



雅典 不仅仅有古希腊

北京的夏季烈日炎炎，中外旅业精英不畏炎热，共聚由联合会和艾威联合旅游顾问机构主办的第十一届出境旅游国际论坛（IFCOT2015）暨丝绸之路旅游合作论坛，就旅游发展的各种议题畅叙一堂。我们荣幸采访到了远道而来的世界旅游城市联合会副秘书长、希腊中国经济理事会主席 Fotis Provatas 先生。Provatas 先生年高望重，长期致力于发展中国和希腊间的友好关系。他精神矍铄、思路清晰，和我们分享了他对旅游的看法。

图 / 全景

Q=《世界旅游城市》杂志

A=Fotis Provatas



希腊中国经济理事会主席

Q: 您对这次（IFCOT2015）论坛有什么看法？

A: 这是一个非常有意义的论坛，具有里程碑意义，因为这是我们首次讨论中国的出境游政策，也是为了中国旅游业更好的发展。在这次论坛上，我们讨论了“一带一路”这个主题，这是中国向欧洲传递的旅游新概念。

Q: 您曾几次到访中国？是否出席“2015 北京国际旅游博览会”？对此有何看法？

A: 过去三年间，我曾经七、八次到访中国。我参加了 2015 北京国际旅游博览会和后续的论坛。这的确是一次非常有意义的博览会，并且举办得非常成功。来自世界各地的官方旅游组织，旅游公司代表

和其他团体聚集到北京来参加这次盛会，他们的参与度非常高。

Q: 您在不同的组织担任职务，并致力于发展中希友好关系，您能简单讲讲希中经济委员会是怎样的组织吗？

A: 希中经济委员会（GCEC）是一个非常年轻的组织，刚刚成立一个月。它是由希腊众多致力于增进中希经贸关系的人士共同发起的，这是一个非常成熟和慎重的决定。GCEC 的成员包括商界精英，高校学者和政界人士，他们全都致力于促进中希关系的良好发展。在这里，我必须强调，GCEC 并不是只以发展希腊和中国的友好关系为目的，而是要发展中国和所有欧盟国家的交流合作。我们的理念是把雅典作为中国通向欧洲旅游市场的大门以发展振兴所有欧盟国家以至于整个欧洲。

Q: 雅典是举世闻名的旅游城市，您作为雅典城市议会旅游发展部的前主席，能不能为我们介绍一下雅典的旅游市场？

A: 毫无疑问，所有欧洲国家对吸引中国游客到本国旅游都非常感兴趣，因为吸引中国市场是对本国旅游发展最有效的途径。跟其他国家的旅客相比，中国游客的消费能力是最大的。据我们所知，中国游客都非常有礼貌而且为他们提供帮助也很容易。他们通常不会有很多要求，大部分中国游客的目的很简单——参观游览并收获优质的服务体验。因此，最近在希腊，我们尽自己所能为中国游客的到来做各种准备。现在，来希腊旅游的中国游客不算很多，每年大概有五万人次。

但是随着新政策的颁布和实施，我们期待会有更多中国公民来到希腊游览，所以我们正在积极准备一个更适合中国游客的环境，例如：更多会讲中文的人，更多提供中式餐饮服务的酒店，我们考虑到中国游客在旅游时也会想念家乡的美食。充分考虑中国游客的需求并为他们提供所需要的服务，使中国游客宾至如归，是我们义不容辞的责任。如果我们不努力去做东道主，中国游客会选择到其他国家做客。除此之外，我一直强调希望通过 WTCF 的工作加强希腊和中国官方旅游部门的合作。



Q: 除了悠久的历史和文化，希腊如何保持对游客长久的吸引力？

A: 随着中国政府的新政策“一带一路”的颁布，尤其是从中国到欧洲的“新丝绸之路”概念的提出，还有近年来中国与西欧国家在政界、商界和投资界等不同领域的合作，我们将获得全新的极具吸引力的环境，其中我们最感兴趣的是旅游业的合作。目前中国旅游市场各方都瞄准了欧洲旅游，因此我们必须尽力提供欧洲最好的服务来迎接中国游客。从而更好地发展中国和欧盟间的政治和经济关系。就希腊来说，我们在竭力确保中国游客能够获得最好的旅游体验。

本页图：色彩缤纷的雅典城；别具一格的雅典现代建筑。
左页图：宏伟的阿迪库斯音乐厅是雅典卫城的一部分；身穿制服的士兵换岗时迈着夸张的太空舞步。



如果他们来希腊玩儿五天, 那么我们希望游客可以享受这五天中的每分每秒。

如果他们来希腊玩五天, 那么我们希望游客可以享受这五天中的每分每秒。回到中国后, 他们会将这美好的经历和回忆和他们的家人朋友分享——这对我们来讲就是最好的广告。

Q: 雅典如何使得人们可以享受到现代化的, 便捷的生活, 而历史遗迹和文化得到很好的保护? 您能否与我们分享您在这方面的经验?

