

# 世界旅游城市联合会 2014北京香山旅游峰会

世界旅游城市联合会2014北京香山旅游峰会将于9月4日-5日在北京举行。本届峰会的主题为：“市场与合作”，旨在通过更多与会者的参与，深度探讨国际旅游合作、中国旅游世界化的方向，为各方提供交易洽谈的机会，更好地发挥联合会的合作平台作用。

2014年9月4日-5日，由世界旅游城市联合会、北京市人民政府主办的世界旅游城市联合会2014北京香山旅游峰会将在北京丽维赛德酒店举办。本次峰会邀请会员城市和机构代表、国际组织代表、民航分会、旅游相关企业分会及媒体分会代表和专家委员出席。预计最终出席峰会人数近600人。

本次峰会包括开幕式、联合会第三届理事会、峰会论坛、巡展、交易洽谈会、推介会、闭幕式等几大板块，活动内容丰富，形式有所创新。各大板块紧紧围绕“市场与合作”这一主题，相互配合，穿插进行，体现出了合作、创新、务实的原则。

9月4日上午将在北京丽维赛德酒店举行峰会开幕式。邀请中国国家旅游局及相关国际组织嘉宾出席开幕式并致辞。会上推出为会员服务的联合会自媒体平台并举办新会员入会仪式。

开幕式后即举行世界旅游城市联合会第三届理事会，会上审议决定2015年峰会主办地；联合会秘书处作《2013-2014年度联合会工作报告》；讨论世界旅游城市联合会下年度工作计划等。

峰会期间，9月4日下午和9月5日将全天举办峰会论坛。邀请国际知名旅游城市市长、大型旅游相关企业高管以及旅游业界知名专家学者等，围绕“市场与合作”峰会

主题，结合世界旅游城市联合会助力旅游城市发展、中国旅游市场分析、数字媒体与智慧旅游、智慧城市等议题，探讨联合会在新形式下，促进旅游城市发展的平台作用，发挥联合会作用推动入境游和出境游市场合作的作用，全媒体如何助力旅游产业发展等热点问题。

峰会期间，将举办会员城市和机构巡展活动，在前两届成功举办城市巡展的基础上，着力打造联合会这一品牌项目。通过巡展充分展示会员城市形象和旅游资源及机构会员的特色产品，促进城市和城市、机构和机构、城市与机构三个层面的合作。

峰会期间，9月4日将全天举办“世界旅游城市联合会交易洽谈会”。联合会将与众多国际知名旅游批发商合作，邀请全球旅游产品买家、卖家，组织会员城市、旅游相关企业参与，向来自世界各地的批发商代表推介旅游资源和产品。

峰会期间，9月5日将全天举办“旅游资源和项目推介会”，邀请会员单位推介宣传旅游资源和产品，促进会员单位旅游资源和产品的推广宣传，使会员单位在联合会的平台上充分展示推介。

9月5日晚，举办峰会闭幕式。总结2014北京香山旅游峰会成果，向2015年峰会举办城市交接会旗。

## 本次峰会与之前相比，呈现出全新的特点：

### 1. 规模更大、会议内容更加丰富

本次峰会将有中国政府各部门及北京市政府的有关领导出席，显示了中国政府和北京市政府对旅游产业发展的重视和对世界旅游城市联合会工作的鼎力支持。今年峰会将有更多的新老会员单位及旅游业界代表嘉宾、新闻媒体参加。参会人员将达到600人左右，规模远超过前两届峰会。开幕式、联合会第三届理事会、峰会论坛、巡展、交易洽谈会、推介会、闭幕式等几大板块，活动内容丰富，形式有所创新。各大板块紧紧围绕“市场与合作”这一主题，相互配合，穿插进行，体现出了合作、创新、务实的原则。

### 2. 交易洽谈会注重专业、实效，成为拓展旅游交易的新平台

本次峰会活动主体除联合会城市会员和机构会员外，还包括中国入境旅游、出境旅游的主要买家和产品供应商。涵盖城市、景区点、酒店、旅行社、机场、航空公司、邮轮公司、OTA等，覆盖范围广、专业性强，形成

多领域跨界交流、多门类联动对接的合作平台。特别是新推出的旅游交易洽谈会，将专门开发网上预约配对系统，组织中国出入境游的买家、卖家进行一对一、面对面的商务洽谈。通过专业的洽谈流程实现洽谈机会最大化。联合会对买家设定较高标准，经过精心挑选进行邀请，严格限制参会名额。高质量买家和专业化预约洽谈为提升交易洽谈会实效提供了保障。

### 3. 旅游资源和项目推介会将为参会者提供更多信息和机遇

本次峰会活动将邀请会员单位推介宣传旅游资源和产品，促进会员单位旅游资源和产品的推广宣传，使会员单位在联合会的平台上充分展示推介。这无疑将为会员单位和业界人士提供更多的旅游信息及合作机会。

### 4. 联合会将通过全媒体形式为会员推出一系列新的会员服务

在峰会上，联合会将推出全新改版的世界旅游城市联合会官方网站，以及《世界旅游城市》杂志、《世界旅游城市资讯》、世界旅游城市客户端、世界旅游城市联合会微信、世界旅游城市联合会微博，利用全媒体方式为会员提供服务。联合会官方网站使用中英文两种文字，着重关注旅游城市和目的地资源的介绍推广。网站提供与会员城市及机构网站的连接，向社会消费者推荐城市会员和机构会员的旅游产品路线，提供旅游信息，拓展旅游信息渠道。使各个会员城市和机构看到网站信息，有效利用网站平台，并从中受益。让网站平台成为城市和机构会员之间的互交平台，推动旅游宣传促销向新媒体化、大数据化转变。



# WTCF 2014 Beijing Fragrant Hills Tourism Summit Ready to Kick Off

WTCF (World Tourism Cities Federation) 2014 Beijing Fragrant Hills Tourism Summit will be hosted on September 4th and 5th in Beijing. This year's Summit is themed on "World Tourism Cities: Market and Cooperation" and aims to cement its role as an open platform for cooperation. With an even larger attendance, the 2014 Summit seeks to promote global tourism cooperation, cultivate business opportunities and identify paths for Chinese tourism products to go global.

