



宋宇秘书长率团访问首尔帮助恢复赴韩游市场

7月28日至31日，由世界旅游城市联合会秘书长、北京市旅游委主任宋宇率包括国旅总社、中旅总社、中青旅股份、海游旅游等10家旅游企业的代表团一行13人，前往会员城市韩国首尔市进行中国公民赴韩游的考察访问，帮助韩国恢复受到中东呼吸综合征（MERS）疫情影响的赴韩游市场。此行受到首尔市市长朴元淳的热情接待，访问取得圆满成功。

今年6月以来，受MERS疫情影响，中国公民赴韩游受到较大影响。据韩国方面统计，韩国入境游顿时下降40%左右，其中中国游客赴韩游下降45%，包括首尔在内的韩国旅游市场受到重创。在此情形下，首尔市市长朴元淳计划8月初访问北京，并亲笔给联合会理事会主席、北京市市长王安顺致信，请求支持。

根据王安顺主席指示，宋宇秘书长迅速组团，赴首尔市开展赴韩游专题考察和交流，给首尔市传递积极信息，帮助韩国尽快恢复入境游市场。

出了仁川机场，代表团马不停蹄地赶往首尔市旅游体育局，与金承局长及首尔市旅游部门座谈，就MERS疫情后如何重振首尔旅游活力进行交流，并提出积极中肯的意见和建议。会后，宋宇秘书长接受了韩国《朝鲜日报》的专访。

7月29日，在参观了首尔市旅游信息中心、首尔国际文化体验中心后，代表团与韩国旅游业代表进行交流座谈，座谈会由韩国旅游业协会主持。两地旅游企业代表就如何促进首尔旅游市场的发展提出很好的建议。下午，在首尔市市政厅，由首尔市政府发言人办公室主持召开媒体发布会，宋宇秘书长及中国旅游企业代表应邀出席并接受了韩国KBS、MBS、首尔经济、今日亚洲、金融新闻等韩国主流媒体记者的联合采访。

7月30日，首尔市市长朴元淳会见代表团全体，并与代表团成员共进午餐。朴元淳市长表示，非常感谢在首尔市遇到困难的时候，王安顺

主席派代表团前来，商讨在当前形势下如何进一步增强韩国旅游产品吸引力，重振中国游客赴韩的信心。代表团到来的时候，正值韩国政府宣布MERS疫情解除的时候，这对于中国游客增强赴韩游安全感、增强赴韩游兴趣、扩大赴韩游市场规模具有很强的示范效应。

宋宇秘书长说，北京、首尔同为世界旅游城市联合会发起城市和理事单位，北京和首尔是交往22年的友好城市，彼此相互尊重相互支持，特别是在2003年北京遇到SARS疫情入境游出现困难时，也是韩国游客给予了北京极大的支持。这次代表团访问首尔，既是我们真诚的回报，也是应该之举，“困难时候更显得情谊之珍贵”。我们希望能把首尔市目前安全、平和、正常的城市生活状况带给北京市民和中国游客和世界游客，好让中国游客赴韩游早日恢复正常。



Secretary-General Song Yu Headed a Delegation to Seoul

Headed by Song Yu, the Secretary-General of WTCF, a delegation of thirteen people that came from the CITS head office, CTS head office, China CYTS Tours Holding Co., Ltd, Haitao Travel visited South Korea to investigate the South Korean tourism of Chinese citizens during July 28–31, 2015. This visit was aimed to help South Korea to recover the South Korean tourism market, which was seriously affected by the MERS epidemic. With warm reception of mayor of Seoul, Park Won-soon, this visit achieved complete success.

Since June, the number of Chinese citizens visiting South Korea was seriously affected by the MERS epidemic. According to South Korean statistics, the South Korean inbound tourism of Chinese tourists dropped by 45 percent. Tourism market, including Seoul was badly battered. In this case, Park Won-soon planned to visit Beijing in August, and wrote a letter to WTCF Council Chairman and the mayor of Beijing Wang Anshun to appeal for support.

With the instructions of mayor Wang Anshun and help of Beijing Municipal Foreign Affairs Office, Secretary-General Song Yu quickly formed a group and visited Seoul about the South Korean inbound tourism investigation and communication, with the purpose of helping South Korea to recover inbound tourism market.

After leaving the Incheon Airport, the delegation hurried to the Seoul Tourism & Sports Bureau. Through communicating with the Director General, Kim Yi Cheong and Seoul tourism sector, the delegation proposed pertinent suggestions about recovering the vitality of Seoul tourism market after the MERS epidemic. After the meeting, Secretary-General Song Yu accepted the interview of The Chosun Ilbo.