A: 我要再次强调中国游客非常清楚他们的游览目的——感受希腊悠久的历史。这点非常有意思, 因为希腊和中国都是文明古国, 一个在东方, 一个在西方。中国游客会去一些历史遗迹参观感受古希腊文明, 从另一方面来讲, 希腊作为一个现代欧洲国家, 体验它的现代文化也是十分有趣的。

我们想把希腊的古典与现代之美有机地融合在一起给游客带来最大的旅游价值。为此当局也花费了很多财力和物力去维护那些珍贵的世界遗产。

Q: 雅典将来是否会考虑与中国的城市或旅游企业合作?

A: 这是个非常好的问题。雅典正在准备与中国的



11个古城建立合作网。这11个城市和雅典有很多共同点, 最大的共同点是它们都是具有悠久历史和文明的古城, 都有自己独特的文明起点。这些文明古城的市民将会非常有趣来希腊了解我们的历史文化——与中华文明“平行”——的古希腊文明。我们正在积极准备和建设这个合作网使这些城市之间可以在旅游方面进行交流、扩展和推广。我们已经做好了吸引这些中国历史古城的市民到希腊游览的准备。如果这个项目可以成为 WTCF 的实验项目, 它一定会促进 WTCF 更多会员城市间的交流合作。

Q: 您如何看待中国出境游市场? 现在希腊或雅典的中国游客人群是怎样的情况?

A: 如今, 中国是一个正以高标准和速度不断进步的经济大国。这表明越来越多的中国公民有经济能力出国旅游, 也意味着中国在国际旅游市场是一个强有力的竞争者。我认为这是北京国际旅游博览会暨论坛的主要目的——中国正在准备走出去, 中国公民走出国门去世界各地旅行。但是, 这必须是一个高度组织化的工作, 需要认真的规划和准备。中国方面已经开始为新发展趋势做大量的计划和准备工作, 对此我们非常高兴, 我们也会全力支持中国在这方面所做的工作和中国游客的出境游。

现在, 大多数前往希腊的中国游客都只停留在



雅典。但我们认为, 如果他们选择在雅典几天, 然后去希腊其他同样值得一去的地方会是更好的选择, 比如去一些美丽的自然景观或是名胜古迹。雅典是古希腊文明的中心, 但除此之外, 希腊还有更多美景等待人们挖掘。游客可以在雅典参观古老的历史遗迹, 也可以去其他地方, 像有着灿烂阳光和美味海鲜的岛屿。据我了解, 中国游客对希腊美食非常感兴趣, 我们有很多美味又卫生的食物。

Q: 希腊有什么优惠政策来吸引中国游客吗?

A: 当然有! 我们诚挚欢迎中国游客到希腊参观游览。除了上面提到的, 我们还特意针对中国游客准备了一些特殊活动。许多情侣希望在希腊举行他们的婚礼, 有些情侣希望他们的婚礼有古希腊文明相伴(靠近古代遗迹)或者在阳光灿烂的海边举行, 享受更加开放和浪漫的气氛。我们将尽最大努力安排他们想要的婚礼, 这样当他们回国的时候, 他们不仅可以携带照片和视频还有美好的回忆和感受与朋友和家人分享。

Q: 作为世界旅游城市联合会的副秘书长, 您对 WTCF 有没有什么建议或期望? 您会参加 WTCF 今年在摩洛哥举行的峰会吗? 您对将在峰会论坛讨论的什么话题比较感兴趣?

A: 我认为 WTCF 是一个很有潜力的组织, 创建这个组织是一个非常聪明的想法。它为所有的旅游城市和相关企业坐在一起讨论和解决问题提供了一个国际化平台, 并提出了新的旅游业标准, 就像我们这次论坛这样。我相信 WTCF 在未来将提出对整个旅游业——尤其是中欧旅游业——更有建设性的改进意见。

像以往每一届峰会一样, 我会参加今年 WTCF 举办的旅游峰会而且尽我所能在其中发挥重要的作用。WTCF 峰会是一个非常有趣和有影响力的会议, 这就是为什么每年会员都积极参会。

今年峰会的主题是非常有意思的。我们将讨论“一带一路”和从中国到欧洲的新“海上丝绸之路”。希腊作为这个新“海上丝绸之路”从中国通向欧洲的门户, 我们当然对这个讨论非常感兴趣。

Q: 今后, 您任职的组织, 比如雅典市委员会旅游发展和推广部门, 以及希腊中国经济委员会是否会考虑尝试与 WTCF 合作?