Slated for September 4th and 5th, WTCF Beijing Fragrant Hills Tourism Summit will be co-hosted by WTCF and Beijing Municipal Government at Beijing Riverside Hotel. The Summit will be welcoming participants ranging from member cities and organizations, to representatives from WTCF's four subcommittees: civil aviation, tourism industry, media and experts. Approximately 600 people are expected to attend the Summit.

This year's Summit possesses an even richer and creative agenda, which comprises the opening and closing ceremony, the 3rd WTCF Council Meeting, three themed sessions, and key events named Roadshow of Tourism Cities, World Tourism Cities Exploration, and Travel Presentation. Centering upon the theme of "World Tourism Cities: Market and Cooperation", items of the Summit Agenda complement and reinforce each other in a cooperative, innovative and practical manner.

The opening ceremony takes place at Beijing Riverside Hotel on September 4th. Officials from China National Tourism Administration and guests of honor from prestigious international organizations will attend the ceremony and address the conference. During the ceremony, WTCF's self-owned media for servicing its members will be unveiled and new members will be officially admitted.

The 3rd WTCF Council Meeting is scheduled right after

the opening ceremony. The 2013-2014 WTCF Work Report will be submitted and deliberated, and the host city of 2015 WTCF Summit will be determined. The work priorities of WTCF will also be formulated.

Three themed sessions are scheduled to take place on the afternoon of September 4th and the whole day of September 5th. Mayors of world-famous tourism cities, senior executives from tourism-related corporations and tourism experts are invited to speak and exchange on topics such as "WTFC Driving the Development of Tourism Cities", "Analysis of China's Tourism Market", "Digital Media and Smart Tourism", and "Smart Cities". Centering on the overall theme of "World Tourism Cities: Market and Cooperation", the representatives will discuss how WTCF can better play its role as an enabling platform for tourism cities, inbound and outbound tourism and the tourism industry as a whole.

During the Summit, an event named Roadshow of Tourism Cities will be staged. Based on the success of the previous two Roadshows, WTCF aims to build the event into a brand. The event provides premium opportunities for member cities to present their tourism resources and member organizations to exhibit their unique products. Cooperation within and between member cities and organizations will therefore be enhanced.

On September 4th, the Summit will be hosting a tourism

trade fair called World Tourism Cities Exploration, which will be participated by member cities and tourism-related businesses worldwide. WTCF, joining hands with world famous travel wholesalers, will promote tourism resources and products to global tour operators.

On September 5th, a promotion fair for tourism products called Travel Presentation will be held. Member cities and organizations will be given the precious chance of exhibiting and promoting their tourism resources and products, which will secure substantial exposure of member cities and organizations.

On the evening of September 5th, the closing ceremony will be staged in which the achievements of this year's Summit will be summarized and the Flag of WTCF will be handed over to the host city of the next WTCF Summit.

**This year's Summit is better than the previous one because of:**

## 1. A higher attendance and a richer agenda

Senior officials from both the Central Government and Beijing Municipal Government will be present at the Summit, showing support from the authorities for the development of the tourism industry and the work of WTCF. With more members and media to be represented, an attendance of around 600 people is expected this year, much more than the previous two summits. This year's agenda is also distinctly richer and more creative, which includes the opening and closing ceremony, the 3rd WTCF Council Meeting, three themed sessions, and key events named Roadshow of Tourism Cities, World Tourism Cities Exploration, and Travel Presentation. Centering upon the theme of "World Tourism Cities: Market and Cooperation", the agenda items are mutually reinforcing in a cooperative, innovative and practical manner.

## 2. The emergence of a professional and effective platform—World Tourism Cities Exploration

This year, WTCF member cities and organizations will be joined by major buyers and suppliers of China's outbound and inbound tourism, covering cities, scenic spots, hotels, travel agencies, airports, airlines, cruise companies, OTA etc. Such a diverse and professional line-up will enable the participants to locate partners that best match their demand. The newly launched World Tourism Cities Exploration also offers an online system for reserving business talks, which buyers and suppliers can use to book one-to-one and face-to-face business talks with potential partners. Such a

professional system will maximize the chance of business talks to work out. WTCF sets high standards on selecting buyers and thus only a limited number of quality buyers are invited. Premium buyers plus a professional appointment-making system will double check that business talks in the Fair are more likely to succeed.

## 3. More information and opportunities offered by Travel Presentation

Through Travel Presentation, the Summit will offer WTCF members precious opportunities of exhibiting and promoting their tourism resources and products, ensuring substantial exposure of member cities and organizations. Such efforts will doubtlessly provide WTCF members and tourism professionals with increased information and cooperation opportunities.

## 4. WTCF offering new services to members by leveraging media of various forms

WTCF has renovated its official website for the Summit and started publishing several new magazines and newsletters, leveraging media of various forms. Offering language choices of Chinese and English, WTCF's official website stresses promotional information of tourist cities and destinations. The website also provides links to member cities and organizations with the purpose of publicizing their tourism products, routes and information. WTCF's official website aim to build itself into a platform that provides beneficial information to all members and promotes communication among its members. This constitutes part of WTCF's effort to shift the focus of tourism campaigns onto new media and big data.