On July 29th, with the host of Korean Tourism Industry Association, the delegation communicated with Korean Tourism representatives after visiting Seoul Tourism Information Center and Seoul International Cultural Experience Center. Tourism representatives from

both sides made suggestions about how to promote development of Sino-Korean and Beijing-Seoul tourism market. On the afternoon, the press conference held by the Seoul municipal government spokesman office was convened, in which Secretary-General Song Yu and Beijing tourism enterprise representatives were invited to attend and receive joint interview of South Korean mainstream media journalists of KBS, MBS, Seoul Economic Daily, Asia Today and Financial News.

Mayor of Seoul, Park Won-soon met and had lunch with the Beijing delegation on July 30th. Park Won-soon expressed gratitude to the help of Beijing delegation when Seoul met with difficulties. All participants discussed about how to improve attraction of South Korean tourism products further and regain the confidence of Chinese tourists. The delegation came to South Korea when the South Korean government declared the epidemic was over, by which the sense of security and interest of Chinese tourists could improve and the scale of tourism in South Korea would be enlarged.

Song Yu said, "As sister cities of 22 years, Beijing and Seoul always support each other, especially in the SARS epidemic in 2003, when Beijing faced difficulties in inbound tourism, South Korean tourists gave us great understanding and support. This time, the visit to Seoul is undoubtedly the reward and duty of Beijing. As the saying goes, a friend in need is a friend indeed. We hope that Beijing citizens and Chinese tourists can know about the safe and peaceful city environment of Seoul, and the South Korean tourism can recover as soon as possible."

The delegation also investigated the Seoul souvenir shops, duty-free shops and other tourism service facilities, and learned the experience of Seoul inbound tourism. Besides, the delegation also visited The Chosun Ilbo and discussed about how to promote the tourism marketing through new media.



WTCF参加第十届北京国际商务及会奖旅游展览会

2015年8月5日至6日，第十届北京国际商务及会奖旅游展览会（CIBTM）在国家会议中心举行。此次展会吸引了来自国内外的400多家顶级供应商参展。世界旅游城市联合会代表各会员城市和单位参加了此次展会。

联合会在展会现场设立了独立展台，展示了宣传册、杂志、会员信息等资料，充分利用展会契机为会员提供服务工作，积极进行宣传推介。此外，工作人员通过交流推广、面对面洽谈等方式，向与会代表详细介绍了联合会的品牌历史、组织结构和未来规划，以及2015年9月拉巴特·非斯香山旅游峰会的准备情况。联合会积极邀请知名旅游城市加入，为会员单位提供平台，共同促进城市旅游发展。

联合会工作人员先后与圣彼得堡旅游局、柏林旅游局、韩国旅游局、苏州旅游局等多个会员城市负责人进行了专门会谈，介绍了联合会的发展现状和未来规划，以及2015年9月拉巴特·非斯香山旅游峰会的准备情况。联合会积极邀请知名旅游城市加入，为会员单位提供平台，共同促进城市旅游发展。

为WTCF的会员城市和副秘书长单位，柏林旅游局在此次展会上将WTCF作为重要的合作伙伴共同宣传推广。



WTCF Participated in the 10th CIBTM in Beijing

From 5th to 6th, August, 2015, the 10th Incentives, Business, Travel & Meeting Expo (CIBTM) was held at Beijing National Convention Center. This expo attracted more than 400 high-end suppliers from domestic and abroad. WTCF participated in this exposition on behalf of all the city and non-city members.

An independent WTCF stand was set on the spot. In order to efficiently serve the members and promote their resources, brochures, magazines and other materials with member cities' information were prepared and issued during the meeting. By means of



communication, discussion and promotion, working staff introduced the brand history, organization chart and development planning of WTCF in detail.

Besides, WTCF delegation also communicated specially with officers from St. Petersburg, Berlin, South Korean, and Suzhou Tourism Bureaus, etc. They introduced to them the status, planning and preparations for Rabat & Fez Fragrant Tourism Summit 2015. They also actively invited other famous tourism cities to join WTCF to offer them a high-level platform for further development.

As the member city and deputy secretary general unit of WTCF, Berlin Tourism Administration also participated in the expo and promoted WTCF as an important cooperative partner.



