

体育旅游SPORTS 城市的活力名片TOURISM

A Dynamic Card of a Tourist City

有人说：“拥有一项成功的赛事，就像拥有了一台印钞机。”我们耳熟能详、无比向往的赛事，超级碗、法网、伦敦赛马会、自行车公路赛、环球帆船赛、足球世界杯、奥运会，无不是在城市举办或以城市为停靠点，每当这时候，城市盛装以迎，旅游者蜂拥而入，体育和旅游相生相长，在城市中欢庆人类和谐的氛围，共享人类智慧的硕果。

Someone once observed, "Holding a successful sports event is like owning a banknote printing machine." Many familiar events which we are passionately attracted to, such as the Super Bowl, the French Open, the Royal Ascot in London, the Road Cycling, the Ocean Race, the FIFA World Cup, and the Olympics, are all held or anchored in cities. Whenever such an event is held, the city will be gorgeously adorned to welcome tourists who crowd in. Sport and tourism co-exist and promote each other, creating a jovial and festive atmosphere of human harmony in the city, where people share the fruits of human wisdom.

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北京申冬奥 将加快城市和区域旅游发展



王安顺
北京市市长、北京冬奥申委主席、
世界旅游城市联合会理事会主席

北京为什么要申办冬奥会？目前，北京的滑冰场滑雪场有上百个，申办冬奥会将改变过去我国夏季运动强、冬季项目弱的体育结构不合理现状。随着人民生活水平的提高，广大民众尤其是青少年参与冰雪运动的人数剧增。“少年强则国家强，而少年强很重要的就是身体要强，青少年的身体素质是国家文明的表现。”



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北京与河北张家口联合申办冬奥，冬奥会 30% 的比赛项目预计安排在北京，70% 在张家口举办。张家口的崇礼具备了很多天然条件，完全具备了滑雪比赛项目的要求。每年都有大量来自韩国、日本、加拿大的滑雪爱好者，来到崇礼滑雪。北京和张家口将以申办冬奥会为载体，促进京津冀协同发展，促进经济和社会的发展，加快基础设施建设，加快雾霾治理的进程。

国际奥委会北京时间 6 月 1 日下午，公布了 2022 年冬奥会评估委员会对候选城市的《评估报告》。国际奥委会《评估报告》对北京办赛能力表示肯定，同时认为中国冬季运动前景广阔。我们感谢国际奥委会评估委员会对北京携手张家口申办 2022 年冬奥会工作的专业评估与指导，《评估报告》反映了我们和国际奥委会评估团在其考察期间所进行的开放、卓有成效的交流，体现了《奥林匹克 2020 议程》的改革精神。

《评估报告》肯定了北京 2022 年冬奥会“以运动员为中心、可持续发展和节俭办赛”的三大理念与《奥林匹克 2020 议程》高度契合，肯定了北京对 2008 年奥运会遗产

的继承以及办赛条件和办赛能力。《评估报告》对中国政府大力推广冬季运动的目标充分认同，申办和筹办冬奥会将带动中国 3 亿人参与冰雪运动，将使冬季运动变成民众的生活习惯，有力促进全体国民身体素质的提高。《评估报告》认为，北京快捷高效的交通、世界一流的酒店和美食、别具特色的风景将为奥林匹克大家庭和观众提供愉悦的体验。

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（编者注：本文根据王安顺主席在 2015 年 1 月北京两会期间，接受媒体专访对有关申奥问题的回答，6 月 2 日接受新华社记者专访，对关于申奥《评估报告》的诸多热点的回答，以及在世界旅游城市联合会 2014 年香山旅游峰会上的发言汇编而成。）



本项目：什刹海。陶然亭等是北京自几百年前至今一直使用的冰场；中国的很多孩子现在从小就开始接触滑雪。



THE WINTER OLYMPIC BID OF BEIJING

Big Opportunity for Accelerating Urban and Regional Tourism Development



Wang Anshun
Mayor of Beijing, Chairman of Beijing 2022 Winter Olympics Bid Committee, and Chairman of the WTCF Council.

Why does Beijing bid for the Winter Olympics? At present, there are more than one hundred ski and snow fields in the city. It is predicted that the current structure featuring strong summer sports and weak winter sports will be balanced. The improvement of people's living standards comes with the spectacular increase in people engaging in snow and ice sports, especially in young people. A country needs strong and healthy youth to become great. The most important thing for strong and healthy youth is to have good body building activities, which finds manifestation in the nation's civilization."



♥♥ The Winter Olympics will facilitate the establishment of an important global winter sports center at the foot of the Great Wall to attract tourists from China, Asia, and the world. ♥♥

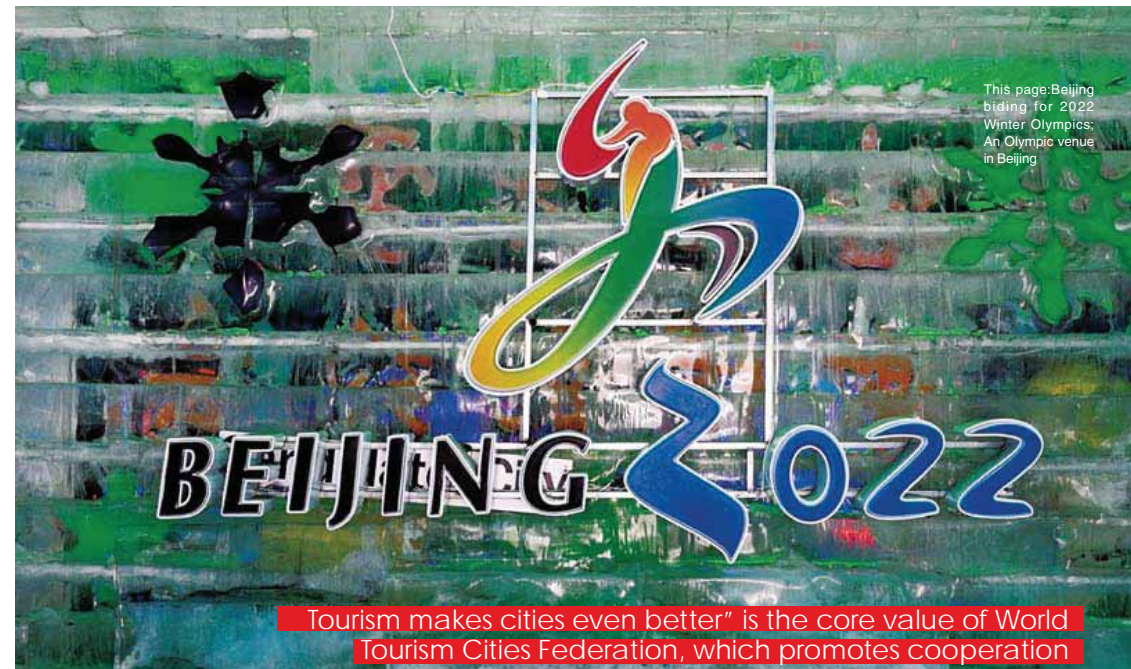
Beijing and Zhangjiakou of Hebei jointly bid for the Winter Olympics, with 30% of the sports competition events to be held in Beijing and 70% in Zhangjiakou. Chongli of Zhangjiakou, which attracts a large number of ski enthusiasts from South Korea, Japan, and Canada every year, is perfect for holding skiing events. By grasping the big chance of bidding for the Winter Olympics, Beijing and Zhangjiakou plan to promote the coordinated development of Beijing, Tianjin, and Hebei, boost economic development and social progress, accelerate the construction of infrastructure, and speed up the progress of fog and haze governance.

In the afternoon of June 1st Beijing Time, the International Olympic Committee (IOC) announced the Evaluation Report of candidate cities prepared by the Evaluation Commission of the 2022 Winter Olympics. In the Report, the IOC showed their approval with Beijing on its ability to host the event. Also, they

believed that the prospect of winter sports looked bright in China. We expressed our gratitude towards the International Olympic Committee's Evaluation Commission on their professional evaluation and guidance for Beijing and Zhangjiakou in bidding for the 2022 Winter Olympics. The Evaluation Report has accurately portrayed the open and productive communication between the IOC Evaluation Group and Beijing and Zhangjiakou during the inspection tour of the former, and embodied the spirit of reform initiated by the Olympic Agenda 2020.

The Evaluation Report was an affirmation of Beijing hosting the 2022 Winter Olympics with the concept of athlete-centred, sustainable and economical Games closely matching the Olympic Agenda 2020. The Report also confirmed Beijing's inheritance of the relics of the 2008 Olympic Games, and its conditions and abilities to host the event. The Evaluation Report gave its accreditation of the Chinese government on its goal of vigorously promoting winter sports. By bidding and preparing for the Winter Olympics, 300 million Chinese people will engage in snow and ice activities which will become part of their lives and enhance the physical quality of all people. As the Evaluation Report saw it, Beijing, with fast, convenient and all-accessible transport, world-class hotels, food, and unique landscapes, will provide a joyous experience for the Olympic family and audience.

The Winter Olympics will facilitate the establishment of an important global winter sports center at the foot of the Great Wall to attract tourists from China, Asia, and the world. In this



This page: Beijing bidding for 2022 Winter Olympics; An Olympic venue in Beijing

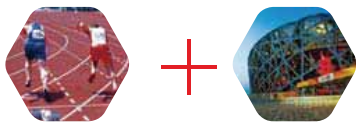
"Tourism makes cities even better" is the core value of World Tourism Cities Federation, which promotes cooperation between its members and its organizations.

broad expanse of land, people engage in snow and ice sports, promoting the transmission of Olympic spirit and the development of the Olympic movement. All in all, a lot of valuable Olympic relics will lay locked within the splendid bank of Beijing 2022 Winter Olympic Games.

"Tourism makes cities even better" is the core value of World Tourism Cities Federation, which promotes cooperation between its members and its organizations. Beijing's bid for the 2022 Winter Olympics will bring new opportunities for development of the tourism industry. We wish to strengthen cooperation and share opportunities with others, actively carry out mutual benefit and aid tourism products innovation and expand cultural propaganda. As the initiator and headquarter of the Federation, Beijing will, as always, support the construction and development of the Federation and be the first to put the initiatives of the Federation into practice. The cause of the Federation has just begun, and requires every member to march together and display enthusiasm. We are heading towards the same target, having complementary roles, and shared benefits to push the development of the Federation for new advancement.



(Editor's note: This article is compiled based on the replies of Chairman Wang Anshun to the exclusive interview on Beijing's bid for 2022 Winter Olympics during the "two sessions" in January 2015, Wang's replies to the Xinhua News Agency reporter on topics concerning the "Evaluation Report" of the Winter Olympic bid on June 2nd, 2015 and his speech made on 2014 WTCF Beijing Fragrant Hills Tourism Summit.)



关注体育旅游合作 开创城市发展新篇章

进入“互联网+”的世纪，各类跨界融合日新月异。世界旅游业蓬勃发展，城市经济火热提速，旅游产业的格局和结构发生了一系列的重大变化，其中一种发展迅速、前景广阔的体育旅游方式正逐步兴起。城市体育旅游是借助城市的基础设施和人文风貌的特点开展以体育为主题的旅游活动，这不仅



是体育和旅游两个领域的重要组成部分，更是城市发展与两者重要的交叉点和联结点。

上海通过F1打造世界大都会的形象，作为世界体坛最昂贵的运动之一，F1轰鸣的引擎声背后是强大的资金支持。

体育旅游助力城市品牌营销

体育赛事吸引游客到访，促进旅游市场繁荣，塑造城市新形象。2014年的中澳篮球友谊赛在西澳大利亚的阳光首府珀斯开赛，珀斯是一个热爱体育运动的城市，各种国际性体育赛事贯穿全年，如一月份的游泳赛事必和必拓水上超级系列赛、五月的中澳篮球友谊赛，以及十月的珀斯国际高尔夫锦标赛等。作为西澳的首府，珀斯有着悠闲的城市气质和浓厚的体育运动氛围，临海而居的地理位置和全年阳光明媚的天气更让各种水上运动盛行不衰；城市遍布着规划完好的自行车道，在天鹅河畔你几乎随时都可以看到装备专业、骑着单车疾驰而过的当地人。随着赛事的宣传让更多的人了解到西澳大利亚，认识了珀斯的新形象。

通过体育赛事城市知名度提高。上海通过F1打造世界大都会的形象，作为世界体坛最昂贵的运动之一，F1轰鸣的引擎声背后是强大的资金支持。在金融海啸之后，欧洲各条赛道很难再承受这样巨额的开销，市场不断萎缩，而上海得到了

政府支持的全新赛道的崛起让伯尼的方程式帝国不断向东方扩大。旅游平台、企业公关平台和休闲文化活动平台的搭建，展示了上海国际大都会的形象，进一步提高了上海的国际知名度，对上海的经济社会发展也带来了深远的影响。

通过体育赛事城市品牌得以确立，可以带动周边城市品牌营销一体化。2015年2月，中国冰雪越野汽车拉力赛在中俄界江上拉开序幕，赛道是在中俄两国大界江——黑龙江上，被誉为“白金赛道”，冰雪汽车两栖挑战赛途经黑龙江的口岸城市各有特点，如抚远是中国迎接第一缕阳光的城市；黑龙江、乌苏里江、松花江三江汇合口所在地同江也是赫哲族聚集地；恐龙故乡嘉荫；玛瑙盛产地逊克；口岸经贸繁荣的黑河；鄂伦春居住地呼玛；神州北极漠河。冰雪两级汽车拉力赛也是对黑龙江省大森林、大界江、大冰雪等自然风光的最好展示，在带动



伴随着环岛国际自行车赛、亚洲柔道锦标赛等一系列国际性体育赛事的举行，海南澄迈2012年，接待旅游人数182.70万人次，同比增长90.1%，累计旅游总收入8.17亿元，增长94.7%。

全民健身运动向纵深发展的同时，对城市的经济、体育、旅游带来难得的发展机遇，冰雪越野是黑龙江省内所有城市的旅游名片。

体育赛事创造商机无限

举办体育赛事带动城市收获经济效益。1984年于美国洛杉矶举办的第23届奥运会扭转了举办方连续亏损的状态，盈余两亿五千万美元，引起了公众的广泛关注，掀起了全球性举办大型体育赛事的热潮，承办大型体育赛事被认为体育产业中最具经济效益的模式，尤其是大型体育赛事更是因其能够带来的极具诱惑力的经济效益和社会效应，使得世界各国竞相申办。这种现代经济发展的新形式，影响的范围广、程度深、

时间长，从筹备阶段到赛事后期可持续若干年。与之关联的社会和文化的经济效益也比较明显，如国际奥委会2002年至2004年期间的电视转播权收入达22亿美元。

体育赛事带动旅游企业商机无限。通过大手笔的赞助体育赛事，阿联酋航空公司在几年内由一家名不见经传的中小型公司成长为世界上最赚钱的航空公司。伴随着环岛国际自行车赛、亚洲柔道锦标赛等一系列国际性体育赛事的举行，海南澄迈2012年，接待旅游人数182.70万人次，同比增长90.1%，累计旅游总收入8.17亿元，增长94.7%。

