisms of mutual license recognition, road emergency rescue and tourism insurance, and facilitate the process of tourism visa in countries along the Belt and Road. We should push for regular meetings where we generate ideas of tourism cooperation for countries and regions along the Belt and Road. We should invite private capital to participate in the development of tourism resources, strive for the free movement and effective allocation of resources and factors, and create conditions for more people to participate in tourism activities.

2. Respecting cultural diversity and building a mechanism for collaboration. We should give full respect to historical heritage and diversity in ethnicity, religion, belief, language, customs, diversified culture and environment, protect ecological and natural harmony, harness the treasure of human civilizations on the Belt and Road, and develop high-quality, eco-friendly and diversified tourism. We should promote the protection and utilization of tourism resources and push for the development of tourism economy in cities along the route. We should deepen the building of a win-win mechanism, promote diverse forms of multilateral cooperation across national borders, industries, levels and sectors, encourage two-way opening of tourism investment and financing and joint infrastructure construction.

3. Leveraging the role of the WTCF platform and cultivating tourism products. We should develop more high-quality, diverse tourism products tailored to the dynamic needs of tourists and anchored on the cultural traditions of different countries, regions, and ethnic groups, cultivate tourism brands with distinctive features, develop classic tourism routes, and build the Belt and Road into an “artery” of world tourism development. We should follow the sustainable development of cruise industry on the Maritime Silk Road, leverage the resources of marine tourism, open up new tourism markets and routes for cruise ships, explore new opportunities for regional economy, promote cruise tourism cooperation on the Maritime Silk Road and cultivate the high-end routes of international maritime tourism.

4. Promoting the building of city hubs and exploring new forms of services. We should promote the connectivity between key node cities on the Belt and Road and international market with such means as market survey, data collection, information exchange, consumer guidance, experience recommendation, and technology promotion, as well as activities such as joint tourism forums, academic exchange, media release and product services. Tourism cities should provide services in more common international languages, improve the service system of tourism signs, and promote the internationalization of basic services. We should pay attention to the use of new media resources, build a reception and service system catered to the needs of non-group, self-guided tourists, and enhance the ability of offering tailor-made tourism services. We should encourage the city hubs of the Belt and Road Tourism Corridor to hold joint tourism exhibitions, increase media exposure of tourism destinations, tourism industry match-ups, two-way tourism promotions, etc.

5. Improving emergency response mechanism and ensuring safety in tourism. Safety is the top priority in tourism. We should strengthen public security and tourism market management in the cityhubs, build an integrated mechanism for speedy dispute settlement with multi-party participation, and foster a secure and orderly tourism environment.

The Belt and Road is a road of mutual trust and respect, a road of mutual, beneficial win-win, and a road of mutual learning exchange among civilizations. We believe that by joining hands together, we will bring a new chapter for the Silk Road Economic Belt and build a 21-century Maritime Silk Road so that people in the area will all benefit from the achievements.

Let us join hands to build the Road and Belt Tourism Corridor, and create new developments for the world tourism city hubs! ▶

# WTCF in the Global Limelight at Berlin-WTCF Hosts a “World Tourism Economy Trends 2017 & Chinese Outbound Tourism” Forum at the ITB Berlin 2017



Yan Han, Deputy Secretary-General of WTCF, delivers opening remarks



Song Rui, Director of Tourism Research Center of CASS, introduces the Report on World Tourism Economy Trends (2017)



He Shengkang, Counselor of WTCF, introduces the Market Research Report on Chinese Outbound Tourist (City) Consumption (2015-2016)



Richard Matuzevich, Senior Manager, Secretariat of WTCF, moderates the forum



Zhang Jianhua, Deputy Secretary-General of the People's Government of Guangzhou Municipality, introduces Guangzhou Tourism Development



Jenny Cai, WTCF Director-General of Public Relations & Brand Marketing Department, introduces media service available to WTCF members



Panel Discussion



More than 200 delegates participating in the forum

On March 8, 2017, the 51st International Tourism Exchange Berlin (ITB) was officially opened in Berlin. As the co-host of 2017 ITB, World Tourism Cities Federation (WTCF) led a delegation to attend ITB and hosted a forum with the theme of “World Tourism Economy Trends 2017 & Chinese Outbound Tourism.”

At the opening ceremony in the morning, Yan Han, Deputy Secretary-General of WTCF, was invited to deliver opening remarks as the co-host of ITB. In his speech, Yan extended warm congratulations on the opening of the 51st ITB, and introduced the latest development of WTCF. Yan illustrated the trends in China’s outbound tourism market and highlighted the significance of releasing the Report on World Tourism Economy Trends (2017). Yan concluded by extending a warm welcome to all the global tourism cities and tourism enterprises to participate in the upcoming 2017 WTCF Los Angeles Fragrant Hills Tourism Summit.

