

# 世界旅游城市共襄盛会 共谋世界旅游城市全球化发展

——2017世界旅游城市联合会洛杉矶香山旅游峰会成功举办

2017世界旅游城市联合会洛杉矶香山旅游峰会9月19日至20日在会员城市美国洛杉矶隆重举办。来自51个国家、87个城市、37位部长市长、国际旅游机构高管以及来自联合国世界旅游组织、亚太旅游协会等国际旅游组织的400余名代表出席峰会。

# *World Tourism Cities Meet Again under the theme Impact of Globalization on World Tourism City Development*

*—2017 World Tourism City Federation Los Angeles Fragrant Hills  
Tourism Summit Was Successfully Held*

On September 19-20, 2017, World Tourism City Federation Los Angeles Fragrant Hills Tourism Summit Was Successfully Held in Los Angeles. About 400 delegates from 51 countries ,87 cities,37 ministers and mayors, senior managers from international tourism organization and representatives from international organization attended this year's summit.



世界旅游城市联合会理事会主席、北京市代市长陈吉宁讲话

## 世界旅游城市联合会理事会主席、 北京市代市长陈吉宁在开幕式上致辞

尊敬的李金早局长、祝善忠主任，

各位会员，各位嘉宾，女士们、先生们：

大家下午好！很高兴与大家相聚在著名的天使之城洛杉矶市。首先，我谨代表世界旅游城市联合会，对洛杉矶香山旅游峰会的举办，表示热烈的祝贺！对莅临峰会的各位会员、嘉宾朋友们，表示热烈的欢迎！向为顺利举办本次峰会进行周密准备、付出极大努力的洛杉矶市，表示衷心的感谢！

世界旅游城市联合会，自2012年在北京成立以来，在中国政府和国际旅游组织大力支持下，在各会员城市共同努力下，始终秉持“旅游让城市生活更美好”的核心理念，致力于推动世界旅游城市之间的交流与合作，共同参与全球化旅游治理，有力促进了全球城市可持续发展。目前，联合会

会员总数已由当初的58个发展到193个，城市会员达128个、覆盖了五大洲62个国家和地区，机构会员65个、覆盖了旅游的全产业链。联合会已经成为最具成长性、具有一流影响力的全球性国际旅游组织。借此机会，向长期以来关心支持联合会发展的联合国世界旅游组织、亚太旅游协会、各国旅游部门、各会员城市，表示衷心的感谢！

香山旅游峰会是世界旅游城市交流合作的重要平台，每年举办一次，已在五个不同会员城市成功举办，取得了《北京宣言》《北京共识》《重庆宣言》等系列成果，对深化世界旅游城市合作，推动旅游业全球化发展发挥了重要作用。今年的峰会，以“全球化与世界旅游城市发展”为主题，设置了展览展示、交

易洽谈、投资推介等活动板块，深入探讨全球化对旅游产业发展带来的机遇与挑战，搭建更加积极开放的合作平台，促进世界旅游城市资源共享和协作发展，共同推动形成包容均衡、合作共赢的全球旅游新格局。

洛杉矶是世界著名的旅游城市，也是联合会发起城市之一，多元包容的国际城市形象与本次峰会的主题相得益彰。相信大家在这里共襄峰会盛举，一定能在推进旅游业全球化进程中取得更加丰硕的成果。世界旅游联合会愿与各国旅游城市和国际旅游业界一道，深度参与全球化潮流，推动全球旅游业持续健康发展！

最后，预祝本届峰会取得圆满成功！祝各位嘉宾、各位朋友工作顺利、身体健康！谢谢大家。

## Remarks by Mr. Chen Jining, Chairman of WTCF Council and Acting Mayor of Beijing

**Honorable Mr. Chairman Li Jinzao,  
Mr. Director Zhu Shanzhong,  
Fellow WTCF members,  
Distinguished guests,  
Ladies and Gentlemen,**

