



法国将采取措施力争5年让赴法中国游客数量翻番

日前，中国国家旅游局分别在法国巴黎和德国法兰克福，以“美丽中国之夜”和“美丽中国——陆上丝绸之路”为主题，进行“美丽中国”旅游推广活动。

在法国巴黎举行的“美丽中国之夜”中，中国国家旅游局副局长王晓峰表示，中法既是旅游大国，也是文化大国。中法旅游合作近年来不断深化，取得丰硕成果。2015年，中法两国双向旅游交流规模首次超过260万人次，实现历史性突破。

法国旅游发展署主席菲利普·福尔表示，法国政府已实施了针对中国游客签证便利化政策，增加了中文标识，为中国游客提供了友好的旅游环境。未来5年，法国旅游发展署将采取措施，力争使来法中国游客数量翻番。

France endeavours to double the number of Chinese tourists to France within five years

China National Tourism Administration (CNTA) has recently hosted two events in Paris and Frankfurt in the themes of “Beautiful China Nights” and “Beautiful China – Silk Road by Land” respectively, as part of the country’s promotion of tourism in the theme of “Beautiful China”.

During the event of “Beautiful China Nights” in Paris, CNTA’s Vice President, Wang Xiaofeng, said that both China and France are significant countries in tourism and culture, and that cooperation between the two countries in the tourist industry has deepened in recent year to bring about great results. In 2015, over 2.6 million tourists travelled between China and France, an unprecedented historical first.

Philippe Faure, President of Atout France (the France Tourism Development Agency), said that the French government has simplified visa application procedures for Chinese tourists and increased public signs written in Chinese, in order to cater to the needs of Chinese visitors. Atout France will implement more measures in order to attract twice the number of Chinese visitors to France.



泰国推出2017年旅游营销计划力促深度体验游

泰国国家旅游局近日在曼谷举办促进旅游业持续发展的营销计划报告会，提出2017年旅游业总收入达到2.84万亿泰铢的目标，同时针对国内外游客提出了不同的营销策略。

泰国国家旅游局局长育塔萨当天表示，希望2017年泰国国内游客能够带来9500亿泰铢收入，国外游客带来1.89万亿泰铢收入，分别增长10%。

为实现这一目标，泰国国家旅游局提出内外有别的营销策略：对内倡导和组织本国青少年、妇女及老人出游，并鼓励他们通过社交媒体分享自己的旅游收获；对外积极吸引新的目标群体来泰旅游，其中包括年轻企业家、年收入在2万美元(约合13万元人民币)以上的国际游客以及来自新兴市场国家和伊斯兰国家的游客。

Thailand presents 2017 Tourism Scheme, promoting in-depth travel experience

On July 11th the Tourism Authority of Thailand (TAT) held a meeting in Bangkok to discuss its marketing plans for a sustainable development of tourism. It set the goal of 2.84 trillion baht in overall tourism revenue for 2017, and proposed different marketing strategies aimed at internal and foreign tourists.

TAT Governor Yuthasak Supasorn said on the day that they hoped to meet the revenue target of 950 billion baht from domestic tourists and 1.89 trillion baht from foreign visitors in 2017, a 10% increase for both figures.

In order to reach the goal, TAT proposed different marketing plans for local and foreign tourists. For local tourists, they plan to encourage females, youths and retirees to travel across regions and to share their travel experiences on social media. For foreign tourists, they plan to attract new target groups to visit Thailand, including young businesspeople and those with an annual income of above 20 thousand US dollars (or ¥130 thousand RMB). The target markets are the new ASEAN and Islamic countries.

上半年中国旅游投资同比增长30.5%

中国旅游局近日发布的最新统计显示，今年1至6月，全国在建旅游项目9944个，实际完成投资4211.5亿元，较去年同期增长约30.5%。

中国旅游局有关负责人表示，当前全国旅游投资呈现新特点：一是旅游大项目投资增速，二是民间资本持续活跃，三是西部投资快速升温，东部地区投资集聚。四是旅游产品转型升级态势明显，五是乡村旅游投资成为亮点。

National investment in tourism in the first half of the year shows an increase of 30.5% from the same period last year

On July 6 the National Tourism Bureau published the latest figures showing the completion of 9944 projects in the tourist industry nationwide from January to June this year. They represent an actual investment of 421.15 billion Yuan, an increase of approximately 30.5% from the same period last year.

Sources from the National Tourism Bureau say that there are five new features in the country's tourist investments: 1) a steep increase in investments in large projects; 2) sustained activities of private investors; 3) a fast growth in investments in the western region while investments in the eastern region becoming more concentrated in certain areas; 4) marked upgrades in the types of tourist products; and 5) investments in rural tourism becoming highlights.

中国游客对澳经济贡献将超过1000亿美元

澳大利亚中国工商业委员会日前发布报告称，到2025年中国游客对澳大利亚经济的贡献将达到1400亿澳元。

报告认为，中国游客赴澳大利亚旅游，以及包括教育和投资等活动在内的再次消费，成为助推澳经济增长的重要因素。

报告数据显示，从2010年到2015年，赴澳中国游客人数以年均19%的速度增长，2015年赴澳中国游客首次突破100万人次，预计到2025年将达到200万人次。2015年中国游客在澳直接消费超过77亿澳元(约合55亿美元)。

Chinese tourists will contribute over 100 billion US dollars to the Australian economy

The Australia China Business Council recently published a report predicting a 140-billion-US-dollar contribution to Australian economy by Chinese visitors by the year 2025.

The report attributes this important contribution to Australia's economic growth to regular expenditures of Chinese visitors in the country in activities related to education and investment.

