

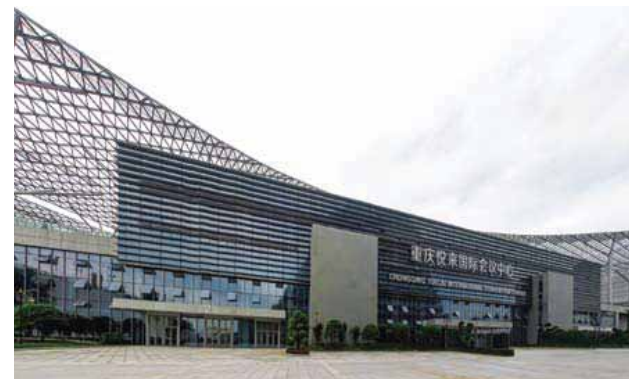


重庆市,位于中国内陆西南部、长江上游,是中国面积最大、最年轻的中央直辖市,中国五大中心城市之一,是中国优秀旅游城市、中国历史文化名城、世界温泉之都,是中国旅游资源类别最为丰富的城市之一,是世界著名的山城、江城、不夜城。

重庆拥有世界上唯一可乘大型邮轮游览的内河大峡谷——长江三峡,世界文化遗产——大足石刻,世界自然遗产——武隆天生三桥、南川金佛山,世界一流、中国唯一的“世界温泉之都”,充满民族民俗特色的乌江画廊及以巫山小三峡、大足石刻、武隆喀斯特、酉阳桃花源、万盛黑山谷、南川金佛山—神龙峡等6个5A级景区。

Chongqing is located in southwest Mainland China and the upper reaches of Yangtze River.As the largest and youngest municipality directly under the Central Government, and one of the national central cities, Chongqing has been given such titles as an outstanding tourist city in China, a famous historical and cultural city in China, World's capital of hot springs, and one of Chinese cities with most diversified tourist resources. It is a world-renowned mountain city, river city, and sleepless city.

Chongqing is famous for its inland river grand canyon—the Three Gorges which is the only place in the world where travelers can go by large cruise ships.The World Cultural Heritage—Dazu Rock Carvings,The World Natural Heritage—Three Natural Bridges in Wulong county,Gold Buddha Mountain in Nanchuan district. Chongqing is the sole city in China who claims the title of “World Hot Spring City”. Chongqing have more than 130 A-level scenic spots, including 6 5-A level scenic spots, that is Wujiang river and the lesser three gorges in Wushan county,Dazu Rock Carvings,Wulong karst Geological Wonder; Land of Peach Blossom in Youyan county, Black Valley in Wansheng district, Gold Buddha Mountain & dragon gorge in Nanchuan district, and so forth.



重庆悦来国际会议中心是西部最大的会议中心,致力于为参会来宾提供世界一流的硬件设备和精细化服务。

Chongqing Yuedai International Convention Center is the biggest convention center in western China, and is willing to give our guests a world class venue and outstanding service.



WTCF Participated in Beijing International Tourism Expo 2015

BITE 2015 was held in China at the National Convention Center on June 26, 2015. Wang Xiaofeng, deputy director general of China National Tourism Administration, and Cheng Hong, deputy chairman of WTCF council and deputy mayor of Beijing, as well as guests from 81 destinations of the world and hundreds of exhibitors was attended the opening ceremony. In the WTCF exhibition stand, Cheng Hong introduced works of WTCF to deputy director general Wang Xiaofeng and all guests, and had a cordial talk with Fotis Provatas, deputy secretary general of WTCF and chairman of China Economic Council in Greece. Song Yu, director of Beijing Municipal Commission of Tourism Development and WTCF secretary general, and Li Baochun, deputy secretary general was accompanied on the visit.

With innovation and perfect service as its motto, BITE has been successfully held ten times. Each time BITE offers many advantages such as high levels of professionalism, extensive participation, brand influence and obvious effect, and is favored by exhibitors worldwide. With and exhibition area of more than 30,000 square meters, this Expo, the eleventh BITE, was joined by more than 800 exhibitors and 200 specially invited buyers from 80 countries and regions

and 26 provinces, municipalities or autonomous regions. It drew in more than 40,000 professional visitors and buyers, as well as more than one hundred thousand ordinary citizens to visit and communicate with each other.