On the afternoon of March 8th, WTCF hosted a forum themed “World Tourism Economy Trends 2017 & Chinese Outbound Tourism” which was moderated by Richard Matuzevich, Senior Manager, Secretariat of WTCF. Yan Han, Deputy Secretary-General of WTCF delivered an opening speech to welcome all guests to the forum. On behalf of WTCF and Chinese Academy of Social Sciences (CASS), Song Rui, Director of Tourism Research Center

of CASS, released the Report on World Tourism Economy Trends (2017). In her speech, Song introduced 8 trends in the Development of World Tourism Economy. She also illustrated how a booming Chinese outbound tourism market would benefit other cities in the rest of the world. He Shengkang, Counselor of WTCF, introduced Market Research Report on Chinese Outbound Tourist (City) Consumption (2015-2016), a research jointly conducted by WTCF and IPSOS. Jenny Cai, WTCF Director-General of Public Relations & Brand Marketing Department, introduced WTCF We-media platform and media service available to WTCF members.

WTCF City Member Guangzhou was invited to promote its tourism resources during the panel discussion. Zhang Jianhua, Deputy Secretary-General of the People’s Government of Guangzhou Municipality, introduced the status of tourism development in Guangzhou, which attracted attention of delegates.

During the forum that attracted more than 200 delegates, a special panel discussion with the theme of “Chinese Outbound Tourism 2017: Market Reform and Trends” was set up to address issues in Chinese outbound tourism market and its implications for the world tourism market. Panelists included Wu Qingsong, Deputy Director-General of Tourism Administration of Guangzhou Municipality; Gonzalo Robredo, Director of

Buenos Aires Tourism Administration; Miodrag Popovic, Acting Director of Belgrade Tourism Organization; and Song Rui, Director of Tourism Research Center of CASS. Delegates from many cities and enterprises exhibited great interest in the forum and exchanged their views with WTCF during the break, looking forward to further cooperation in the future.

During the ITB Convention, WTCF had fruitful talks with Prof. Dr. Roland Conrady, Scientific Director of the ITB Berlin Convention and University of Applied Sciences Worms; Zoran Janković, Mayor of Ljubljana, capital city of Slovenia; Prof. Martin Barth, President & CEO of World Tourism Forum Lucerne; Barcelona tourism administration; and the Mayor of the City of Seville.

As the world leading Travel Trade Show, ITB Berlin has been acclaimed for its professionalism, diversity, and efficiency. ITB Berlin 2017 covers an area of 16,000 m2 with 1,092 exhibition stands, which attracted delegates from more than 10,000 enterprises and more than 184 countries and regions, and exhibits the latest tourism products and trends in the world.

As the Vice-Chair City of the WTCF Council, Berlin has played a major role in facilitating the growth of WTCF which, by attending ITB Berlin and co-hosting ITB since 2016, will forge a better partnership with its European members and enhance its reputation in the international tourism industry.



Meeting with Scientific Director of the ITB Berlin Convention and University of Applied Sciences Worms



A meeting with Mayor of Ljubljana



A meeting with Mayor of City of Seville



## Visit Australia and Connect India-WTCF Boosts Tourism Cooperation Between Countries Along the Routes of “Belt and Road Initiative”



Deputy Secretary-General Yan Han delivers a speech at the OTM forum

Recently, WTCF Deputy Secretary-General Yan Han was invited by Melbourne tourism board, the host of Indian OTM, and the City of Delhi, to lead a delegation to Australia's Melbourne, and India's Mumbai and Delhi.

The Asia-Pacific Incentives and Meetings Expo (AIME), Melbourne, Australia enjoys a high reputation and is influential in the incentive tourism industry. WTCF Deputy Secretary-General Yan Han met with expo participants: Melbourne tourism board, Brisbane tourism bureau, Cvent, Inc., Kingfisher, Special Holiday Travel Pvt Ltd., and many other exhibitors. Additionally, Yan Han

also actively introduced WTCF and expressed his analysis and expectation on the possibility of future cooperation.

Deputy Secretary-General Yan Han delivered a speech at the OTM forum in India and introduced WTCF to all the participants while carefully explaining the outbound consumption concept and characteristics of Chinese citizens based on WTCF's academic report Market Research Report on Chinese Outbound Tourist (City) Consumption. His speech drew the attention of many OTM exhibitors and was reaffirmed by the honored guests on site. After the exhibition, the delegation and exhibitors energetically discussed the future tourism development between India and China.

