世界旅游城市联合会
自媒体平台

世界旅游城市联合会自媒体平台是集互联网、移动媒体、社交媒体以及平面媒体等于一体的跨媒介、多终端的综合旅游推介营销服务平台，是联合会及会员单位资讯发布、产品推介、树立品牌的重要渠道，是游客获取资讯、社交分享、消费服务的权威平台。会员单位可通过自媒体平台发布官方、权威的城市旅游资讯信息，以视频、动画等等现代信息技术，多层次、多渠道展示各城市旅游景观、文化传承、风土人情、出行指南等旅游资讯。扩大联合会及会员单位的营销推广空间，提升旅游目的地综合信息服务能力，为游客提供充分的信息服务保障，实现会员信息的有效推介和资源共享。

自媒体平台内容

旅游体验互动

　　由城市旅游专属频道、旅游博客、旅游攻略达人分享、旅游点评体系等四个部分组成。旨在为全球游客提供全面周到的互动分享体验，搭建会员单位和游客之间交流互动的平台。

移动客户端资讯

　　利用移动终端便捷性、即时性、开放性的特点，开发了世界城市旅游联合会旅游资讯推介客户端和城市会员专属客户端两大产品。结合旅途分享、翻译工具、导游工具、食宿点评以及地图工具等功能，满足游客对旅行管理智能化、服务主动化、旅游个性化和信息对等化的发展需

求，打造"揣在口袋里的贴身旅行顾问"。

城市旅游数据中心

　　自媒体平台的数据和内容基础，由城市旅游资源数据库、旅行者（用户）信息数据库和会员城市数据库三个子数据库组成，三个数据库高度互联，资源共享。

　　通过构建旅游体验互动、移动客户端资讯、城市旅游数据中心，将自媒体平台构建成为集会员单位资讯推介管理、游客用户咨询服务、旅游产品商务服务于一体的旅游信息服务平台，形成多平台互联互通、多终端发布、多形态差异化发展的资讯服务体系。该平台将实现国际高端旅游文化资源的直接对接和深度整合，平台各方在合作中找到彼此间和谐交流的契机，打造全新的国际旅游品牌；也将使各会员城市和机构及时掌握旅游客源市场变化，开展有针对性经营活动，促进世界各城市旅游经济发展。

自媒体平台介绍

官方网站

　　世界旅游城市联合会官方网站分中文、英文两个版本，旨在搭建会员单位信息发布和推介营销两大平台。

　　旅游信息发布包括两方面内容，即联合会自身以及城市会员旅游资讯。作为官方网站，它将是联合会推广品牌、发布信息的主要渠道，发布内容包括联合会介绍、最新动态、学术报告、近期活动等。同时，网站平台将设有全部会员城市的旅游信息阵群，以现代信息技术，多层次、多手段、多渠道展示各城市旅游景观、文化传承、风土人情，出行指南等旅游资讯。

　　推介营销平台是指网站将为会员单位提供一个全方

位、多层次的贸易营销渠道，这是一个联合会会员之间互通交流、业务洽谈对接、促成商贸合作的服务平台，也将成为"全球旅游商贸信息网上集散地"。网站将协助推广会员城市、机构产品，更好地服务于各位会员的发展，协助达成国内外旅游产业资源更高效、合理地配置，从而推动全球旅游产业发展。

　　服务会员的同时，网站紧跟社交化的国际新媒体发展趋势，设立社交网站分享、网友留言问答等互动功能，拉近会员单位与网友之间的距离，为网友提供便利，有效提高网站用户的黏合度。未来，待用户流量达到一定数量，网站还将建立电子商务平台，支持个性化旅游定制。电子商务平台主要包含预订服务（包含机票、火车票、酒店、餐饮等）、旅游商品销售、旅游指南销售、保险销售等。