A: 当然会考虑。在希腊, GCEC 负责所有与中国和希腊之间的经济和商业合作有关的活动。因此, 我们非常感兴趣也很有动力配合执行这个新政策——创造在新“海上丝绸之路”下中国与希腊之间的最佳关系。

Tips

交通: 雅典的国际机场全称为雅典埃莱夫塞里奥斯·维尼泽洛斯国际机场。它是希腊最大的机场, 位于距离雅典市中心东南约30公里处的斯巴达地区。从机场到市区可乘坐地铁M3(蓝线)到市中心的Syntagma站下车, 或乘坐X95路机场巴士到宪法广场, 单程时间1小时, 亦可在机场3号出口搭乘出租车到达市中心。

本页图: 古迹旁身穿传统民族服饰的孩子们; 整洁的雅典地铁站。
右页图: 充满沧桑感的卫城一角; 手推车上售卖的希腊传统美食。

Athens

Beyond Ancient Greece

Despite the summer heat in Beijing, professionals and elites in tourism industry from China and abroad got together at the 11th International Forum on Chinese Outbound Tourism (IFCOT2015) & Silk Road Tourism Cooperation Forum sponsored by WTCF and Ivy Alliance Tourism Consulting. During the forum, we had an interview with Fotis Provatas, deputy secretary general of WTCF and chairman of Greek-Chinese Economic Council, who has committed himself to improving the friendship between Greece and China. With a clear mind, Mr Provatas, hale and hearty, shared his ideas concerning the forum, the present situation of tourism market of China and Greece and future cooperation between the two countries in tourism with us.

Photos / Quanjing

Q=World Tourism Cities Magazine

A= Fotis Provatas



Chairman of Greek-Chinese Economic Council

Q: Could you talk about your feelings about this forum (IFCOT2015)?

A: To tell you the truth, it was very interesting. Because it is the first time that we are discussing the outbound tourism policies of China. For the development of Chinese tourism. We chose the theme "One Belt, One Road", which is the new tourism idea from China to Europe.

Q: How many times have you been in China? Did you attend the Beijing International Tourism Expo? What do you think of it?

A: Last 3 years, I have been in China for 7-8 times.

I have attended the International Tourism Expo 2015 and remained there for the following forum. I must say that it was a very interesting Expo. There is a very big participation from all over the world. Many national tourism organizations, tourism companies, delegations, and other parties have attended the Expo. It is a very nice opportunity for the international tourism market to meet once a year and certainly is an excellent opportunity to attract the Chinese citizens to travel to these countries.

Q: As you serve in many different institutions like the Greek-Chinese Economic Council, and is devoted to the friendly relationship between Greece and China, could you tell us what kind of organization the Greek-Chinese Economic Council is?

A: Greek-Chinese Economic Council (GCEC) is actually a very new organization, only one month old. It is a very mature decision from many people in Greece who are interested in the improvement of the Greek-Chinese economic and business relationship. The members of GCEC include many businessmen, academics in universities and some politicians—all dedicated to and oriented for the relations

between People's Republic of China and Greece. Here I must emphasize that GCEC is not oriented to the Greek-Chinese relationship but to the European Union-Chinese relationship. This is very serious because we are using Athens Greece as a gate of China to EU and more broadly the whole Europe.

Q: Athens is a tourist resort longed for by people all over the world. As the former Chairman of the Athens City's Commission on Tourism Development and Promotion, could you introduce the tourism market of Athens to us?

A: It is no doubt that all European countries are very much interested in attracting Chinese citizens to visit their countries given it is the most efficient way (to improve the tourism business of their countries). Compared to tourists from other countries, Chinese tourists spend the biggest amount of money in the countries they are visiting. And we know that Chinese tourists are polite, nice and very easy to support. They usually don't have huge demands—they just want to visit the place and to have a nice treatment. For this reason, recently in Greece, we try all the best to prepare the situation for the coming Chinese tourists. Now, we don't have so many—about 50,000 (Chinese tourists) a year.

But now, with the new policies applied in order to attract Chinese citizens, we are expecting quite many people from China to come to Greece. So we are preparing the tourism environment in Greece for more Chinese tourists, which means we need more Chinese-speaking people, hotels that serve—not only western cuisine—but also Chinese

cuisine. For Chinese people may want to have their national food while travelling. It is our obligation to offer the Chinese tourists what they want, otherwise they would choose another place to visit. Another thing worth mentioning is that I always insist on the cooperation between the Greek and Chinese tourism sectors through the intervention and guidance of WTCF, which is the federation we belong to as the city of Athens, and on the platforms of WTCF which is based here in Beijing. In that way, I think we will achieve the best possible results.

Q: Besides its culture and architecture of a long history, how does Greece maintain its lasting and fresh charm for tourists?