Good afternoon. It gives me great pleasure to join you in the famous City of Angels, Los Angeles. First of all, on behalf of WTCF, I would like to extend my warm congratulations on the convening of the Los Angeles Fragrant Hills Tourism Summit and warm welcome to all the WTCF members, guests and friends present. I also want to thank the city of Los Angeles for its tremendous efforts in preparation for the summit. Since its establishment in 2012 in Beijing, thanks to the vigorous support of the Chinese government and international tourism organizations and the concerted efforts of all member cities, WTCF has followed the core vision of Better City Life through Tourism, and committed itself to promoting exchanges and cooperation among world tourism cities. The participation of WTCF members in global tourism governance has given a strong boost to the sustainable development of world cities. As of today, the number of WTCF members has increased from the original 58 to 193, including 128 cities from 62 countries and regions on all five continents and 65 institutions covering the whole tourism industrial chain. Through

these efforts, WTCF has grown into the most promising and highly influential global international tourism organization. I would like to take this opportunity to express my heartfelt thanks to the UNWTO, PATA, tourism departments of all countries and fellow WTCF member cities for their long-standing support to the development of WTCF.

The Fragrant Hills Tourism Summit is held annually, and provides an important platform for exchange and cooperation among world tourism cities. To date, we have successfully held the Fragrant Hills Tourism Summit in five different member cities, and achieved many important outcomes such as the Beijing Declaration, Beijing Consensus and Chongqing Declaration, which have played an important role in deepening cooperation among world tourism cities and promoting tourism globalization. Following the theme Impact of Globalization on World Tourism City Development, this year's summit includes such activities as exhibition, business talks and investment promotion. By stimulating discussion on the opportunities and challenges of the tourism industry in the age of globalization,

WTCF aims to build a more proactive and open cooperation platform, promote resource sharing and coordinated development of world tourism cities, and achieve inclusive, balanced and win-win tourism development in the world.

Los Angeles is a world-famous tourism city and one of the founding members of WTCF. Its image of a diverse and inclusive international city is highly compatible with the theme of the summit. I am confident that our meeting here in Los Angeles will bring about more fruitful outcomes in the globalization of the tourism industry. WTCF is willing to work with tourism cities from all countries and the international tourism community to ride on the trend of globalization and promote sustained and sound development of the global tourism industry.

To conclude, I wish the Los Angeles Fragrant Hills Tourism Summit a full success. Wish all our guests and friends a prosperous career and good health. Thank you.







世界旅游城市联合会理事会主席、北京市代市长陈吉宁与洛杉矶市市长埃里克·加切蒂出席开幕式

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## PART I 共襄盛会

本届峰会主题为「全球化与世界旅游城市发展」，峰会还设立了「旅游城市面临的挑战与解决方案」「旅游城市竞争力与品牌建设」「政策环境促进旅游投资」「中国出境游的新趋势和 market 业态变化」四个分论坛。

### 第六届香山旅游峰会成功举办

2017 世界旅游城市联合会洛杉矶香山旅游峰会 9 月 19 日至 20 日在美国西部名城洛杉矶隆重举办。来自 51 个国家、87 个城市、37 位部长市长、国际旅游机构高管，以及来自联合国世界旅游组织 (UNWTO)、亚太旅游协会 (PATA) 等国际旅游组织的代表 400 余人出席峰会。

共有包括美国排名前四的知名电视台 ABC、CBS、NBC、Fox 旗下的众多

电视频道，及 AP、LA business journal、《中国日报》《人民日报》等 116 家世界知名媒体对本届峰会进行了全方位报道。据初步统计，覆盖读者及观众上亿人次；全球各大媒体（含自媒体）共刊发峰会相关报道 600 余篇；专题专版 40 多个；网络热议 10 余天，9 月 21 日达到顶峰，传播覆盖全球 20 多个国家和地区。