The delegation also visited the Consulate-General of China in Mumbai, and met with Zheng Xiyuan, Chinese Consul General in Mumbai, and Li Yuanling, Deputy Chinese Consul General in Mumbai. The delegation also visited Delhi's ministries of tourism and culture, and Deputy Secretary-General Yan Han also introduced the achievements of WTCF in detail during the past five years to Kapil Mishra, Minister of Water, Tourism, Art, Culture and Gurudwara Election, Government of NCT of Delhi, who expressed his great interest in what WTCF has done and hoped he could push for Delhi



Deputy Secretary-General Yan Han was invited to participate in Maha Shivaratri's activity of "lighting the lamps" which symbolizes blessing and auspiciousness

to become the first Indian city member of WTCF. The day the delegation visited Delhi was Maha Shivaratri (Hindu Festival) and the minister invited Deputy Secretary-General Yan Han to participate in the activity of "lighting the lamps" which symbolizes blessing and auspiciousness. The Hindustan Times reported on the activity in detail.

This visit is a breakthrough for WTCF communication in India. Additionally, this visit also strengthens WTCF cooperation with Australia's city member and tourism organizations, and serves as a booster in connecting the channels of cooperation between WTCF city members and tourism organizations, in expanding the range of WTCF's business, and in improving WTCF's reputation and influence.

## The 2017 GITF Held: WTCF Actively Recommending City and Institutional Members

The Guangzhou International Travel Fair 2017 (GITF) was held on Feb. 23rd in Guangzhou. Representing its members, World Tourism Cities Federation (WTCF) actively recommended its city and institutional members, and extensively communicated with professionals of the industry.

The Guangzhou International Travel Fair is reputed as "one of the most influential international professional travel fairs in China." The 2017 GITF covers an area of 28,600 square meters, and businesses that participated in the travel fair amounted to 980 and the number of buyers reached 800.



WTCF Actively Recommending City and Institutional Members in GITF

During the travel fair, many individuals visited the WTCF booth to consult and

negotiate. Additionally, WTCF printed and distributed nearly 1,000 articles of publicity materials to professional audiences and the citizens. More than ten city members including Hong Kong, Macao, Wuhan, Chengdu, and other cities, in addition to more than ten institutional members including Costa Cruise, Tuniu.com, CAISSA Touristic, and other institutions, attended GITF.

The GITF further boosted the communication and cooperation between the exhibitors and buyers by holding a series of activities, such as on the spot negotiation paring, Night of the Buyer, Pre-show or Post-show Tour and so on.



# Top 5 Marketing Strategies to Win Over Chinese Travellers

“ Tourists from China are becoming a group increasingly targeted by tourism organizations and travel companies all around the world. ”

The truth is that a lot of them are traveling and they spend a lot. Moreover, the potential is perhaps even much bigger. European and American companies have been analyzing strategies to reveal the full potential of China and who knows, perhaps soon the majority of worldwide tourists will be Chinese. Tourism-Review.com introduces TOP 5 Marketing Strategies to Win Over Chinese Travellers.

## Think Like Chinese

When communicating with potential Chinese travellers through social media or creating content to share on the likes of Weibo, WeChat etc., it is necessary to keep an eye on the character of uploaded posts. It is not sufficient to just translate something that was created previously for other groups of consumers. Editing the content based on cultural differences is the ideal way that could eventually give you the key to the Chinese consumers' hearts.

Top quality translations are a necessity. Assigning a Chinese native speaker in charge of content creation is a step that could make



your life easier. Other than that it must be taken into account that marketing styles vary throughout countries and continents. Chinese businesses have adopted marketing strategies involving images, cute cartoons, funny comics, emoticons etc. This might be seen as something unprofessional in Europe, but as a matter of fact it is just a different way of transmitting information and content.



“ As a matter of fact, in China there are many so called foodies, who eat, take pictures of what they eat and share them with their friends on social media. ”

### Be Up-to-date and Relevant

The social media environment in China evolves rapidly, which is why it is important to stay up-to-date and be able to identify and use the most relevant platforms. As of now the two fundamental social media are Sina Weibo and WeChat. However, times may change, which is why it is necessary to keep an eye on what the latest trends in China are.

For example, RenRen was labelled as the “Chinese Facebook”, but unlike Facebook in the west, RenRen did not enjoy a stable and long-term popularity. This, among other examples and the large variety of social media in China, demonstrates how the field is evolving in the Far East, which is something one must not underestimate.

### Visualize Content

There is a saying that a picture is worth a thousand words. When it comes to Chinese travellers and consumers in general it is especially true. The truth is that there is probably no better way to improve high quality content than adding a photo.

Visualizing content will, exaggeratedly speaking, make Chinese users “wish they were there”. This can be said about photographs in general, varying from stunning landscapes to the most minimalistic

visualizations. Though it is necessary to take things easy and be careful not to overload customers with too many pictures. In that case, the reactions may turn from ecstatic to somewhat annoyed.

### Invite Celebrities

Celebrities? Yes, exactly. Chinese travellers, young and old, are crazy about their favorite actors and singers and enjoy every sort of interaction with them via social media. This is why inviting a celebrity to take part in a promotional campaign may be an ace up your sleeve.

Obviously, this is a difficult task in some countries, as not all celebrities are globally recognized. Alternatively, it is possible to invite Chinese celebrities to act as some sort of ambassadors in a promotional campaign. This is almost a guaranteed winning move.