“摩洛哥千人游”首发团盛大启航

2015年8月4日，世界旅游城市联合会和中国国际旅行社总社有限公司（简称“国旅总社”）组织的“【完美假期】迪拜摩洛哥9日游”在北京成功首发，这标志世界旅游城市联合会“摩洛哥千人游”活动正式启动。这项活动是世界旅游城市联合会2015拉巴特·非斯香山旅游峰会的重要内容，对于促进海上丝绸之路经济带沿线的文化交流、增强各地游客之间的互通互信具有重要意义，它是世界旅游城市联合会积极推动旅游机构会员与国际目的地会深度合作的重要举措。

“摩洛哥千人游”计划由国旅总社、凯撒旅游与世界旅游城市联合会合作推出，旨在放大“世界旅游城市联合会2015拉巴特·非斯香山旅游峰会”的国际影响力，形成会员间合作的实际成果，进一步加大摩洛哥旅游产品在中国市场的推广力度。国旅总社是担任世界旅游城市联合会的副秘书长单位和旅游相关企业分理事长单位。在这次活动中，国旅总社、凯撒旅游充分利用自身的品牌、全国网络化规模以及在旅游产品研发方面的多重优势，积极创新推出摩洛哥旅游产品，加大宣传推广力度，吸引更多游客到摩洛哥旅游，实现“摩洛哥千人游”的目标。

“一带一路”互联互通，出境旅游先行先通，旅游业在共建“一带一路”战略有着独特的优势，这次“摩洛哥千人游”计划就是让更多的人了解摩洛哥，体会丝路上文明融合的魅力。摩洛哥地处古代丝绸之路的最西端，连接欧洲与非洲，地理位置极为优越，素有“北非花园”之美称，也是多重文化交流融合的历史交汇点。首都拉巴特、古都非斯、北非古城马拉喀什、“白色城堡”卡萨布兰卡、美丽的海滨城市阿加迪尔和北部港口丹吉尔等都是令游客向往的旅游胜地。

据悉，在认真考察摩洛哥旅游资源的基础上，中国多家旅行社先后推出了“迪拜摩洛哥9日游”、“西班牙葡萄牙摩洛哥16日游”、“摩洛哥全景10日游”等相关摩洛哥产品，目前收客火爆，团团爆满。此次首发的“【完美假期】迪拜摩洛哥9日游”，将中东与北非完美搭配，带领游客游历浪漫的世界文化名城卡萨布兰卡，感受大西洋美景，全景呈现摩洛哥四大皇城—梅克内斯、马拉喀什、拉巴特、非斯，打造“一带一路”上最经典的古典与现代的穿越之旅。

The Inaugural Group of the Thousands of Tourists to Morocco Departed on 4th, August

On August 4th, 2015, the first visiting group of the “9-Day Dubai-Morocco Perfect Holiday Tour”, co-organized by WTCF and China International Travel Service Company (CITS), departed from Beijing International Airport. It indicated the official launching of WTCF Morocco Thousands of Tourists activity, which is an important part of the WTCF Rabat & Fez Fragrant Tourism Summit 2015. It is also a practical step WTCF took in promoting the collaboration between tourism organization and international destination, which is of great significance in motivating the cultural communication along Maritime Silk Road Economic Belt and accelerating exchanges among tourists.

Launched by WTCF and CITS cooperatively, this activity aims to expand the international influence of WTCF Rabat & Fez Fragrant Tourism Summit 2015, to enhance the collaboration among members and also to increase the publicity of Morocco tourism in China. CITS is a leading enterprise in China's travel industry and at the same time it is the vice-secretary unit of WTCF and the chairman unit of tourism-related corporations. By making full use of its publicity, national network and tourism products researching ability, CITS is expected to attract more tourists to join the group and realize the preliminary goal of a thousand tourists to Morocco.

Outbound tourism plays a unique role in the One Belt One Road Strategy, and it lays the groundwork for further communication and connection among different nations. Morocco is on the west point of the Silk Road, best known as the “Garden of North Africa”. It is a historical hub for cultural integration and a country rich in tourism resources. Its capital city Rabat, ancient city Fez, old town Marrakech, beautiful coastal city Agadir, “White Castle” Casablanca and northern port Tangier are all destinations attractive to tourists.

It is reported that, by meticulously researching the Morocco tourism resources, CITS promoted several related products, such as the 9-Day Dubai-Morocco Perfect Holiday Tour, 16-Day Spain-Portugal-Morocco Tour and 10-Day Sahara-Morocco Tour, etc. All of these products are very popular among visitors, which will show them the gorgeous scenery and perfect blending of classic and modern cultures along the journeys.