

达喀尔

Dakar





约200余人参加此次论坛

世界旅游城市联合会共同主办 柏林旅游展

当地时间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。

在上午举行的展会开幕式上，世界旅游城市联合会副秘书长严晗作为共同主办机构致辞，热烈祝贺第51届柏林旅游展隆重开幕。在致辞中，严晗副秘书长简要介绍了世界旅游城市联合会发展情况，重点阐述了出境游市场现状，以及联合会发布《2017世界旅游经济趋势报告》的重要意义。最后他诚挚邀请来自世界各地的旅游城市及旅游企业参加2017年在洛杉矶举行的世界旅游城市联合会洛杉矶香山旅游峰会。

当天下午，联合会主办的“2017世界旅游经济发展趋势和中国出境游”论坛召开。论坛由联合会秘书处资深业务经理马瑞琦主持，严晗副秘书长致欢迎词。中国科学院旅游研究中心主任宋瑞首先代表联合会和社科院共同发布《世界旅游经济趋势报告(2017)》。她向到场嘉宾着重介绍了世界旅游经济发展的8个趋势，为世界城市如何发展旅游业提出建言，并举例说明中国出境游市场的蓬勃发展对世界其他旅游城市的积极影响。随后，联合会秘书处顾问何声康先生介绍了联合会和益普索公司共同发布的研究成果《中国公民出境(城市)旅游消费市场调查报告(2015-2016)》;公共关系与品牌推广部总监才华向参加论坛的嘉宾介绍了联合会自媒体平台，及为会员提供的媒体矩阵宣传服务。

在论坛上，联合会特别邀请会员单位广州市推广旅游资源，广州市人民政府副秘书长张建华全面介绍了广州市旅游发展的状况，吸引了与会代表的关注。随后，联合会会员单位代表广州市旅游局副局长吴青松、布宜诺斯艾利斯旅游局主任 Gonzalo Robredo、贝尔格莱德旅游组织代理主任 Miodrag Popovic 以及中国社科院旅游研究中心主任宋瑞博士共同参加题为“2017中国出境游——市场变革与发展趋势”的沙发讨论，共同探讨了出境游市场的近况，以及这些改变给世界旅游市场带来的机遇和挑战。出席本次论坛的现场嘉宾和专业人士共计约200人。论坛结束后，多个城市和企业代表与联合会进行了会晤沟通，表达了进一步合作的想法和意愿。

展会期间，联合会分别与 ITB 柏林国际展览公司科学总监 & 德国沃尔姆斯(Worms)应用科学大学教授 Roland Conrady 博士、斯洛文尼亚首都布尔雅那那市长 Zoran Jankovic、卢塞恩世界旅游论坛主席 & CEO Martin Barth、巴塞罗那旅游局、塞维利亚市长等进行了会晤沟通。

柏林旅游展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。此次柏林旅游展吸引了来自全世界 184 个国家的超过 10000 家企业代表参展，共设展位 1092 个。在 16 万平方米的展区里，世界各国的参展单位将向参观者展示全球旅游业的最新产品和趋势。

柏林作为联合会理事会的副主席单位，积极参与联合会的活动，给予了联合会大力支持，世界旅游城市联合会是第二次作为共同主办方参展，联合会率代表团出席本次柏林展，将进一步深化联合会与欧洲会员之间的交流、合作，增强联合会国际旅游业的知名度和影响力。



联合会与塞维利亚市长一行会面

WTFC Co-Hosts the 51st ITB Berlin Convention

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 (WTFC) 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 WTFC, 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 WTFC. 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 WTFC Los Angeles Fragrant Hills Tourism Summit.