本届峰会由世界旅游城市联合会和美国洛杉矶会议及旅游局联合举办。峰会包括开幕式、晚宴、会员大会、理



事会会议、主题论坛、旅游展览、交易洽谈会、旅游投资会、旅游推介会等一系列活动。围绕“全球化与世界旅游城市发展”这一主题，峰会还设立了“旅游城市面临的挑战与解决方案”“旅游城市竞争力与品牌建设”“政策环境促进旅游投资”“中国出境游的新趋势和市场业态变化”四个分论坛。

世界旅游城市联合会香山旅游峰会此前已举办五届，每年一届，前三届在中国北京举办。在2014年香山旅游峰会上，联合会理事会决定今后峰会由中国会员城市和中国以外的会员城市轮流举办。自2015年峰会在摩洛哥的拉巴特和非斯举办后，中国重庆举办了2016年峰会。2018年峰会将在中国青岛举行。

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1. 世界旅游城市联合会理事会主席、北京市代市长陈吉宁在开幕式上致辞
2. 中国国家旅游局局长李金早在开幕式上致辞
3. 联合国世界旅游组织执行主任祝善忠在开幕式上致辞
4. 洛杉矶市市长埃里克·加切蒂在开幕式上致辞
5. 世界旅游城市联合会理事会副主席、洛杉矶会议及旅游局局长恩武德主持开幕式
6. 世界旅游城市联合会秘书长宋宇在开幕式上发表主题演讲
7. 世界旅游城市联合会专家委员会主任卡尔·韦伯在开幕式上发表主题演讲
8. 洛杉矶湖人队总裁珍妮·巴斯在开幕式上发表主题演讲
9. 巴拿马城副市长赖莎·班菲尔德女士代表新会员发表致辞





## PART 1

# Summit Review

### *The 6th Fragrance Hill Tourism Summit held successfully*

WTCF LA Fragrance Hill Tourism Summit was held in Los Angeles of US on September 19 and 20. The Summit was attended by more than 400 delegates from 51 countries, 87 cities, 37 ministers and mayors, senior executives of international tourism organizations, and representatives of UNWTO, PATA and other international tourism organizations.

Many television channels under the top four U.S. television stations (ABC, CBS, NBC, Fox), as well as 116 world-renowned media outlets including AP, *Los Angeles Business Journal*, *China Daily* and *People's Daily* covered

the summit. According to preliminary statistics, more than 100 million readers and viewers followed the summit; global media (including we media) published more than 600 reports and more than 40 special pages; the summit provoked heated discussions online for more than 10 days, peaked on September 21, and was spread to more than 20 countries and regions in the world.

Jointly held by WTCF and LA Tourism & Convention Board, the Summit included the Opening Ceremony, the dinner, Congress, Council Meeting, theme forum, tourism exhibition, trade fair, tourism investment meeting and tourism promotion, etc. Focusing on the theme of "globalization and world tourism city development", the Summit also included four sub-forums, namely, solutions

to challenges confronting tourism cities, competitiveness of tourism cities and brand building, policy environment promoting tourism investment, the new trend and market dynamics of overseas tour by the Chinese people.

The WTCF Fragrance Hill Tourism Summit was held for five sessions on an annual basis. The first three sessions

were held in Beijing. At the 2014 Fragrance Hill Tourism Summit, the WTCF Council decided the following Summit would be held in turn by WTCF's member cities in China and other countries. After the 2015 Summit was held in Rabat and Fez of Morocco, Chongqing of China hosted the 2016 Summit. The 2018 Summit was held in Qingdao of China.