A: With the new policies of Chinese government -- "One Belt, One Road", especially the new silk road from China to Europe, we will have an extremely new and quite more attractive environment because of China's presence in western European countries through organized intervention in different sectors: political sector, business and investment sector and tourism sector which interests us the most. Now in China, all the markets are oriented to the tourism in Europe so we must prepare for the best possible services in EU to welcome the Chinese tourists for the better development of political and economic relationships between China and EU. In Greece, we are trying our best to ensure the most amazing experiences the Chinese tourists can have here.

If they come here for 5 days, we want them to enjoy and



This page: The white church on Likavitos Hill; A statue at Ancient Agor. Left page: A corner of the Acropolis of Athens.



💡💡 If they come here for 5 days, we want them to enjoy and benefit from the 5 days' time to the maximum. 💡💡

benefit from the 5 days' time to the maximum. So when they go back to China, they would say they are very happy and talk to their friends and families about it, which could be the best advertisement for the Greek tourism.

Q: How does Athens make it that people can enjoy modern and convenient life while the historical sites and culture are well protected? Could you share your experience with us?

A: I must say that the Chinese visitors coming to Greece know very well what they want – they want to see the culture, which is very good because both China and Greece are ancient civilized countries – one eastern, one western. They know they are interested in seeing the archeological places to understand the ancient and modern civilizations. From the other side, it is very interesting for the tourists to understand the modern life of Greece as one European country. We are working very hard to combine these two sectors: the ancient civilization—what the tourists need to learn about the history and ancient culture – and the modern culture. We are working as much as possible to take care of the situation (ancient restoration).

Q: Will Athens consider cooperating with Chinese cities or travel enterprises on tourism?

A: This is a very nice question. For Athens city, we are preparing the network cooperation between Athens and 11 of the main Chinese cities. We think of many common issues of Athens and 11 big Chinese cities, which are all ancient civilized cities. These 11 cities all have ancient origins and their own ancient civilizations, which means their citizens would be highly interested to come to Greece to learn about our ancient culture, the “parallel” civilization in ancient Greece. We are preparing the network between Athens and 11 big Chinese cities for exchanging tourism, for expanding tourism and for the promotion of tourism. We are ready to attract people from these ancient Chinese cities. We will be very happy if this can be a pilot program under the umbrella of WTCF. This could be a pilot program so that many membership cities of WTCF can cooperate among themselves and make tourism cooperation under the umbrella of WTCF.

Q: What do you think of Chinese outbound travel market? What is the present situation of Chinese tourists traveling in Greece or Athens?

A: Today, China is a great economic power worldwide and is improving day by day with very high standards and rate. This indicates that more and more Chinese citizens would have the economic possibility to travel abroad for their holidays, which means China is a very strong player in

the international game of tourism. I think this is the main purpose of Beijing International Tourism Expo and the forum – China is preparing itself to go out, to send Chinese citizens to visit other countries. But this must be a highly organized work which requires serious planning and preparation. China has already started doing the work to prepare for the new steps. We are very happy that these events are happening here and very happy to support the planning and preparation of China and the Chinese tourists to come abroad.

Now, the majority of Chinese tourists traveling to Greece mostly stay in Athens. We think that it would be better if they choose to spend a few days in Athens and then go to other nice places, touristic sites or archeological places in Greece. Of course they should visit Athens because it was the center of ancient Greek civilization in Greece. But apart from that, Greece has a lot more to offer. Tourists can visit the ancient monuments in Athens and also go to other places, like the islands with beautiful sunshine and delicious seafood. As far as I have learned, Chinese tourists are very much interested in Greek cuisine and we do have a lot delicious and hygienic food to offer.

Q: Do you have any preferential policies to attract Chinese tourists?

A: Yes, of course. We welcome the Chinese tourists in every possible way. Apart from the above mentioned, we even prepare some specific places and activities for Chinese

tourists. Many couples want to come to Greece to have their wedding accompanied by thousands of years of ancient Greek civilization next to the ancient monuments or near the seashore with sunshine and music while enjoying the more open and romantic atmosphere. We would try our best to organize the wedding they want for them so that when they come back, they will not only carry the lovely photos and videos but also the great memories and feelings to share with their friends and families.

Q: As the Deputy General Secretary of the World Tourism Cities Federation, do you have any suggestions or expectations for WTCF? Will you attend the WTCF Summit held in Morocco this September? What topics to be discussed at the forum of the summit are you interested in?

A: I think WTCF is a great organization and it was a very clever idea to create this organization. It offers a platform for all the tourism cities and tourism-related companies worldwide to sit together to discuss and solve the problems and put up new standards of tourism, like the forum we have today. I am sure that WTCF will come up with more wise interventions of tourism in the future, especially between China and Europe.

I always attend the WTCF Summit and try my best to play an important role in it. The WTCF Summit is a very interesting and influential converse and that is why thousands of people attend the converse each year.

