



服务会员 互联互通



Serve Members
Establish Networks



展览服务

EXHIBITION SERVICES

为做好会员服务工作, WTCF世界旅游城市联合会提供参会参展项目服务。联合会免费为会员制作宣传材料, 在各大展会上推介宣传。联合会组团代表会员参加了伦敦国际旅游展(WTM)、柏林旅游展(ITB)和北京国际旅游博览会(BITE)等多场重大国际展会, 宣传会员城市的旅游资源, 推介机构会员的旅游产品, 每次展会上为各参展会员发放宣传材料3000余份。To better serve its members, WTCF launched the services

of convention and exhibition participation. It produces free promotional materials for its members to be circulated at tourism exhibitions. WTCF attends major international tourism exhibitions such as WTM, ITB and BITE on behalf of its members to promote their tourism resources and products. WTCF distributes over 3,000 copies of promotional materials for its members at every exhibition.



世界旅游城市联合会参加中国国际旅游交易会 (CITM)

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

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

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

WTCF Attends China International Travel Mart (CITM)

China International Travel Mart (CITM) 2015 was held in Kunming, Yunnan, and WTCF attended the exhibition on behalf of its city members.

CITM, which is an annual event, is currently the biggest professional tourism exhibition in Asia. It has been held alternately in Shanghai and Kunming since 2001. At CITM 2015, more than 1,000 buyers from 105 countries and regions participated in a series of activities including product promotions and business negotiations. The CITM "Open Day" attracted 80,000 visitors.

WTCF set up display boards at the entrance of the exhibition area, distributed promotional materials and actively introduced the tourism resources of WTCF members, attracting much attention and interest in cooperation from people both inside and outside the tourism industry.



2016 北京国际旅游博览会

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

历经12年发展, BITE已成为专业性强、参与面广、影响力大、收效明显的国际一流旅游展会, 成为国内外旅游业重要的交流交易平台。2016北京国际旅游博览会共邀请了80个国家和地区、30个省市自治区的近千家参展商和特邀买家参展。

Beijing International Tourism Expo 2016

Beijing International Tourism Expo 2016 (BITE 2016) was opened at the National Agriculture Exhibition Center on 20 May 2016. The Vice Chairman of China National Tourism Administration Wu Wenxue, WTCF Secretary-General Song Yu and distinguished guests from China and abroad attended the opening ceremony. WTCF participated in the show on behalf of its city members, and handed out leaflets in the exhibition hall to promote its city and institutional members to the public. On the day of opening, many tourist institutions came to WTCF's booth for

consultation and discussion.

Through 12 years of development, BITE has become a world-class tourism exhibition that is highly professional, broadly participated, influential and effective. Additionally, BITE has become an important exchange and trading platform for both domestic and international tourism industries. Some 1,000 exhibitors and buyers from 80 countries and regions as well as 30 Chinese provinces were invited to attend the exhibition in BITE 2016.

主办 2016 柏林国际旅游展、 2017 柏林旅游展以及“2017 世界旅游经济发展趋势和中国 出境游”论坛

2016年3月9日，第50届柏林国际旅游展（ITB）在德国首都柏林隆重开幕，世界旅游城市联合会作为这次展会的独家共同举办商率团参展。

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

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

2017年3月8日，第51届柏林国际旅游展（ITB）在德国首都柏林拉开帷幕，世界旅游城市联合会作为本次展会的独家共同主办机构组团出席，并主办“2017世界旅游经济发展趋势和中国出境游”论坛。

出席本次论坛的现场嘉宾和专业人士共计约200人。

WTCF Hosts International Tourism Exchange Berlin (ITB) 2016/2017 and 2017 “World Tourism Economy Trends & Chinese Outbound Tourism” Forum

On 9 March 2016, the 50th ITB opened in Berlin, the capital of Germany. WTCF participated in the event as the Exclusive Co-Host of the exhibition.