## PART 2 峰会成果



### 峰会主题论坛开启世界旅游城市全球化发展的新篇章

本届峰会围绕“全球化与世界旅游城市发展”主题，设立了“旅游城市面临的挑战与解决方案”“旅游城市竞争力与品牌建设”“政策环境促进旅游投资”和“中国出境旅游的新趋势和市场业态变化”四个分论坛，以数据和事实展示了全球旅游业发展的新动能和新变化。

亚太旅游协会 (PATA) 副主席克里斯·博特瑞尔、联合会专家委员会主任卡尔·韦伯、友好中国执行总裁葛华德博士、棕榈投资董事长张辉先生、中国康辉旅行社集团有限责任公司执行总裁孟志军、青岛市副市长栾新女士等专家和嘉宾参与主题演讲和讨论。来自世界旅游城市市长、旅游机构高管、知名学者等约 400 余名嘉宾和代表到场聆听。

与会者普遍认为，本届论坛主题紧扣当今旅游业发展趋势，围绕当前旅游业的热点，汇集了旅游城市、机构、学者和业内精英的精彩观点。相信这些讨论能进一步引导社会和旅游

业界全面深入关注全球旅游业共同面对的核心理念和发展目标，倡导城市旅游业可持续性发展和市场业态的效能转化。

业内人士及中外媒体认为，本届峰会及论坛是世界旅游城市联合会吸引力、服务力、引导力、影响力不断提升的重要体现，对全体会员及全球旅游业互利发展产生了积极而深远的影响，将开启世界旅游城市全球化发展的新篇章。

正如世界旅游城市联合会理事会主席陈吉宁在峰会开幕式致辞中表示的那样，此次峰会“深入探讨全球化对旅游产业发展带来的机遇与挑战，搭建更加积极开放的合作平台，促进世界旅游城市资源共享和协作发展，共同推动形成包容均衡、合作共赢的全球旅游新格局。”

### 发布《世界旅游城市联合会洛杉矶宣言》

在本届峰会上，来自全球 62 个国家和地区、128 个城市和 65 个机构的会员，通过讨论，在涉及全球化与旅游城市发展诸多重大问题上达成共识，发布了《世界旅游城市联合会洛杉矶宣言》。

世界旅游城市联合会认为，全球化是 20 世纪 80 年代以来世界范围最重要的发展趋势，是当今世界的基本特征，对于促进世界贸易繁荣、投资发展、人员交流、技术扩散起到了重要的推动作用。

旅游是传播人类文明的重要途径，对于推动不同国家和地





开幕式上同时举行了 19 个新会员单位的入会仪式

区人民友好往来具有不可替代的重要作用。旅游业与全球化是一个相互依存、相互融合、相互促进的命运共同体，世界旅游业的蓬勃发展对全球化趋势的深度调整发挥着重要的引导作用。旅游业的产业链条延伸到世界各个领域和各个环节，对世界经济增长具有很强的拉动作用，旅游业是全球化的推动者，也是受益者，在全球经济增长乏力的背景下，旅游业正在成为世界经济发展最具活力的源泉。

城市既是世界旅游的主要目的地，也是世界旅游的主要客源地，承担着旅游集散中心的重要功能。联合会高度重视旅游城市在推动世界旅游发展中的节点作用，支持旅游城市之间通过广泛而深入的合作，推动旅游资源的保护和利用，推出更多多元化、高品质的旅游产品，提升旅游城市的品牌知名度，加大旅游基础和服务设施建设，促进世界旅游业可持续发展。

围绕促进全球化与世界旅游城市协同发展这个战略重点，联合会提出如下倡议：促进世界旅游市场更加繁荣；提升世界旅游综合服务水平；推动世界旅游协调发展；推进旅游服务更加便捷高效；提高世界旅游安全保障水平；注重加强旅游资源的有效保护。

### 旅游展览交易洽谈投资推介成果丰硕

本届峰会期间，联合会设置了旅游展览、交易洽谈、旅游投资、旅游推介等活动，为会员搭建平台，进行广泛的市场交流合作 and 旅游产品对接，共同寻求深度开发旅游新产品、新线路，推动旅游市场的新发展。