商机之中也须承担一定的风险，如何化险为夷也是值得研究的课题。体育赛事对城市发展不仅有着积极的促进作用，也有消极的负面影响，如大型场馆的后续利用，对举办地生态环

本页图：环京赛是与环法自行车赛同级别的国际自盟（UCI）最高级别赛事，也是国际自盟世界巡回赛在亚洲的唯一一站。

“国际田联路跑金牌赛事”的厦门国际马拉松每届都云集了众多的参赛者、旅游者，为厦门市相关企业带来的各项经营收入超亿元。



本页图：北欧帆船运动。
左页图：厦门的美丽海滨风光极大提高了马拉松赛的含金量。

城市+体育旅游模式运营也需要复合型人才
人才集聚和稳定的人才队伍是体育旅游发展的关键

境的破坏，当地政府所承担的巨额亏损等。这其中，体育场馆作为一种运动的载体，其本身不具有任何的文化内涵，但是作为特定赛事的举办地和标志性建筑，会形成其独特的文化内涵，如果管理得当可以举办大型展会并吸引体育爱好者和观光旅游者前来游览。厦门市政府举办的国际马拉松赛创办于2003年，是中国颇具影响力和国际知名度的马拉松赛事，被国际田联评为“国际田联路跑金牌赛事”。每届赛事都云集了众多的参赛者、旅游者，为城市带来了巨大的商机，每年给厦门市相关企业带来的各项经营收入超亿元；随着赛事品牌度的不断提高，吸引了众多的企业参与，赞助商借助马拉松充分展示了企业形象。作为赛事的重要配套活动之一，每年的体育休闲用品博览会参展企业达几百家，展览面积达到了1.5万平方米，七百多家境内外专业厂家参展，吸引观众五十多万人次，达成采购意向超过五千多万，极大地促进了厦门经济的发展。

城市经济实力提供坚实保障

城市体育旅游的开发受到了资源、旅游区位、市场、交通等因素的影响，并且在开发的过程中必须遵循资源吸引力规律、资源扩散规律、统筹兼顾、适度超前的原则。城市会在体育设施上充分投入，为体育旅游提供多方支持，城市硬件随之日臻完善。2015年6月24日，巴黎正式宣布加入2024年申奥竞争，成为第四座确认申办城市。根据巴黎奥申委公布的项目细则，巴黎为这届夏奥会制订的预算总额为62亿欧元（约合430亿人民币），其中包括30亿欧元的基础建设费用、32亿欧元的运行费用。

城市软实力标准逐渐确立。例如，2006年世界杯期间，德国政府投入300万欧元支持“东道主计划”。该计划旨在对参与世界杯接待服务企业的员工在友善态度、服务水平和多种语言能力方面进行严格训练，不论是服务员，边境守卫、警察

和铁路员工都要提高服务意识和接待水平。

新常态需多方协同

城市体育旅游成功管理运营应该有长远的战略眼光，资金投入前，统筹规划是第一步，且需体现在运营各方面。以米兰为例，对于球迷来说，米兰拥有世界上任何一个城市都无法媲美的体育元素——红黑色的AC米兰和蓝黑色的国际米兰，这两支历史悠久、战绩辉煌的球队，在任何时期都不缺乏世界顶级巨星，拥有无数的球迷，现场观看米兰德比是每一个球迷的梦想，而球队共同使用的圣西罗球场也同样吸引着世界各地的游客。球场建设与管理并重，有观众席位八万多个，还有为两支足球队分别设立的博物馆，每天10:00—17:00（比赛日除外）向游客开放。米兰的旅

游景观也丰富多姿：米兰大教堂、圣玛利亚修道院、杜奥莫大教堂、斯卡拉歌剧院、科莫湖，米兰有关机构对景点的管理如对球场的建设管理一样科学发展，由此，米兰体育旅游还撬动了新的城市发展潜力。

城市+体育旅游模式运营也需要复合型人才。人才集聚和稳定的人才队伍是体育旅游发展的关键。无论哪个城市发展体育旅游，都需要既懂旅游管理专业知识，又熟悉体育休闲项目，还深谙城市管理之道的复合型人才。复合型人才应不仅在专业技能方面有突出的经验，还具备较高的相关技能。学科交叉，知识融合，技术集成，这一特征决定每个业内人士都要提高自身的综合素质，既要拓展知识面又要不断调整心态，尤其重要的是，人才变革创新的思维是引领城市+体育旅游运营模式成为新常态的关键。

FOCUS ON SPORTS-TOURISM COOPERATION



Usher in a New Chapter for City Development

In the “Internet +” century, all kinds of cross-border integrations are undergoing rapid changes. World tourism is in a flourishing and progressive state, which serves as a mighty booster for the urban economy. The rich and varied forms of sports events are facilitating a series of significant changes in the pattern and structure of the tourism industry. Sports tourism, as a means of travelling with rapid development and broad prospect, is gradually taking shape. Urban sports tourism is one of the tourist activities developed on the basis of urban infrastructure and humanistic style, which is not only an important component of sports and tourism, but also vital intersection and junction between the urban development and sports and tourism.



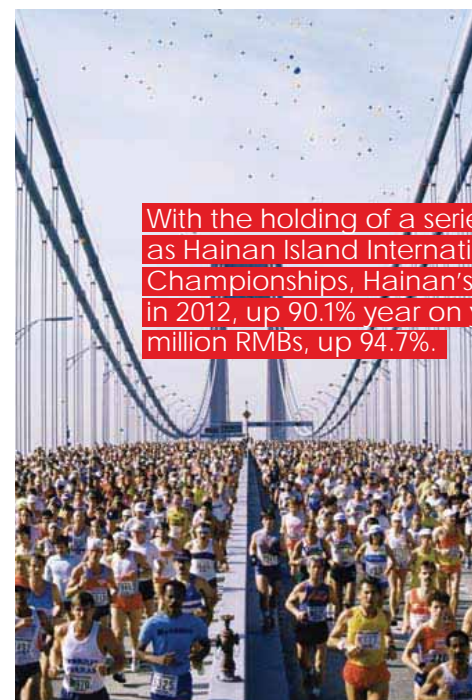
Boosting the reputation of a city by sports events—Shanghai ascertains itself as an international metropolis with F1. As one of the world's most expensive sport events, F1 Shanghai Grand Prix is held with strong financial support.



This page: Speed and Passion
Right page: Endurance and Persistence

Australia, Perth has relaxed urban temperament and intense sports atmosphere. As an offshore city with sunny weather throughout the year, Perth sees the congregation of all kinds of aquatic sports. Spreading through the city are well planned bicycle paths. Almost all the time in the Swan Lake you can see fully equipped Perth natives riding bicycles at speed. With the publicity of sports events, more and more people have gained an understanding of Western Australia and the new Perth.

Boosting the reputation of a city through sports events—Shanghai ascertains itself as an international metropolis with F1. As one of the world's most expensive sport events, F1 Shanghai Grand Prix is held with strong financial support. After the financial tsunami, European countries, which were seeing a shrinking market, found it difficult to undertake the huge expenses to run the race tracks. Shanghai, of which the



With the holding of a series of international sports events such as Hainan Island International Cycling Race and Asian Judo Championships, Hainan's Chengmai received 1,827,000 tourists in 2012, up 90.1% year on year. The total tourist revenue was 817 million RMBs, up 94.7%.

of Heilongjiang, such as the forests, Dajiejiang and the ice bound city. As the city card of tourist cities in Heilongjiang, Ice and Snow Off-road Vehicle Rally not only serves as a promotion for national fitness movement to develop in depth, but also brings a rare opportunity for the city's economic, sports and tourism development.

Sports Events Create Infinite Business Opportunities

Sports events can promote the economic development of a city. The 23th Olympic Games held in 1984 in Los Angeles had reversed the state of continuous losses of host cities with a profit of 250 million USD, which became the focus of the mass. The global campaign of hosting large sports events was in full swing. Hosting large-scale sports events is recognized as the most profitable economic model in sports industry. Such events, with great economic benefit and social effect, have generated a wait list of bidding countries. As a new form of modern economic development, sports events feature the wide range of in-depth impact. It takes several years from the preparatory stage to the post competition stage. Besides, relevant economic benefits both socially and culturally are also relatively obvious. For example, the TV broadcast rights revenue of the International Olympic Committee (IOC) from 2002-2004 had reached 2.2 billion USD.

Sports events have brought about unlimited business opportunities for tourist enterprises. Through the generous sponsorship of sports events, Fly Emirates has grown from a little-known small and medium-sized enterprise to the world's most profitable airline within a few years. With the holding of a series of international sports events such as Hainan Island International Cycling Race and Asian Judo Championships, Hainan's Chengmai received 1,827,000 tourists in 2012, up 90.1% year on year. The total tourist revenue was 817 million RMBs, up 94.7%.

Grasping business opportunities also means that you have to take certain risks and how to pull through is also a subject worthy of study. Sports events not only have positive promotional effects, but also have negative influences, to a city's development, such as the future use of large venues, the destruction of ecological environment of the host city and the huge losses borne by the local government. Sports venues, as a carrier of sports, do not have any cultural connotation. But as the venue of a specific sports event as well as a landmark building,

erection of new racing tracks was backed by the government, facilitated Bernie's F1 Empire to expand eastward. The platforms for tourism, enterprise public relations and leisure culture activities have given full play of Shanghai as an international metropolis and further improved the international visibility of the city, which has exerted a profound impact on Shanghai's economic development and social progress.

Through sports events, the reputation of a city is cemented, which also serves as an engine for the integrated brand marketing of its surrounding cities. In February 2015, the China Ice and Snow Off-road Vehicle Rally, a motor sport with Heilongjiang characteristics, which gave full play of human's ability to challenge the limits and conquer nature, was held in Sino Russian Border River. This was a featured brand with unique geographical resources. The track lies in Heilongjiang, the border river between China and Russia which enjoys the honor of being called “Platinum Snow Road”. The port cities of Heilongjiang through which the track of Ice and Snow Automobile Challenge Match passes are unique. Fushun is the city to see the first ray of sunrise in China. Tongjiang, which is the converging point of Heilongjiang, Wusui River and Songhuajiang, is also the gathering place of Hezhe Minority. Jiayin, which is the hometown of dinosaurs, Xun Ke, which is abundant in agate, Heihe, with booming port economy and trade, Huma, where the Oroqens live, and Mohe, the northernmost tip of China, are also found here. Ice and Snow Off-road Vehicle Rally also demonstrates the natural sceneries



♥♥ Founded in 2003, the International Marathon held by the Xiamen municipal government is the most influential and internationally renowned marathon event in China, which is honored as “Gold Medal Match of Road Race” by International Association of Athletics Federations, IAAF. ♥♥

the venue will form its unique cultural connotation. By proper management, it can serve to hold large exhibitions and attract sports fans and tourists. Founded in 2003, the International Marathon held by the Xiamen municipal government is the most influential and internationally renowned marathon event in China, and is honored as “Gold Medal Match of Road Race” by International Association of Athletics Federations, IAAF. Whenever the event was held, numerous competitors and tourists would gather in Xiamen, which brought about huge business opportunities and over 100 million RMBs of business revenue for relevant enterprises in Xiamen. With the increasing popularity of the event, a large number of enterprises and sponsors, which intend to showcase their corporate images, are attracted. As one of the important complementing activities of the event, the Sports and Leisure Products Expo attracts hundreds of enterprises every year. With an exhibition area of 15 thousand square meters, the Expo has attracted more than 700 domestic and foreign professional manufacturers and over fifty thousand visitors. The purchase agreements reached have exceeded fifty

million RMBs, which greatly promoted the development of Xiamen’s economy.

The Economic Strength of the City Provides Solid Foundation

The development of city sports tourism is influenced by factors such as resources, tourist locations, market, transportation and so on. We must follow the resource attraction law and resource diffusion law with overall planning and moderate advancement. With abundant investment in sports facilities and by providing sports tourism with multi supports, the hardware of the city will be improved. On June 24, 2015, Paris officially announced to take part in the bidding of the 2024 Olympic Games, becoming the fourth bidding city of this event. According to the project details announced by Paris Olympic Committee, the total budget of Paris for this Olympic Games is 6.2 billion Euros (approximately 43 billion RMBs), including 3 billion Euros of infrastructure expenditure and 3.2 billion Euros of operating expenses.

The standard for the soft power of a city will be gradually established. For example, during the 2006 World Cup, the German government had invested 3 million Euros to support the “Host Program”. The purpose of such act was to launch rigorous training programs for staff of the World Cup reception service company in a friendly manner, service level and a variety of language skills. Everyone, waiter, border guard, police or railway worker alike, should improve service awareness and reception level.

The City + Sports Tourism Operation Model Needs Multi-collaboration to Become a New Normal

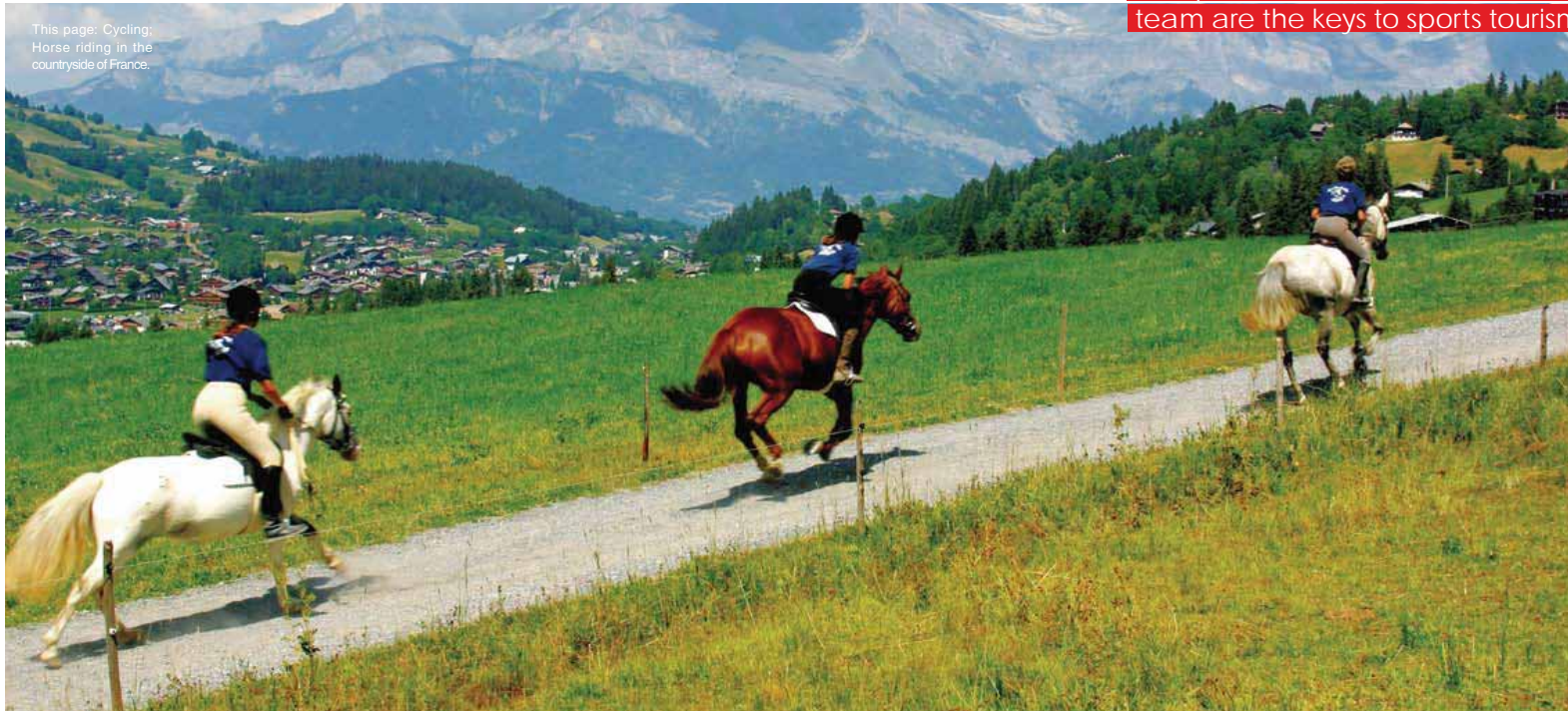
The successful management of city sports tourism should have a long-term strategic perspective. Before capital investment, we should make a holistic plan as the first step, which should be reflected in all aspects of operation. Take Milan for an example, for its fans, it has a sports element that is not comparable to any city in the world —— the dark red AC Milan and the dark blue Inter Milan. With a long history and a brilliant record, the two

teams had never lacked world top stars in any period of time and thus attracted countless fans. Watching Milan Derby live has been the dream

The operation of city + sports tourism model also needs compound talents. Talent Gathering and a stable talent team are the keys to sports tourism development.

of every fan. The San Siro stadium, which is jointly used by the two teams, is also attracting tourists from all over the world. The stadium focuses equally on construction and management, boasting over 80 thousand audience seats and a museum set up specifically for AC Milan and another for international Milan, which open to tourists from 10:00 am to 17:00 pm every day except the match day. Milan is also rich in scenic spots, such as Church of Duomo, Santa Maria monastery, Duomo Cathedral, Teatro alla Scala and Lake Como. The Milan authority has developed a scientific approach towards the management of its scenic spots like it does in the construction and management of the sports fields. In this way, the sports tourism of Milan has unlocked a new city development potential.