This year's topics are very interesting. We are discussing “One Belt, One Road” and the new Sea Silk Road from China to Europe. As Greece being the gate of this new Sea Silk Road, of course we are very interested in this discussion.

Q: In the future, will the organizations you serve in like Athens City's Commission on Tourism Development and Promotion, and the Greek-Chinese Economic Council try to cooperate with WTCF?

A: Of course. The GCEC serves as an umbrella of all the activities running in Greece concerning the economic and business cooperation between China and Greece. So we are very much interested and oriented to serve this policy – the creation of the best possible relation between China and Greece under the new policies of the new Sea Silk Road.

Tips

Transport: Athens has one international airport namely Eleftherios Venizelos International Airport, which is the largest airport in Greece and about 30 km to the southeast of central Athens. At the airport, you may take subway M3 and get off at Syntagma station, or take airport bus X95 and get off at Constitution Square, and you may also take a taxi at Exit 3 to the downtown.

This page: The lighted Acropolis of Athens.
Right page: Stone Pillars of Parthenon Temple.



本页图：夜晚，哈克希市场露天餐厅座无虚席。
左页图：灯火辉煌的御林广场；夜幕下的柏林电视塔。



柏林仍然是国际游客到访德国的必选旅游目的地，与伦敦和巴黎并列欧洲三大最受欢迎的旅游目的地。2014年，约有1200万游客造访柏林，在柏林的酒店中逗留2870万个夜晚。自2004年以来，柏林的旅客数量和住宿量已经翻了一番，与欧洲其他大城市相比，这一点是独一无二的。

柏林 一座凤凰涅槃的城市

柏林是世界旅游城市联合会成立时的发起城市之一，柏林旅游会议局市场管理主任Ralf Ostendorf先生同时也是世界旅游城市联合会的副秘书长，在多次工作交往中，Ostendorf先生为联合会的发展提出了很多积极的有建设性的意见。

图/全景



Q=《世界旅游城市》杂志 A= Ralf Ostendorf

柏林旅游会议局市场管理主任

Q：首先，我们对洪堡论坛德国综合文化中心在柏林的落成致以诚挚的祝贺。请问，您怎么看待该中心的创建初衷、施工过程以及主要功能（活动）？这会对

柏林的旅游业会产生怎样的影响呢？
A：二战期间，柏林遭到近乎完全毁坏，二战之后，东柏林和西柏林都得以重建。25年前东西德合并，

柏林城又旧貌换新颜，现在柏林已成长为一座当代国际化都市，拥有独特的古老和新式建筑，而且柏林始终在改变。对柏林来说，铭记历史，并将历史赋予新的面貌，这一点至关重要。柏林宫在二战时遭到破坏，之后成为东德的议会驻地，而洪堡论坛这个项目则将重建柏林宫，恢复这座建筑的历史旧貌并赋予它现代化建筑的内部设计。

洪堡论坛的设计理念是表达世界文化的多样性和价值，感知当地历史便是其中一个理念。从早期作为霍亨索伦家族的宅邸到后来成为共和国宫，这些曾赋予该地历史厚重感的事件，将通过柏林宫——洪堡论坛基金会的介绍——重现在访客眼前。

第二层和第三层将会展示柏林国家博物馆非欧洲本土的独特藏品。第一层的“知识坊”将成为这些博物馆的知识档案库，其中一部分被列为联合国教科文组织的世界文化遗产。所有的这些将与洪堡大学的洪堡实验室和柏林联邦政府举办的世界·城市·柏林展览融为一体，并将成为全球各地来访德

Tips

Ralf Ostendorf向您推荐必游柏林的25大理由

- 1. 真实的历史**
柏林是历史与未来的交汇处。在柏林墙倒塌之后，柏林动荡不安的近代历史仍然吸引着诸多的游客驻足。
- 2. 都市生活**
无论是位于滕珀尔霍夫机场旧址的城市绿化园林，美食一条街的新食品创意，还是施普雷河上站式划桨冲浪，柏林都以其独一无二的城市生活方式紧紧吸引着全球各地的游客。
- 3. 人文魅力**
柏林的文化和艺术不断创造出新的标准，在今天仍然代表着欧洲最为丰富的文化景观之一，一百八十多家公立和私人博物馆，四百多家艺术画廊、3家歌剧院、8家重要的交响乐团、许多特立独行的场所、一百多家电影院和一百五十多处舞台。
- 4. 灯光、摄影、开始**
近年来，柏林已经成为电影拍摄的重要地点。许多著名导演和国际知名的明星都来柏林取景拍摄电影。
- 5. 动感欢快的夜生活**
柏林的中心区、弗里德里希区、克罗依茨贝格以及老城西区等等，新的夜生活领域一个接一个出现！
- 6. 自由之都**
从作为冷战标志的东西德分裂开始，直到成为以自由、宽容、创意和轻松生活为标志的城市，柏林始终在讲述着自己的故事。
- 7. 工业、科学与研究之都**
柏林是欧洲最大的科研中心之一，有着三百多家大学和机构推动着科研和学术的网络化。
- 8. 绿色滨水之城**
柏林是绿意盎然的聚会场所，有着诸多的花园、历史公园以及绿色创意园区。