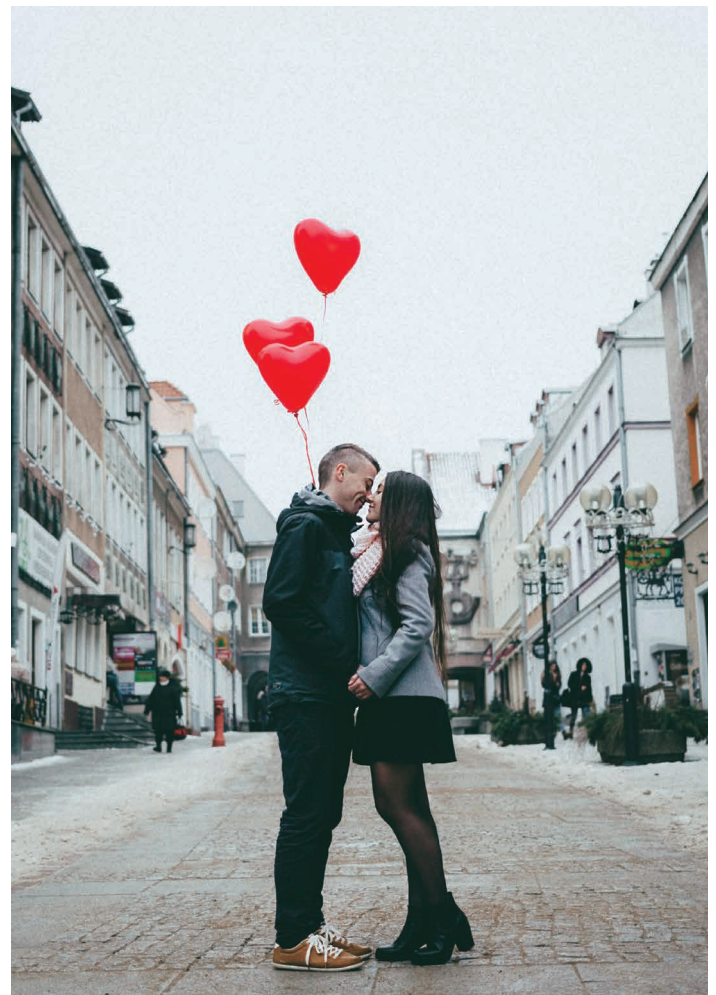
These celebrities will publicize your destination or company which will earn you a lot of visibility and potential new customers among their followers on a large variety of social media.

### Remember Foodie Experience

Take pictures of your food! These days there is a general obsession with taking pictures of everything, including food. Supposedly this trend started in China and other Asian countries.

As a matter of fact, in China there are many so called foodies, who eat, take pictures of what they eat and share them with their friends on social media. Stereotypically Chinese travellers always visit Chinese restaurants even when abroad, but right now Chinese visitors seem to be more and more keen on trying something else. This is why showing high quality pictures of traditional and special dishes is also a great way how to gain attention of prospective Chinese clients. ➤

(Source: tourism-review)





# The Best Time to Visit Los Angeles

Interview with Mr. Ernest Wooden Jr., President and CEO of Los Angeles Tourism & Convention Board

“ As the member city of WTCF, Los Angeles always positively participates in the activities held by WTCF. In 2016, visitor numbers traveling to Los Angeles amounted to 47,300,000, which broke the record consecutively for the sixth time. Meanwhile, Los Angeles is also the host city of the 2017 World Tourism Cities Federation Los Angeles Fragrant Hills Tourism Summit. In order to explore the secrets to success of Los Angeles' constant and steady growth in the tourism industry, World Tourism Cities monthly interviewed Mr. Ernest Wooden Jr., President and CEO of Los Angeles Tourism & Convention Board.

”

**Q:** The number of visitors traveling to Los Angeles in 2016 is 47.3 million, an increase of 3.8% from the previous year. The total U.S. domestic visitation reached 40.2 million, a 3.8% increase over 2015; and international visitors reached 7.1 million, a 3.5% increase over the previous year. What do you think is the method of steady increase of the Los Angeles tourism industry? What is the reason that constantly draws international visitors traveling to Los Angeles?