由联合会投资分会与洛杉矶世界贸易中心共同主办的旅游投资洽谈会，组织了 16 家中国知名金融与基金机构参会，并与 32 家来自美国和西班牙等国的旅游企业就 40 个项目进行了洽谈和交流。自投资分会成立以来，投资企业积极参与，仅在 2016 重庆香山旅游峰会期间举办的专场旅游投资洽谈会上，意向签约总金额就达约 160 亿美元。

旅游交易会上，国旅总社、北京凯撒国际旅行社有限责任公司、中旅总社、首旅集团、携程旅游网、途牛旅游网等中国排名前 20 的 17 家知名旅游集团与近百家洛杉矶和其他国家的企业配对洽谈。2012—2016 年五届香山旅游峰会累计设展 13 000 多平方米，旅游交易洽谈会参加单位自 2014 年起共计 469 家，形成买卖家配对 4500 对，买卖双方达成约 23 亿人民币交易额，折合 3.6 亿美元。

旅游推介会上，北京、重庆的代表分别做了精彩的城市推介，向参加峰会的嘉宾展示了两个城市别具特色的旅游资源。



投资洽谈会



旅游交易会



旅游展览

论坛期间，青岛市副市长栾新女士介绍青岛品牌形象建设经验



## 发布学术研究成果助力世界旅游城市发展

论坛期间，联合会发布了《世界旅游城市发展报告(2017)》和《联合国世界旅游组织—世界旅游城市联合会旅游城市绩效研究》等学术研究成果。

《世界旅游城市发展报告》是联合会持续推出的一项研究成果，以世界旅游城市全面发展为核心，突出强调世界旅游城市在世界经济中的综合带动作用。报告通过对世界旅游城市发展经验的分析研究，探索建立世界旅游城市评价体系，推动世界旅游城市的现代化、标准化、协同化发展。

城市绩效研究是2016年世界旅游城市联合会与联合国世界旅游组织签署战略合作协议后，共同开展完成的旅游绩效专题研究，目前已经完成了16个城市案例的研究，提出了25个影响世界旅游城市发展的重要问题。

## 搭建平台力促会员单位签署多项合作协议

世界旅游城市联合会平台不断积极务实地推广城市和城市、城市和机构、机构和机构间的合作，拓展合作领域、提升



腾讯科技、赫尔辛基市与世界旅游城市联合会签约

合作水平、有效促进会员间的合作共赢。

峰会新闻发布会上，联合会与赫尔辛基、腾讯科技签订三方合作协议，为中国游客提供多元化的海外智慧旅游试点服务。洛杉矶会议及旅游局、青岛市旅游发展委员会、厦门航空有限公司签订三方合作协议，宣布于2017年12月1日起，正式开通洛杉矶直飞中国著名滨海旅游城市青岛的航班。

## 召开理事会，赫尔辛基获得2019年香山旅游峰会举办权

峰会期间，世界旅游城市联合会召开第二届理事会第二次会议，宋宇秘书长做了2016—2017年联合会工作报告。来自卡塔尔赫纳、赫尔辛基、塞维利亚的三个会员城市积极申请承办“2019年香山旅游峰会”。理事会听取了城市代表的陈述，经过投票表决，赫尔辛基当选为2019年香山旅游峰会举办城市。



赫尔辛基当选为2019年香山旅游峰会举办城市

### 2019年香山旅游峰会举办城市——赫尔辛基

赫尔辛基是芬兰首都，濒临波罗的海，是世界上纬度最高的首都城市之一。她秀美典雅，同时又不失现代气息，被誉为“波罗的海的女儿”。这座花园城市内的建筑多用浅色花岗岩建成，洁白整齐，不负她“北方洁白城市”的称号。





重庆旅游局刘旗局长向赫尔辛基嘉宾赠送纪念品  
Liu Qi, Head of Chongqing Tourism Bureau gives souvenirs to the guests from Helsinki

## PART 2

# OUTCOME of the Summit

### *The theme forum of the Summit kicked off new chapter of world tourism city globalization*

The Summit, adopting the theme of "globalization and world tourism city development", organized four sub-forums, namely, solutions to challenges confronting tourism cities, competitiveness of tourism cities and brand building, policy environment promoting tourism investment, the new trend and market dynamics of overseas tour by the Chinese people.

