



## Covered Bridge in Night

The 81-meter-long and 23.6-meter-wide covered bridge stretches across Funan River in the upper reaches of Nan River near the confluence of Fu and Nan rivers. It was rebuilt at the site of ancient Anshun Bridge in 1996. Anshun Bridge has a long history which can be traced to the Yuan Dynasty.

## 夜色廊桥

图 / 东方IC

廊桥位于成都府南河交汇口南河上游，横跨府南河，桥跨主体长81米，宽23.6米，于1996年在原吉安顺桥旧址基础上重建。安顺桥悠久历史，最初建筑踪迹可追溯至元代。

## 联合会2015香山旅游峰会筹备工作有序开展

2015年9月21-25日，世界旅游城市联合会（WTCF）2015香山旅游峰会将在摩洛哥的拉巴特 & 非斯举办。

这是联合会首次在总部以外的会员城市举办峰会，是联合会发展进程中的一个标志性事件。

2014年北京香山旅游峰会上，经理事会成员投票决定，2015年峰会将由拉巴特与非斯两个城市共同承办。2014年11月28日，联合会与摩洛哥国家旅游局在北京签署了《合作备忘录》。

2015年1月18日，联合会秘书处代表团实地考察峰会举办地。代表团先后考察拉巴特、非斯的酒店、会场、交通、旅游设施等，并与摩洛哥相关部门就2015拉巴特 & 非斯香山旅游峰会举办推进情

况进行讨论。

本次峰会将以“多元与可持续发展”为主题，为了促进摩洛哥的入境旅游，联合会策划了“千人游”摩洛哥的活动，并与多家知名旅行社商谈制定旅游线路产品。联合会还制定了全方位的摩洛哥宣传推广计划，介绍摩洛哥丰富的旅游资源。

摩洛哥方面对此次峰会十分重视，摩洛哥国家旅游局、拉巴特市、非斯市与联合会秘书处建立了顺畅的沟通机制，大力支持峰会的举办。目前，峰会各项筹备工作正在积极推进中，力求将为全体会员呈现上又一次高质量、成功的大会。



摩洛哥北部古城非斯 Fes, Morocco



北星旅游传媒集团在京签署入会申请书 Northstar Travel Media submitted an official application in Beijing to join World Tourism Cities Federation

## 北星旅游传媒集团与联合会强强合作 携手共赢

近日，北星旅游传媒集团在北京签署入会申请书，正式加入世界旅游城市联合会。

3月12日下午，北星旅游传媒集团（以下简称北星集团）在北京签署入会申请书，正式申请加入世界旅游城市联合会（以下简称联合会）。双方将共同制作和发行《世界旅游城市资讯周刊》及《世界旅游城市资讯月刊》，包括国内外旅游城市管理者、旅游业内高层、行业专家学者等，逾七千名读者将定期收到此刊物。

严晗副秘书长代表联合会接受了北星集团总裁 Robert G. Sullivan 递交的申请书，并向其赠送联合会的会员挂牌。严晗副秘书长表示，

联合会对北星集团表示热烈欢迎，期待双方依托各自优势，强强合作，携手共赢。Robert G. Sullivan 总裁表示，北星集团非常认同联合会以城市为主体的定位，以及“旅游让城市更美好”为核心理念，北星集团是专注于旅游和会议行业的信息传媒集团，与联合会有很多合作潜力，相信彼此依托，今后一定会取得更大的发展。

本次活动有来自国内外城市驻华代表处、航空、酒店、旅游相关企业等的多名嘉宾参加，共同见证了这一重要时刻，并对双方结成战略合作伙伴表示祝贺。

## Northstar Travel Media Joins WTCF to Promote Tourism

Northstar Travel Media submitted an official application in Beijing to join World Tourism Cities Federation on Mar 12.

Yan Han, deputy secretary-general of WTCF, accepted the application and said that WTCF welcomes Northstar Travel Media and hoped that future cooperation can bring about win-win results.

In response to Yan's comments, Robert G. Sullivan, president of Northstar Travel Media, said that Northstar Travel Media recognizes that WTCF sees cities as its main body and upholds the concept of "Better City Life through Tourism". He also added that after joining WTCF, Northstar Travel Media will be in charge of the production and distribution of WTCF's weekly and monthly publications. Over 7,000 readers all over the world, including the governors of tourism cities, top managers of tourism firms, professionals and scholars will regularly receive and read the publications.

Witnessing the strategic cooperation between WTCF and Northstar Travel Media were representatives from overseas tourism cities in China, and delegates from the airline, hotel and tourism industries.