The report shows that the number of Chinese visitors to Australia increased by 19% per annum from 2010 to 2015, reaching 1 million in 2015. The projected figure for 2025 is 2 million. Chinese visitors spent more than 7.7 billion Australian dollars (or 5.5 billion US dollars) in Australia in 2015.



邮轮旅游爆发增长凸显收入提升消费升级

邮轮旅游进入爆发期和邮轮经济圈的兴起，正是国民收入提升、消费升级的体现。根据国际旅游规律，人均GDP达到5000美元时，就会步入成熟的度假旅游经济，邮轮产业开始起步。达1万-4万美元时，邮轮旅游进入快速发展期。而国家统计局公布的数据显示，2015年我国人均GDP为5.2万元，已超8000美元。同时，已有包括广东、福建、京、津、沪等10个省份及直辖市人均GDP突破1万美元，具备了邮轮运输快速发展的条件。

分析认为，中国将成为全球邮轮旅游发展最快的新兴市场。北京大学旅游研究与规划中心主任、国际旅游学会秘书长吴必虎介绍，从《世界海岛旅游发展报告(2015)》来看，2017年之前，中国将成为全球第二大邮轮旅游市场。

Boom in cruising shows income growth and increase in luxury travel

The boom in cruise travel and the formation of a cruising economic zone demonstrate an increase in national income and an upgrade in the level of consumption. International tourism shows a general rule that when the national GDP reaches US\$5,000, an economy based on holiday tourism becomes stabilized and a cruising industry begins to form. Cruise travel enters a rapid period of development when the national GDP reaches 10-40 thousand US dollars. According to the numbers made public by China's State Statistics Bureau, the Chinese National GDP in 2015 exceeded 8,000 US dollars per capita to reach 52 thousand. The figure even exceeded 100 thousand US dollars in ten provinces and municipalities including Guangdong, Fujian, Beijing, Tianjin and Shanghai. These figures show that conditions have matured for the fast growth of the cruising industry.

China is believed to be the next fastest growing new market for the global cruise travel industry. According to Wu Bihu, Director of the Centre for Tourism Research and Planning at Beijing University, and Secretary General of the Society of International Tourism, China is predicted to become the second largest cruising market in the world by 2017. His projection is based on a document entitled, "A Report on the Development of Global Island Tourism 2015".



今年前5个月赴俄免签中国游客增长超五成

俄罗斯联邦旅游署6月30日发布消息说，今年前5个月到访俄罗斯的免签中国游客数量较去年同期增长了一半多。

根据旅游署公布的数据，2016年前5个月，赴俄旅游的免签中国游客达13.01万人次，比去年同期的8.62万人次增长了51%；前往中国的俄罗斯游客为8.96万人次，同比增加了40%。

俄旅游署新闻局表示，中国是俄罗斯吸引外国游客的主要市场，2015年，到访俄罗斯的中国游客首次突破100万人次。

中俄双方于2012年签署团队旅游互免签证协议。根据协议，两国公民可以通过团队旅游的方式免签证前往对方国家旅游，免签证旅游期限不超过15个自然日。

The number of Chinese tourists entering Russia with visa exemption increased by 50% in the first five months of this year from the same period last year

The Russian Federal Agency for Tourism announced on June 30th that the number of Chinese tourists entering Russia with visa exemption in the first five months of this year was an increase of 50% compared with the figure for the same period last year.

Statistics of the Agency show that, in the first five months of 2016, 130,010 Chinese tourists visited Russia without the requirement of a visa, an increase of 51% from the figure of 86,200 for the same period last year. Meanwhile 89,600 Russians visited China, an increase of 40% from the same period last year.

The Agency said that China is a major market for Russia's tourist industry. In 2015 the number of Chinese visitors to Russia broke the record of one million for the first time.

China and Russia signed an agreement in 2012 to mutually grant visa free access to visitors travelling as part of a tour group. According to the agreement, Chinese and Russian citizens may visit the other country as part of a tour group without the requirement of a visa, for a maximum stay of 15 days.



阿根廷拟推新旅游计划或将对中国游客免签

据阿根廷华人网编译阿根廷媒体的报道，阿根廷国家旅游局长Gustavo Santos宣布，在未来几周内将开始返还增值税(IVA)给在阿根廷旅游的外国游客。La Nacion报说“旅游局计划到2019年，增加50%的外国游客，这将使每年旅游人数从570万提高到900万。为此，特别要使美国和中国的游客增加。对于中国游客，如果他们持美国，加拿大，欧盟，巴西或智利的签证，则可以免签进入阿根廷。”

他还提到了入境游的增长，“我们在中国和欧洲市场有增长，奥巴马的访问，也增加了美国游客的人数。我们希望所有的中国人都可以免签进入阿根廷。对旅游业来说，我们现在有巨大的机会。”

Argentina may waive visa requirement to Chinese visitors in its new plan to promote tourism

A local Chinese website in Argentina, using sources from Argentinian media, reported an announcement by the Argentinian Minister of Tourism, Gustavo Santos, that his ministry will begin to return Value Added Tax to foreign visitors within weeks. According to the newspaper, La Nacion, the Ministry of Tourism plans to increase the number of foreign tourists by 50%, from 5.7 million to a projected figure of 9 million, by 2019. Visitors from the US and China are the specially targeted groups to boost the number increase. Chinese visitors who already hold a visa from the US, Canada, the EU, Brazil or Chile may enter Argentina without a visa.

The minister also commented on the increase of foreign visitors thus: “We have seen a growth in the Chinese and European markets. The visit of President Obama also spurred the increase of American tourists. We hope all Chinese visitors may enter Argentina without a visa. We now face a great opportunity in the tourist industry.”