The operation of city + sports tourism model also needs compound talents that not only understand professional knowledge of tourism management but also are familiar with sports and leisure projects and are also well aware of city management. Compound talents should not only have outstanding experience in his/her professional skills, but also possess a high level of relevant skills. Cross disciplinary, knowledge fusion and technology integration has become a characteristic in the industry, and thus it requires insiders to improve their overall quality by enlarging their knowledge and constantly adjusting their mentality. Most importantly, in order to guide the city + sports tourism operation model to become a new normal behavior, the thinking of talent innovation is essential.



This page: Cycling; Horse riding in the countryside of France.

2022年冬奥会主办城市将在7月31日公布，申办城市北京和阿拉木图都是世界旅游城市联合会的会员城市，无论最终花落谁家，都是我们WTCTF大家庭里的喜事，我们都表示由衷的祝贺。

相较于中国江南的风清水软，四季分明的北京到了冬天，就是开展冰上游乐的好时候。清代满族人入主中原，把他们的一些冰上活动也带入内地。那时有规定，每年从全国各地选拔近千名“善走冰”的人，入宫进行训练，每年从冬至到三九在太液池，就是现在的北海和中南海进行训练、进行表演。

由于官方的大力推动，冰上运动在北京民间落地生根。这项最早以冬季练兵为目的的活动，渐渐演变为一种民间娱乐活动。直到今天，北京的什刹海、北海、陶然亭等地仍然是几百年来北京冬天冰上游乐的据点。

随着西方体育运动的传入和普及，这些曾经的娱乐成为了中国人喜爱的体育项目，中国日新月异的发展，国力的强盛使得能够举办一届奥运会成了这个古老国家亿万人的梦想。2008年北京奥运会共有参赛国家及地区204个，参赛运动员11438人，设302项（28种）运动，共有六万多名运动员、教练员和官员参加。共创造43项新世界纪录及132项新奥运纪录，是人类和平进步的大聚会。

国际奥委会前主席萨马兰奇评价说：“北京奥运会是所有奥运会中最好的一届奥运会。在未来应该很少有人可以做到这种程度。这不光是我个人的看



1992年法国阿尔贝维尔第十六届冬季奥运会上，中国选手在这届比赛中获得三枚银牌，排在奖牌榜的第15位，这是中国自1980年首次参加冬奥会以来，首次实现奖牌“零的突破”。2010年第21届温哥华冬奥会中国队发挥出色，一共收获5金2银4铜，一共11枚奖牌。

北京 BEIJING



本页图：雪中的长城巍峨壮丽；人们喜欢在老冰场滑冰；胡同雪景。



法，同时也是绝大部分媒体和国际奥委会的官员们的看法。”北京奥运会的成功举办，使体育的精神深入人心，使中国更加自信，更加开放，更加进步。

奥运让这个古都焕发出崭新的光彩，相信总有一天，您会和北京来一场激情的冰雪之约。



In contrast with regions south of the Yangtze River, Beijing, a city with four distinctive seasons, is a good place for ice sports in winter. In the Qing Dynasty, when the Manchus conquered the Central Plain, they brought in some ice sports. During that period, it was a set rule that nearly 1000 people who are “good at walking on ice” were selected nationwide to enter the palace for training. From the winter solstice to the third nine-day period after the winter solstice, these people were trained and gave performances in the Taiye Pond, i.e., today’s Beihai and Zhongnanhai.

Thanks to vigorous official promotion, ice sports have been deeply rooted among people in Beijing. The activity for the purpose of winter troop training at the very beginning has been gradually evolved into a folk entertainment activity. By far, Shishahai, Beihai and Taoranting of Beijing are still the main location of winter ice entertainment in Beijing for several hundred years.

With the introduction and popularization of Western sports, these ancient forms of entertainment have become Chinese people’s favorite sports. The rapid development of China and its powerful national strength have enabled the ancient country to realize the dream of hosting an Olympic Game. In the 2008 Beijing Olympics, 11,438 athletes from 204 countries and regions competed in 28 sports and 302 events. The total number of athletes, coaches and officials involved in the Game was more than 60,000. Altogether 43 new world records and 132 new Olympic records were set in the games. It was a big event that witnessed the peace and progress of the mankind.

Former IOC president Samaranch noted, “The Olympic Games in Beijing will be the best in Olympic history. In the future, few people would be able to achieve such accomplishments. This is not only my personal view, but also the view of the absolute

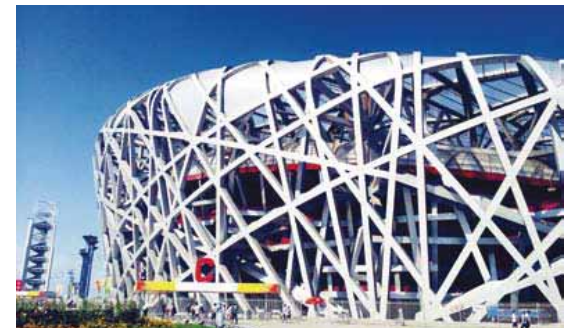
majority of media and the IOC officials.” The successful holding of the Beijing Olympic Games has made the spirit of sport strike deep roots into the hearts of Chinese people, and made China more confident, open and progressive.”

The Olympics has brought new glory to the ancient city. We believe that one day you will have a passionate ice and snow rendezvous with the ancient city.

The host city of 2022 Winter Olympics will be declared on July 31. Beijing and Almaty, the two candidate cities, are also member cities of WTCTF. Whether the former or the latter wins the bid, it will be a big event for the WTCTF family and we will extend our sincerest congratulations to the winner.

At the 16th Winter Olympics held in Albertville, France, Chinese athletes won three silvers, ranked No. 15 on the medal tally. This was the first time that China won medals since its first participation in the Winter Olympics in 1980. The Chinese team achieved remarkable results in the 21th Winter Olympics: Vancouver 2010 by winning 11 medals including five golds, two silvers and four bronzes.

This page: A ski resort in Beijing; Beijing Olympic Sports Center: Bird's Nest



在伊犁河的上游，哈萨克斯坦境内，有一座被群山环绕的城市——阿拉木图。和北京同为2022年的冬奥会申办城市，阿拉木图也是冬季运动的核心区，连续几次申办冬奥会的过程中，阿拉木图陆续举办了众多的高水平的国际冰雪赛事。其中既有2003年世界青年冰球锦标赛这样的冬季单项赛事，也有2011年亚洲冬季运动会这样的综合性大型国际赛事。2017年，阿拉木图还将举办世界大学生冬运会。办赛条件和办赛队伍还将得到进一步的改善和提升。

阿拉木图冬天的积雪很厚，是世界上著名的滑雪圣地。这里的居民对滑雪等冬季运动情有独钟，许多人从小就学习滑雪，所以冬天每逢周末，这里各大滑冰、滑雪场都人潮涌动。

早在申办冬奥会时，阿拉木图就兴建了许多冬季运动设施，有许多都是符合国际赛事标准的冬季场馆。比如绍拉克体育馆、麦迪奥高山滑冰场、冬季两项滑雪场、塔巴甘滑雪场等。

海拔达到3100米的琼布拉克高山滑雪场，已经成为阿拉木图人的骄傲，这里距离阿拉木图市区并不远，驱车大约30分钟可以到达。琼布拉克高山滑雪场的索道共有三级，起始点麦迪奥索道站海

拔一千六百多米，第二级索道换乘站位于海拔两千六百多米的半山腰，最后一级索道站位于海拔3100米的山脊上。2008年北京奥运会火炬在阿拉木图传递过程中，哈萨克斯坦运动员就手持祥云火炬从琼布拉克高山滑雪场速降而下，把祥云火炬交到纳扎尔巴耶夫总统手中。

如今的阿拉木图，不仅是中亚最大的城市，也成为了世界上绿化最好的城市之一，还是古丝绸之路上的重要节点，被称为“文化之都”。

阿拉木图 Almaty



本页图：哈萨克斯坦国家公园。

At the upper reaches of the Ili River, within the territory of Kazakhstan, there is a city that drinks from the same river with Ili in the Xinjiang Uygur Autonomous Region. That is Almaty, a city surrounded by mountains. Like Beijing, Almaty is also bidding for to host the 2022 Winter Olympics, as it is also a core area for winter sports. In the course for several consecutive biddings for the Winter Olympics, Almaty has been successively holding many high-level international ice and snow events, including individual single winter sports like the 2003 World Junior Ice Hockey Championships and large comprehensive international events like the 2011 Asian Winter Games. In 2017, Almaty will hold the World Winter Universiade. Its conditions and teams for sports events will see further improvement and upgrading.

With very thick snows in winter, Almaty is a famous skiing Mecca in the world. Residents here are especially enthusiastic about winter sports such as skiing. Many people start to learn skiing from childhood. Therefore, in winter, on weekends, all large skating and skiing fields are crowded.

As early as when it applied for hosting the Asian Winter Games, Almaty built many winter sports facilities, many of which are winter stadiums meeting international event standards, such as the Sholak Stadium, the Medew Skating Rink, the Winter Biathlon Ski Field, and the Tabagan Ski Field and so on.

The Chimbulak Ski Resort at an altitude of 3100m has now become the pride of Almaty people. Not far away from the city proper of Almaty, the resort can be reached within about 30 minutes' drive. The ropeways of the Chimbulak Ski Resort have three levels. The starting point Medew Ropeway

Station is 1600m above the sea level, the second ropeway transfer station is halfway up the mountain over 2600m above the sea level, and the last ropeway station is at a ridge 3100m above the sea level. In the 2008 Beijing Olympics, when the torch was relayed in Almaty, a Kazakhstan athlete holding the auspicious cloud torch sped down from the Chimbulak Ski Resort and handed the torch to President Nazarbayev.

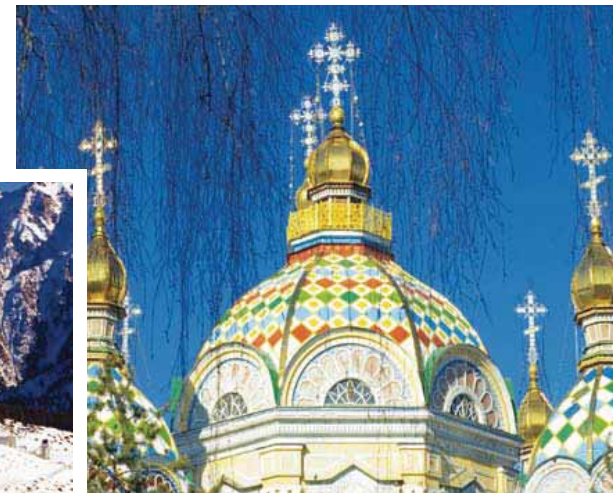
Almaty now is not only the largest city in Central Asia, but also one of the cities with the best greenery in the world. It is also an important node in the ancient Silk Road, and it is called a "City of Culture".



This page: Traditional performance; Mountain ski resort; An exquisite silk church



When visiting a Kazakh family, you should sit on the ground with your legs crossed but you should not take off your shoes, stretch out your legs, or jump over the rope tying livestock or the tablecloth. When entering a church, men should not wear short pants and women should not wear provocative clothes. It's proper for women to wear long dress. The best season to visit Almaty is between middle April to late May and between middle August and middle October when the city is neither too cold nor too hot. A bed per night in a common youth hostel costs about RMB 50-80 yuan, and a single room per night in a small hostel is about RMB 150-250 yuan. A common meal costs about RMB 20-30 yuan.



运动队 促进城市旅游

Sports Team Promotes City Tourism



高松正人 Takamatsu Masato
世界旅游城市联合会专家委员会
Expert Committee of the World Tourism
Cities Federation

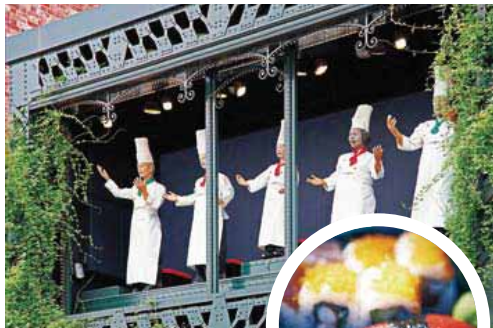
若一个城市试图从零起点来发展体育旅游的话，要想吸引知名体育赛事是不太容易的，因为关于主办城市的竞争很激烈。这种情况下，邀请一支运动队入驻是上佳之选。

尽管我本人并没有参与这个项目，但据我所知，日本札幌就成功地成为了火腿斗士职业棒球队的根据地。过去札幌没有职业运动队入驻的经验，当以东京巨蛋为主场的棒球队于2003年寻找新的主办城市时，拥有200万人口的札幌——北海道的首府——主动邀请它来此落户。札幌有一个新建成的多动能圆顶体育场是棒球运动的理想场地。现在这个体育场也用来举办其他体育赛事、现场音乐会和展览。火腿斗士棒球队的比赛吸引了来自札幌、整个北海道以及更远地区如东京的球迷们前来观看，对札幌的经济产生了广泛的影响。

我想分享的另外一个例子是日本冲绳。一直以来，冲绳举办的冬季运动营都非常成功。冲绳位于日本的西南端，它由三个大岛和一百多个小岛构成。因其亚热带气候和独特文化，冲绳一直是日本最受欢迎的旅游胜地之一。然而，过去二月一直是冲绳一年中的旅游淡季。近年来，冲绳县政府和旅游局一直在推广冲绳的运动营，今年冲绳县吸引了全日本十二支职业棒球队中的十支棒球队来冲绳参加春季营。除日本运动队外，冲绳还成功地吸引了来自韩国的六支棒球队。

春季营产生了很大影响。运动员和运动队工作人员在冲绳待两到四周，为冲绳二月份带来了数以千计的床夜次。春季营还吸引了众多媒体，他们在整个营地活动期间也一直住在这里。而且，来自日本各地的棒球迷们也来到冲绳观看球队训练和公开赛，并且和明星球员亲密接触。他们提高了酒店客房的入住率，据统计2014年春季营对当地经济的贡献为7300万美元。

这其中旅行社和航空公司对体育旅游的贡献是其成功的基本要素。它们不仅和国家旅游组织及地方旅游局合作组织，并推广旅游团去观看和参与目的地的体育赛事，还鼓励体育旅游者在赛后探索城市周边地区。旅游代理可以推荐他们的公司客户到体育赛事目的地开展激励旅游，因为运动主题是



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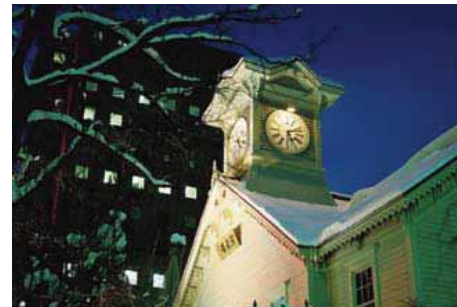
本页图：札幌的白色恋人充满童话色彩；新鲜美味的日料是札幌之旅不能错过的。

销售活动和竞赛中常见的主题。

If a city attempts to start developing sports tourism from scratch, it is not easy to attract renowned sports events since the competition for hosting right is very fierce. In such cases, the city should try to

invite a sport team to settle in it.