At this BITE, the Secretariat of WTCF, on behalf of its over twenty city members, distributed marketing materials at the exhibition stand to promote these cities. Thousands of people including representatives from tourism destinations, professionals from tourism institutions, and travel lovers came to the stand to learn about the tourism resources of these cities, and discuss issues like market development, marketing and promotion, personnel training, etc. WTCF makes full use of magazine, monthly news, website, and We Media to introduce its city members and institutes to the public.

During the expo, Roger Kacou, the Minister of Tourism of Cote d'Ivoire, on behalf of Abidjan, the largest city in Cote d'Ivoire, filled the application form for joining WTCF. The secretary general of WTCF Song Yu met the principal secretary of Kerala, India Jiji Thompson. Thompson and the business official from Embassy of India in China recommended Kochi, the largest city in Kerala, and other Indian tourism cities to join WTCF.

WTCF亮相2015北京国际旅游博览会

2015 北京国际旅游博览会 (简称“BITE2015”) 6月26日在北京国家会议中心开幕。中国国家旅游局副局长王晓峰、世界旅游城市联合会理事会副主席、北京副市长程红以及国内外嘉宾参加了开馆仪式。在世界旅游城市联合会展台,程红副主席向王晓峰副局长介绍了联合会的工作,并同专程前来参加 BITE 的联合会副秘书长、希腊中国经济理事会主席 Fotis Provatas 亲切交谈。北京市旅游委主任、联合会秘书长宋宇,副秘书长李宝春等陪同参观。

BITE 秉承不断开拓创新,竭诚为展商和观众服务的信念,以其专业性强、参与面广、影响力大、收效明显的优势受到广大参展商们的青睐,已连续成功举办了十届。本届博览会即第十一届北京国际旅游博览会,展出面积达到三万余平方米,共有来自八十多个国家和地区、26个省市自治区的八百多家参展商和两百多名特邀买家参

加。吸引了超过4万多名业内观众和买家参观、洽谈,十余万名公众到展会现场参观、采购。

在本次 BITE 展会上,联合会秘书处代表二十多家会员城市组团亮相,并在展台上派发会员城市宣传资料,旅游目的地代表、旅游机构从业者、旅游爱好者数千人到联合会展台了解会员城市旅游资源。洽谈市场开发、推广营销、人员培训事宜,积极踊跃。WTCF 充分利用杂志、月讯、网站和公共服务平台向公众宣传会员城市和机构。

展会期间,科特迪瓦旅游部长 Roger Kacou 先生代表科最大城市阿比让签署了入会申请表,正式申请加入世界旅游城市联合会。宋宇秘书长还见了印度克拉拉邦首席秘书 Jiji Thompson, Thompson 先生及陪同会见的印度驻华使领馆商务官员极力推荐克拉拉邦最大城市科钦市及其他印度旅游城市加入联合会。



Silk Road Tourism Cooperation Forum and 11th Outbound Tourism Forum Held

Silk Road Tourism Cooperation Forum and 11th Outbound Tourism Forum was held in Beijing to discuss the new challenges in tourism development brought by the One Belt One Road strategy, the launching of new tourism products with the new characteristics of One Belt One Road, as well as promotion of the cooperation between Chinese, foreign travel agencies and enterprises.

This forum was co-hosted by WTCF and Ivy Alliance Tourism Consulting, and many domestic and overseas organizations expressed support for it. Topic of the forum is "One Belt One Road, The New Driving Force of International Tourism". Subtopic discussions will include One Belt One Road and new opportunities in the tourism cooperation, Chinese inbound and outbound tourism in the new normal, new direction in One Belt One Road tourism

investment, Chinese outbound tourism price index report, new thinking in the Silk Way tourism development, Chinese citizens travel consumption analysis report, transition and upgrade in Southeast Asia and South Asia tourism product, new media, new technology and precision tourism marketing, cruise tourism special subject and so on. On the occasion, there were almost 30 distinguished guests present to share their precious experience and insights by making speeches.