Mr. Ernest Wooden Jr., President and CEO of Los Angeles Tourism & Convention Board

**A:** I am grateful to say that Los Angeles is having a moment. 2016 was our sixth consecutive year of record breaking tourism as we welcomed more than 47.3 million visitors. Global desire for the Los Angeles experience is at an all-time high, a fact largely attributable to our city's celebration of diversity and creativity, from which thriving culinary, cultural and lifestyle scenes have emerged. Fantastic new hotels are opening their doors with frequency, chefs are exploring innovative creative territories, noteworthy cultural institutions are choosing to call L.A. home and people want to be a part of the

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**Q: According to the latest data, Los Angeles welcomed even more Chinese tourists in 2016, with more than 1 million visitors coming from China. This figure has ranked top among the main overseas tourist source markets of Los Angeles. The number of Chinese visitors reached by a year-over-year growth of nearly 22%, —the seventh consecutive year of at least 20% visitation growth. China alone accounted for 75% of the destination's overall international growth, and Los Angeles became the first ever city destination to welcome more than 1 million visitors from China. So, what do you think is the reason that has contributed to such an increase? As the President and CEO of Los Angeles Tourism & Convention Board, could you please share the measures you and your colleagues took in doing this job?**

**A:** Los Angeles recognized the vast potential of the inbound Chinese tourism market early on as we were the first municipal tourism marketing organization in the U.S. to open a full-time office in China (Beijing) in 2006. We've since expanded our footprint with two additional offices in Shanghai and Guangzhou. Our accelerated marketing efforts in China have produced remarkable results: In less than a decade, China has surged to become Los Angeles' number one overseas tourist market —from not even ranking in our top 10 international markets 10 years ago. In fact, Chinese visitation to Los Angeles has grown by double-digits annually for the last seven years, a growth that has outpaced every other international market. We are also pleased to see Los Angeles become the preeminent gateway to connect China and the United States with nearly 70 weekly nonstop flights from China's five major cities to LAX. We have seen increases in FIT, millennial travel, group business and events as well as special-interest tours like gourmet tours. We are all grateful for the ten-year visa extension between our two countries, making the travel process much more convenient. In order to attract more Chinese visitors, L.A. Tourism shifted our strategic efforts to a B2B+C business model, after solely focusing on B2B marketing in China early on. We have cooperated with major OTAs to focus on online bookings and mobile bookings, which right now are very popular in China.

L.A. Tourism has also established strong partnerships with Chinese broadcast platforms to create tourism-inspired digital content such as Youku's 'Travel with Food and Wine.' And, we frequently work with our airline partners to host travel journalists and trade partners for familiarization trips to drive awareness, appreciation and demand for all that Los Angeles offers the Chinese visitor by creating first-hand experiences for these influential groups. We are continuously being advised by our Chinese marketing staff to understand the nuances of the culture and the behaviors of the travel experience for the Chinese visitor, which is always evolving. We're also in the third year of our "Nihao China" program which helps prepare our L.A. tourism and hospitality businesses with best practices to welcome Chinese visitors so we can ensure they have the best possible experience in L.A., and keep coming back. We value the Chinese visitor enormously and will further develop programs with our hospitality partners so that Chinese visitors enjoy the very best travel experiences in L.A. including our world-class attractions, endless entertainment, and premier shopping.

**Q: 2016 was the "China - U.S. Tourism Year". Do you think this really boosted the tourism industry of Los Angeles? Which aspects have benefited from this event? Which measures is Los Angeles Tourism & Convention Board going to take in further expanding the Chinese tourism market?**



**A:** Absolutely. Last year (2016) was an important year for L.A. Tourism as it marked the ten-year anniversary of our Beijing office, our first in China, in addition to the official 'U.S.-China Year of Tourism.' We celebrated these two significant milestones with several events in-market, strengthened relationships with our travel trade and airline partners and continued to promote Los Angeles with a new marketing campaign. As we usher in a new decade of cooperation between China and the U.S., we are working diligently to increase airlift from the region's secondary cities, in addition to the direct air service currently offered from China's five major cities. We'll continue to invest considerable marketing resources in China including the expansion of our footprint. Chengdu will become our fourth L.A. Tourism office when it opens by the end of June 2017.

**Q: At the 2016 World Tourism Cities Federation Chongqing Fragrant Hills Tourism Summit, Los Angeles applied for and has successfully become the hosting city of the 2017 Summit. How do Los Angeles and the American Tourism Market think about the hosting of this summit? What do you think of the summit?**

**A:** As a founding member of the Federation, I am honored to have witnessed the development and growth of the WTOCF in the last five years. We are honored that WTOCF selected Los Angeles as the host of the WTOCF Fragrant Hills Tourism Summit in 2017 and look forward to welcoming all the representatives with open arms to promote opportunities for tourism cooperation and discuss important tourism development issues. This Summit is unlike any other in the world as it brings together leaders together from the world's most famous tourism cities and tourism-related institutions and is a true symbol of the great work that can be achieved through collaboration and cooperation.