Though I have not participated in this project personally, I know that Sapporo has successfully been the base of the Hokkaido Nippon-Ham Fighters, a baseball team of the Pacific League of Nippon Professional Baseball in Japan. In the past, Sapporo had no professional sports team. When the baseball team based in Tokyo Dome sought a new host city in 2003, the capital of Hokkaido, Sapporo, with a population of 2 million,



Furthermore, baseball fans from all over Japan came to Okinawa to watch team trainings and open tournaments, while having close contact with star players. They boost the occupancy rate of hotel rooms. It is estimated that the 2014 spring camp event contributed a total of USD 73 million to local economy.

This page: Bell Tower is a symbol of Sapporo; A Japanese woman dressed in traditional costume; Flower festival

invited it to settle in. Sapporo then had a newly established multi-functional dome stadium as an ideal field for baseball. Now this stadium is also used to hold other sports events, live concerts and exhibitions. The competition of the Nippon-Ham Fighters attracted baseball fans from Sapporo, all of Hokkaido, and even farther regions such as Tokyo, exerting extensive impact on Sapporo's economy.

Another example I would like to share is Okinawa of Japan. Over a long period, the winter sports camp hosted by Okinawa have all been very successful. Located in the southwestern end of Japan, Okinawa consists of three major islands and over 100 small islands. Due to its subtropical climate and unique culture, Okinawa has always been one of the most popular resorts in Japan. However, in the past, February was always a tourist off-

season for Okinawa. In recent years, the Okinawa Prefecture government and Tourist Bureau have been promoting the sports camp of Okinawa. This year, the Okinawa Prefecture attracted ten baseball teams of all 12 professional teams in Japan to participate in the spring camp. Besides Japanese teams, Okinawa has also successfully attracted six baseball teams from South Korea.

The spring camp has exerted tremendous impact. Athletes and working staff of the teams stay in Okinawa for 2-4 weeks, bringing thousands of hotel stays for Okinawa in February. Numerous news media were also attracted by this event. They stay the whole duration of the camp activities. Furthermore, baseball fans from all over Japan came to Okinawa to watch team practices and open tournaments, while having close contact with star players. They boost the occupancy rate of hotel rooms. It is estimated that the 2014 spring camp event contributed a total of USD 73 million to local economy.

The contribution of travel agencies and airlines is the basic elements for such success, as they not only cooperate with national tourist organizations and local tourist bureaus to organize tourist groups to watch and take part in the sports events in the tourist destinations, but also encourage sports tourists to explore regions surrounding the city after the matches. Tourist agents recommend their company clients to conduct incentive tour in these destinations, as sport is a common theme in product marketing and competition.



超级碗 堪比印钞机

Super Bowl is a Money Press

许多城市都是旅行目的地，拥有丰富的旅游资源和运动设施。人们自然可以在游览城市的同时观看体育赛事。比如，美国的南卡罗纳托海滩温暖的气候、美丽的海滩和高尔夫运动吸引着旅行者。这里有一百多个高尔夫球场，很多人因为喜欢高尔夫而来这里旅行。

♥♥ 2014年，有一亿一千一百五十万人观看了超级碗 XLVIII，冠军赛期间，广告费用高达每半分钟四百二十万美元，这使得同年广告费用达到十二亿三千三百万。 ♥♥

本页图：目前最多举办超级碗的地方是新奥尔良。

体育赛事是很有意思的，人们对他们喜欢的运动和团队热衷不已。举办一场体育赛事，尤其是热门赛事，对于主办城市和运动队来说都能带来巨大的收益。体育赛事可以通过门票、赞助、广告、传播权、商业销售和观看者（以及他们的家人和朋友）的旅行和食宿花费带来收入。例如，国家橄榄球联盟季后赛和超级碗是美国获利最多的赛季后体育比赛。2014年，有一亿一千一百五十万人观看了超级碗 XLVIII，冠军赛期间，广告费用高达每半分钟四百二十万美元，这使得同年广告费用达到十二亿三千三百万。

从长远看，成功并持续地举办一项体育赛事能够极大地提升一个城市的形象和经济。举办体育赛事能够提高一个城市的知名度，并增强国内外城市对它的认可和接受程度。通过举办橄榄球世界杯和足球世界杯，南非有机会凸显后种族隔离时代的南非新形象并改变人们对它的最初认识。举办体育赛事本身能够通过出售门票、获得赞助、吸引广告投放、商业销售创造就业机会并获得收益。

但是，举办体育赛事也可能会带来一些负面影响，如建设体育场馆的高成本、赛事过后一些设施的短期使用、赛事期间的安全成本、当地居民的高税负。因此，在举办体育赛事和发展体育旅游上，城市应该有长远的战略眼光。



要举办体育赛事、吸引旅游者，城市应该在体育设施上充分投入。定期持续举办体育赛事非常重要，只有这样体育设施和场馆才能实现它们的价值和高投资回报率。城市还要确保除体育赛事外，还能够提供丰富的旅游活动，让体育旅游者和同伴能够获得丰富的旅游体验。此外，有必要增强城市作为体育旅游目的地的宣传。许多城市如波士顿、芝加哥和纽约在举办体育赛事，并把它们和旅游活动结合方面做得很好，这些城市已经成功地开展了城市旅游推广营销活动。

Many cities are tourist destinations rich in tourist resources and sports facilities. People naturally may watch sports events while touring a city. For example, Myrtle Beach of South Carolina is a major tourist city in the United States, attracting tourists for its warm climate, beautiful beaches and golf activities. There are over 100 golf courses here, many people travel here for golf.



Sports events are very interesting, people are enthusiastic about their favorite sports and teams. Holding a sports event, especially a hot event, can bring tremendous income to the host city and the involved sports teams. Sports events can generate income by tickets, sponsorship, advertising, licensing of rebroadcast right, business sales and the travel and accommodations of the audience (as well as their family and friends). For instance, the National Football League Playoff and Super Bowl are the events after the competition season with the largest profits in the United States. In 2014, almost 111,500,000 people watched the Super Bowl XLVIII. During the championships, the advertising price amounted to USD 4.2 million per half a minute. As a result, the advertising income of the year reached 1.233 billion.

In the long run, successful and continuous holding of a sports event can substantially upgrade a city's image and economy. Hosting a sports event can improve a city's reputation and

♥♥ In 2014, almost 111,500,000 people watched the Super Bowl XLVIII. During the championships, the advertising price amounted to USD 4.2 million per half a minute. As a result, the advertising income of the year reached 1.233 billion. ♥♥

This page: Super Bowl Sunday is the day with the second largest food consumption in a single day in US, only next to Thanksgiving Day; Super Bowl is held on Sunday in January or Febis called Super Bowl Sunday.

enhance the recognition and acceptance of it by domestic and overseas cities. By hosting the Rugby World Cup and the Football World Cup, South Africa has the chance to highlight its new image in the post-segregation era and change people's initial understanding of it. Holding a sports event can create job opportunities and acquire income by selling tickets, acquiring sponsorship, attracting advertisement placement and commercial sales.

However, hosting a sports event may also bring some negative influence, such as high cost of building stadiums, short-term use of some facilities after the event, safety cost during the event, and high tax burden of local residents. Therefore, in holding a sports event and developing sports tourism, a city should have far-sighted strategic vision.

To host a sports event and attract tourists, a city should heavily invest in sports facilities. It is very important to regularly hold the event, as only in this way can the sports facilities and stadiums realize their value and have high rate of return on investment. The city should also be able to provide plentiful tourist options besides the sports event so that sports tourists and their companions can have rich tourist experience. In addition, it is necessary to strengthen publicizing the city as a destination for sports tourism. Many cities such as Boston, Chicago and New York are good examples for combining sports events and tourist activities. These cities have already successfully conducted tourism marketing campaigns.

孟芳 Meng Fang
世界旅游城市联合会专家委员会
Expert Committee of the World
Tourism Cities Federation



冬奥会城市巡礼

自从1924年在法国的霞慕尼举行了第一届冬季奥运会，至今已经举办了23届，在WTCF的会员城市里，都灵、温哥华、札幌，举办过冬奥会，他们让世界通过冬奥会更好地了解和记住了他们。



都灵

2006年第20届冬奥会举办地

说到意大利都灵，人们首先会联想到文艺复兴时期的古罗马建筑和让人激情澎湃的足球比赛。但是，即使这里没有特别与冰雪相关的节日、庆典，却依然成为了2006年第20届冬奥会的举办地，可见都灵与冬奥会、冰雪运动的缘分。

依托斯图拉迪兰佐河、桑格内河所包围的平原之上的世外桃源，整座城市虽然不大，却恰好位于阿尔卑斯山脚下，走进阿尔卑斯冰雪天地，一股沁人心脾的清凉冰爽扑面而来。天然的冰湖、青葱的雪松、精致优雅的生态景观湖心岛、漫天的雪花、浓郁的北欧风情让人恨不得立刻穿上冰鞋、滑入冰场，玩个痛快。驰骋在冰面上，时而似鸿雁展翅，时而似海底捞针，脚下的冰刀在冰面上划出一道道优美而又变幻莫测的线条，心情也立刻自由起来。由此可见，都灵被称为“阿尔卑斯之都”也是名副其实。

而作为2006年冬奥会场馆的巴尔多内加滑雪场也因其数量众多、种类各异的滑雪赛道，起始于海拔2000米俯冲而下的刺激山地，变成了都灵乃至全世界喜欢冰雪运动的人们来此娱乐的体育圣地。

Torino: Host City of the Twentieth Winter Olympics in 2006

The mention of Torino, Italy will call to mind the ancient Roman buildings during the Renaissance and the passion-filled football matches. The city, with no festivals and celebrations relevant to ice and snow, nevertheless became the host city of the twentieth Winter Olympics in 2006, proving that there is something between the city, the Winter Olympics, and the snow and ice.



A land of idyllic beauty built on the plain surrounded by Stura di Lanzo River and Sangone River, Torino is not big. The city is located at the foot of the Alps. Here, fresh cool wind assails towards people head-on, and saturates their hearts. Here, one can find natural ice lakes, green cedars, an elegant Centre Island with ecological landscape, swirling snowflakes and the rich fragrance of Nordic. You will wish that you could put on the skates, slide onto the ice, and play. The graceful and mercurial curves left on the ice surface by the ice skate blade give people a sense of freedom. Obviously, Torino lives up to the designation as the "The Capital of the Alps."

Bardonecchia Ski Areas, the venue of 2006 Winter Olympics, is a perfect place for ice and snow sports fans of Torino and the world with various ski tracks and the hanging cliff well over 2,000m above sea level. Swooping down from mountain top, the excitement is highlighted.



Tips

都灵是意大利大区皮埃蒙特的首府，而因为意大利三分之一的巧克力制造工厂位于皮埃蒙特，所以这里被称做意大利最甜的地方，而都灵自然也获得了巧克力之都的美名，每间巧克力店都不可不看，动辄就有上百年的历史，最经典的是姜杜约多可椰子粉巧克力、普拉莉纳夹心巧克力。

Past Winter Olympics Host Cities

Since the 1st Winter Olympics was held in Chamonix, France in 1924, 23 Winter Olympics have been held altogether. Among the city members of WTCF, Torino, Vancouver and Sapporo have made themselves known and remembered by the world through Winter Olympics.

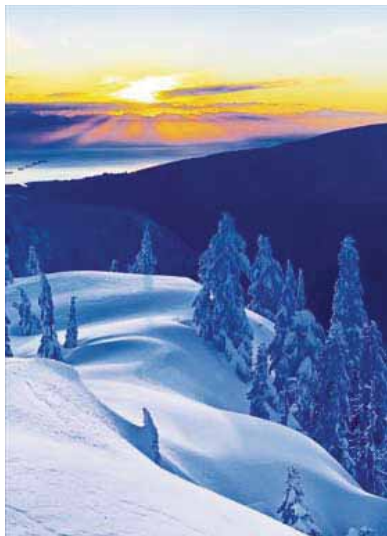


温哥华

2010年第21届冬奥会举办地

虽说温哥华是加拿大最温暖的城市之一，但每到冬季也绝对是人们旅行的好时节。

在2010年冬奥会举办场地的惠斯特山上，游客可以体验到越野滑雪、跳台滑雪、直升机滑雪和经典单、双板滑雪等经典的特色冬季活动，即使不怎么运动的人，只要看到这里的皑皑白雪、湛蓝天空，以及处处洋溢着的对滑雪运动无限热爱的深厚情怀，也会为之动容、感染。



因为几乎每个地道的温哥华人都对冰雪有着特殊的感情，小孩子只要可以自己走路、跑动，便能在冰球厂和当地各大滑雪地看到他们的身影，大人们也自不用说，只要与冰雪有关的体育项目，都会得到他们的热烈追捧。由此可见，温哥华与冰雪的缘分虽然没有那么的张扬高调，却总能在整个冬季、全部城市中瞬间发现和淋漓尽致地感受到。

Vancouver: Host City of the Twenty-first Winter Olympics in 2010

Vancouver, one of the temperature warm cities in Canada, provides a good opportunity for travelling in winter.

In Whistler Mountain, the venue of the Winter Olympics in 2010, visitors can engage in classic winter activities such as cross-country skiing, ski jumping, heli-skiing, and snowboarding and double board skiing. Even for those who are not much of a sports fanatic, the snow-covered mountain, the blue sky, and deep feelings of passion for skiing permeating in the atmosphere act on them like a tonic.

Almost every native Vancouver resident has a special connection to ice and snow. Tottering children are seen in ice hockey rinks and local ski hills. For men, they fancy whatever is related to ice and snow. Vancouver's relationship with ice and snow, which is not that high profile, can be found and felt throughout winter in the big fuss of the city.