In order to promote the exchange, communication and cooperation between world tourism cities, WTCF cooperated with ITB as the Exclusive Co-Host and actively took part in various preparation work of the exhibition. WTCF set up its own booth during the exhibition, while WTCF city members such as Abidjan, Belgrade, Helsinki, Salonica, Beijing, Chongqing, Guangzhou, Qingdao, Mudanjiang, Yangzhou and Zhangjiajie attended the exhibition.

Founded in 1966, ITB is a leading international tourism exhibition. It is well-known for its professionalism,

richness and efficiency in the tourism industry. The year 2016 marked the 50th year of ITB. The total exhibition area of ITB 2016 exceeded 160,000 square meters. 850 top buyers, 10,000 exhibitors, 23,000 exhibition visitors and 50,000 individuals from 185 countries and regions in all five continents attended this event. The visitor flow exceeded 115,000.

On 8 March 2017, the 51st ITB was officially opened in Berlin. WTCF led a delegation to the show as its Exclusive Co-host and organized the “2017 World Tourism Economy Trends & Chinese Outbound Tourism” forum.

The forum attracted more than 200 participants and experts.





参加 2016 世界旅游交易会, 举办欧洲片区会议

2016年11月7日至9日,世界旅游交易会(World Travel Market, WTM 2016)在伦敦ExCeL会展中心举行,世界旅游城市联合会(以下简称“联合会”)组织里加、圣彼得堡、北京、丹戎潘丹、普罗夫迪夫等多家城市参展,并主办了中国旅游市场发展论坛和欧洲片区会议,来自伦敦、米兰、贝尔法斯特、innova taxfree等19家城市和机构的会员代表、英国当地旅游业界代表以及BBC、CCTV、欧洲时报等多家媒体出席了论坛和欧洲会议。

WTCF Attends WTM 2016 and Holds Europe Meeting

From 7 to 9 November 2016, the World Travel Market (WTM 2016) was held at ExCeL London. WTCF organized its city members including Riga, St. Petersburg, Beijing, Tanjung Pandan and Plovdiv to attend this exhibition, and hosted the Chinese Tourism Market Development Forum and WTCF Members Europe Meeting. The representatives of 19 WTCF city and institutional members attended the forum and the meeting, including London, Milan, Belfast, and Innova TaxFree. Other attendees included the representatives of the British tourism community and news organizations such as BBC, CCTV and Nouvelles d'Europe.



参加 2017 广州国际旅游展

2017广州国际旅游展览会于2月23日在广州举办。世界旅游城市联合会代表会员参展,积极推介城市及机构会员,印发了近千份宣传品向专业观众及市民发放。

广州国际旅游展览会被誉为“中国国内最具影响力的国际专业旅游展之一”,2017GITF占地28600平方米,参展商数量达980家,特邀买家数量达800人。

WTCF Attends Guangzhou International Travel Fair 2017(GITF)

The Guangzhou International Travel Fair 2017 (GITF) was held on 23 February in Guangzhou. Representing its members at the exhibition, WTCF actively recommended its city and institutional members, and printed and distributed nearly 1,000 copies of promotional materials to professional visitors and the local residents.

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

推广宣传 PUBLICITY

世界旅游城市联合会自媒体平台是基于信息报送系统的、内容的收集分发平台,通过联合会190余个会员城市和会员机构的信息提供,形成巨大的旅游内容信息库,通过整理、编译将信息发布在联合会的网站、杂志、微信等媒介端,并推送至新浪(微博)、腾讯(微信)、旅游卫视、New Republic、Facebook、Twitter等不同形式的多达40余家知名媒体上,为会员进行大规模、深度及广度到达的旅游推广。

The WTCF We-media platform is a platform for the collection and distribution of contents based on the information

submitting system. It is a giant database of tourism contents that contains information provided by over 190 member cities and institutions of WTCF. After being processed and edited, the information is posted on the WTCF website, magazine, WeChat and other terminals and pushed to over 40 well-known media platforms, including Sina (Weibo), Tencent (WeChat), The Travel Channel, New Republic, Facebook and Twitter, to provide large-scale, in-depth and wide-ranging tourism promotion opportunities for members.

