



青岛夜景 图/全景

WTCF 会员单位——洛杉矶、青岛、厦门航空将联手开通直航

LA, Qingdao and Xiamen Airlines, the three WTCF members, will open direct flight

2017 世界旅游城市联合会香山峰会 9 月 19 日—20 日在“天使之城”洛杉矶成功举行。峰会期间，洛杉矶会议及旅游局、厦门航空有限公司、青岛市旅游发展委员会共同签订了三方合作协议，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。

青岛至洛杉矶航线是厦门航空开通的第 9 条洲际航线，每周往返各三班，由波音 787 梦想飞机执飞。这条航线的开通为两座友好城市之间的往来搭建了更为便捷的空中桥梁。

青岛—洛杉矶航线开航期间，厦航

针对自由行旅客推出经济舱往返（不含税）1800 元/人起的心动价格，团队旅客往返价格（不含税）更是低至 500 元/人起。同时，为满足旅客多层次、个性化的出行需求，厦航还精心打造了北美商务舱往返套票等优惠产品，为旅客赴美旅游、商务、探亲、留学提供了多种



选择。

厦航在这条航线上推出了餐食定制、机上 Wi-Fi、付费选座、免税购物、北美租车优惠、会员额外奖励积分等服务及产品，进一步提升旅客的旅途体验。同时，为吸引异地旅客经由青岛出发前往洛杉矶，厦航除了为乘坐动车来青岛接驳航班的旅客提供每段最高 300 元的动车票补贴外，还为搭乘厦航国内段航班来青岛转机洛杉矶且停留时间在 6~24 小时之间的自由行旅客提供了免费住宿服务。

据洛杉矶会议及旅游局副局长佩蒂·马克珍妮特女士介绍，2016 年前来洛杉矶旅游的中国游客已经超过 100 万人次，是全美唯一一个中国游客超过 100 万的旅游城市。2016



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
洛杉矶会议及旅游局局长恩武德（左）、厦门航空洛杉矶办事处主任朱思（中）、青岛市旅游发展委员会副主任王淑娟（右）出席签约仪式

年游客消费总额高达 16 亿美元，第六年连续两位数增长，相信接下来也会是连续两位数的增长。

11 年前，洛杉矶和北京建立了友好城市关系，过去几年里两地的充分交流和互动使洛杉矶旅游实现了快速增长。目前，洛杉矶机场每周有 83 条航线直通中国城市。

佩蒂·马克珍妮特认为，中国二线城市的发展潜力巨大，洛杉矶将加大对中国二线城市的拓展力度，并在现有旅游资源基础上，进一步促进旅游创新升级服务，推广在旅游市场化和旅游培训方面的经验，分享市场策略和市场数据。

On September 19—20, WTCF Fragrance Hill Tourism Summit 2017 was held successfully in LA, the City of Angeles. During the Summit, LA Tourism & Convention Board, Xiamen Airlines and Qingdao Commission of Tourism Development signed the three-party cooperation agreement, announcing they would open on December 1, 2017 the direct flight connecting LA to Qingdao, the famous seaside tourism destination in China.

Qingdao-LA flight route is the ninth inter-continental route opened by Xiamen Airlines. Three two-way flights will be made on a weekly basis by Boeing Dreamliner. This flight established more convenient air bridge for the pair of sister cities.

In this period, Xiamen Airlines offers independent travelers the economy-class return tickets at 1800 RMB (tax excluded). The return-ticket price for group travelers is minimum 500RMB/person (tax excluded). At the same time, to

meet the passengers' multi-level and personalized travel demands, Xiamen Airlines has launched the return package ticket for business class seats, thus providing multiple choices for passengers travelling to USA for tour, business, relative visit or overseas study.

On this route, Xiamen Airlines has launched a number services and products for passengers, such as custom-made food, onboard WIFI, seat selection after paying, duty-free shopping, car rent discount in North America and extra bonus & credit accumulation for members, etc., thus upgrading their travel experience. At the same time, to attract passengers beyond Qingdao to take this flight to LA, Xiamen Airlines provides the maximum 300RMB subsidy for passengers arriving in Qingdao on CRH. It also provides the independent passengers with free hotel service taking domestic flight to Qingdao and take the international flight to LA, who stay in Qingdao for 6~24 hours.