Tips

在温哥华，有几件小事不可错过：游览让人心惊胆战的卡皮拉诺吊桥；到美食街区尝世界菜肴；北美第二大的唐人街，值得一逛；历史悠久的煤气镇，洋溢着那个开拓时期的气息……

札幌

1972年第11届冬奥会的举办地

这里四季分明，春天，紫丁香和铃兰让城市披上了一片绚丽的紫色，初夏，金合欢盛开绽放着幽香，秋天金黄色的银杏林让天空都呈现阳光般的暖色。入冬之后，就是札幌最美的季节，整个城市一片雪白，宛如童话世界。

札幌每年都有以冰雪为主题的户外活动，也就是人们所知的札幌雪祭。札幌雪祭起源于1950年，是以展示大型雪雕与冰雕作品为主的商业活动，吸引着200万来自日本及世界各地的游客参与，每年2月举行，为期一周。雪祭共有三个会场：大通会场、薄野会场和Tsudomu会场。雪祭分为雪堆和冰雕两大部分。雪祭的参赛者把自己的想象力发挥到了极致。作品从人物、动物到世界名胜，包罗万象，无所不有。

冬季还有两个节庆不能错过，它们是1月~3月在札幌市内举行的跳台滑雪（ski jump）和1月29日~2月14日举办的千岁支笏湖冰雪节。

Sapporo: Host City of the Eleventh Winter Olympics in 1972

Sapporo has four distinctive seasons. In spring, the city is covered with a purple layer of lilac and lily of the valley. In early summer, sweet acacia are in full bloom, exuding subtle fragrance. In autumn, the sky sparkles like gold with the yellow ginkgo forest. In winter, the most beautiful season of Sapporo, the city is covered with white snow, like a scene from a fairy tale.

Tips

札幌以市中心电视塔附近的中心点为基准，各街区按东南西北方向标注地名。中央区的大通公园是一片狭长的绿地，它一直延伸至电视塔，是该市的主要特色，更是各类节庆的主会场。这座东西向的公园将札幌分为南北两部分。薄野，俱乐部聚集地和娱乐区，在中央区的大通南部。在大通南部是闹市购物区。

北海道是个美食的王国，肉质肥嫩的长腿蟹，鲜香四溢的成吉思汗烤肉，有着浓郁豚骨汤味的北海道拉面，以及全世界闻名



Every year, Sapporo has outdoor activities with ice and snow as the theme, which is known as Sapporo Snow Festival. Originated in 1950, Sapporo Snow Festival is a business activity focusing on displaying large snow and ice sculpture works. The event, held in February each year for a week, attracts two million tourists from Japan and around the world. There are three venues for the Snow Festival: Odori Venue, Susukino Venue, and Tsudomu Venue. The Snow Festival has two parts: snow sculptures and ice sculptures, both of which require the active imagination of the competitors to create an amazing array of figures, animals, and places of interests.

There are two festivals in winter that can not be missed: ski jump held in January - March in Sapporo and Ice Festival held in Lake Shikotsuko, Kyukamura from January 29 - February 14.



跟随赛事去旅行

世界上有这样一些知名且独具魅力的精彩赛事，只一提及，便会马上想到其别具一格、激情四射的举办城市，赛事因城市而精彩，城市因赛事而著名。

Travelling with Sports Events

There are some famous and fascinating sports events in the world, the mere mention of which will remind people of their unique and invigorating host cities. The sports events and their host cities have developed a relationship that brings out the best in each other.





皇家赛马会
绅士追逐名媛斗秀

爱斯科皇家赛马会，即雅诗阁赛马会皇家专场，是世界上最著名的赛马比赛，也是英国每年都会举办的重要社交活动。正是源于其在全球的巨大影响力和极高知名度，每次爱斯科皇家赛马会都会吸引来自世界各地不计其数的中外媒体和游客，以一睹其高贵且盛大的皇家风采和比赛氛围。

除了赛马项目本身，英国皇家赛马会最吸睛的地方就是皇室的积极参与，今年活动首日，英国女王伊丽莎白二世就携王室成员出席赛马会现场。身着粉色礼服的她，佩戴着温润低调的珍珠项链，搭配礼服同色高贵礼帽，热情洋溢且尽显优雅、庄重气质。

因为来此观看比赛的多是英国社会上层名流和贵族，所以各位名媛和绅士所佩戴的各色“礼帽”也成为了爱斯科皇家赛马会的亮点。也是其相较于别国赛马赛事最突出和与众不同的地方。英国人向来对帽子情有独钟，它不仅是身份的象征，更是当地特有的时尚文化，而作为英国最有名的体育赛事，凡是参与爱斯科皇家赛马会的贵宾们，也一定要遵守其精细的着装要求：男士必须佩戴绅士高帽，穿

衬衫礼服，打领带。而女士也要求以英式正装亮相，并且搭配礼帽。因此，在整个赛马会现场，无论是宽边帽、贝雷帽，所有帽子均独具个性、造型夸张色彩绚丽。抢眼的红色玫瑰花帽、白色丝带设计搭配英文标语的潮流礼帽、英国国旗颜色绘制的别致帽子都绝对让人耳目一新。如此看来，在配有宽敞餐厅、平板电视和酒吧的私人包厢里观赏比赛的同时，再欣赏一下如此高品位的“时装秀”，也不失为去英国旅游最具时尚价值的事了。

本页图：英国皇家赛马会1711年由安妮女王创办；伊丽莎白女王亲临现场为优胜者颁奖。



Royal Ascot

A Competition Among Gentlemen and a Show Among Gorgeous Women

Royal Ascot, also known as Special Show of Royal Ascot, is the world's most famous horse racing game as well as an important social activity in Berkshire, UK to be held every June. Royal Ascot, with great influence and high reputation, never fails to attract numerous wealthy or illustrious people throughout the world who want to take a glimpse of the noble grandness of The Royal Family and atmosphere of the competition.

In addition to horse racing itself, what really catches people's attention is the active interest of Royal members. In the first day of this year's event, Her Majesty Queen Elizabeth II, together with other Royal members, was in attendance. Her Majesty was wearing a pink ceremonial dress and a string of pearls on her neck, with a posh top hat the color of the dress completing the outfit, which gave off an aura of enthusiasm, elegance and respect.

The various "top hats" of the spectators of the event, who are mostly celebrities and nobility in the upper class of the UK, are the highlight of Royal Ascot which constitutes the most prominent and unique feature when compared to horse racing events in other countries. The British have always a special liking for top hats which designate the status of their owners and bear special cultures locally. For honorable guests of Royal Ascot, which is Britain's

most famous sporting event, strict codes for dressing shall be observed. For gentlemen, they must wear top hats, shirts, jackets and ties. Ladies also need to wear formal suits with top hats. In every corner of the racing stadium, one will find wide-brimmed hats, berets and other hats, all of which have characters of their own and exaggerated shapes and colors. Lighting up people's eyes are gorgeous red rose hats, fashionable top hats with white ribbon designs and English slogans, and chic hats painted with colors of the national flag of the UK.

The prospect of watching competitions in a private balcony equipped with a spacious dining hall, flat panel TV and bar, while feasting your eyes on such a high class "Fashion Show" will make your time in England well worth while.



沃尔沃环球帆船赛
心系远方的勇敢者之旅

因为心系远方，我们才能发现新大陆，才能拥有更辽阔的世界。

沃尔沃环球帆船赛是世界上历时最长的职业体育赛事，也是全球顶尖的离岸帆船赛事，与美洲杯帆船赛和奥运会帆船比赛并称为世界三大帆船赛事。这是人类挑战自然极限的运动，是只有勇士才能完成的壮举。

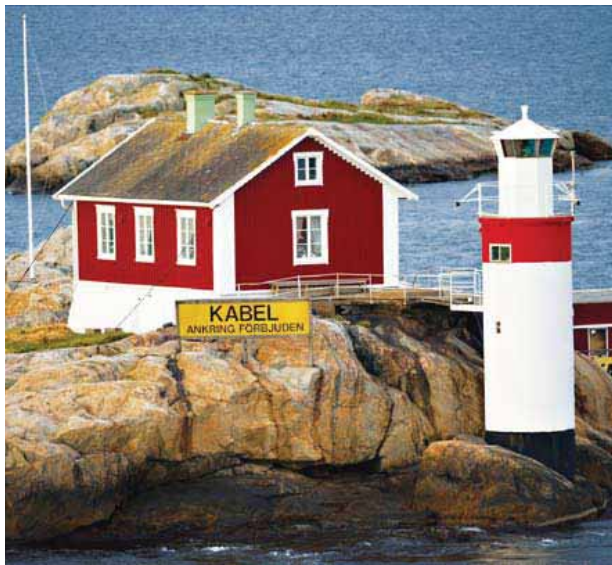
1973年9月8日，总计17支赛船搭载着167名水手从索伦特(Solent)出发，挑战第一赛段，朝南向开普敦前进。在过去40年间，太多东西发生了改变，但赛事的精髓依旧如初。海洋仍然和从前一样充满挑战、美丽、危险，而如今驾驶着碳纤维赛船的船员们，也和从前40年前那些首次环球航行的前辈们一样，依旧在为赢得胜利而奋力前进。

沃尔沃环球帆船赛一直是分赛段进行比赛，2014—2015赛季分为9个赛段并举办10个港内赛。每艘赛船都要跨越总计约38739海里(71745公里)的距离，穿越四大洋(大西洋、太平洋、印度洋和南大洋)，并造访五大洲11个国家：西班牙、南非、阿联酋、中国、新西兰、巴西、美国、葡萄牙、法国、荷兰和瑞典。

当赛事举办时，气候宜人的西班牙阿利坎特港聚集了来自世界各地的观众来这里观摩赛事，2014年10月8日起航，2015年6月27日在瑞典哥德堡收官。而在上一届赛事中，全世界范围内总计有多达290万名观众参与到了10个停靠港的活动中。

和奥运会帆船赛事一样，沃尔沃环球帆船赛并没有任何金钱上的奖励可提供给冠军。然而，在帆船的世界里，没有任何一项荣誉可与赢得沃尔沃环球帆船赛相提并论，它代表着人类生生不息永不消失的勇气和毅力。

本页图：小屋里住着守望大海的人；帆船赛历时9个月，坚持下来就是勇士。



Volvo Ocean Race

A Journey of the Brave Whose Hearts Are so Faraway

Our hearts are so far away, which facilitates us to discover a new and wider world.

The Volvo Ocean Race, the longest professional sports event that is also a top-notch offshore sailing event around the world. It stands in line with American Cup Sailing Boats Competition and Olympic Sailing Competition as the world's top three yacht races.

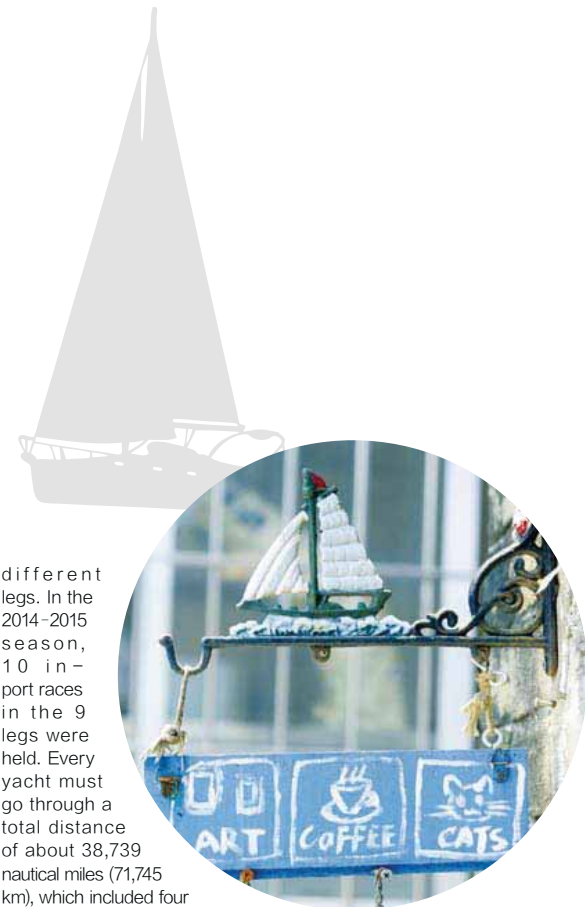
On Sept. 8, 1973, 17 yachts carrying 167 sailors set out on the first leg of the race from Solent and headed southward for Cape Town. Over the past 40 years, many things have changed, but the essence of the race remains the same as before. The ocean, as always is full of challenges, beauty, and danger. The sailors in their carbon fiber racing boats, like their predecessors who engaged on their first voyage round the world 40 years ago, are fighting for success.

The Volvo Ocean Race has been divided into

different legs. In the 2014-2015 season, 10 in-port races in the 9 legs were held. Every yacht must go through a total distance of about 38,739 nautical miles (71,745 km), which included four oceans (the Atlantic Ocean, the Pacific Ocean, the Indian Ocean, and the Antarctic Ocean), five continents, and eleven countries: Spain, South Africa, the United Arab Emirates, China, New Zealand, Brazil, the United States, Portugal, France, Holland, and Sweden.

When the event was held, the beautiful and warm Alicante Port of Spain saw a congregation of spectators from all over the world. The race began on Oct. 8, 2014 and ended on June 27, 2015 in Goteborg, Sweden. In the last race, a total number of 2.9 million spectators in 10 ports of call throughout the world took part in the race.

Like the sailing events in the Olympic Games, Volvo Ocean Race has no monetary rewards for the champion. However, in the world of sailing boats, not a single race deserves to be mentioned in the same breath as Volvo Ocean Race, which represents the courage and persistence of humans that are forever flourishing and eternal.