**Q: You have proposed to reach the target of attracting 50 million visitors by 2020. Could you please tell us how Los Angeles plans to achieve this target and describe the future of the Los Angeles tourism industry in three years?**

**A:** We are firmly positioned towards reaching our goal of 50 million visitors by 2020, but it's imperative there be progress with new and updated tourism infrastructure and hotel development to showcase Los Angeles as a desirable destination to our visitors and accommodate the future growth in visitation. The on-going multibillion dollar modernization of LAX will elevate our airport to an even more powerful position to compete for more new and expanded international air routes, which is crucial to reaching our goal. As a destination that is always evolving, the future of the Los Angeles tourism industry is bright and we will continue to roll out the red carpet for visitors from all corners of the globe. ●



# An India Beyond Our Imaginations, A Journey Beyond Measures

—World Tourism Cities Federation Deputy Secretary-General Yan Han's Impressions on India



World Tourism Cities Federation  
Deputy Secretary-General Yan Han

“ After receiving invitations from both the Outbound Travel Market (OTM) and the City of Delhi, World Tourism Cities Federation (WTOF) Deputy Secretary-General Yan Han paid two separate visits to the Mumbai Travel Market and Delhi. Mr. Yan took part in the OTM by giving a keynote speech, vastly connecting with the Indian tourism community. ”

**Q: The number of visitors traveling to Los Angeles in 2016 is 47.3 million, an increase of 3.8% from the previous year. The total U.S. domestic visitation reached 40.2 million, a 3.8% increase over 2015; and international visitors reached 7.1 million, a 3.5% increase over the previous year. What do you think is the method of steady increase of the Los Angeles tourism industry? What is the reason that constantly draws international visitors traveling to Los Angeles?**

**A:** I am grateful to say that Los Angeles is having a moment. 2016 was our sixth consecutive year of record breaking tourism as we welcomed more than 47.3 million visitors. Global desire for the Los Angeles experience is at an all-time high, a fact largely attributable to our city's celebration of diversity and creativity, from which thriving culinary, cultural and lifestyle scenes

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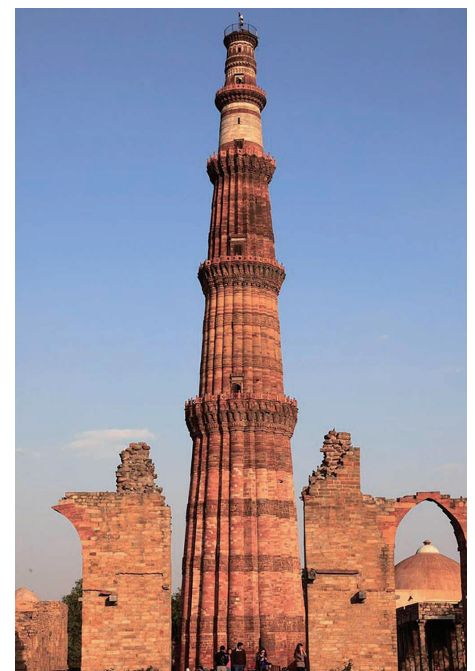
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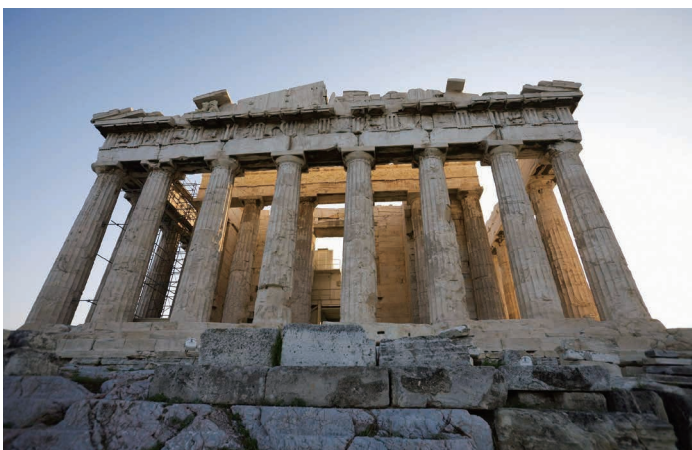
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# Athens, the World's Ancient Capital

“ Ancient and modern, with equal measures of grunge and grace, bustling Athens is a heady mix of history and edginess. Iconic monuments mingle with first-rate museums, lively cafes and al fresco dining – and it’s downright fun. ”



The historic centre is an open-air museum, yet the city’s cultural and social life takes place amid these ancient landmarks, merging past and present. The magnificent Acropolis rises above the sprawling metropolis and has stood witness to the city’s many transformations.

Post-Olympics Athens, even in the face of current financial issues, is conspicuously more sophisticated and cosmopolitan than ever before. Stylish restaurants, shops and hip hotels, and artsy-industrial neighbourhoods and entertainment quarters such as Gazi, show Athens’ modern face.

The surrounding region of Attiki holds some spectacular antiquities as well – such as the Temple of Poseidon at Sounion – and lovely beaches, like those near historic Marathon.

Athens is the historical capital of Europe, with a long history, dating from the first settlement in the Neolithic age. In the 5th Century BC (the “Golden Age of Pericles”) – the culmination of Athens’ long, fascinating history – the city’s values and civilization acquired a universal significance. Over the years, a multitude of conquerors occupied Athens, and erected unique, splendid monuments - a rare historical palimpsest. In 1834, it became the capital of the modern Greek state and in two centuries since it has become an attractive modern metropolis with unrivalled charm.