For the first time, this forum discussed the research and development of the Silk Road tourism product and regional tourism cooperation in the perspective of Chinese citizen outbound travel. It will bring new connotation and vitality to the Silk Road economic belt and tourism of Maritime Silk Road in 21th century.



WTCF主办丝绸之路旅游合作论坛暨第十一届出境旅游论坛

为了探讨在新的政策环境和市场环境下中国出境旅游的特点和发展趋势,推出具有丝绸之路特色的出境旅游产品,增强中外旅游机构、企业之间的交流与合作,在境内外旅游机构的支持和参与下,丝绸之路旅游合作论坛暨第十一届出境旅游论坛在北京富力万丽酒店隆重举办。

本届论坛由世界旅游城市联合会和艾威联合旅游顾问机构共同主办,论坛的议题内容多元务实,包括“一带一路”战略与旅游合作新机遇,新常态下的中国入境和出境旅游,

“一带一路”旅游投资的新方向,中国出境旅游价格指数报告,丝绸之路旅游开发新思维,中国公民旅游消费分析报告,东南亚及南亚旅游产品的转型升级,新媒体、新技术与精准化旅游营销,邮轮旅游专题等等,有近30位重量级发言嘉宾分享他们的经验和真知灼见。

本届论坛是首次从中国公民出境旅游的视角,探讨丝绸之路沿线旅游产品的研发和区域旅游合作,它将为丝绸之路经济带和21世纪海上丝绸之路旅游赋予新的内涵和活力。



WTCF联合主办2015中国智慧城市投融资论坛

由中国股权投资基金协会、世界旅游城市联合会、世界移动互联网协会、中国智慧城市国际博览会组委会联合主办，北京股权投资基金协会和北京创业投资协会协办，2015中国智慧城市投融资论坛于2015年7月10日下午在北京展览馆举办。

在本次论坛上，来自IT、投资等领域的专家学者和政府、机构、企业家代表就建设智慧城市的机遇、挑战、融资以及政府和企业各自承担的责任等问题各抒己见、相互切磋，

对建设智慧城市包括从顶层设计到最终落地在内的各个层面进行了深入分析，并献计献策。其中，世界旅游城市联合会副秘书长李宝春在主题演讲中阐述了旅游业的重要经济地位及其对城市繁荣的巨大贡献，分析了发展智慧城市和智慧旅游的各个要素和重要意义，分享了北京市智慧旅游建设的成果，并用数据说明了智慧旅游和投融资之间的联系，同时还向大家介绍了WTCF，并表示WTCF将在未来为会员提供更多的旅游投资方面的服务。

WTCF Co-sponsored China Smarter Cities Investing and Financing Forum 2015

Co-sponsored by China Association of Private Equity, World Tourism Cities Federation, World Mobile Internet Association and the Organizing Committee of China Smarter Cities International Expo, in cooperation with Beijing Private Equity Association and Venture Capital Association of Beijing, China Smarter Cities Investing and Financing Forum 2015 was held in Beijing Exhibition Center on the afternoon of July 10th, 2015.

At the forum, experts and scholars specializing in IT, investing and financing fields and representatives from government, institutions and enterprises freely expressed their own views on the challenges, opportunities, financing, and respective responsibilities of government and enterprises in building smarter cities and gave deep

analyses and thought-provoking advice on smarter cities construction from different perspectives like top level design and final realization. In his keynote speech, Li Baochun, the deputy secretary general of WTCF, showed the important economic position of tourism industry and its great contribution to the prosperity of cities, analyzed the elements and significance of developing smarter cities and smarter tourism, shared the fruit of smarter tourism construction of Beijing and illustrated the relationship between smarter tourism and investing and financing with specific data. Meanwhile, Li also introduced WTCF to the audience and expressed that WTCF would provide more tourism investment service for its members in the future.