惠灵顿北京推介活动

2014年5月28日,新西兰惠灵顿市政府与世界旅游城市联合会共同在世界旅游城市体验中心举行“惠灵顿城市推介会”。

惠灵顿于2013年8月加入世界旅游城市联合会。惠灵顿市长西莉亚·韦德布朗女士率领大型的政府、经贸和教育代表团一行35人代表团来京访问,并举办推介活动,推广惠灵顿城市旅游资源,希望进一步提升该城市在中国的形象及知名度。



Wellington Promotion Conference in Beijing

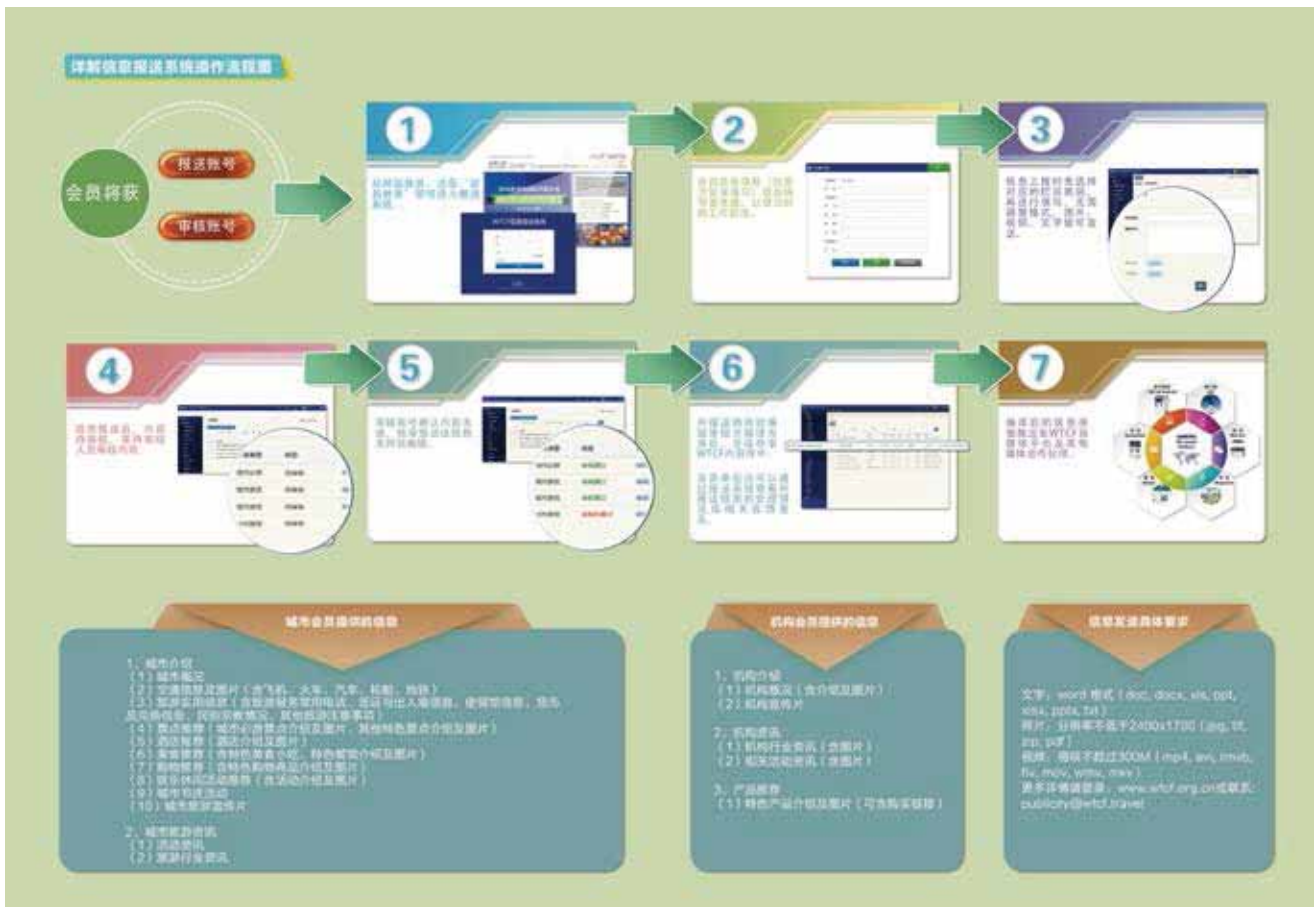
On 28 May 2014, the Government of Wellington and World Tourism Cities Federation (WTCF) co-hosted the Wellington Promotion Conference at the WTCF Experience Center.