本页图：柏林美食——咖喱香肠；游客们在施普雷河上观光。
右页图：柏林西门子公司的产品展示；极具现代感的柏林国会大厦玻璃圆顶。

国的旅客们必选的又一景点。

Q：作为世界著名的大都市，柏林拥有极为丰富的历史、文化和经济资源。您能否向我们介绍一下柏林旅游市场的情况？

A：今天的柏林在所有欧洲城市中就像是一颗耀眼的明星，凭借的就是城市独特的具有鲜活历史、生活方式、极具多样性的文化以及数不胜数的旅游景点。与其他欧洲城市相比，柏林最大的优势在于它的日新月异，不断变化，在柏林墙倒塌之后依然如此。今天的柏林拥有欧洲最为现代化的酒店产业，在夜生活方面，很多场所都没有正式的打烊时间，一年 12 个月中，不管哪个月，柏林都是最吸引人的国际旅游胜地作为德国首都，柏林也是德国最具多元文化的城市之一。350 万柏林居民中约有 45.7 万人持有外国护照，并且有超过 190 个不同国籍的外国人长期居住在柏林。

2006 年，柏林获得了联合国教科文组织授予的“设计之都”称号，另外柏林还有 3 个地方被联合国教科文组织列为世界遗产保护地。除了博物馆岛和普鲁士皇宫及花园之外，柏林现代主义风格住宅也在 2008 年获得了世界文化遗产的称号。

旅游预算有限的游客来到柏林后会感觉自己中了大奖：欧洲很少有城市在旅店住宿费用方面比柏林更为低廉。在柏林，游客们需要为一间双人房支付平均 88 欧元，但是在巴黎或伦敦的话，则需要为相似的酒店房间多支付 50% 的费用。

柏林多姿多彩的历史无法用简单的排名来衡量，任何来到柏林的游客都可以在柏林诸多博物馆中找到饱含柏林历史的蛛丝马迹。例如，长 1316 米的柏林墙遗址东侧画廊既是世界上最长的露天画廊，也是目前保存的最长的一段柏林墙，上面是柏林墙倒塌之后由来自 21 个国家的 118 名艺术家倾情绘上的 101 幅作品，而且许多艺术家在 2009 年重返旧址，对作品进行了修复。

Q：柏林的各类节日和活动，如柏林国际电影节和柏林森林音乐会也吸引着来自世界各地的诸多



Tips

9. 柏林美食甲天下

柏林有 9 家餐厅因其独特的烹饪技能获得了米其林一星认证，有 5 家餐厅甚至获得了米其林两颗星认证。

10. 追随流行风尚

柏林重视探索精神，已经成为诸多新思潮的实验中心。

11. 国际化的柏林

造访柏林的游客中，43% 来自海外。

12. 体育活动与国际盛事

针对 5 大体育运动建立的 6 家专业俱乐部也使柏林成为了真正的体育圣地。

13. 会议聚集地

医药、科学和科研领域的各种会议是柏林商业活动中最大的组成部分。

14. 惬意的社区生活

在柏林，Kiez 这个词指的是你所居住的、让你感到如在家中的社区。你可以在柏林 12 个城区的 96 个社区中选择自己的住所。

15. 恢复区与新景点

新的公寓大楼和商店在城市曾经的边界地带拔地而起，而跳蚤市场、海滩酒吧和夜总会之类的场所也如雨后春笋般崛起。

16. 购物与时尚之都

时装秀、展览和不计其数的活动吸引了诸多的设计师、评论家和时尚粉丝们齐聚柏林这座时尚之都。

17. 属于每个人

每个人都能发现自己眼中的柏林。

18. 同性文化

柏林是世界上最为动感的城市之一，也是欧洲同性恋活动的中心。

19. 创业堡垒

较低的生活成本、优秀的基础设施以及全球化氛围，这种现代化的生活方式深受许多创意型企业的青睐。

20. 高性价比

“真的不贵！”这是来到柏林的游客常说的一句话。

21. 疯狂且独特的博物馆

在柏林，没有什么事情是不可能的，即使是咖喱香肠和特拉班汽车在柏林都有自己的博物馆。

22. 柏林的夏天

这座城市的夏季充满令人愉悦的温暖，街边有很多咖啡馆、公园、花园、海滩酒吧以及屋顶俱乐部可供选择。

23. 柏林的冬日

冬日的柏林有着自己的风采。

24. 德国首都

德国民主的心脏在柏林跳动，国家决策在这里制定，各国贵宾在这里受到款待。

25. 改变之都

在柏林墙倒塌的四分之一个世纪之后，那些为大家所熟知的、以及人们新发现的，这一切构成了这座城市的旋律，最热景点的名单也在不断变化之中。

Berlin

A City Reborn

Berlin is one of the initiate cities of WTCF and the Director Market Management of Berlin Tourismus & Kongress GmbH Ralf Ostendorf is at the same time the deputy secretary general of WTCF. Ostendorf has offered many constructive suggestions and great support to the work of WTCF.