WTCF东北亚邮轮产业国际合作论坛暨第三届中国(青岛)国际邮轮峰会隆重举办

由WTCF联合中国港口协会共同主办，青岛市旅游局、青岛市北区人民政府等单位协办的“东北亚邮轮产业国际合作论坛暨第三届中国(青岛)国际邮轮峰会”于5月28日-29日在青岛万达艾美酒店隆重举行。本届论坛以“邮轮旅游开启二十一世纪海上丝绸之路”为主题，旨在推动东北亚邮轮旅游产业的发展与合作，促进旅游城市和企业之间的跨界交流与合作。

WTCF副秘书长严晗受邀

出席本届论坛，并发表主题演讲。在演讲中，他分析了国际邮轮旅游的发展现状和前景，指出了邮轮旅游对构建中国“二十一世纪海上丝绸之路”和促进世界经济再繁荣的重要意义，并倡议成立世界旅游城市联合会邮轮专业委员会，致力于探索国际邮轮产业持续发展的方向、繁荣世界邮轮旅游市场搭建信息交流和发布的全新平台，促进世界邮轮旅游城市、邮轮港口、邮轮企业等相关机构间的合作共赢。



WTCF Encourages Cruise Industry in Northeast Asia

The 2015 Northeast Asia Cruise Industry International Cooperation Forum 2015 & The 3rd China International Cruise Summit was held in Qingdao, a coastal city of Shandong province, from May 28 to 29. The event, with the theme of "cruise tourism contributes to building the 21st-Century Maritime Silk Road", aimed at promoting the cooperation between cruise-related businesses. In order to help promote communication and cooperation among tourist cities, port administrative departments and cruise companies across the globe, WTCF has proposed to set up a cruise tourism committee.

Yan Han, deputy secretary-general of WTCF, gave a keynote speech at the

event. He outlined the current status of and future prospects for the development of the cruise tourism industry in China, and said that the cruise tourism is of great significance in building the 21st-Century Maritime Silk Road and stimulating world economic recovery. He called on WTCF to open a branch in Qingdao to manage cruise-related businesses. In order to help promote communication and cooperation among tourist cities, port administrative departments and cruise companies across the globe, WTCF has proposed to set up a cruise tourism committee.

WTCF副秘书长李宝春出席首届南海旅游发展高端论坛

首届南海旅游发展高端论坛于2015年6月13日在广西北海举行。本届论坛以“开放、创新、合作”为主题，以旅游在“一带一路”中的价值发挥为目标，探讨了如何汇聚政府、企业和学术的智慧与力量，促进南海旅游发展的问题。

世界旅游城市联合会副秘书长李宝春受邀出席本论坛并发表

主题演讲。在演讲中，他针对“一带一路”建设为旅游产业发展带来的新机遇、发展邮轮旅游、推进会员间合作发展等问题和与会代表分享了观点，并就联合会发展现状、拉巴特非斯香山旅游峰会筹备进展和即将成立的世界旅游城市联合会邮轮分会等情况向与会代表进行了介绍。



Li Baochun, the WTCF Deputy Secretary General Attended the First South China Sea Tourism Development Strategy High-end Forum

The first South China Sea Tourism Development Strategy High-end Forum was held in Beihai, Guangxi on June 13, 2015. With the theme of Open, Innovation and Cooperation, this forum was based on the strategic background of One Belt One Road. This forum aimed at showing the value of tourism in the national strategy of One Belt One Road, and discussing the tourism development in the South China Sea by gathering the power of government, enterprise and academia. More than two hundreds guests from related national departments, coastal

and marine tourism enterprises, academic circles and medias attended this forum.

Li Baochun, the WTCF Deputy Secretary General was invited to attend the forum and gave a keynote address. He shared opinions with representatives about issues including new challenges brought by the One Belt One Road strategy, development of cruise tourism and cooperation between members. And he also introduced the WTCF development situation, 2015 Rabat & Fes Fragment Hills Tourism Summit preparations and the WTCF Passenger Liner Branch that will soon be established.