Wellington joined WTCF in August 2013. Celia Wade-Brown, then Mayor of Wellington City, led a 35-member delegation to Beijing, including representatives from government, business and education fields, and held a conference to promote Wellington's tourism resources in the hope of enhancing the city's image and visibility in China.

“你好, 赫尔辛基” 旅游文化推介活动

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

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



坛“Slush Up!创业者盛会”“驻足芬兰”行业活动、“北极海事产业及海事智能化论坛”“美丽北京”冬季体育场馆主题研讨会等五项行业活动。

世界旅游城市联合会对此活动进行了专题报道。

“Moi Helsinki” Tourism Culture Promotion Activity

From 13 to 15 May 2016, Helsinki, a city member of WTCF, held the “Moi Helsinki” campaign in Beijing. The objective of the activity is to introduce the artistic, cultural, and business achievements of Helsinki to the tourists of Beijing. This campaign was held to mark the 10th anniversary of the establishment of sister-city relations between Helsinki

and Beijing. During the experience activity, the then Finnish Ambassador to China, Ms. Marja Rislakki, and the then Manager of Helsinki, Mr. Jussi Pajunen, introduced the art, culture and tourism of Helsinki to the guests.

During the campaign, Finnish artists staged top-class music and dance performances. The Finland Convention Bureau set up an exhibition booth to share tourism information of Finland at the main venue of the event in Xidan Square. Meanwhile, Helsinki held five business activities in Beijing, including China-Finland Indoor Air Purification Technologies Forum, Slush Up! Entrepreneurs Conference, Stay in Finland, Forum of Arctic Maritime Industry and Maritime Intelligence, and Beautiful Beijing Winter Stadiums Symposium.

WTCF delivered a special report on the event.

会员信息报送系统正式上线

为了加强世界旅游城市联合会会员之间的沟通联络、共享会员资源,更好地利用联合会自媒体平台为会员提供旅游资源的推广、信息发布等服务,联合会开发的信息报送系统,实现连接世界各城市的异地信息传递。报送系统有中英文两种版本,不同地域的联合会会员可以通过自动分配的账号登录报送系统,传递文字、图片和视频,及时快速地将信息发送给联合会,在自媒体平台和其他媒体上进行信息的发布和推广。会员之间还可以通过该系统的站内邮件进行一对一的联络,实现联合会与会员、会员与会员之间的全方位、多渠道沟通联系。

爱奇艺官方“爱频道”开通

2016世界旅游城市联合会重庆香山旅游峰会新闻发布会上,世界旅游城市联合会与爱奇艺签订了战略合作伙伴关系,联合会官方“爱频道”于10月1日起正式上线开通。目前联合会“爱频道”上共展示了来自贝尔法斯特、爱丁堡、槟城、莫斯科等会员城市以及联合会的宣传视频,该平台将成为联合会媒体矩阵资源宣传推广的新平台之一。

爱奇艺·旅游频道2010年4月22日正式上线,拥有百余档旅游节目,全年满足约10亿+人次的旅游视频观看需求。作为中国互联网旅游视频内容的领跑者,爱奇艺·旅游频道是中国旅游视频内容最丰富的平台。目前频道日均访问次数已达400万次,拥有上百档旅游节目。



WTFC Officially Launches the Information Submitting System

In order to allow our members to better communicate and share resources with each other, and use our We-media platform to promote tourism resources and publish information, WTFC has developed an information submitting system that enables information transmission between cities in different parts of the world. The information submitting system has both a Chinese and English version. Members from different regions can log on to the system with automatically assigned accounts to transfer texts, photos and videos. The information will be instantly sent to WTFC, and published and disseminated on the We-media platform and other media. Moreover, members can also communicate one-on-one with each other by email within the information submitting system, which realizes all-dimensional and multi-channel communication between WTFC and its members and among WTFC members themselves.