A large part of the town’s historic centre has been converted into a 3-kilometre pedestrian zone (the largest in Europe), leading to the



major archaeological sites (“archaeological park”), reconstructing – to a large degree – the ancient landscape.

### Why Go?

Often referred to as the cradle of Western civilisation, Athens is a 2,500-year-old hotch-potch of concrete upon brick upon stone. Despite recent bad press due to Greece’s economic woes, and harshly imposed austerity measures which have had an extremely negative impact on average Greeks, the great city remains a must-do for culture buffs.



Since 2004, the newly-inaugurated Archaeological Promenade, a 2.5-mile long, pedestrian-only, tree-lined walkway skirting the foot of the Acropolis and linking all the city’s major archaeological sites, has made the city centre infinitely more walkable and reduced the notorious traffic congestion and exhaust fumes.

But visitors don’t come here just for the ancient monuments. Despite the current economic crises, contemporary Athens boasts one of the most happening nightlife scenes in Europe, which now centres on the urban-chic bars and cafés between Syntagma and grungy Monastiraki (at the foot of the Acropolis), and the up-and-coming neighbourhood of Metaxourgiou, known for its art galleries and hip eateries. And somewhat surprisingly, more and more new bars and restaurants keep opening, even in times of strife.



The contemporary art scene is thriving too, with cheap rents prompting young artists from Greece and abroad to set up studios here. In 2017, the National Museum of Contemporary Art (EMST) and the Stavros Niarchos Foundation Cultural Centre opened - both venues are on Syngrou Avenue, connecting the city centre to the coast, where you’ll also find the Onassis Cultural Center, which was inaugurated back in 2010.

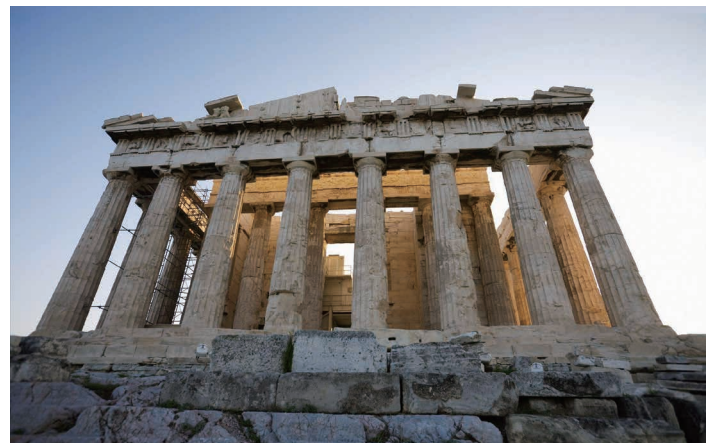
Athens is served by Piraeus, the largest passenger port in Europe and the major node for the countless ferries, catamarans and hydrofoils that serve the Greek islands. The port has 11 modern berths for cruise ships and can accommodate even the world’s largest vessels. Piraeus is a major embarkation/disembarkation point for short cruises round the Greek Islands, and many companies include it as a port of call on their Mediterranean and world cruises. The main draw is the chance to explore the city’s splendid hilltop Acropolis, home to the majestic fifth-century BC Parthenon, and also to make excursions inland to the much-photographed archaeological site of Delphi.

Tourism accounts for approximately 18 per cent of Greece’s GDP, so if you come here on holiday you’ll be helping the local economy.



### When to Go

The Greek capital remains lively all through the year. For sightseeing, warm, sunny days make autumn or spring the best times to visit Athens; soaring temperatures from mid-June to late-August can be tiring. Between November and February the weather is unpredictable, ranging from crisp, bright days to rain and even occasional snow – the compensation being a relative scarcity of tourists. In fact, it can make a lovely winter city break.



### Where to Go

Athens was built around the Acropolis, today the city’s most visited ancient attraction. On the Acropolis’ northeast slopes, pretty Plaka is Athens’ oldest residential quarter, extending down to grungy Monastiraki. From Monastiraki, Adrianou street leads west to Thissio and Kerameikos, while the pedestrian-only shopping street of Ermou runs east to Syntagma, home to the Greek Parliament. North of Monastiraki, Athinas street delineates the Psirri district and passes the Central Market to arrive at Omonia. South of the centre, ferries to the blissful Greek Islands depart from Piraeus port. ➤

(Source: telegraph.co)

## Prague Welcomed the Largest Number of Events Over the Past Decade

According to the Czech Statistical Office data, Prague welcomed 4,426 conferences in the collective accommodation establishments in 2016 which is one-third of all events held in the Czech Republic. It is an increase of 5.7% compared to 2015, and it also is the largest number of events since 2006. The 2016 conferences organized in Prague attracted 541,412 delegates.