According to Ms. Petty Marcjaniet, the Vice Director of LA Tourism & Convention Board, more than one million Chinese tourists travelled to LA in 2016, making it the first American city that received more than one million tourists from China. Also in 2016, tourist spending in LA amounted to 1.6 billion USD, achieving two-digit growth for six years in a row. Such growth rate is believed to carry on in the future.

11 years ago, LA and Beijing established sister-city relations.

Thanks to great exchanges and interactions in the past few years, tourism in LA has been expanding rapidly. Each week, 83 flights would take off or land in LA International Airport connecting LA and Chinese cities.

Ms. Petty Marcjaniet believes second-tier cities in China have



great potential. LA will enhance efforts to explore the opportunities in such cities. Based on the existing tourism resources, the city will upgrade and make innovations in tourism service, promote its experience in tourism marketing and training, and share market tactics and data.



图 / 全景 洛杉矶星光大道



特拉维夫与广州结为友好城市

Tel Aviv and Guangzhou twinned

2017年9月4日，世界旅游城市联合会的城市会员——中国的广州市和以色列的特拉维夫-雅法市结为友好城市。

当天，广州市委常委、副书记欧阳卫民与以色列特拉维夫-雅法市第一副市长阿瑟夫·赞米尔在特拉维夫-雅法签署《中华人民共和国广州市与以色列国特拉维夫-雅法市加强友好交流合作备忘录》。特拉维夫市正式成为广州第31个友好合作交流城市。



On September 4, 2017, Guangzhou and Tel Aviv-Jaffa, the two member cities of WTFC, established the sister-city relations.

On that day, Executive Member & Vice Secretary Ouyang Weimin of CPC Guangzhou Committee and Asif Zamir, the First Deputy Mayor of Tel Aviv-Jaffa in Israel signed the MOU of Enhancing Friendly Exchanges and Cooperation between Guangzhou of the People's Republic of China and Tel Aviv-Jaffa of the State of Israel, marking Tel Aviv became Guangzhou's 31st city of friendly exchanges and cooperation.

中国工商银行布拉格分行正式开业

ICBC opened its Prague Branch

(新华社布拉格 2017 年 9 月 12 日电) 中国工商银行布拉格分行 12 日在捷克首都布拉格举行开业典礼。工行布拉格分行成为捷克目前唯一由非欧盟银行设立的分行。

中国工商银行行长谷澍在开业典礼上表示, 工行在捷克设立分行, 显示了对捷克经济发展前景的信心, 表明了搭建中捷经贸往来桥梁的决心。布拉格分行作为工行在中东欧服务网络中的重要机构之一, 将依托集团的全球化经验和资源支持, 与捷克金融同业广泛开展合作, 持续提升金融服务水平, 为中资企业在捷克及中东欧地区提供综合金融服务便利, 为捷克当地企业提供更多金融服务选择, 积极服务捷克经济社会发展。

谷澍说, 中国连续多年成为捷克在欧盟外第一大贸易伙伴, 捷克则成为中国在中东欧地区的第二大贸易伙伴。中捷两国日益密切的经贸往来与投资关系为工行在捷发展奠定了良好基础。

中国工商银行于 2017 年 4 月成为捷克首家获得外资银行分行牌照的非欧盟银行。截至目前, 工行已在全球 44 个国家和地区设立了海外机构, 形成了一个覆盖国际金融中心和中国主要经贸往来地区, 层次分明、定位合理、渠道多样、运营高效的全球化金融网络服务平台。

(Xinhua News Agency; September 12, 2017, Prague)
On September 12, ICBC opened its new branch in Prague, the capital city of Czech. ICBC Prague Branch becomes the first branch in Czech established by a non-EU bank.

At the inauguration ceremony, ICBC President Gu Shu said the branch in Prague reveals ICBC's confidence in economic prospect of Czech and shows its

determination to build a bridge for economic and trade cooperation between Czech and China. As one of the most important institutions in ICBC's service network in middle and eastern Europe, Prague branch will rely on the global resources and resource support of ICBC to get into extensive cooperation with financial institutions in Czech, upgrade financial service level, provide comprehensive service facilitation for China's enterprises operating in Czech and middle & eastern Europe, provide more choices of financial service for local enterprises and serve economic and social development in Czech.