WTFC Launches Official iChannel

At the press conference of WTFC Chongqing Fragrant Hills Tourism Summit 2016, WTFC signed a strategic partnership agreement with iQIYI. On 1 October, WTFC iChannel was officially launched. At present, the WTFC iChannel presents videos of member cities such as Belfast, Edinburgh, Penang and Moscow and its own promotion videos. The iChannel is now part of WTFC's media matrix promotion platform. iQIYI Travel Channel was formally launched on 22 April 2010. The channel has more than 100 tourism programs, which are watched over 1 billion times every year. As the leader of China's internet travel channel, iQIYI Travel Channel provides the most abundant tourism videos in China. To date, the channel has developed over 100 programs, with 4 million daily viewership worldwide.

主题交流

THEMED DISCUSSIONS

世界旅游城市联合会每年举办分支机构之间的会员交流活动。分会交流活动则定期邀请举办主题交流会，围绕行业焦点、热门话题、产品设计等展开讨论和交流。

WTCF organizes member exchange programs in the sub-committees every year. The sub-committees meet on a regular basis to discuss issues of focus in the industry, hot topics, product designs and other topics.



“一带一路与旅游合作”国际论坛

International Forum on the “Belt and Road & Tourism Cooperation”

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

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

On 16 January 2016, the International Forum on the “Belt and Road & Tourism Cooperation” was opened in Altay, Xinjiang. The forum was jointly organized by World Tourism Cities Federation (WTCF), Xinjiang Tourism Bureau and Altay Administrative Office. Through uniting experts and scholars, the forum was aimed at further strengthening exchanges and cooperation in cross-border tourism, ice-snow tourism and high-end customized tourism between world tourism cities, under the strategic framework of the “Belt and Road”.

More than 150 experts, scholars and officials from China National Tourism Administration, provincial tourism bureaus and WTCF attended the forum. They had heated discussions on the hot topics in the development of world tourism industry like cross-border tourism, ice-snow tourism and high-end customized tourism.



旅游相关企业及民航分会、 媒体分会对接会

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

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

会上,国旅、中青旅等旅行社和国航、全日空等航空公司的代表纷纷发言,介绍了新航线、新线路、新产品,就加强与目的地城市、旅企和民航、媒体之间如何对接,以及旅游市场的发展和变化,旅游营销宣传等话题展开讨论。中国股权投资基金协会还就旅游项目的投融资和与会代表进行了富有成效的交流。本次会议促进了分会之间、会员之间、不同类型的企业之间的沟通和交流,加深了彼此的了解,对于会员之间的资源共享经验分享联手合作共创市场起到了积极作用。



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

On 2 March 2016, World Tourism Cities Federation (WTCF) convened the coordination meeting of the Committee of Tourism-Related Businesses, Committee of Civil Aviation and Committee of Media Organizations. Senior managers and representatives of more than 46 airlines, tourism companies and media organizations attended the meeting.

Representatives of Chinese National Geography (CNG), Tencent, Sina Travel, China Radio International (CRI) and other media were invited to deliver speeches. The participants discussed topics including ways for companies to establish effective sale channels with the help of new media in the age of the internet, and for tourism destination cities to promote products through new channels and new means.