波士顿马拉松
只为跑出“精神”

美国人对跑步情有独钟，他们对于田径运动的痴迷程度几近忘乎所以。每年在国内举办的马拉松比赛更是层出不穷，令人目眩。而美国波士顿马拉松大赛以其全球最古老的马拉松比赛、世界六大马拉松比赛之一等各项殊荣闻名世界。

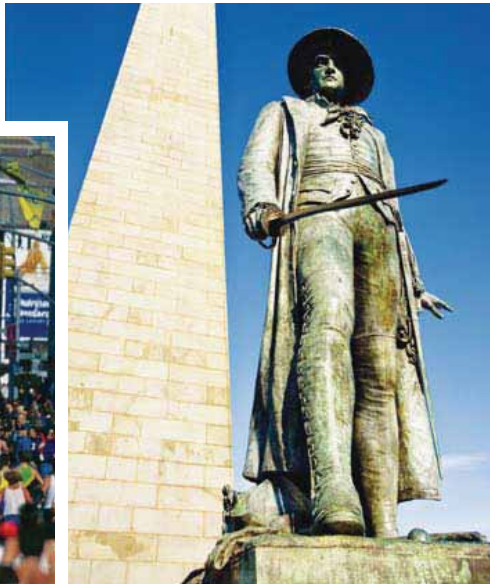
在大多数人心中，波士顿是一个繁华、先进的大都市，以科研、金融与技术为经济基础，是全美人口中受教育程度最高的地区。而也正是源于其长久以来形成的高科技氛围，才让相对接地气的马拉松赛事更具特别魅力。波士顿马拉松比赛要求极为苛刻，无论是入围门槛，还是凤毛麟角的中签比率皆是如此，就连慈善、赞助商想要观看比赛也是一票难求。虽然这般不容易，也丝毫没有影响世界马拉松爱好者来此参赛的狂热劲儿。

自 1897 年创立以来，波士顿马拉松比赛就已深深融入波士顿城市文化的血脉。它并不像是盛大恢宏的国际赛事，反而更接近一场朴素而温暖的家宴。了解了这一点，你才会更懂得马拉松的安详宁

静以及波士顿人的喜怒哀乐，也更感动于他们为了体育精神来过付出的所有努力与情感。在赛道旁立足观看，总会被跑道上挥洒汗水、气喘吁吁却依然还在咬牙坚持的参赛选手所感动，他们在每一步脚印上，每一米前进中，都仿佛传递着波士顿不服输、顽强坚韧的蓬勃生命力。冲入终点，在参赛者欢呼雀跃的时候，只有一个小小的橄榄枝花环作为奖励，也会让他们开心不已。因为，他们来此不是为了奖金，而是只为运动、竞技，并以此传达不懈、自强的城市内涵和体育精神。



本页图：没有奖金，为了热爱而跑；波士顿马拉松是历史最悠久的赛事之一；波士顿纪念雕塑。



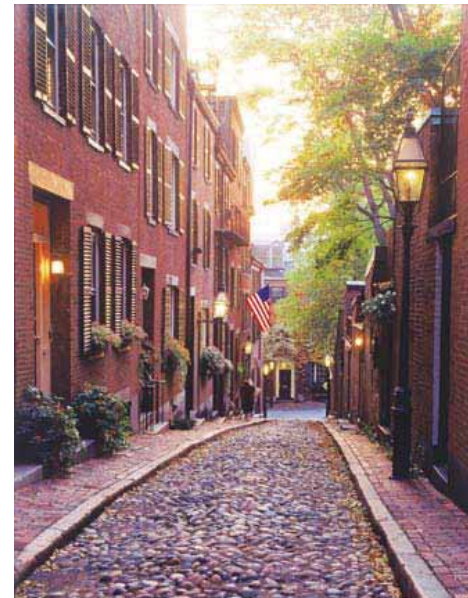
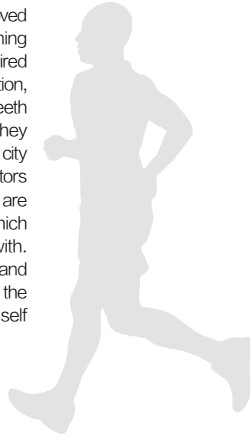
Boston Marathon
“Spirit” Matters

Americans like running, and the Boston Marathon is renowned as the world's oldest Marathon competition and one of the six major World Marathons.

In the eyes of many people, Boston is a bustling, advanced metropolis built on the economic basis of scientific research, finance and technology, and also enjoys the highest level of education among the masses in America. It is the high tech atmosphere which is formed over time that has bestowed a unique charm on the popular game. Besides, the styles of Boston featuring the pursuit of perfection as well as the profundity of its unique history also serve as a boosting effect for Marathon. The cultural traditions that have been passing down the line of the history of Boston and the competition rules which keep improving dictate that Boston Marathon has demanding requirements in the threshold of screening and rare success ratio. Tickets are hard to obtain, and this is exactly what happens to charitable organizations and sponsors. But it does nothing to lessen the fever of Marathon enthusiasts throughout the world.

Since its founding in 1897, the Boston Marathon has become an integrated part of the culture of the city. Unlike grand international events, it is more of a simple and warm family dinner. Only by knowing this can you gain a deeper understanding of the peaceful and silent Marathon and the anger and grief of the Bostonians when it was destroyed. You will be moved by their efforts and emotions devoted to resuming the event. Standing by the track, you will be inspired by the competitors who are soaked with perspiration, panting heavily, but refuse to give in, with their teeth clenched. Every step they make, every inch they move carry the radiating vitality of the tenacious city which never gives up. The moment the competitors cross the finishing line, they joyously shout and are awarded with rings made of olive branches which are quite enough happiness to be going on with. They don't come here for rewards but for sport and competition, through which the connotations of the city and sports spirit of unremitting efforts and self strengthening are carried.

This page: Arnold Street: Harvard University



环法自行车赛
赛道旁的旖旎风光



环法自行车赛是全球知名的年度多阶段公路自行车运动赛事，主要在法国举办，但也经常出入英国、比利时等周边国家。每年起点不同，大多在北方的城市，有时也在邻近国家，固定赛程为环绕法国一周，到达终点巴黎。整个比赛于每年7月初开始，月底结束，共进行21个赛段的项目比拼，总赛程为3200公里左右。自从1903年开始以来，始终保持着这一传统，并坚持至今。

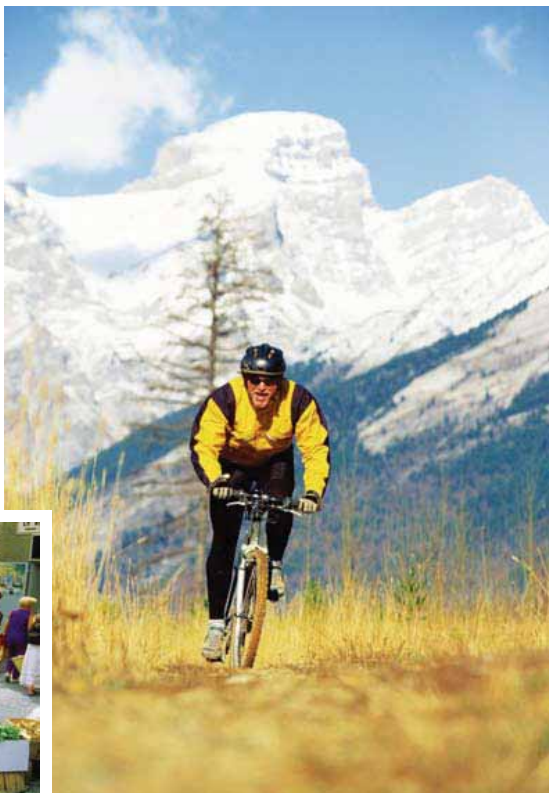
全部比赛按道路情况不同可划分为平地赛段和山地赛段，海拔最高可达2200米。欧式风情小镇引人入胜；纯白雪山、云朵连绵天地；薰衣草和葡萄酒香扑面而来……所有的风景都那么牵动人心。

而2015年全新的环法自行车比赛也延续了以往的线路风格：途径比利时、荷兰、法国三地，并最终到达巴黎香榭丽舍大道。大赛也希望所有选手都能具备可以完成各种赛段竞技的专业水平，以为更好地给各国游客和骑行爱好者提供极具观赏性精彩赛事而努力。

因为环法自行车赛的名气，沿途的城镇都愿意成为赛段的起始站。而大赛的前奏赛和第一赛段又是特别风光，因为两场比赛一般都从同一个城镇出发，比赛热潮空前。从一个城镇到下一个，每一段分别计时排名。所有段成绩累计起来决定每一位选手的总成绩。冠军为各段时间累计最少者。在每日

赛事结束时，领先者将可穿上黄色领骑衫，最佳冲刺者将被赠予一件绿色车衣，山间赛事中之最佳骑士将会得到一件波尔卡点运动衣，以彰显佳绩。虽然每届环法自行车赛的赛程不尽相同，但其想通过赛事展示法国特色、绚丽景致的初衷却始终不变，这也使得法国众多的美妙景色被越来越多喜爱它的游客所熟知。

本页图：法国乡村是比城市更有吸引力的目的地；骑行者要适应各种复杂的道路。



Tour de France
Scenic Landscape Beside the Racing Track

Tour de France, the world's leading annual multi stage road cycling event, is mainly held in France, occasionally making passes through neighboring countries like Belgium and Holland. The starting point of the race, mostly in northern cities but sometimes in neighboring countries, varies each year, and the last stage of the race will make a trip around France before reaching Paris. The event starts at the early July and ends at the end of July every year. The racers will go through 21 stages of the race totaling 3,200 km. This tradition began in 1903 and still prevails today.

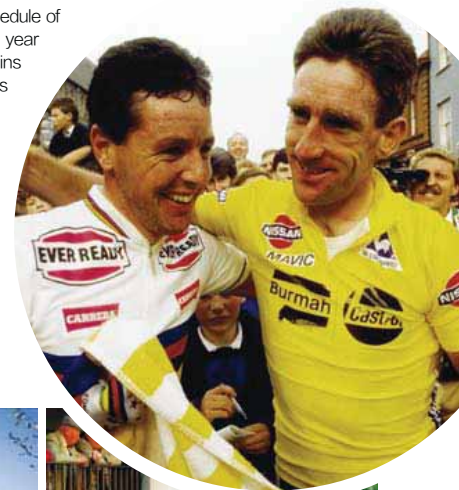
The race is divided into a flat stage and a mountain stage according to different topographic features, with the highest altitude well over 2,200 meters. One can find Alps towns with enthralling quality, pure white snow mountains, unbroken lines of clouds, and fragrances of lavender and wine that travel far...

The new 2015 Tour de France is also a continuation of the previous race style: driving off across Belgium, Holland and France before arriving at Champs Elysees of Paris. Thanks to the significant differences of racing track in both the topography and circumstances, Tour de France has posed strict demands on the riding skills of the competitors. It is hoped that all competitors have professional skills, and are able to finish the race with various stages, sparing no effort in creating an exciting event for

riding enthusiasts and tourists throughout the world.

Towns along the track will be glad if they are selected as the starting station of the Tour de France, which enjoys worldwide reputation. The warm-up match and the first stage of the match, which normally start from the same town, are such a particular spectacle unlike most have ever witnessed. From one town to the next, each section will be timed and the competitors will be ranked accordingly. The total score of each competitor is the accumulated time of all stages, and the one with shortest sum total will be the winner. At the end of a day's match, the leader will be awarded a yellow jersey, while the best sprinter will be awarded a green jersey. With mountain events, the best rider will be awarded a Polka Dot Jersey to match his performance. The schedule of Tour de France differs year to year, but what remains constant is its motives to give a display of the gorgeous sceneries featuring French characteristics, which makes the beautiful sceneries of France known to more and more tourists.

This page:Winners; Countryside scenery in France;Working farmers in French countryside





**上海F1大奖赛
重温速度与激情**



赛道，又具有挑战性、充分体现车手技术的弯道。其中，螺线型的收缩弯道

当属所有赛道中最具特色的一段。其进弯有多条赛车线，顶级赛车手舒马赫就曾经在此利用这里不同的赛车线设计，超越了阿隆索，并获得了他最后一个分站冠军桂冠。而其最长直道上的最高允许时速更为327公里/小时，并且在窄弯道处要求制动到87公里/小时的时速，如此高速刺激，也定会给观众带来只有赛车运动才能体验到的非凡激烈、紧张和刺激感受。

另外，得益于上海高度繁荣、时尚的城市氛围，这里的新闻中心、空中餐厅、车队生活区别墅区等建筑也别具风格：新闻中心和空中餐厅这对对称的建筑横跨赛道，是目前世界赛车场中独一无二的设计，仿佛一对翅膀架设在高空之中。而26座别墅的设计灵感更源自上海豫园的九曲桥，古朴中凸显素雅，现代中蕴藏幽静，是中西合璧的建筑精品。

侧耳倾听，听到从F1赛道上传来的车手启动赛车引擎的轰鸣声了吗？听到黑白格旗摇动掀起的阵阵场外欢呼了吗？自从1950年FIA国际汽车联盟举办了The FIA World Championship开始，F1赛车驰骋于赛道的传奇色彩就由传播开来。基于全球F1每站比赛均超过10亿人次通过电视转播或其他媒体观赏的空前影响力，每年上海赛事举办之时，总会吸引几十万游客和赛车迷涌入城中。扣人心弦的紧张比赛、世界各国知名车手的迅速云集以及绝对称得上匠心独具的上海国际赛车场，都让粉丝high到爆。

上海国际赛车场赛道总长度7公里左右，由F1赛道和其类型赛道组成。其整体造型犹如一个翩翩起舞的“上”字。既有利于大马力引擎发挥的高速

本页图：上海的F1赛道能让比赛更加惊险刺激。

F1 Shanghai Grand Prix
The Fast and the Furious

Listen carefully, can you hear the roars of motor started by the racers from F1 racing track? Can you hear the endless joyous shouts whenever the black and white flag is waved beyond the racing track? Since 1950, when The FIA World Championship was first held by FIA (Federation Internationale de l'Automobile), the romantic story of F1 racecars speeding in the race track was no longer a myth.

The F1 Grand Prix is such a spectacle throughout the world that whenever it is held, more than 1 billion people will watch the match through television broadcast or other media. In April when the F1 Shanghai Grand Prix is held, hundreds of thousands of visitors and racing fans will pour in the city. The gripping competitions, famous car racers from all over the world, and Shanghai International Circuit with the great splendor put the numerous fans in high spirits.

The total length of the racing track in Shanghai International Circuit, which is composed of F1 racing track and others, is about 7 kilometers. The overall shape of the racing track is like the Chinese character "Shang" (meaning "High"). The high-speed racing track makes it easy for powerful engines to function at the highest level. The abrupt turns are quite a challenge for the skills of the racers. The spiral shaped shrinkage bend, with many racing lines at the corner, is definitely the most singular of all. Schumacher, a top racecar driver, had taken full advantage of the differences in the design of racing lines to get ahead of Alonso and won the championship title in the last section. Race cars are

allowed to top out at 327 km/h in the longest straight road, and only 87km/h in the narrow bend section. It is only in racing games which turns out to be much too stimulating, that the intense, exciting feelings of the audience are high flying.

The news center, air restaurant, living quarter of the motorcade and villa area in and around the Shanghai International Circuit are stylish and glamorous. Spanning across the race track like a pair of spreading wings are the news center and air restaurant, creating a one-of-a-kind race track design.

This page: A coffee house in the downtown area: A statue in the street





澳网公开赛 运动也疯狂

澳大利亚网球公开赛是澳洲知名的体育盛事，将网球的趣味与社交、文化活动相结合，充分体现了澳大利亚对体育、运动的无限热爱和追捧。每年年初，世界各国的网球巨星都会在此集结，争夺赛季的首个大满贯头衔。该项为期两周的赛事在吸引世界所有顶级网球选手在此云集的同时，也吸引了超过 50 万的观众前来观赛。

在盛夏举行的澳大利亚网球公开赛，主要在两大装有伸缩式屋顶的球场举行，它们分别为罗德·拉沃尔球场和海信运动场。澳大利亚网球公开赛和温布尔登网球公开赛是世界仅有的两个可供室内比赛的大满贯赛事。而澳网公开赛于 1905 年首次举办，当时也被称作澳大拉西亚锦标赛。1969 年其更名为澳大利亚网球公开赛，而直到 1988 年比赛也一直都是以草坪球场开赛的。

在这个绿茵赛场上，也曾铭记和出现了许多网球史上的经典时刻和运动巨星。马茨·维兰德是唯一在草地和硬地球场赢得锦标赛的男运动员；安德



烈·阿加西和罗杰·费德勒是目前并列为澳大利亚网球公开赛中获得大满贯头衔最多的男运动员；塞雷娜·威廉姆斯曾 5 次于澳大利亚网球公开赛上赢得大满贯头衔，是至今为止在该项赛事中赢得头衔最多的“女中豪杰”……

也正因为如此富于传奇色彩的历史瞬间被实况记录下来，澳大利亚网球公开赛的观赛门票一直都是一票难求。除此之外，当国际网球巨星在赛场上争夺梦寐以求的奖杯之时，全天候的节日庆典也将同期上演。届时，球场内外将开设夜间音乐会以及不间断的现场娱乐活动，让各国游客在观赛之余，也能一饱眼福。

本页图：去澳大利亚能不看袋鼠吗；海上运动是澳大利亚人的最爱。



Australian Open Tennis Championships Sports are a Wild Thing

As a major event in Australia, Australian Open Tennis Championships is a combination of tennis, social relationships and cultural activities which marks the country out as a place with a burning enthusiasm towards sports. In the beginning of each year, tennis stars throughout the world will gather in Australia for the first Grand Slam title of the season. The two-week long event has exerted a powerful pull on all the top tennis players in the world. It has also attracted numerous audiences.