President Gu Shu said China has been the largest foreign trade partner of Czech beyond EU. Czech is also the second largest trade partner of China in middle and Eastern Europe. The increasingly frequent economic and trade contacts and investments between Czech and China lay a solid foundation for ICBC's development in the country.

In April 2017, ICBC became the first non-EU bank obtaining foreign-banking license in Czech. Till now, ICBC has set up overseas organs in 44 countries and regions in the world, establishing the global financial service network and platform in international financial centers and major economic and trade partners of China, which are featured by clear-cut layers, rational positioning, diverse channels and efficient operations.



凯撒旅游登场哥本哈根“中国日”大会，共绘丹麦旅游新蓝图

CAISSA showed up in China Day in Copenhagen to help make tourism blueprint in Denmark



2017年恰逢“中丹旅游年”，9月17日，“中国日”大会在丹麦首都哥本哈根举行。作为中国领先的出境旅游企业，凯撒旅游受邀出席了本次活动，并在会上作了“搭建中丹直航新通道，打造丹麦旅游新蓝图”的主题分享，向与会嘉宾介绍了凯撒旅游赴丹麦旅游的市场情况。

近年来，中丹旅游交往日益密切。2016年两国双向旅游交流规模超过21万人次。2017年年初，“中国-丹麦旅游年”正式开幕，成为中国与北欧国家举办的首个旅游年。本次在哥本哈根举行的“中国日”大会集结了中国及丹麦旅游业相关领域的重要代表和合作伙伴。

丹麦，一直是凯撒旅游赴欧业务的重要目的地。丹麦作为北欧最具旅游潜力的旅游目的地之一，有文化为背景，风景添色彩，童话为点睛。早在24年前，在中国出境旅游方兴未艾之时，凯撒旅游就与丹麦结下了不解之缘。凯撒旅游的发源地德国汉堡与哥本哈根一水相隔。可以说，丹麦见证了凯撒发展的历程，凯撒的产品也让万千中国游客体验到了不一样的丹麦。

在深入丹麦市场的过程中，凯撒旅游先后推出了多种丹麦玩法，包括深度游、徒步游、邮轮游、亲子游、健康养生游等主题旅游，涉及团队、自由行、私家团、企业会奖等多种旅游方式。

值得一提的是，2015年，凯撒旅游就联合首都航空推出了京杭两地至哥本哈根的直航包机项目，开创了国内包机直航丹麦的先河。该项目在凯撒旅游与丹麦旅游局的合作下，经过一系列的整合营销，燃起了中国消费者对丹麦旅游的浓厚兴趣。基于凯撒旅游丰富的赴丹产品和优质服务，该包机航线获得了巨大成功，根据全体游客的意见调查显示，游客平均满意度达到了98分。

自2003年3月丹麦成为中国公民组团出境旅游目的地以来，中丹两国人员往来日趋频繁，伴随着中丹旅游年在两国之间不断升温，我们有理由相信，在各方的共同努力下，丹麦这个深受中国游客喜爱的国家，将通过旅游被赋予更丰富多彩的意义，也将迎来中丹旅游发展的新局面。

Year 2017 marks the Denmark-China Year of Tourism. On September 17, China Day event was kicked off in Copenhagen, the capital city of Denmark. As the leading overseas tourism agency in China, CAISSA was invited to the event and made a keynote presentation entitled “build the new direct flight between Denmark and China while making new tourism blueprint in Denmark”. In the presentation, it introduced to participants how CAISSA develops tourism market in Denmark.

Recent years has seen close tourism relations between Denmark and China. In 2016, the number of two-way tourists between the two countries amounted to 210 000. In the beginning of 2017, the Denmark-China Year of Tourism was kicked off, becoming the first of its kind between China and north EU. The China Day event held in Copenhagen saw the presence of important



representatives and partners in tourism-related fields from Denmark and China.

Denmark has always been a major destination of CAISSA. As one of the most potential tourism destination in north Europe, Denmark has its unique culture, scenery and fairy tales. 24 years ago when China started to see the boom of overseas tourism, CAISSA has organized tourist groups to Denmark. Hamburg in Germany, the origin of CAISSA, is very close to Copenhagen. Denmark has witnessed the history of CAISSA and CAISSA products have helped Chinese tourists experience a different Denmark.