Photos / Quanjing

Q=World Tourism Cities Magazine

A= Ralf Ostendorf



Director Market Management of
Berlin Tourismus & Kongress GmbH



This page: Theater am Potsdamer Platz
Right page: Runners at Berlin Marathon;
A street corner in Berlin

Q: First of all, we offer congratulations on the establishment of Germany comprehensive cultural center, the Humboldt Forum, in Berlin. How would you describe the original intention, process of construction, main function (activities) of the center? And what's the influence on tourism in Berlin?

A: Berlin was almost completely destroyed during the Second World War and after that both West and East Berlin were re-built. After the reunification of Germany 25 years ago the city of Berlin again changed its face and now is a modern world city with unique old and new architecture, but the city is still changing. It is important for Berlin to remember the past and give the past a modern appearance. The Humboldt Forum which is being built at the place where the Berlin City Palace used to be before the Second World War and then the seat of the Parliament from the former GDR after the City Palace was destroyed is a project that brings back the former City Palace in a historical facade with a modern building inside.

The Humboldt Forum is designed to do justice to the diversity and values of world cultures. Part of this concept includes acknowledging the site's own history. From its early days as the residence of the Hohenzollern through to the Palace of the Republic, the events that give this place its historical charge will be brought to life for visitors by a



Tips

Top 25 reasons demonstrate why you should visit Berlin

1. Real History: More than Twenty-five years after the fall of the Wall, Berlin's turbulent recent history continues to fascinate visitors.

2. Urban Lifestyle: Whether urban gardening at the former Tempelhof airport, creations of new food at the street food markets or stand-up paddleboarding on the River Spree, Berlin fascinates with its unique urban lifestyle.

3. Cultural Attractions: Berlin's cultural and arts scene today represents one of the richest cultural landscapes in Europe, with countless new exhibitions in more than 180 museums and collections, over 400 art galleries, 3 opera houses, 8 major symphony orchestras, many unusual venues, some 100 cinemas and 150 stages. Around 1,500 events, from high culture to subculture, are offered every day.

4. Lights, Camera, Action: In recent years, Berlin has become an important location for film productions. Major directors and internationally renowned stars make films here.

5. Vibrant Nightlife: Berlin is proud of its nightlife, and rightly so. The new scene continues to run through Mitte, Friedrichshain, Kreuzberg and the old West from one opening to the next, always searching for new trends and the next location.

6. City of Freedom: More than Twenty-five years after the fall of the Berlin Wall, Berlin is the place to be. The city tells the story of its transformation from the separation of East and West as a symbol of the Cold War back to a place of freedom, tolerance, creativity and lightness of being.

7. City of Industry, Research & Sciences: Berlin is one of the biggest research centres in Europe. Some 300 universities and institutes promote the networking of research and academics.

8. Green Waterfront City: Berlin is an exceptionally green meeting place for day-trippers and hobby gardeners with its gardens, historic parks and creative green spaces.

9. Berlin Eats Well: Berlin has nine restaurants that have each been awarded a star by the Michelin guide, and five Berlin restaurants have even received two stars.

10. New Trends: Berlin has embraced the pioneering spirit and has become an experimental centre for new ideas.

11. International Berlin: More than 43 percent of visitors to Berlin come from abroad. With people from more than 185 nations, Berlin is the most multicultural city in Germany.

presentation organized by the Berlin Palace-Humboldt Forum Foundation.

The Forum will exhibit the unique non-European collections of its National Museums in Berlin on the second and third floors. Occupying the first floor, the 'Workshops of Knowledge', will be the intellectual archives of these museums, parts of which are classified as UNESCO World Heritage assets. They will be joined by the Humboldt University's Humboldt-Lab and the exhibition WorldCityBerlin by the Federal State of Berlin and thus become another highlight to be visited by tourists from all over the world.

Q: As a world renowned city, Berlin is rich in historical, cultural and economic resources. Could you introduce the tourism market of Berlin to us?

A: Berlin is still the top destination for international guests coming to Germany and, alongside London and Paris, is one of the three most popular destinations in all of Europe. In 2014, some twelve million tourists came to Berlin, spending 28.7 million nights in the city's hotels. The number of arrivals and overnight stays has more than doubled since 2004, a development not seen in any other of Europe's major cities.