During the meeting, representatives of China International Travel Service (CITS), China Youth Travel Service (CYTS), Air China, All Nippon Airways (ANA) and other travel agencies and airline companies introduced their new air routes and products and carried out discussion on such themes as the development and changes of the tourism market, tourism marketing and publicity, and how to enhance cooperation among destination cities, travel agencies, civil aviation operators and media. Meanwhile, China Association of Private Equity (CAPE) conducted fruitful communication with other participants on tourism project investment and financing. The meeting served its purpose of strengthening communication among WTCF sub-committees, WTCF members and companies of different types, deepened mutual understanding and played a positive role in resources and experience sharing, joint cooperation and market expansion.



2017 中国出境旅游论坛

2017年1月9日,世界旅游城市联合会发布最新研究成果《世界旅游城市发展报告(2016)》及《世界旅游经济趋势报告(2017)》,同时与艾威联合旅游顾问机构共同主办了“2017中国出境旅游论坛”。共有5位大使,70多个国家驻华使馆官员和旅游机构高层、上合组织等国际组织代表、联合会会员单位代表、中国领先的出境旅游运营商等200多位嘉宾参加了本次活动。世界旅游城市联合会理事会执行副主席、北京市副市长程红在工作交流会上致辞。

2017 International Forum on Chinese Outbound Tourism

On 9 January 2017, World Tourism Cities Federation (WTCF) released its latest research results, the *Annual Report on Development of World Tourism Cities 2016* and *Report on World Tourism Economy Trends (2017)*. At the same time, WTCF and Ivy Alliance Tourism Consulting co-hosted the 2017 International Forum on Chinese Outbound Tourism (IFCOT). About 200 guests including 5 ambassadors, officials of over 70 foreign embassies, top executives of tourism organizations, representatives of international organizations such as Shanghai Cooperation Organization, representatives of WTCF members, and leading outbound tour operators in China attended the forum. Cheng Hong, Executive Vice Chairperson of the WTCF Council and Vice Mayor of Beijing, delivered a speech.

咨询服务

CONSULTING SERVICES

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

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

WTCF provides consulting services to members. It leverages the resources of the Expert Committee, resources of its own database and data resources of partners to develop academic platforms,

promote the brand building of WTCF and its members, and provide guidance to the market and the tourism industry. To serve members' interest in China's outbound tourism market, WTCF carries out market survey and research 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 services provided by WTCF include, but are not limited to, research on the China outbound tourism trends in WTCF member cities of key regions in the world, tourist experience and satisfaction, tourist behavior and attitude, tourist demands and intentions, development and optimization of tourism products, advertising channels and effects in the Chinese market, destination marketing strategies.



举办扬州旅游发展研讨会

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

此次会议是联合会成立以来，首次组织专家委员会和分会代表“走出去”为国内会员城市旅游发展“把脉”研讨会上，联合会专家和企业代表们畅所欲言，为扬州旅游国际化发展出谋划策，特别

是针对扬州旅游整体定位从城市观光到休闲度假的转变提出了很多很好的建设性意见。联合会企业会员中国国际旅行社总社有限公司、中国旅行社总社有限公司、中青旅控股股份有限公司、携程网和中国铁道旅游联盟的代表也纷纷表示，通过此次旅游发展研讨会更加系统深入地了解扬州市的旅游资源特色和优势。

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



WTCF Holds Yangzhou Tourism Development Seminar

In November 2014, WTCF co-hosted the Yangzhou Tourism Development Seminar with Yangzhou Municipal Government and Yangzhou Tourism Bureau. WTCF Executive Deputy Secretary-General Li Baochun, Chief Expert of the Committee of Experts Wei Xiaolan, Deputy Director of the Committee of Experts Zhang Hui, members of the Committee of Experts Li Mingde, Tokumura Shisei and Jin Liangjun as well as representatives of the Committee of Tourism-Related Businesses and the Committee of Media Organizations attended the seminar and offered their advises for tourism development of Yangzhou.

