

## 厦门建发国旅集团

Xiamen C&D Tourism and Hotels  
Incorporation

厦门建发国旅集团成立于1994年，是福建省十强国际旅行社，国际奖励旅游管理者协会(SIT)常务理事单位，国际大会及会议协会(ICCA)会员单位，中国会奖专业委员会副会长单位，中国旅行社协会会奖专业委员会副主任委员单位。

厦门建发国旅主要提供大型高端会议的整体策划及项目管理服务。曾负责第八届中美省州旅游局长合作发展对话会议的整体策划及项目管理、财务管理及整体预算、议程管理、住宿管理、会议技术设备管理、会议后勤及旅游、晚宴设计；成功举办中国(厦门)国际休闲旅游博览会，为中国首个由旅行社主办、首度以休闲旅游为主题的国际性博览会；并为APEC第四届海洋部长会议、第九届全球孔子学院大会、宝马MINI新品发布会、第四届世界合唱节(中国，厦门)等提供会务接待服务。

作为世界旅游城市联合会会员单位，厦门建发国旅主办了大型旅游型赛事“穿越厦门”世界城市日定向挑战赛，将运动和旅游观光休闲形式互相融合，展示了厦门市独特的旅游资源优势，更丰富了厦门市旅游产品的体育文化内涵。探索“文化+体育+旅游”的全链条服务的新尝试，大力助推厦门全域旅游。2017年，赛事规模扩大，共吸引来自全国各地近3000名选手共同参与。

Established in 1994, Xiamen C&D Tourism and Hotels Incorporation is one of the top 10 international travel agencies in Fujian Province. It is also the standing Executive-director member of SIT and ICCA, Vice-director member of China MICE Committee and Vice-director of China Association of Travel Services, MICE Committee.

Xiamen C&D Tourism and Hotels Incorporation is specialized in the overall plan of the large high-end meetings while providing project management service. It was responsible for the overall plan and project management, financial management, overall budget, agenda management, accommodation management, management of technical equipment, logistics, tour and dinner design for the 8th China-US Tourism Leadership Summit. It successfully held China (Xiamen) International Leisure Tourism Expo, which is China's first international expo hosted by a

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travel agency and themed on leisure tourism. It also has provided meeting reception service for the 4th APEC Ocean-related Ministerial Meeting and Related Meetings, the 9th Confucius Institute Conference, New Launch Ceremony of BMW MINI, and the 4th China International Chorus Festival (Xiamen, China).

As the member of WTCF, Xiamen C&D Tourism and Hotels Incorporation has hosted the large tourism event of World Cities Day Orienteering Challenge titled as "Passing through Xiamen", which blends sports, tourism, sightseeing with leisure to present the unique advantages of Xiamen in tourism resources. Moreover, the event enriches the sports and culture essence of tourism products in Xiamen, makes new attempts in the full-chain service featuring culture, sports and tourism, and vigorously boosts holistic tourism destinations in Xiamen. In 2017, the event scale was expanded to attract nearly 3,000 participants from the entire country.