WTCF首次参加第四届中国西部旅游产业博览会

6月26-28日，世界旅游城市联合会代表二十多家会员城市组团参加了在中国重庆举办的“第四届中国西部旅游产业博览会”。通过现场交流、洽谈、推介等方式，联合会向专业及普通观众传达了其“旅游让城市生活更美好”的核心理念，并宣传了自身及特色会员城市的文化旅游产品和资源，推介了2015拉巴特 & 非斯香山旅游峰会筹备情况，受到了参展商和观众的广泛认可。

参加展会之余，联合会相关负责人在重庆市旅游局陪同

下，还实地调研了本次“西旅会”承办单位重庆国际博览中心的会议设施，以期今后为联合会城市会员更好地开展宣传推广及会员服务。

本届“中国西部旅游产业博览会”展会以“山水重庆，多彩西部”为主题。国家旅游局副局长李世宏、重庆市人民政府副市长谭家玲等领导出席了开幕式。



WTCF Delegation Participating in "Western China Tourism Industry Expo"

From June 26th to June 28th in 2015, "China Western Tourism Exposition" (the abbreviation: Western Tourism Expo) was held in Chongqing city. More than 20 membership cities of World Tourism Cities Federation jointly participated in the "4th Western China Tourism Industry Expo" this year.

By ways of communication, discussion and promotion during the exposition, it transmitted the federation's core concept of "Tourism Makes Better City Life" to the professional audiences and the public, publicized the federation itself and cultural tourism products and resources of the membership cities, as well as introduced the preparation of "The 2015 Rabat &

Fes Xiangshan Tourism Summit".

After the exposition, recommended and accompanied by Chongqing Tourism Administration, the delegation extended field trip to the Chongqing International Exposition Center which was the hosting venue of this "Western Tourism Expo" and conference service facilities of Chongqing Yuelai International Convention Center.

The expo takes "Hills and Waters of Chongqing, Colorful Western China" as its theme. Deputy director of China National Tourism Administration Li Shihong and deputy mayor of Chongqing Municipal People's Government Tan Jialing attended the opening ceremony of the expo.

中国知名旅行社探访摩洛哥 力推中国千名游客赴摩洛哥

为了迎接即将于2015年9月在摩洛哥召开的“2015 拉巴特·非斯香山旅游峰会”及推动中国公民赴摩洛哥旅游，WTFC邀请了国内知名旅行社组团考察了摩洛哥的拉巴特、非斯和卡萨布兰卡三个城市。

考察团一行先后对机场设施、城市交通、酒店服务、餐饮菜品、景区景点接待能力等进行实地了解，并对一些与摩洛哥国家旅游局相关工作人员进行沟通。

考察结束后，各家旅行社纷纷表示，十分感谢联合会能够搭建如此平台，让旅游企业与目的地，以及各企业间进行面对面沟通和交流。同时，摩洛哥得天独厚的旅游资源，源远流长的历史文化，对于中国市场也极具吸引力。通过此次考察活动，大家都有信心，在联合会的推动和协调下，2015年千名游客赴摩洛哥旅游活动能够成功举办。



Famous Chinese Travel Agencies Visited Morocco and Promoted Thousands of Tourists to Travel

To welcome the upcoming 2015 Rabat-Fes Fragrant Hills Tourism Summit that will be convened in Morocco in September, and to promote Chinese citizen's travel to Morocco, the WTFC invited famous Chinese travel agencies such as CITS head office, CYTS, CAISSA and U-Tour to investigate three Moroccan cities, including Rabat, Fes and Casablanca.

The delegation successively investigated airport facilities, urban transportation, hotel service, catering service and scenic spots reception capacity. Also, they communicated with staffs of Moroccan National Tourist Office

in regard to some concrete issues.

At the end of the investigation, all travel agencies said that they were very grateful to WTFC for establishing such a platform, by which they can communicate with each other and directly communicate with destinations. Meanwhile, the tourism resources in Morocco are richly endowed by nature, and also have long history and splendid culture, all of which are sufficiently attractive to the Chinese market. Through this investigation, it was firmly believed that tourism in Morocco would develop at a steady pace.



Canada's Gardens Council Came to Discuss Global Tourism

Canada's Gardens Council joined the city of Beijing's Forest Association in paying a visit to the secretariat of the World Tourism Cities Federation, in Beijing, on June 10. The delegates had an extended conversation with Yan Han, deputy secretary general of the secretariat on global gardening tourism development and greater cooperation, using the WTFC's website.



Michelle Gauthier, the executive director of the Canadian Garden Committee, had favorable

comments on the speed of developments of the WTFC over the past three years and mentioned how gardening tourism can be a major factor in a city's sustainable development, and explained the development situation of the International Garden Tourism Network, which the Garden Committee established and their hopes that the two organizations can cooperate more in gardening tourism for its growth.