The seminar is the first time for the members of the Expert Committee members and representatives of other WTCF sub-committees to visit a Chinese member city of WTCF and share their insights for the city's tourism development since the establishment of the Federation. During the seminar, the experts and enterprise representatives of WTCF offered suggestions on the internationalization of Yangzhou's tourism industry, and in particular the transition of Yangzhou from a city for sightseeing to a resort for leisure and vacation. Representatives of WTCF's enterprise members, including CITS, CTS,

CYTS, Ctrip and RTC-CATS, said that they had learned more about the tourism resources and advantages of Yangzhou through the seminar.

The Yangzhou Municipal Government and Yangzhou Tourism Bureau expressed their appreciation for the success of the seminar, and expressed the hope to further strengthen cooperation and communication with the experts, enterprises and media through WTCF in the future.

培训服务

TRAINING SERVICES

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

WTCTF provides targeted training opportunities in line with the development trends of global tourism markets and the common requests of member cities. Training services are based on the practices of the tourism industry. Every year, experts of the WTCTF Expert Committee, renowned scholars, senior managers and practitioners in the tourism industry as well as marketing experts from tourism enterprises are invited to serve as trainers during various training sessions in the form of lectures, case study, seminars and on-site practice.

世界旅游目的地推广与营销培训

2016年3月29日至4月1日，世界旅游城市联合会在北京举办世界旅游目的地（城市）推广与营销培训班，本次培训活动主要以世界旅游城市如何在中国市场进行推广和营销为主题，共计9个城市和5个驻华使馆，共20名学员参加。来自爱丁堡、阿比让、雅典、维多利亚、贝尔格莱德、索菲亚、拉巴特、丹戎潘丹等国外城市报名参加。

2016年10月14日，“中国旅游城市海外推广研讨会”在澳门举办，研讨会由世界旅游城市联合会、世界旅游经济论坛、澳门旅游局联合举办，来自9个中国会员城市和特邀城市马来西亚檳城的23名代表参加了此次研讨会。

2017年4月17日，为期4天的“2017国际旅游目的地（城市）推广与营销专题培训”在北京举办。来自内罗毕、里加、赫尔辛基、汉堡、柏林、阿比让、布鲁塞尔、维多利亚的会员城市代表，和来自塔吉克斯坦、巴西、科特迪瓦等使领馆代表共计二十余人参加了培训。

中国旅游业的知名专家学者、旅游企业高管、旅游专业媒体人士等作为授课教师及交流嘉宾参与培训，授课的内容围绕中国出境旅游的现状与发展趋势、消费心理及行为、中国旅游市场的推广与营销、中国会奖旅游市场等。培训期间，知名旅游企业、媒体还与各位学员进行了面对面交流座谈，学员还进行了景区实地考察等。



World Tourism Destinations (Cities) Promotion and Marketing Training Program

From 29 March to 1 April 2016, WTCF successfully held the first World Tourism Destinations (Cities) Promotion and Marketing Training in Beijing. The key aspect of this training is to demonstrate how world tourism cities could promote their cities in the Chinese market. 20 trainees from 9 cities and 5 embassies attended the training program. The training attracted many international cities, such as Edinburgh, Abidjan, Athens, Victoria (Seychelles), Belgrade, Sofia, Rabat and Tanjung Pandang.

On 14 October 2016, the "Chinese Tourism Cities Overseas Promotion Seminar" co-hosted by WTCF, Global Tourism Economy Forum and Macau

Tourism, was held in Macao. 23 representatives from 9 Chinese member cities as well as the specially-invited guest city Penang of Malaysia attended the seminar.

On 17 April 2017, the 4-day "2017 World Tourism Destinations (Cities) Promotion and Marketing Training Program" opened in Beijing. About 20 representatives attended the training program this year, including representatives of WTCF city members Nairobi, Riga, Helsinki, Hamburg, Berlin, Abidjan, Brussels and Victoria, and embassies and consulates of Tajikistan, Brazil and Coate d'Ivoire.

The lecturers and guest speakers of the training program included renowned

experts in China's tourism industry, senior executives of Chinese tourism companies as well as tourism media professionals. The courses focused on the current status and future trend of outbound tourism in China, consumer psychology and behavior, tourism marketing and promotion in the Chinese market and MICE market in China. During the training, renowned tourism enterprises and media outlets had face-to-face communication with the trainees. The trainees also paid field visits to tourist attractions.