This page: Kurfürstendamm; Berlin State Museum
Right page: Berlin Wall

Berlin today is like a shining star among all European cities with its unique living history, lifestyle, very diverse culture and many tourist attractions. The biggest advantage of Berlin compared to other European cities is that it is still changing and re-inventing itself, even 25 years after the fall of the Berlin Wall. Berlin today has the most modern hotel industry in Europe, no official closing hours when it comes to nightlife and an attractive international (the capital is one of the most multicultural cities in Germany. About 457,000 of the 3.5 million Berliners have a foreign passport. More than 190 nationalities are permanently resident in the city, a fact reflected in Berlin's culinary and cultural diversity) travel destination 12 months a year that is at the same time the German Capital but also an open, very relaxed and welcoming European metropolis that attracts more and more people from all over the world.

In 2006, the German capital was awarded the title "UNESCO City of Design", while UNESCO has also designed three World Heritage Sites in Berlin. In addition to the Museum Island and the Prussian royal palaces and gardens, Berlin's Modernist housing estates received the designation in 2008.

Those who need to keep a close eye on their travel budget will hit the jackpot in Germany's capital: there's hardly any other city in Europe where overnight accommodations are as affordable as in Berlin. While guests in Berlin pay on average €88 for a double room, they can expect to pay 50 percent more for a similar hotel room in Paris or London.

The exciting history of Berlin cannot be measured in rankings, but any visitor to Berlin will find plenty of traces both inside and outside the city's many museums. For example, at 1,316 metres, the East Side Gallery is both the longest open-air gallery in the world and the longest stretch of the Berlin Wall still standing. It features 101 works painted by 118 artists from 21 countries shortly after the Wall fell, with many of the artists returning in 2009 to renew their artwork.

Q: Festivals and events like Berlin International Film Festival and Die Berliner Philharmoniker in der Waldbühne have attracted many professionals and tourists from all over the world. Berlin International Film Festival is loved by the Chinese people and on the festival the Chinese film makers are recognized by the world. How did Berlin build such events and festivals to attract tourists?

A: Entertainment always has been part of Berlin city life over the centuries, thanks to the reunification Berlin has three opera houses, 8 symphony orchestras and many creative people are living in Berlin and are moving to Berlin because of the positive energy of the city and always come up with new event concepts etc.

The most important probably is that everything is authentic in Berlin and has developed somehow by itself. The Film Festival and other events are no artificial products and have not been installed like a Disneyland to entertain guests.

Q: How do you think of the Chinese outbound travel market? Will Berlin offer more preferential policies to attract Chinese tourists?

A: China will continue to become an even more important outbound travel market for destinations from all over the world. We will continue to invest in our Berlin promotions in China with B2B but also with more B2C activities. We already have our Chinese website www.laibolin.com, and are using Weibo and WeChat to inform about Berlin. And of course we always are working on new marketing strategies and are observing the Chinese market very closely.



Tips

12. Sports and Major International Events: Six professional clubs for five sports make Berlin a true sporting destination.

13. Congress Destination: Meetings and conventions in medicine, science and research make up the largest sector in Berlin's event business.

14. Neighbourhood Life: In Berlin, the word Kiez means the neighbourhood where you live and feel at home. And people have their choice of 96 neighbourhoods in the city's 12 districts.

15. Restored Areas and New Attractions: On the former border strip, new flats and shops have sprung up, and flea markets, beach bars and night clubs are flourishing.

16. Shopping and Fashion Capital: Fashion shows, exhibitions and numerous events attract designers, critics and fashion fans to the fashion capital.

17. Berlin for Everyone: Whether international globetrotters, families, teachers, medical tourists or guests with limited mobility, everyone will find their own Berlin.

18. Queer in the Capital: Exciting, tolerant, international, Berlin is an epicentre of the gay and lesbian scene in Europe.

19. Stronghold for Start-Ups: Berlin is one of Europe's most important sites for start-ups and a laboratory for the city of tomorrow. Berlin offers the perfect conditions: a relatively low cost of living, excellent infrastructure and a cosmopolitan atmosphere.

20. The Full Package at Affordable Prices: Surprisingly inexpensive—that's what people say about Berlin.

21. Crazy and Unique: In Berlin nothing is impossible. Even Currywurst and the Trabant have their own museum!

22. Summer in Berlin: Berlin stays pleasantly warm, and there are more than enough street cafés, parks, gardens, beach bars and rooftop clubs to choose from.

23. Winter in Berlin: Berlin holds its own in the winter.

24. The German Capital: The heart of Germany's democracy beats in Berlin, where decisions are taken and state guests are received.

25. City of Change: A quarter century after the fall of the Wall, things both well-known and newly discovered shape the city's rhythm, and people's lists of favourite spots are constantly changing.