《世界旅游城市》杂志

　　《世界旅游城市》杂志是联合会创办的刊物，中英文双语，发行方式为季刊。杂志设有 "聚焦"、"会员活动&大事"、"城记"、 "风采"、 "分享"、"案例"、"旅途"、"联合会"等8个栏目。主要针对、旅游业界的最新动态、旅游目的地的建设及营销、旅游从业者的服务和发展、旅游人群的消费行为、联合会自身发展中的大事件等，进行深度有效的报道和分析。

　　《世界旅游城市》杂志的出版，意在对联合会本身的服务职能进行全方位介绍；多角度、多层次对联合会会员进行推介及深度报道；关注联合会学术研究成果，树立国际旅游研究和研讨标杆地位；打造旅游管理和经营的学习平台，加深联合会的旅游引导和交流互动的功效。杂志的主要读者为各城市会员和机构会员，以及潜在会员城市和会员机构、旅游业界管理者、精英商务人士、高端散客、

高端消费群体。杂志发行将涵盖以下渠道：投递至各城市会员的旅游主管单位；摆放在北京国际知名连锁酒店客房内；定向直邮给高端旅游管理者和经营者；以及在机场和高铁车站内的书店中售卖。

世界旅游城市客户端

世界旅游城市客户端致力于打造最便捷、最权威、最准确的会员旅游资讯应用程序。为游客、旅游相关企业及联合会会员城市提供高质量的信息服务。游客可以在客户端中找到旅游城市中的餐馆、酒店、景点、游乐场所、购物中心、自助游玩线路以及交通导览等信息。同时，还可以查询到众多的网友评论、经验分享、实时攻略等内容。相比较目前市场上的其他旅游客户端，世界旅游城市客户端除拥有游客自主上传和分享的攻略以外，还突出了其权威官方信息发布的主导地位。游客可通过查询，获取第一手的官方信息，如旅游目的地的最新路况、应季推荐、近期活动等等。

目前，联合会正在全面整合会员单位及旅游产业的相关产品信息，努力为游客打造一个集资讯发布、合作交流与旅游服务于一体的综合性媒体平台，为实现联合会社会价值与商业价值的双向提升和可持续发展奠定良好基础。

世界旅游城市联合会微信

世界旅游城市联合会微信旨在提供多层次交流平台。旅游城市和机构会员可以通过微信建立品牌知名度，推送游客关心、感兴趣的话题信息、产品信息和活动内容。并且可以通过微信平台，与游客紧密高效的互动，做到有问必答，建立与游客一对一的沟通机制。正是因为微信的传播范围是基于强关系和主动获取的前提，所以信息到达更精准，接受程度更高。

世界旅游城市联合会微信可以通过后台的用户分组和地域控制，实现精准的信息推送。可群发文字、图片、语音等类别的内容，还可以推送专题信息。针对旅游目的地的资源与产品可做到每天推送具有吸引力的文字介绍及异彩纷呈的图片，同时配以优惠、促销活动信息，吸引游客参与。

世界旅游城市联合会微博

世界旅游城市联合会与新浪网强强联手，共同打造世界旅游城市联合会官方微博，定位为提供旅游娱乐休闲生活服务的信息分享和交流平台。信息以会员城市和机构会员的动态、活动为主，形式以文字配合图片的方式展现。基于微博的传播特点，世界旅游城市联合会与新浪网将共同举办系列推广活动、共同发起流行旅游话题讨论，与网友、粉丝一起互动，建立社区化面对面沟通渠道。同时也将借助微博意见领袖、热门网络语言，增加微博的趣味性，扩大传播力度。