On the afternoon of March 8th, WTFC hosted a forum themed "World Tourism Economy Trends 2017 & Chinese Outbound Tourism" which was moderated by Richard Matuzevich, Senior Manager, Secretariat of WTFC. Yan Han, Deputy Secretary-General of WTFC delivered an opening speech to welcome all guests to the forum. On behalf of WTFC 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 WTFC, introduced Market Research Report on Chinese Outbound Tourist (City) Consumption (2015-2016), a research jointly conducted by WTFC and IPSOS. Jenny Cai, WTFC Director-General of Public Relations & Brand Marketing Department introduced WTFC We-media platform and media service available to WTFC members.

WTFC 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"



联合会副秘书长严晗在ITB开幕式上致辞



联合会秘书处顾问何声康介绍《中国公民出境(城市)旅游消费市场调查报告(2015-2016)》



中国社会科学院旅游研究中心主任宋瑞介绍《世界旅游经济趋势报告(2017)》



联合会秘书处资深业务经理马瑞琦主持论坛



广州市人民政府副秘书长张建华全面介绍广州旅游发展状况



公共关系与品牌推广部总监才华介绍联合会媒体宣传服务



沙发论坛

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 WTFC during the break, looking forward to further cooperation in the future.

During the ITB Convention, WTFC had fruitful talks with Prof. Dr. Roland Conrady, Scientific Director of the ITB Berlin Convention and University of Applied Sciences Worms; Zoran Jankovic, 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 WTFC Council, Berlin has played a major role in facilitating the growth of WTFC which, by attending ITB Berlin and co-hosting ITB since 2016, will grow a better partnership with its European members and enhance its reputation in the international tourism industry.



严晗副秘书长受邀参与象征赐福和吉祥的节日点灯环节



严晗副秘书长受邀参与象征赐福和吉祥的节日点灯环节

出访澳洲 连线印度——联合会推进 “一带一路”沿线国家旅游合作

近日，受澳大利亚墨尔本旅游局、印度出境旅游展(OTM)主办方及德里市邀请，世界旅游城市联合会副秘书长严晗带队分别访问了澳大利亚墨尔本、印度孟买、德里市。

澳大利亚墨尔本亚太会议奖励旅游展在会奖旅游行业具有较高的知名度和影响力。严晗副秘书长与 AIME 参展方、墨尔本旅游局、布里斯班旅游局、CVENT 公司、KINGFISHER、Special Holiday Travel Pvt Ltd. 等多家参展单位进行了会面和洽谈，积极推介联合会，并就未来合作进行了分析和展望。

严晗副秘书长在印度出境旅游展(OTM)论坛上发表演讲，向所有参会嘉宾介绍了世界旅游城市联合会，并基于联合会的学术报告《中国公民出境(城市)旅游消费市场调查报告》对中国公民出境消费理念及特点进行了集中解读，吸引了众多 OTM 展商前来聆听，得到了在场嘉宾的肯定，会下代表团与参展商就中印旅游未来发展进行了热烈的讨论。

代表团还拜会了中国驻孟买总领事馆，与中国驻孟买总领事郝晓原、副总领事李元凌进行了亲切会见。代表团同时拜会了德里市旅游文化部，严晗副秘书长向德里市旅游水利、文化艺术部部长卡皮尔·米士拉(Kapil Mishra)详细介绍了世界旅游城市联合会近五年来的成绩，卡皮尔·米士拉部长对联合会的工作表示了极大的兴趣，并希望未来能够推动德里成为印度第一个加入世界旅游城市联合会的城市会员。会见当天，为印度重要的节日“湿婆节”，部长先生在活动中邀请严晗副秘书长参与了象征赐福和吉祥的点灯环节。本次活动《印度时报》给予了详细报道。

此次出访，打通了联合会与印度地区的联系，加强了与澳大利亚城市会员和旅游机构的合作，对于对接互间的合作渠道，推进“一带一路”沿线国家的旅游合作，不断拓宽联合会业务范围，提高联合会知名度和影响力起到了推动作用。



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

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 Gurudvara Election, Government of NCT of Delhi, who expressed his great interest in what WTCF has done and hoped he could push for Delhi 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.