Yan replied by affirming the importance of gardening tourism for world tourism, and said that he is willing to be more active in communications and cooperation with the Council and WTFC, especially with the World Horticultural Exposition and Fragrant Hills Tourism Summit.

加园林理事会到访WTFC秘书处

2015年6月10日，加拿大园林理事会和北京林学会代表团一行5人拜访联合会秘书处，与联合会严哈副秘书长等相关人员进行了深度的沟通和广泛的交流，就如何借世界旅游城市联合会平台，促进国际园艺旅游发展和深化双方合作深入交换了意见。

2013年12月加拿大公园委员会执行主任米歇尔先生与联合会秘书处人员在加拿大旅游协会(TIAC)年会上结识，并一直关注世界旅游城市联合会的发展。这次到访联合会，他对世界旅游城市联合会的工作予以高度的肯定，并对联合会三年来的发展速度和成果表示赞叹。他提出园艺旅游是一座城市得以可持续发展的一个重要因素，同时，他还介绍了由加拿大公园委员会发起

的针对园艺旅游的咨询机构——国际园艺旅游联盟(International Garden Tourism Network)的发展情况，并指出了两个组织的使命和愿景的沟通，希望双方未来能在园艺旅游方面进行更广泛的合作，促进国际园艺旅游的发展。

会上，严哈副秘书长分别介绍了联合会与加拿大园林理事会和北京林学会之间友好的交往历史和良好的合作关系。他重申了园林和园林旅游对世界旅游业的重要意义，并表示愿意积极推动双方开展各种形式的交流与合作。会谈中，双方就紧密合作促进国际园艺旅游的发展达成了积极共识，未来双方将利用世界园艺博览会和世界旅游城市联合会香山旅游峰会等契机开展更深层次的合作。



WTFC为Travel Weekly 年度世界最佳旅游目的地颁奖

2015年5月6日，世界旅游城市联合会副秘书长严哈应邀参加“Travel Weekly 旅讯中国”颁奖活动，并将最受瞩目的12个目的地奖项授予了澳大利亚、夏威夷等国家和地区。

这场由两百多位旅游行业专家和行业精英参与的盛会，共评出了51个奖项，严哈副秘书长表示，很荣幸受邀为世界最佳旅游目的地颁奖，“Travel Weekly 旅讯中国”是联合会重要的合作伙伴。本次活动能够授予目的地12个奖项，

这充分表明无论是专家还是从业者，旅游商还是游客，都日益重视旅游目的地的选择。

严哈副秘书长还向此次获奖的联合会会员表达特别的祝贺，他们是：获得年度最佳品牌推广目的地的城市——洛杉矶、年度最佳在线旅游网站——携程旅游网、年度最佳影响力旅行社——北京众信国际旅行社股份有限公司、年度最佳市场推广旅行社——上海春秋国际旅行社(集团)有限公司、年度最佳品质服务旅行社——凯撒旅游。

WTFC Presented Travel Weekly's the World's Best Tourist Destination Awards

On May 6, 2015, Yan Han, the deputy secretary general of WTFC was invited to attend the award ceremony of Travel Weekly Tourism Industry Awards—Leisure Class. As the award ceremony presenter, he awarded the twelve most high-profile destination awards to countries and regions such as Australia and Hawaii.

The grand meeting, in which more than two hundreds tourism experts and elites participated, was elected 51 awards. Yan Han, the deputy secretary general said that it was a great honour for him to present awards to the best travel destinations all over the world. "Travel Weekly is an important cooperative partner of WTFC. The twelve awards for top destinations indicates the increasing attention paid to travel destinations in all circles, whether experts or practitioners, traveling salesman or visitors.

The deputy secretary general Yan also extended congratulations to award-winning WTFC members. They are: Los Angeles—the best brand promotion destination of the year, Ctrip—the best tourism website of the year, Beijing Utour international travel agency co., LTD—the best influential travel agency of the year, Shanghai Spring International Travel Service (Group) co., LTD—the best market promotion travel agency of the year and Caissa Tourism—the best quality service travel agency of the year.