自媒体平台的功能和作用

展示平台

世界旅游城市联合会自媒体平台作为游客获取资讯的重要信息来源，可以展示会员丰富的旅游资源，提高会员城市或机构的品牌知名度、树立品牌形象。可以快速、灵活的为全球会员单位发布旅游资讯；全方位展示会员城市和机构的旅游资源；以丰富翔实的资讯为城市旅游提供品牌推介；通过全面、直观的展现形式将资讯内容传递给受众，形式包括文字、图片、图集、视频、音频、flash等，全面覆盖目标受众，包括会员城市、旅游业界单位及从业人员、广大互联网和移动互联网用户；从而通过多个渠道，多层次地展示会员城市独特亮丽的旅游资源以及会员机构丰富多样的旅游产品，让游客能够更加便捷、全面地了解到会员单位的相关信息。同时，还能够通过媒体合作伙伴，对会员城市或机构进行采访、报道，展示城市风貌，增加品牌曝光度，提升品牌知名度。

推广平台

在活动推广过程中，与媒体的合作尤其重要。活动推广、宣传是否到位，直接关系到该活动所能够收到的效果。世界旅游城市联合会自媒体平台可以通过官方网站、杂志、微信以及微博内的主题宣传和针对性的信息推送，在最快时间内最大限度捕获受众。通过亮眼的图片以及精美的视频，吸引游客们参与到活动中来。同时，举办活动的会员城市或机构可以联系到世界旅游城市联合会的媒体合作伙伴，邀请记者到现场了解活动的进展情况，以新闻报道的形式介绍、宣传活动，从而得到更广泛的宣传。

互动平台

会员单位可以通过世界旅游城市联合会自媒体平台的官方网站、微信、微博等即时信息工具与游客进行交流，满足会员与游客之间互动沟通的需求；通过在线聊天、留言回复、电子邮件等交互手段，实现会员单位与消费者的即时双向沟通；游客看到信息后产生进一步洽谈的意向可即时联系，有效地网罗了潜在购买用户，增加了成功营销产品的概率；通过互动交流收集游客的意见或建议。会员城市和机构通过与游客进行沟通交流，可以获取游客需求，并且有效的促成交易，从而为会员单位提供了吸引游客的更多可能。

合作平台

借助世界旅游城市联合会自媒体平台，会员城市或机构不仅可以与游客进行沟通交流，同时也可与业内其他机构之间进行互动；通过与业内的良好交流，会员单位能够了解到业内相关单位的信息，从而得到有效的借鉴；通过业内交流与专家建议，还能够了解行业的最新信息与趋势走向。不仅如此，会员城市之间、城市与旅游机构之间以及机构与机构之间也能够通过世界旅游城市联合会媒体平台，结合各自需要，互利互惠展开合作。

数据平台

世界旅游城市联合会自媒体平台的数据和内容基础，由城市旅游资源数据库、旅行者（用户）信息数据库和会员城市数据库三个子数据库组成。会员城市与机构可以通过分析庞大而完备的数据库资料，得到对自身发展有助益的信息：可以让各会员单位及时掌握旅游客源市场变化，挖掘旅游市场走向，进而开展有针对性经营活动，开发符合市场潮流的旅游产品；为学术研究的开展、旅游业务的研究以及旅游发展规划的制定提供数据支撑。

The World Tourism Cities Federation's We Media

The WTCF's We Media is a cross-media and multi-terminal comprehensive tourism promotion and marketing-service system that integrates the Internet, mobile media, social media and print media. It's an important channel for the federation and its members to share information and promote products. We Media is also an authoritative platform for travelers to get information and consumer services. Members can access official tourism-consulting information through the We Media platform and present their own tourism attractions, cultural heritage, customs and travel tips through videos, animation and other methods. The platform will expand the marketing and promotion space of the WTCF and its members, upgrade the comprehensive information service capabilities of tourist destinations, and offer sufficient information service to tourists. It will boost effective information and resources among members as well.

The We Media platform will cover the following aspects

Travel Experience Interaction

This aspect is composed of four parts: an exclusive channel for city tourism, a travel blog, a platform for talents to share travel plans and a travel review system. It aims to provide a comprehensive and thoughtful interactive and sharing experience for travelers all over the world, creating a platform for interaction between members and travelers.