Australian Open Tennis Championships, which is held in January each year, takes place in Rod Laver Arena and Hisense Arena, both of which are equipped with retractable roofs. Australian Open Tennis Championships and Wimbledon Championships are the only two Grand Slam tournaments in the world that feature indoor sports fields. Australian Open Tennis Championships, which was first held in 1905, was called The Australasian Championships at first. In 1969 its name was changed to Australian Open Tennis Championships. It had been taking place in lawn field until 1988.

The stadium, ringed by dense green trees, had seen many classic moments in the history of tennis as



well as athletic giants. Mats Wilander is the only man in the world who has won championships in both grass court and hard court. Andre Agassi and Roger Federer are evenly matched with most Grand Slam titles in Australian Open Tennis Championships. Serena Williams, who has won five Grand Slam titles in Australian Open Tennis Championships, is the “most influential woman” with most titles in the sport…

So many romantic episodes are recorded down in the history of Australian Open Tennis Championships, of which the tickets are highly sought-after. In addition to international tennis stars who fight for the Cup they dream of, the uninterrupted celebration activities that will stage as well. Visitors of various countries can feast their eyes on the many night concerts and live entertainment.

This page:Enthusiastic spectators

世界杯
为球而醉，为球而狂

为世界杯而疯狂的人全世界都有，但哪里也比不上布宜诺斯艾利斯，这里拥有世界上最多的足球场，总共 73 座——36 座在市中心，37 座在偏僻的近郊。需要强调的是，在布宜诺斯艾利斯，73 家足球场就意味着相同数量的球队。

阿根廷，是世界最南端的国家。作为南美洲欧洲移民最多的国家，这里走出了马拉多纳、梅西等足球巨星。在足球界，与米兰、马德里、巴黎乃至圣保罗等城市不同的是，布宜诺斯艾利斯的足球队，在命名上似乎与这座城市没什么关系，比如“博卡青年”和“河床”，但即使不看阿根廷联赛的球迷，也对这两支球队略有耳闻，他们代表着阿根廷足球乃至整个南美足球的最高水平。

如果说足球是布宜诺斯艾利斯人的心脏，那球场一定是这只心脏跳动的脉搏。七十多座球场中，最有名的应当就是糖果盒球场。西班牙语名字叫做 La Bombonera，这座世界闻名的球场，是“博卡青年队”的主场。这里走出了马拉多纳、维森特等世界级的球星。糖果盒一样的造型，承载的是更多平民的梦想。另一座闻名的球场叫做纪念碑球场，与糖果盒球场的灵动相比，这里略显庄严，是河床俱乐部和阿根廷国家队的主场。这里承办了 1978 年世界杯。来到纪念碑球场，不仅仅是游览，知识渊博的导游会带领游客了解关于这座球场和城市的更多故事。



本页图：世界杯——荷尔蒙喷发；万种狂欢的节日。



World Cup
Mad for Football

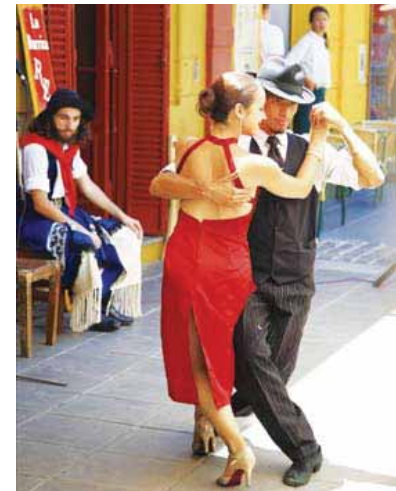
Argentina is the southernmost country in the world. As the country with the largest number of European immigrants in South America, it has produced football superstars such as Maradona and Messi. However, speaking of Argentina, one must mention Buenos Aires. Like the Aegean Sea and Maldives, it is one of the ten love tourist destinations in the world. If women come here for tango, men must come here for football.

In the football circle, different from cities such as Milan, Madrid, Paris and St. Paul, the football teams of Buenos Aires seem to have nothing to do with this city in terms of naming, such as Boca Juniors and River Plate. Even football fans who have never watched the Argentina League must have heard of these two teams, as they represent the highest level of Argentina football and even football of the whole South America.

In Buenos Aires, in fact, there are far more football teams than you can imagine. According to incomplete statistics, there are as many as 78 football teams here! More surprisingly, Buenos Aires, has at least over 70 football fields of different styles! The home fields of the Racing de Avellaneda and the Independiente Avellaneda of Primera Division are less than 100m apart, which is indeed amazing.

If football is the heart of Buenos Aires, football fields are the jumping pulses of this heart. Of over 70 football fields, the most famous should be La Bombonera, a world famous football field, which is the home field of Boca Juniors. World class football stars such as Maradona and Vicente

have been produced here. The candy box shape bears the weight of the dreams of ordinary people. Another famous football field is called the Monumental Football Field. In contrast with the cute La Bombonera, this field is more solemn, and it is home field of the River Plate Club and the Argentina National Team. The 1978 World Cup was held here. During the tour in La Bombonera, knowledgeable tour guides will acquaint tourists with more stories of this field and the city.



This page: Downtown area of Buenos Aires; People dancing the tango on the street

巴塞罗那 一个人的足球巴萨行

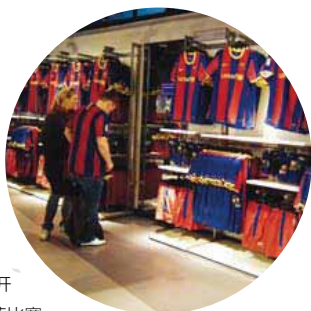
我要去看的是一场并不重要的西甲联赛，主场对阵萨拉戈萨。这种比赛票并不抢手，但我第一次去之前还是不懂如何买。很幸运，最后通过朋友解决了。我的朋友认识在中国做生意的巴塞罗那人，而这个友善的巴塞罗那人听说我的状况，热情地帮忙联系他在巴塞罗那的父亲。就如此不可思议地，我和一个慈祥的巴萨老爷子联系上了，交了这么个忘年朋友。更没想到的是，78岁的老爷子，1945年就成了巴萨的会员，每年交着会费，拿着会员卡，看着球赛；而且他一家人好几个巴萨会员。看比赛的时候老爷子直接咔嚓一张卡就给我刷进诺坎普了，畅通无阻如砍菜切瓜，让我目瞪口呆。

约好四点和老爷子在酒店见，所以我抓紧一个小时的时间，放下包就直奔诺坎普而去。激动的心情就在转过街角远远望见诺坎普那一刻达到了第一次小高潮。下午三点的天空很干净，阳光有些刺眼，西班牙东北海岸的春天气息沁人心脾，温度刚刚好。78岁的老爷子绝对健康硬朗，带着我就往城里进发，一路上给我讲解这座城市的历史和风貌。他说，你看巴萨整个城的十字路口，有没有发现四面建筑都是成45度角斜进去的，我当时看了就觉得很奇怪。老爷子说，这是一百多年前的城市设计者由于当时汽车的兴起，预感到以后街上会有很多汽车通行，在十字路口转弯的时候需要更多的空间，所以整个城的十字路口基本上都是四个直角45度“切”掉了。在我的记忆中，这是见过的第一个城市有如此独特的风格，又将它贯彻地如此彻底。随老人去到一个远离主街的幽深去处，一个没有游客光顾的 Tapas bar，他说这里才是原汁原味的。Tapas 是西班牙人非常喜爱的一类小吃的统称，有泡饼、很咸的鱼干泡在橄榄油里面，有细如薄纱的腌肉。啤酒很好，至今难忘。

老先生又讲了好玩的事儿，说他1987年来中

国谈商业合作的时候，一群巴塞罗那人和一群中国人一起吃饭，席间大家即兴唱歌。巴塞罗那人先举着加泰罗尼亚旗开唱巴萨队歌，就是大家每场巴萨比赛赛前赛后都能听到的那个。他说当时席上的中国人哪里听过巴萨队歌啊，都以为他们唱的是西班牙国歌，于是同胞们也举起国旗合唱：起来！

打车回诺坎普的路上，我便又开始小激动了。在车上就和司机我们三个人讨论本场首发。这场和



萨拉戈萨之后的周二晚上就是巴萨和枪手的欧冠次回合大战，所以大家都预见到首发会有部分保留，街头的报纸也在纷纷预测着谁会被雪藏。小白那场之前还受伤，所以他不上场没有悬念。同样没有悬念的是，在讨论阵容的时候，基本都是我先喊谁谁的，身旁这两人投来些许惊讶的目光，好像说“中国人怎么把阵容背的这么烂熟？”。直到后来，巴萨在温布利捧起大耳朵杯了，我给老爷子又发了封邮件说我凌晨熬着夜和一帮巴萨球迷嗨了整晚，中国的巴萨球迷论坛多么沸腾。他回信说，每次当他知道地球的另一面这么多的中国人如此爱着巴萨、理解巴萨，他都很感动，也觉得特别奇妙。

诺坎普真的很大！从伦敦出发前我跟一个刚从诺坎普看球回去的香港人聊天，他说他买的位置不好，在最上面，看球场里的球员跟黑点儿似的，对面看台上方那些脑袋他看着就跟屏幕像素似的。进来了我才知道自己的座位特别靠下，所以很难去寻找他的感觉。不过抬头往上看，同样也挺晕的。我身边坐着俩小学生，俩人叽里咕噜地完全不知道他们在说什么。看样子他们跟着他们的父亲一起看球。估计这两小家伙不久以后也会开始他们巴萨正

式会员的日子，然后一爱，就是一辈子。

看着这生生不息的人群，我强烈地感觉到这里就是巴萨的家，我来到了巴萨的家。也许在他们眼里我还是一朵没有贡献会费不会用他们家乡话唱巴萨队歌的浮云，但是在我心里，我是因为实实在在地欣赏巴萨现在踢出来的足球，认同这种足球才来到这里的，在足球面前，别的就都是浮云了。所以，我放下了心里之前还有的一点点卑微，虽然还不能正确地唱出巴萨的队歌，可是那个调调，那个鼓点儿我做梦都能找准，所以我也跟着吼，身边鼓励的眼神，让我一下子融入了诺坎普的气氛。

也许在电视机前看的话，这场最终一比零的比赛可以算作巴萨这赛季最不好看的比赛之一了，可是当你置身现场的时候，你就能近距离地观察巴萨压倒性的控球，精确合理的有球处理，积极勤奋的无球跑动；各种教科书上范例般的撞墙和三角被巴萨的球员演绎得如花式撞球般精准快速让对手完全找不着北。当每次全场球迷在自己的球队推进遇到困难的时候都喊起口号唱起队歌鼓劲，每个精彩的动作都能引来整个诺坎普如潮水般的掌声的时候，你不得不感慨，这是一座懂足球的城市，这里有一群懂足球的球迷。



Tips

Festes de la Mercè, 是巴塞罗那一年一度的盛大节日，在每年9月举行，有许多大型活动，比如烟火表演、化妆游行，队伍中还会有木制巨人。节日里必不可少的就是加泰罗尼亚特有的招牌饮料——Cava。

本页图：诺坎普球场。
左页图：巴萨专卖店；
巴塞罗那的艺术充满着自由的现代元素。

BARCELONA: A ONE-PERSON TRIP OF FC BARCELONA

It was not an important La Liga—FC Barcelona vs. Zaragoza in its home field. The tickets were not highly sought-after, but I still didn't know how to buy one for the first time. Fortunately, the problem was solved by a friend who happened to know a native of Barcelona doing business in China. When understanding my dilemma, the guy was eager to help me out. He contacted his father in Barcelona. Inconceivable enough, I got in contact with a kind Barcelona elder, though we were of different generations. It never occurred to me that the 78-year-old man had become a member of FC Barcelona as early as 1945. He paid the membership dues every year to renew his membership card, with which he watched the football games. What's more, there were several members of FC Barcelona in his family. With a simple scanning of the card, the old man managed to get

me into Nokamp. To my surprise, everything was going so smoothly.

We agreed that we would meet each other at 4 p.m. at the hotel. It was 3 p.m. and I had to seize this hour. Therefore, I put down the bag and went straight to Nokamp. The thrill reached a climax the moment I turned around the street corner when Nokamp came into view. At 3 p.m., the sky was clear and the sun was blindingly bright. In the northeastern coast of Spain, the fragrance of spring saturated my heart with moderate temperature. In spite of his age, the old man had a strong constitution. He led me downtown, all the while telling me about the history and style of the city. He asked if I had noticed that all buildings around the intersections of the roads were caved in at the forty-five-degree angle, which was strange to me. The old man explained that more than a century ago when the fad of cars began to rise, the designers of the city predicted that there would be a lot of cars in the street in future. To save more space for turning, the buildings around the crossroads were "cut" at a forty-five-degree angle. To me, it was the first city in memory with such unique style which was kept through and through. I followed the old man to a reclusive place away from the main street, a Tapas bar with no customer inside, which, according to the old man, produced authentically aromatic food. Tapas were a very popular type of snacks among the Spanish which included soaked bread, salty dried fish in olive oil, salted pork as thin as gauze. The beer here was so good that I miss it even now.

The old man told me some interesting things. When he went on a business trip to China in 1987, a bunch of people, both Chinese and Barcelona, were having dinner together. In the spur of the moment they began to sing. The Barcelona guys held the flag of Catalonia while singing the song of FC Barcelona, the one we used to hear whenever an FC Barcelona match was held. As the Chinese guys had never heard it, they all believed that it was the national song of Spain. So the Chinese guys raised their national flag and sang the national anthem: March of the Volunteers.



We took a cab back to Nokamp, and I was a little thrilled with the match with Zaragoza. Together with the cab driver, we had a heated discussion on the starting lineup of this match. The match between FC Barcelona and Arsenal in the second round of UEFA CHAMPIONS LEAGUE would be held on the following Tuesday night. It was expected that both teams would save some power. Local tabloids all guessed whose heels would be kicked. Andrés Iniesta's absence would be unambiguous since he was wounded. In discussing the cast of players, I often shouted out first, which drew the inquisitive gazes of them both, as if asking "How come the cast of players is so seared on the heart of a Chinese person?" Afterwards, when FC Barcelona lifted up the UEFA Champions League Trophy in Wembley Stadium, I sent an email to the old man saying that together with a bunch of FC Barcelona fans, I stayed up all night. Besides, the news had caused a sensation in China's FC Barcelona fans forums. He responded saying that he was deeply moved and felt wonderful to know that on the opposite side of the earth, there were so many Chinese people who loved and understood FC Barcelona.

Nokamp was grand indeed! Before departing from London, I talked with a native of Hong Kong who had just returned from Nokamp for a match. He complained about his terrible position at the top of the stadium from which the players in the field were like black spots and the heads in the opposite stand were like screen pixels. But since I was sitting down below, his feelings never came to me. I felt dizzy when I looked up in the audience. Sitting beside me were two primary school students who jabbered out something I couldn't understand. It looked like they were with their fathers. The little boys might gain formal membership of the club in the near future and

spend their lives loving FC Barcelona.