When exploring market in Denmark, CAISSA has launched a few theme products for Denmark, such as in-depth tour, hiking tour, cruise ship tour, parent-kid tour and health & regimen tour, involving various tourism means such as tour group,

independent tour, private tour and corporate award tour, etc.

It is worth noting that in 2015, CAISSA and Capital Airlines jointly launched the direct chartered flight between Beijing/Hangzhou and Copenhagen, the first of kind from China to Denmark. The project, thanks to the marketing efforts made by CAISSA and Denmark Tourism Department, stimulates the keen interest of Chinese consumers in Denmark tour. Based on the diverse Denmark tourism products and quality services of CAISSA, the chartered flight has made great success. The average satisfaction of tourists reaches 98 scores according to the survey of all tourists.

Since Denmark became the tourism destination of Chinese tour groups in March 2003, the personnel exchanges between Denmark and China have become more frequent. As China-Denmark Year of Tourism between the two countries becomes better known, we believe Denmark, which is greatly loved by the Chinese tourists, will be given more diverse meanings via tourism. The new situation of Denmark-China tourism will be embraced.



图 / 全景 哥本哈根

Airbnb 爱彼迎打造中国家庭出游新体验

Airbnb develops new travel experience for Chinese families



2017年9月20日，Airbnb 爱彼迎联合中国旅游研究院发布了《分享住宿与中国家庭出行报告》，报告基于 Airbnb 爱彼迎平台上的中国家庭亲子游数据，探讨了共享经济与家庭出游的关系，展现了新一代中国家庭的旅行方式和消费偏好。

Airbnb 爱彼迎的宗旨是希望人们能够像当地人一样生活，为他们提供最舒适的旅行方式，带来最丰富的旅行体验。Airbnb 爱彼迎中国副总裁、公共政策负责人安丽女士说：“随着中国家庭收入的提升以及消费方式的升级，家庭亲子游的需求日益增加。Airbnb 爱彼迎致力于推动中国旅游业的深度发展，通过提供家庭友好型房源和体验产品，完善补充旅游业设

施条件，延长家庭出行时间，增加可能再次造访的次数以及当地的经济收入，从而扩展旅游行业的深度与广度。”

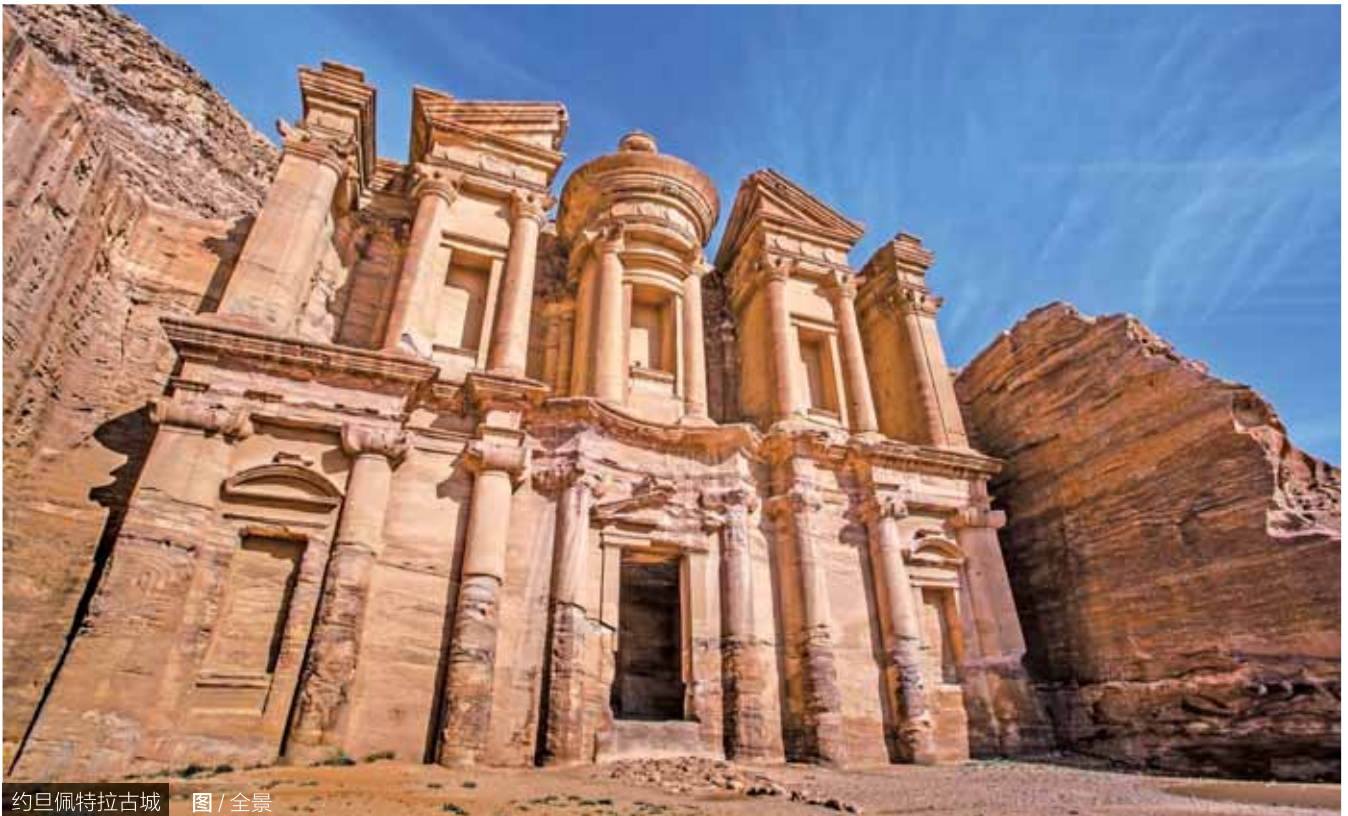
本次报告对 2017 年 1 月到 2017 年 9 月大半年时间中 Airbnb 爱彼迎平台的中国家庭亲子游数据进行了分析。结果发现：日本、中国台湾、中国香港等亚洲国家和地区成为中国家庭出境游的主要选择，国内上海、北京成为最热门的国内亲子游目的地，而成都—重庆一线是国内最受欢迎的路线。