2017 GIFT 举办，世界旅游城市联合会积极推介会员

2017 广州国际旅游展览会(以下简称 GIFT)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，并与业内进行了广泛交流。

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”，2017 GIFT 占地 28600 平方米，参展商数量达 980 家，特邀买家数量达 800 人。

展会期间前来联合会展台咨询并洽谈的旅游机构络绎不绝，联合会印发了近千份宣传品向专业观众及市民发放。包括香港、澳门、武汉、成都等十余个会员城市，以及歌诗达邮轮、途牛旅游网、凯撒旅游等近十个会员机构也同时亮相 GIFT。

广州国际旅游展览会同时通过举办一系列的活动，如现场配对会、买家之夜、展前或展后观光考察等，进一步推动参展商与买家之间的交流与合作。

The 2017 GIFT Held: WTCF Actively Recommending City and Institutional Members

The Guangzhou International Travel Fair 2017 (GIFT) 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 GIFT 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.

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 GIFT.

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



津巴布韦旅游部长到访联合会秘书处

3 月 30 日，津巴布韦旅游部长 Walter Mzembi 先生到访世界旅游城市联合会秘书处，与联合会常务副秘书长李宝春会谈，双方就加强交流合作交换了意见。

李宝春常务副秘书长对 Walter 部长的来访表示欢迎，并向 Walter 部长介绍了世界旅游城市联合会的基本情况、会员服务项目、近年取得的成绩，以及中国出境旅游市场的近况与趋势。在了解到 Walter 部长同时在联合国世界旅游组织 (UNWTO) 担任非洲委员会主席 (UNWTO Commission for Africa Chairperson) 一职，并且是下任秘书长的候选人之后，李宝春常务副秘书长还详细介绍了联合会与联合国世界旅游组织 (UNWTO) 的战略合作伙伴关系，及双方共同开展的城市旅游绩效专题研究的项目情况。

Walter 部长就联合会的会员服务项目极其关注，作为联合国世界旅游组织非洲委员会主席，他将积极鼓励和推荐非洲旅游城市加入联合会，并表达了希望借助联合会平台在中国市场推广非洲旅游资源，促进非洲旅游城市发展的愿望。Walter 部长同时表示将会派员参加联合会 4 月在北京举办的“2017 国际旅游目的地 (城市) 推广与营销专题培训”，加强与联合会之间的交流合作。

Minister of Tourism & Hospitality Industry (Zimbabwe) Visits WTCF Secretariat

On March 30th, Mr. Walter Mzembi, Minister of Tourism & Hospitality Industry (Zimbabwe), visited WTCF Secretariat and met with Mr. Li Baochun, Executive Deputy Secretary-General of WTCF. The two parties exchanged views on strengthening communication and cooperation with each other.

Mr. Li Baochun, Executive Deputy Secretary-General of WTCF, welcomed the visit of Mr. Walter Mzembi, and introduced to Mr. Walter Mzembi WTCF's general information, its member city projects, WTCF achievements over the years, and the recent situation and trend of China's outbound tourism market. After learning that Mr. Walter Mzembi serves also as the UNWTO Commission for Africa Chairperson and is a candidate for the next Secretary-General, Mr. Li Baochun, Executive Deputy Secretary-General of WTCF, also introduced WTCF's strategic partnership with the UNWTO in detail and the jointly launched project of City Tourism Performance keynote research carried out by the two parties.

Mr. Walter Mzembi paid close attention to WTCF's member services. As the UNWTO Commission for Africa Chairperson, he says that he will positively encourage and recommend African cities to join WTCF, and hopes to promote African tourism resources in the Chinese market through WTCF and boost the development of African tourism cities. Mr. Walter Mzembi also expresses his intent to appoint members of his party to participate in the "2017 International Tourism Destination (Cities) Promotion and Marketing Training Course" and strengthen communication and cooperation with WTCF.