Czech Statistical Office data, which tracks only the events held in the collective accommodation establishments, with attendance of more than 50 persons, shows that meeting planners preferred four-star and three-star hotels for their events. Prague Convention Bureau's statistics also confirm the popularity of accommodation establishments as event venues. Statistics of the Prague Convention Bureau are based on the members' data and record also the events with less than 50 delegates organized not only in the hotels, but also in congress centres and other alternative venues. There were 2,528 events held in Prague according to the Prague Convention Bureau's data, out of which 85% took place in hotels, and the rest in other venues, congress centres and at universities.

## Harry Potter Adds Some Magic to London Visit

A family visit to London takes on a whole new meaning once the children are of the age to enjoy the "Harry Potter" series of books and films. The bonus for parents is that they can combine regular tourist excursions with the carrot-on-a-string of film locations and book inspirations to make sightseeing more fun for the whole family.

The double-decker Big Bus and Original Bus tours were the perfect mode of transport for this mission. The buses are fun, contained and safe for kids, and you can get on and off at many stops around the city. Ask about the Harry Potter-themed tours on the Big Bus or design your own.

Our base of operations was the centrally located Athenaeum Hotel & Residences

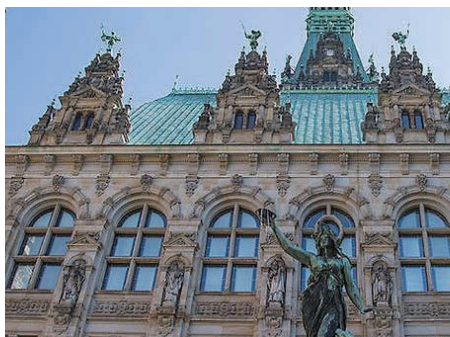


on Piccadilly, across from Green Park. The family-friendly and family-owned hotel has a knowledgeable children's concierge who can help with all things kid-related.

To get in the mood, we walked and window-shopped down Piccadilly to the Palace Theatre on Shaftesbury Avenue, home to the play "Harry Potter and the Cursed Child." The eighth installment in the series picks up with Harry's son Albus at Hogwarts. Finding tickets for the sold-out show does take some conjuring: Say a spell and try for the Friday Forty ticket release at 1 p.m. every Friday.

## Hamburg's Tourism Sector is Booming and Offers Opportunities for Hotel Investment

About two months ago, the opening of the Elbphilharmonie Hamburg - the spectacular concert hall in the heart of the port that also includes a Westin hotel - brought Hamburg to the front pages of the world's leading media. Hamburg, the port city in Northern Germany, thus became one of the world's



must-see tourist destinations of the year. Booming tourism, a pent-up demand in the convention and congress market, ongoing economic momentum and major investments in research and development make Hamburg one of the most attractive European locations for hotel investment.

## Plans Underway in Moscow for Europe's Largest Observation Wheel

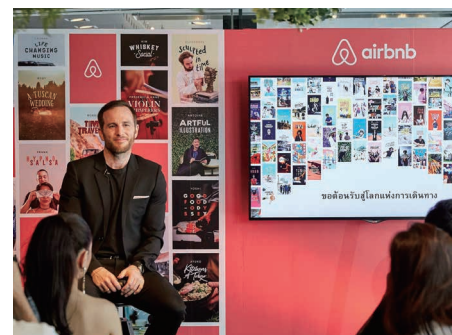
A giant observation wheel is coming to Moscow, Russia, with the mammoth structure set to overtake the London Eye in terms of size and stature, becoming the largest in



Europe. The Giant Wheel visitor attraction is engineered and manufactured by Intamin, the company that created the same landmark for Orlando, Florida. A Russian news service reported that the investment company, Regiony, is aiming to make the wheel one of Moscow's top attractions hosting up to 1.5 million visitors a year. The firm said the wheel will measure 140 metres (459ft), five metres taller than the London Eye. The wheel was designed by Chapman Taylor architecture firm, which has an office in Moscow.

## Airbnb Changes Name for Chinese Market and Doubles Investment

Airbnb is adopting the name "Aibiying" for its Chinese market, which means "welcome each other with love," as it doubles investment in the country and triples its local workforce, having doubled its listings in the country to 80,000 in 2016.



Last valued at more than USD 30 billion, the company is accelerating its drive into Asia after recently turning profitable. The company has now raised more than USD 3bn to expand its business around the world.

The Chinese market, however, is dominated by local product Tujia, which lists more than 450,000 homes and is constantly adding more. Its backers include Ctrip — the world's second largest online travel agency — and HomeAway.

Although smart partnerships by Airbnb — including with Alibaba Group's Alipay and Tencent Holdings Ltd for messaging app WeChat and local governments such as Shenzhen — has put the US company in a strong position. It also has a better global offering for the China outbound market, which Airbnb estimates grew 142% last year.

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