The stream of people made me feel, more than ever, that here was the family of FC Barcelona, and I was in this family. In their eyes, I was perhaps just someone who had never paid for the club and couldn't sing the song of the team in domestic dialect. But I was inwardly showing Barcelona football with admiration and recognition. In the presence of football, there was no point to anything else. I left my inferior feelings behind and took up the chant with them. I was not sure of the words, but its tune never escaped me. This, together with the encouragement in their eyes, fit me in the atmosphere of Nokamp immediately.

Watch the match on TV and you would have considered it one of the least interesting matches in this season of FC Barcelona with score tied up at 1:0. But if you found yourself in the football field, the possessing, passing, and controlling of the ball and the players straining to keep running were prepared and served by FC Barcelona, which was the perfect metaphor of textbook examples of wall pass and triangular pass with which the players of the opponent took flight. Whenever its attacks became stagnant, the fans offered a draught of rocking slogans, meanwhile singing its song. Every fascinating attack was rewarded with a round of applause inside Nokamp. One never failed to be moved to admiration: this was a city of football with a group of frenzied fans who understood football.

Tips

Festes de la Mercè is a grand festival held in every September in Barcelona. Many large scale activities like fireworks show and masquerade parade with wooden giants will be held during the festival. Cava is an indispensable drink, which is specific to Catalunya, for the festival.

Left page:
Camp Nou Lamaxiya Training Camp
This page:
Barca's shop at the airport; A booth in the street selling souvenirs of different football teams





跟着旅行社马上就出发

活力十足的夏季，跟随旅行社的脚步，去打高尔夫、徒步、静修，快点动起来吧！

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Follow the travel agencies to play golf, go hiking or meditate in this lively summer. Hurry up!

中青旅 去意大利练足球

中青旅旅游网推出的意大利—中国青年足球夏令营旅行产品，将为中国青少年安排高水平的训练，并与罗马、AC米兰、尤文图斯等知名俱乐部的同龄球队进行友谊赛。夏令营的营地设在罗马著名的朱利奥·奥内斯蒂和佛罗伦萨的科维尔恰诺训练基地。此外，为了提升小球迷的足球体验，旅游网还巧妙地加入了“球迷探访球队训练基地”、“零距离的教练指导”、带领小球迷深度游览意大利足球博物馆，充分了解世界杯的球衣、纪念品和世界杯冠军奖杯等特色活动。

夏令营的教练由意大利足协球员协会指派，拥有国际足联、欧足联以及意大利足协颁发的执教资格证书。“每15个孩子配备一名教练和一名专职体能教练。”

TIPS 本次夏令营产品涵盖上海、北京、南京、重庆、广州等多个出发地，每营为一周，出发日期为7月20日至8月底。

CYTS Play Football in Italy

The Italy-China Teenager Football Summer Camp tourist products launched by Aoyou.com of CYTS will arrange high-level training for Chinese teenagers, and engage in friendly matches with teams of the same age group of renowned clubs such as Rome, AC Milan and Juventus. The summer camp is established in the famous training bases of Giulio Onesti in Rome and Coverciano in Florence. Besides, in order to upgrade young football fans' football experience, Aoyou.com has tactfully joined the "Football Fans' Exploratory Team Training Base" and the "Zero-Distance Coaching" programs. Young football fans are led to tour the Italian Football Museum, have a full understanding of jerseys and souvenirs of World Cup and World Cup Trophy.

The coaches of the summer camp, to be appointed by the Footballers' Association of the Italian Football

Association, have the teaching qualification certificate issued by the Federation International de Football Association (FIFA), the Union of European Football Association (UEFA), and the Italian Football Association. "Every 15 students are equipped with one coach and one full-time fitness coach."

TIPS The summer camp products cover several departing cities such as Shanghai, Beijing, Nanjing, Chongqing and Guangzhou. Each camp lasts for a week. The departing date is from July 20 to the end of August.



中国旅行社 去摩洛哥打高尔夫

在摩洛哥，高尔夫球可以称之为国球。已故摩洛哥国王哈桑二世，是个不折不扣的高尔夫狂热爱好者。在位期间，他修建了不少高尔夫球场供自己享用。除了自娱自乐外，哈桑二世还倡导“高球外交”，希望以高尔夫为平台消除伊斯兰国家与西方国家间的隔阂。Rouge Dar Es-Salaam 球场就建在千亩茂密软木林中，从高空俯视这个拥有45个球洞的“庞然大物”，宛若沙漠中的一片绿洲。最令人称道的是，设计师保留了球场原址的大量遗迹，置身11洞和12洞间，还能依稀感受到古罗马时代卢比利斯遗址的辉煌。

本行程由中国旅行社推出，中旅还将带你到马扎干海滨酒店高尔夫球场、杰迪达皇家高尔夫球场、塔哈佐沙漠高尔夫球场、马拉喀什阿苏菲德高尔夫球场等顶级球场痛快挥杆。

TIPS 咨询电话: 13910767873

China Travel Service Play Golf in Morocco

In Morocco, golf may be called its national sport. The late King Hassan II of Morocco is an unquestioned golf fan. During his reign, he built a lot of golf courses for himself to use. Besides self-amusement, Hassan II also advocated "Golf Diplomacy" in the hope of removing the misunderstanding between Islamic countries and Western countries with the platform of golf. The Rouge Dar Es-Salaam Golf Course is built in a dense and vast softwood forest. An overlook from a high altitude will find that the huge space with 45 holes is like an oasis in the desert. The most praiseworthy is that a large number of archaeological sites of the original plot of the course have been preserved. If you are between No. 11 hole and No. 12 hole, you can vaguely feel the brilliance of the Volubilis site of the



ancient Roman period.

The travel route is provided by the China Travel Service, which will also take you to play golf in top grade golf courses such as the Mazagan Seaside Hotel Golf Course, the Jedda Royal Golf Course, the Taghazout Desert Golf Course and the Marrakech Assoufif Golf Course.

TIPS Tel.: 13910767873

中国国际旅行社 去江南徒步、骑行

在浙江千岛湖573平方公里的辽阔湖面上，共有1078个岛屿如星散落，完全可以称得上“世界上岛屿最多的湖”这个称号。

目前，千岛湖景区建有长140公里的环湖绿道，人们可在满眼绿色中环湖骑行；沿湖，共有7家五星级酒店，每家酒店都有自己的游艇，可供游客使用，乘去岛上露营；景区还开放了“空中揽胜”项目，游客可以乘坐“专属”的直升机，尽揽千岛湖的全景。

这次旅行绝对是情人之间的浪漫之旅，你们可以在千岛湖绿道双人自行车浪漫骑行，穿行画境；乘皮筏艇在湖光

山色间，带着爱人一起航行；在乌镇来个浪漫下午茶，与爱侣共享甜蜜时光；拍摄江南古典婚纱照，典藏美好瞬间；也可以与爱侣摇橹船上观秋水长天。

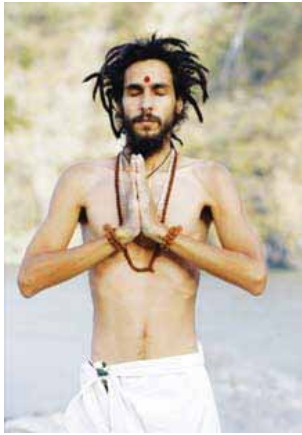
TIPS 中国国际旅行社，七八月每周四发团，咨询电话：400-600-8888

CITS Hiking and Riding in Jiangnan

Over the broad Qiandao Lake, Zhejiang of 573 km², 1,078 islands are scattered like stars. The place deserves the name "the lake with the largest number of islands in the world".

By far, the Qiandao Lake Scenic Region has a 140-km green belt around the lake. People can ride bicycles while enjoying green scenery. At the lakeside, there are 7 five-star hotels, each having their own yacht for tourists to travel to islands for camping; the "air range" program has also been opened in the scenic region. Tourists may take an "exclusive" helicopter to enjoy the panorama of Qiandao Lake.

This tour is absolutely a romantic tour for lovers. You can take a romantic ride on a tandem bicycle along the Qiandao Lake green belt through the picturesque



量。空气中散发着鲜花与独家秘方调制的特殊芳香，让人轻松地沉醉其中，慢慢地，真正达到由身至心的平静与和谐。

另有丰富多彩的 RAJAJI 国家公园徒步越野、吉普车越野、恒河祭河仪式、激流泛舟、山地自行车远行、高尔夫体验、寺庙之旅等项目可供体验。

TIPS 出发日期：07-03 | 07-17 | 07-31 | 08-07 | 08-14 | 08-21 | 09-04 | 09-11 | 09-18，每人3万起。咨询电话：400-819-2288

UTS Travel Meditation in India

Rishkesh, “the world capital of yoga” located on the upper reaches of the Ganges River, is the place of origin of the yoga, a practice that has spread all over the world in the last century. Here, over 1,000 saints lived, and there are nearly 100 meditation centers. It is not only the happy land for spiritual cultivation of millions of Indians, but also the place where the Beatles headed by John Lennon searched for spiritual home. The grand International Yoga Festival is held here every year.

In the scorching summer, UTS Travel will take you to a secluded place among the Himalayas of India to practice meditation and experience the exclusive “Ayurveda Tour of Health Maintenance,” far away from hustle and bustle of city life. You

can recover your physical and mental balance, and reconcile your internal energy. The air is full of special aroma of fresh flowers and exclusive secret recipe. You can be intoxicated at ease and slowly achieve the tranquility and harmony from body to mind.

Other wonderful projects for you to experience include RAJAJI National Park cross-country hiking, jeep cross-country race, the Ganges river sacrifice ritual, boating through torrents, mountain bike excursion, golf experience, and temple trip.

TIPS Starting dates are July 3 | July 17 | July 31 | August 7 | August 14 | August 21 | September 4 | September 11 | September 18, at least RMB 30,000 for each person. Tel.: 400-819-2288

凯撒旅游 去美国穿越大峡谷

五百万年前，科罗拉多河洪流奔泻，在这里开凿了两崖壁立千仞，雕刻了百转曲尽通幽，这是一个金色的梦，拉斯维加斯的金碧辉煌，铸造了一个奢华的世界；这是一个绿色的梦，望不尽的广袤草原，看不完的珍奇动物；这也是一个红色的梦，当夕阳倾泻在大峡谷的岩壁上，令人窒息的美丽，我们只希望时光能走得慢些，再慢些……

在凯撒旅游带领下，每天徒步 2—4 小时，走进科拉多大峡谷感受马蹄湾的雄壮、徒步优胜美地国家公园感受其间

的宁静、穿过锡安国家公园了解它的静美。跟随户外向导一起感受大自然的鬼斧神工，了解原住民文化传承吧。

TIPS 美国西部国家公园大峡谷11日徒步（初级强度）。

Caesar Travel Traveling Through the Grand Canyon in the United States

Over 5 million years ago, the Colorado River rushed down to cut precipices along the two sides of the river and carved out meandering landscape. It is a golden dream, with the splendor of Las Vegas, creating a luxury world; it is a green dream, where there are the Zion National Park, Bryce Canyon National Park, the Yosemite National Park, endlessly vast prairie, numerous rare animals; it is also a red dream, when the setting sun spreads its glow over the rocks of the Grand Canyon, presenting suffocating beauty. We only wish that time goes more and more slowly

Led by Caesar Travel, you can walk 2-4 hours each day, to experience the grandeur of the Horseshoe Bay in the Grand Canyon Colorado, enjoy tranquility while hiking through the Yosemite National Park, and appreciate the serene beauty while walking in the Zion National Park. Follow outdoor tour guides to experience the uncanny craftsmanship of Nature and learn about the cultural

heritage of aborigines.

TIPS 11-day hiking through the western national parks and the Great Crayon of the Western United States (primary intensity).

凯撒旅游 去法国走勃朗峰大环线

法国勃朗峰大环线 (TMB)，一条关于征服与被征服的世界级的徒步线路。4810 米的勃朗峰，不仅仅是阿尔卑斯山脉的最高峰，也是当之无愧的“欧洲之巅”，因其独特的地形、气候的优势，是进行登山、攀岩、滑雪、滑翔伞等各类极限运动的理想选择地。

旅途从著名的霞慕尼山谷开始，这里也是攀登勃朗峰的最佳起点。游客从海拔 1800 米的山上开始向 Bionnassay 冰川徒步，在阿尔卑斯山最佳的观景台驻足欣赏勃朗峰的冰川。费雷河谷的景色又是另一番天地，松软的草地、高大的落叶松，还有农庄里劳作的农民，都是难忘的景观。途中还会经过本奥姆山口、富尔山谷、雷因斯山口，最终回到霞慕尼。

徒步全程，将由拥有专业资质认证的外籍户外高山导游陪伴，并会根据大家的实际情况合理安排休息时间和行进节奏。另外，凯撒旅游也希望旅途中国

队员能相互配合、相互帮助，共同完成这次挑战。在发现罕见美景的同时，也能收获一份难得的友谊。

TIPS 凯撒旅游，法国勃朗峰大环线高山11日徒步（中级强度）。

Caesar Travel Tour of Mount Blanc in France

The Tour of Mount Blanc (TMB) is world-class hiking route about conquering and being conquered. The Mount Blanc of 4,810m is not only the peak of the Alps but also the well-deserved “Peak of Europe”. Thanks to its unique topographical and climatic advantages, it is an ideal choice for various extreme sports such as mountaineering, rock climbing, skiing and paragliding.

The tour starts from the famous Chamonix Valley, which is also the best starting point for climbing Mount Blanc. Tourists start to hike towards the Bionnassay Glacier from an altitude of 1,800m, and then stop at the best viewing deck of the Alps to appreciate glaciers of Mount Blanc. The landscape of the Ferret Valley presents another world, with unforgettable sights of soft meadows, tall larches and farmers working on the farm. Along the route, we will pass the Bonhomme Pass, Fours Valley, Reines Pass and then finally return to Chamonix.

The whole course of hiking will be accompanied by foreign outdoors alp tour guides with professional qualifications. Rest time and travel pace will be reasonably arranged according to everyone's actual conditions. Besides, Caesar Travel also wishes that team members can cooperate with each other and help each other during the tour to jointly complete this challenge. While discovering rare places of scenic beauty, an uncommon friendship will also be gained.

TIPS Caesar Travel, 11-day hiking along the Tour of Mount Blanc (TMB) (secondary intensity)

landscape; or go kayaking on the lake with your lover; or have romantic afternoon tea in Wuzhen (an ancient water town) to enjoy quality time with your lover; or shoot classic wedding photos of Jiangnan (the Regions South of the Yangtze River) style, to perpetuate these glorious moments; or feast your eyes on the broad water and blue sky with your lover while paddling a boat.

TIPS China International Travel Service (CITS), tour groups start on each Thursday in July and August. Tel.: 400-600-8888

众信旅游 去印度静修

被誉为“世界瑜伽之都”的瑞什凯诗，位于恒河上游，是上世纪世界瑜伽运动的起源之地。这里居住着上千的圣者，坐落着近百座静修中心。它不仅是成百万印度人精神修行的乐土，还是上世纪 60 年代以约翰·列侬为首的披头士乐队精神寻觅的场所。每年这里还将举行盛大的国际瑜伽节。

夏日炎炎，众信旅游将带你私密环境中静心于印度喜马拉雅山间，体验独属于这里的“阿育吠陀养生之旅”，远离喧嚣与繁杂，恢复身心平衡、调和内在能