Mobile App

By making use of the convenience, immediacy and openness of mobile terminals, the WTCF has developed two major app products for the promotion of tourism information of the WTCF, as well as an app exclusively for city members. Combining functions such as journey sharing, translation, tour guides, and food and accommodation maps, these apps can satisfy tourists' need for intelligent travel management, strong service, personalized travel and prolific information, creating "an intimate travel advisor in your pocket".

City Tourism Data Center

The data and content of the We Media platform consists of three sub-databases: the city tourism resource database, the traveler (user) information database and the member city database. They are highly interconnected and share resources with each other.

By creating travel experience interaction, mobile apps and a city tourism data center, the WTCF has built We Media into a one-stop travel information service platform integrating the promotion and management of member information, consulting services for tourists and business services for tourist products. It establishes an information service system featuring multi-platform, multi-terminal and diversified development. The platform will realize direct docking and in-depth integration with high-end tourism and cultural resources in the world. Members can find precious opportunities for harmonious exchange, creating a brand new international tourism brand. This attempt will also allow the member cities and organizations to grasp the changes in the tourism markets, carry out targeted operations, and promote the development of a tourism economy of cities around the world.

Official Website

The official website of the WTCF includes both Chinese and English versions, designed to build a platform for travelers to access tourism information and for members to promote their tourism spots and products.

The website offers information about the WTCF itself and its city members. As the official website, it will be the main channel for brand promotion and information release, including an introduction to the WTCF, its latest developments, academic reports, and recent activities. Meanwhile, the website will contain all city members' tourism information, using modern information technology, multi-level and multi-channel demonstration to represent

sceneries, cultural heritage, traditions and customs, and travel guides of various cities.

World Tourism City Magazine

The World Tourism City Magazine was initiated by the federation. It is a bilingual quarterly magazine. It has eight columns, namely "Focus", "Member Activities & Events", "City Records", "Charm", "Sharing", "Cases", "Journey", and "Federation". The magazine conducts in-depth and effective reporting and analysis on the following: the latest developments in the tourism industry, the construction and marketing of tourism destinations, the services and development of those who work in the tourism industry, consumer behavior of travelers and big events of the federation.

World Tourism Cities News

As the exclusive communication channel for members of the WTCF, the World Tourism Cities News takes the purpose of better serving its members, and aims at promoting exchange and cooperation among city and institution members, sharing their experiences in the tourism industry, discussing hot topics related to the development of city tourism, and strengthening the interaction and cooperation within the tourism market so as to improve the level of the tourism industry's development. The World Tourism Cities News tries to promote the coordinated development of society and the economy of tourism cities all over the world, become a platform for win-win cooperation and mutual benefits for world tourism cities, and provide information services for existing city and institution members as well as their partners. The publication has three versions: daily, weekly and monthly. It collects the most up-to-date and most targeted moments of city members and industry-related information, providing all-round information and guidance from the policy, development, and data levels as well as cooperation information. It also offers an information exchange platform for the promotion of its members.

World Tourism Cities App

World Tourism Cities App is committed to creating the most convenient, authoritative and accurate travel information app, providing high-quality information services for tourists, tourism-related businesses and city members of the WTCF. Tourists can find in the app all kinds of information including restaurants, hotels, attractions, entertainment sites, shopping centers, DIY travel routes, and traffic navigation. Meanwhile, tourists can also find a number of user comments, experience sharing, real-time suggested travel plans and other contents. In addition to the travel plans shared by tourists, something which is common among all tourism apps, the World Tourism Cities app gives full play to its dominating position as a place to release authoritative and official information. By searching, tourists can get first-hand official information, such as the latest traffic situation in their destinations, seasonal recommendations and upcoming events.