大半年间，中国亲子游家庭为国内外 Airbnb 爱彼迎房东带来了近 2.8 亿元的收入，同时带动了境外目的地高达 4.5 亿元人民币的消费；家庭友好型房源成为亲子游游客出行的主要选择，出境游客更偏爱厨房等住宿设施，中国内地家庭友好房源增长势头迅猛。

安丽女士表示：“父母带着孩子们入住设施齐全，精心布置的家里，人们可以遵循平常的作息和生活习惯，为孩子准备丰盛的早餐，带他们在后院玩耍，发现除了热门景点之外的当地人才知道的好去处，还可以让孩子近距离地接触当地人。”



波哥大 图 / 全景



约旦佩特拉古城 图 / 全景

On September 20, 2017, Airbnb and China Tourism Academy released the Report on Hotel Sharing and Travel of Chinese Families. Based on parent-kid travel data of Chinese families available on Airbnb platform, the report discusses relations between sharing economy and family tour, presenting the travel means and consumption preference in the new-generation families in China.

Airbnb hopes people can live like locals and provides them with most comfortable travel means and brings richer travel experience. According to Ms. Annie, Vice President and Public Policy head of Airbnb China, "As Chinese families have higher incomes and upgrade consumption means, there is more demand for parent-kid tour. Airbnb is dedicated to pushing forward in-depth development of tourism industry in China. By providing the family-friendly hotel rooms and experience products, it improves and supplements tourism facilities and conditions, lengthens family tour duration, and adds the revisits and local revenues, thus expanding the extension and depth of tourism industry."

The report analyzes parent-kid tour data of Chinese families on Airbnb platform between January and September of 2017. It finds that Japan, Taiwan and HK of China, and other countries and regions in Asia are becoming major destinations for Chinese families to make overseas tour. Shanghai and Beijing are most favored destination of parent-kid tour in China. The most popular tour route is Chengdu-Chongqing.

In the more than half a year, Chinese families making parent-kid tour brought nearly 280 million revenues for Airbnb house owners while bringing 450 million RMB consumption in overseas tourism destinations. The family-friendly houses become the major choices of parent-kid tourists, who prefer kitchen and other facilities. The family-friendly houses in mainland China are rising rapidly.

Ms. Annie said, "The parents take their kids to live in well-equipped /installed houses. People can follow their routine living habit, prepare good breakfast for kids, take them to play in the backyard, find tourism sites only known to locals and ensure their kids contact locals in person".