爱丁堡“中国市场精英学习之旅” 培训

2017年5月, WTCF与会员城市爱丁堡共同发起了“中国市场精英学习之旅”培训活动。此次活动由爱丁堡旅游行动小组发起组织。爱丁堡旅游局、爱丁堡酒店协会商业等旅游相关部门负责人共14人参加培训。他们走访了北京、上海、南京三个城市,与联合会机构会员国旅、众信、凯撒、途牛、携程以及媒体分会会员新浪、腾讯进行商务对接及当地旅游资源考察。WTCF与机构、媒体会员通力合作,安排现场教学、商务对接以及实地考察等项目,丰富“中国市场精英学习之旅”培训活动,使爱丁堡旅游业者对中国旅游市场有了更深入的了解。

Edinburgh “China Champions Learning Journey” Training Program

WTCF co-hosted the “China Champions Learning Journey” with its member city Edinburgh in May 2017. The training program was initiated by Edinburgh Tourism Action Group (ETAG). A total of 14 trainees from Edinburgh’s tourism bureau, hotel association as well as marketing and other tourism-related departments participated in the training. They visited three Chinese cities, i.e. Beijing, Shanghai and Nanjing, met with WTCF member institutions such as CITS, Utour, CAISSA, Tuniu.com, Ctrip, and members of the WTCF Committee of Media Organizations Sina and Tencent, and explored the tourism resources in the three cities by field trips. With the cooperation of its institutional and media members, WTCF had arranged a rich program for the “China Champions Learning Journey”, including on-site training, business talks and field visits, which helped the tourism operators of Edinburgh to get a deep understanding of China’s tourism market.

旅游项目投融资服务

INVESTMENT & FINANCING SERVICE OF TOURISM PROGRAMS

在当代世界经济体系中，旅游业是最具吸引力的朝阳产业，正在成为越来越多投资者的首选行业。为推动世界旅游业的交流合作与投资发展，世界旅游城市联合会成立了投资分会，搭建了“全球旅游业股权投资综合服务系统”，投资分会成员包括知名投资基金和集团公司，其管理资本超过2000亿美元。联合会通过这一平台向广大城市会员和机构会员提供项目供求信息披露、价值评估咨询、培训考察交流、政策解读分析、市场统计发布、信息速查速配、成功经验推广等多元化服务。

投资平台成立以来，得到国内外投资者的积极拥趸，2016重庆香山旅游峰会举办了专场旅游投资洽谈会，签约总金额约160亿美元。投资分会的成立将致力于利用全球金融资源和股权投资的比较优势，服务会员城市和企业机构的投融资需求，提高旅游资源与金融资本的配置效率，促进城市会员和机构会员的健康持续发展。

In today's world economic system, tourism is the most attractive sunrise industry, and the favored destination for more and more investors. In order to promote communication, cooperation and investment in the world's tourism industry, WTCF launched the Committee of Investment, and set up the

"International Tourism Industry Equity and Investment Integrated Service System". Members of the Committee of Investment include renowned investment funds and group companies, managing over 200 billion US dollars of capital. Through this platform, WTCF provides its city and institutional members with a diversified package of services, including disclosure of project supply and demand information, value assessment and consulting, training and survey, policy analysis, market statistics release, instant information searching and matching and dissemination of successful experience.

Since the investment platform was established, it has received the support of both Chinese and overseas investors. During the 2016 Chongqing Fragrant Hills Tourism Summit, a special trade fair on tourism investment was held, concluding some 16 billion US dollars of contract. The Committee of Investment is committed to utilizing the comparative advantage of the global financial resources and equity investment in order to meet the investment and financing needs of its member cities, enterprises and institutions, improve the allocation efficiency of tourism resources and financial capital, and boost the healthy and sustainable development of its city and institutional members.