PATA Vice Chairman Chris Bottelier, Director Karl Weber of WTCF Expert Panel, China Friendly Executive President Jural Koudelka, Chairman Zhang Hui of Palm Investments, Executive President Meng Zhijun of China Comfort Travel

Co., Ltd., Vice Mayor Madame Luan Xin of Qingdao and other experts and VIP participants made keynote speeches or attended the panel discussion. About 400 participants were present, including mayors of world tourism cities, senior executives of tourism organizations and famous scholars.

The participants believe the Summit was themed on current trend of tourism industry. Concentrating on hot topics in tourism industry, it presented the ideas of tourism cities, institutions, scholars and elites in the industry. It is believed these discussions can guide the community and tourism industry to focus on core philosophies and development goals faced by all tourism insiders in the world while advocating



sustainable development of city tourism industry and translation of the effect of market operations.

Tourism insiders, the Chinese and oversea media believe the Summit and forum represented that WTCF has upgraded its attraction, service ability, guiding force and influence, thus producing the positive and far-reaching influence on all WTCF members and mutually-beneficial development of global tourism industry. It will kick off the new chapter of globalization development of world tourism cities.

Just as WTCF Council Chairman Chen Jining said at the Summit Opening Ceremony, the Summit "will discuss opportunities and challenges brought by globalization to tourism industry, build the more active and opener platform of cooperation, promote resource sharing and coordinated development of world tourism city and push forward the formation of

new global tourism pattern featuring inclusiveness, balance, cooperation and win-win."

### ***Release the WTCF LA Declaration***

At this Summit, WTCF members from 62 countries and regions, 128 cities and 65 institutions in the world made discussions and reached consensus on major issues involving globalization and tourism cities before releasing WTCF LA Declaration.

WTCF believe that globalization is the most important trend of development in the world since the 1980s and the basic characteristic of today's world. It plays a significant role in promoting trade prosperity, investment development, personnel exchanges and technology dissemination.

Tourism is an important means for communication of human

civilization, playing an irreplaceable role in promoting friendly exchanges among people of different countries and regions. The tourism industry and globalization, which are interdependent, integrated and mutually reinforcing, together form a community of common destiny. The robust development of world tourism industry plays an important role in leading and adjusting the future globalization. With its industrial chain extended to all sectors and areas in the world, the tourism industry has a strong pulling effect on global economic growth. The tourism industry is both a propeller and a beneficiary of globalization. Against the backdrop of sluggish global growth, tourism is emerging as the most dynamic source of strengths for the world economy.

Cities are both the major destinations and major tourist sources of world tourism. They carry the important function of tourism hubs. We attach high importance to the role of tourism cities as the connecting points for world tourism development and encourage tourism cities to engage in broad-based and in-depth cooperation to promote protection and utilization of tourism resources, launch more diversified and high-quality tourism products, boost the brand visibility of tourism cities, strengthen building of tourism infrastructures and service facilities, and achieve sustainable development of world tourism industry.



洛杉矶会议及旅游局、青岛市旅游发展委员会、厦门航空有限公司签约  
Los Angeles Tourism & Convention Board, Xiamen Airlines, and Qingdao Municipal Commission of Tourism Development signed a tripartite agreement at the press conference

### ***Fruitful results made in tourism exhibition, business talks and investment promotion***

At this Summit, WTCF organized a few activities such as tourism exhibition, business talks, tourism investment and tourism promotion, establishing platform for WTCF members and engaging in extensive market exchanges, cooperation and matching of tourism products, so as to work together to develop new tourism products and routes while pushing forward new development of tourism market.