联合会副秘书长严晗 欧斯顿3月5日在柏林旅游展的联合会工作会议上和现场与会代表进行沟通。图片来源：wctf.travel Mr. Ralf Ostendorf, Deputy Secretary General of WTCF, holds a working conference at the ITB Berlin on Mar 5. [Photo from wctf.travel]

## 世界旅游城市联合会派员参加柏林旅游展

2015年3月3日至3月8日，世界旅游城市联合会赴德国柏林参加柏林旅游展。

2015年3月3日至3月8日，世界旅游城市联合会赴德国柏林参加柏林旅游展。柏林旅游展是世界上最大的旅游展会，此次展会吸引了超过20万名来自世界五大洲、180多个国家和地区旅游界和媒体界的资深专业人士参加。

3月5日，在联合会副秘书长，柏林亚太区宣传总监拉瑞夫·欧斯顿的协助下，代表团一行在旅游展召开了联合会工作会议，来自哥本哈根、米兰、华盛顿、汉堡、雅典、柏林、布拉格、萨洛尼卡、尼科西亚、休斯顿、巴塞罗纳、基多等12个国际城市的代表出席了会议。

此次旅游展上，雅典市市政委会主席福蒂

斯·普罗瓦塔斯加入代表团一行，以联合会副秘书长身份与代表团共同参加旅游展，在展位上对联合会进行宣传推介，协助品牌宣传和会员发展工作。

旅游展上，代表团一行还与土耳其旅游局、蒙古旅游局、越南旅游局、坦桑尼亚旅游局、科威特旅游局、纳米比亚旅游局、南非旅游局、阿曼旅游局、巴西旅游局等国家及地方旅游部门代表进行了洽谈沟通，详细介绍了联合会的成立历史、发展现状和未来规划等基本情况，并积极邀请各知名旅游城市加入联合会，为联合会城市会员的发展建立了联络渠道。

## WTCF Prepares for Its Tourism Summit 2015

World Tourism Cities Federation Fragrant Hills Tourism Summit 2015 is to be held in Rabat and Fes in Morocco from Sept 21 to 25, 2015.

This will be the first time for the summit to be held in other member cities rather than the WTCF's headquarters, serving as a milestone in the federation's development.

Rabat and Fes in Morocco won the bid to host the 2015 summit after a voting by all the council members at WTCF tourism summit 2014. In November 28, 2014, WTCF and Moroccan National Tourism Office signed a cooperation MOU in Beijing.

A delegation of the secretariat of WTCF visited Rabat and Fes on Jan 18, 2015, and inspected its hotels, conference venues, transportation and other tourism facilities. They also exchanged ideas with local authorities regarding the 2015 summit.

The preparation work of the summit has made great progress with efforts over

half a year. To promote inbound tourism of Morocco, WTCF has conceived a campaign featured "A thousand people visiting Morocco" and has been negotiating with a number of established travel agencies in launching some tourism routes and products. In addition, the federation has come up with a comprehensive publicity agenda to promote Morocco with a focus on its abundant tourism resources.

Morocco also attaches great significance to the coming summit. Moroccan National Tourism Office, the city of Rabat and Fes have all established efficient and effective exchange mechanism with the WTCF secretariat. So far, all the preparation work is well under way. WTCF hopes to provide a successful summit to all its members in September.

## WTCF Seeks Membership Drive at ITB Berlin

A World Tourism Cities Federation delegation attended the Internationale Tourismus Boerse Berlin from March 3-8.

Under the assistance of Mr. Ralf Ostendorf, Deputy Secretary General of the WTCF, the delegation held a working conference at the ITB Berlin on Mar 5, with attendees from 12 cities including Copenhagen, Milan, Washington, Athens, Berlin, Prague and Quito. Topics discussed included how to develop a better WTCF and what agenda and activities should be set for upcoming summits.

At the WTCF's booth, Mr. Fotis Provatas, chairman of the Athens Municipal Council, gave his strong support for the promotion of the WTCF in the capacity of his other role as the Deputy Secretary General of the WTCF.

The delegation was able to have positive dialogues with delegates from different tourism bureaus across the globe and explain to them the WTCF's history, current situation, and future plan for development. The government tourism bureaus included the Turkish Culture and Tourism Office, Mongolian National Tourism Center, Vietnam National Administration of Tourism, Tanzania Tourist Board, Namibia Tourism Board, South Africa Tourism Board, Oman Ministry of Tourism and Brazil Tourism Board. WTCF welcomed more tourism cities to join them.

ITB Berlin is the world's largest tourism trade fair and has attracted more than 200 thousand professionals in tourism and media industries to take part in this year.