World Tourism Cities Federation WeChat

The WeChat account of the WTCF is designed to provide a multi-level exchange platform. Through this channel, tourism cites and institution members can establish brand awareness, and post interested topics, product information and events. They can also have close and efficient interaction with tourists, answer every question posed by them, and establish a one-on-one communication mechanism with them. Since the popularity of WeChat is based on strong relationships and initiative access, the information should be better targeted and well received.

The WTCF's WeChat account can provide targeted

information through backstage user grouping and location controls. It can send mass texts, images, voice and other types of content, as well as thematic information. For resources and products of tourist destinations, the account can post texts and images on a daily basis, accompanied by information on sales and promotional activities to attract tourists.

World Tourism Cities Federation Weibo

The WTCF is cooperating with Sina.com to jointly establish the official Weibo of the WTCF. It is positioned as an information sharing and communication platform providing travel, leisure and entertainment services. Information shared on this platform mainly includes updates and events of the member cities and institution members, represented in the form of pictures and texts. Utilizing the features of a Weibo, the WTCF and Sina.com will jointly hold a series of promotional events, and initiate discussion on popular tourism topics, interacting with Internet users and Weibo fans to establish a face-to-face communication community. Meanwhile, with the help of opinion leaders on the Weibo, and using hot expressions online, the official Weibo can be more interesting and more effective in spreading information.

We Media's Function and Role in the World Tourism Cities Federation

A platform for exhibition

As an important information source for travelers, We Media of the WTCF presents the outstanding tourism resources of its members, improves the brand awareness of city members and establishes their brand images. It quickly and

flexibly releases tourism information for global member units; showcases tourism resources of city and institution members in a comprehensive manner; comprehensively provides brand suggestions for city travel with rich and detailed information; and delivers information to users in comprehensive and direct forms, including text, picture, album, video, audio and flash. Targeted users include city members, tourism agencies and personnel, and PC Internet and mobile Internet users. Through multi-channel and multi-level demonstration of the unique tourist resources and rich tourist products of its city and organization members, We Media aims to allow travelers to receive information about member units more conveniently and comprehensively.

A platform for promotion

In the event promotion process, working with the media is particularly important, since sufficient promotion and publicity is directly related to the success of the events.

We Media of the WTCF can attract users as quickly as and to the largest extent possible through themed publicity activities and targeted information on the official website, magazines, WeChat and Sina Weibo.

The We Media platform can also attract visitors to participate in activities by using eye-catching pictures and videos, effectively spreading and promoting information about the events.

A platform for interaction

We Media of the WTCF can help member units communicate instantly with travelers through the official website, WeChat and Sina Weibo to achieve interaction and communication between members and travelers.

The WTCF will carry out real-time and two-way communication between member units and consumers through online chat, message reply, email and other interactive tools.

Travelers can immediately contact the WTCF after receiving information or if they have issues they would like to discuss. The platform can effectively attract potential customers and increase the probability of successful marketing. The WTCF will collect comments or suggestions from travelers through interactive communication.
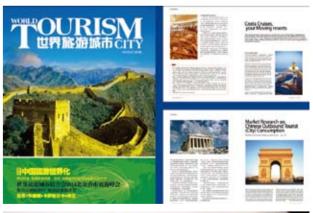
A platform for cooperation

With the WTCF's We Media platform, city members or institutions will not only communicate with travelers, but also interact with other institutions. Through good

communication within the industry, member units can effectively acquire information about tourism-related units. Through trade exchanges and expert advice, member units can also learn about the latest information and trends of the industry.

What's more, member cities, cities and tourism institutions, as well as member institutions can expand mutually beneficial cooperation combined with their needs through the WTCF media platform.

A platform for data

The data and content pool of We Media of the WTCF is composed of three sub-databases: the city tourism resources database, the travelers (users) information database and the city members database. City and institution members can obtain information that can benefit their own development by analyzing large and comprehensive resources in the databases.

The WTCF allows all member units to grasp the changes in the tourism markets in a timely manner and make use of the trends of the tourism markets to carry out targeted operations and develop tourism products in line with market trends.