The Tourism Investment Fair co-organized by WTCF Investment Committee and World Trade Center Los Angeles. There were 16 large financial and fund institutions in China attended this event and communicated with 32 tourism enterprises from countries including America, Spain, etc. over 40 tourism projects. The Committee of Investment has drawn investment enterprises to gather together, and at the exclusive Tourism Investment Fair held during the Chongqing Fragrant Hills Summit 2016, the total potential amount of signing agreements reached about 16 billion US dollars.

During this year's summit, 17 Chinese major tourist companies attended the trade fair including China International Travel Service Ltd.; China Travel Service



Head Office Co., Ltd. and CAISSA Touristic; Beijing Tourism Group; Ctrip; Tuniu.com, and so on. They took this event as an opportunity to communicate and cooperate with famous tourism cities and exchange the ideas of travel products. From 2012 to 2016, the combined booth area of the five Fragrant Hills Tourism Summit amounted to more than 13 000 square meters. 469 entities participated in the Tourism Fair, producing 4500 matched-up pairs of buyers and suppliers and a total contract value of 2.3 billion RMB (equivalent to 360 million US dollars).

During the Lunch Buffet, Representatives of Beijing and Chongqing promoted their cities in wonderful ways, showing the unique tourism resources of the two cities

to the guests attending the summit.

### ***Release academic research results to boost development of world tourism cities***

During the forums, the Annual Report on Development of World Tourism Cities (2017), the UNWTO—WTCF City Tourism Performance Research and other WTCF research results were released.



The Annual Report on Development of World Tourism Cities is a research result that WTCF has been working on to release. This report is centered on the development of the world tourism cities, and emphasizes the comprehensive driving force function of the world tourism cities in the world economy development. The report, by analyzing and studying experience of world tourism cities, seeks to establish the system evaluating the world tourism cities, and push forward modern, standard and coordinated development of world tourism cities.

The City Tourism Performance Research is a topic research jointly compiled by both parties since WTCF and UNWTO signed the strategic cooperation agreement in 2016. So far, the research contains case studies of 16 cities, and 25 significant issues were pointed out, which can influence the world tourism city development.

### ***Build the platform to facilitate WTCF members to sign agreements of cooperation***

The WTCF platform makes active practice to promote cooperation between cities, cities and institutions,

and between institutions, so as to expand fields of cooperation, improve level of cooperation and effectively upgrade cooperation and win-win of WTCF members.

Helsinki, Tencent and World Tourism Cities Federation (WTCF) have signed a tripartite cooperation agreement, according to which Helsinki will serve as an intelligent tourism model for China outbound tourism.

It also announced the direct flight from LA to Qingdao, the famous seaside tourism destination in China, will be opened on December 1, 2017.

### ***The Second Council of WTCF was held, Helsinki was elected as the host city for 2019 Fragrant Hills Tourism Summit through the vote.***

During the Summit, the Second Meeting of the Second Council of WTCF was held, and WTCF Secretary-General Song Yu delivered the 2016—2017 work report. Additionally, Cartagena, Helsinki, and Seville participated in the bidding for hosting the 2019 Fragrant Hills Tourism Summit. After the city representatives presented their statements, Helsinki was elected as the host city for 2019 Fragrant Hills Tourism Summit through the vote.



北京推介代表和嘉宾做踢毽子游戏互动

At the presentation, the Beijing representative brought the traditional "Beijing feather kicking shuttlecock"

### ***The 2019 WTCF Fragrant Hills Tourism Summit will be held in Helsinki***

Surrounded by the Baltic Sea, Helsinki is the capital city of Finland. This is also a city where architectural brilliance and natural parks combine with classic elegance and modern intelligent. The city is called "White City in the North" because most of the buildings in Helsinki are built by light-colored granite. Whether seen under the blue sky in the summer time, or the winter ice, the city looks clean and elegant. The city is also known as the "Daughter of the Baltic" by many people.