

执行董事李丽和原格林纳达驻中国代办理查德·尼克松(Richard Nixon)，中国日报美洲版总裁、主编里戈等特邀嘉宾参与论坛讨论，分享北京与加勒比海地区合作发展新契机，交流加勒比海地区的旅游城市间如何通过世界旅游城市联合会促进多方合作。

马林秘书长在专题演讲中详细介绍了世界旅游城市联合会。市旅游委曹鹏程副主任在分论坛中也谈到，北京和加勒比海地区都是新兴的旅游市场，彼此有巨大的合作空间，但是过去由于地理位置和交通因素的影响，合作刚刚起步；希望借助加勒比海旅游投资论坛的影响力，通过世界旅游城市联合会的平台，深化双方的了解和合作，共同努力推动旅游基础设施的完善和服务环境的优化。世界旅游城市联合会和北京市旅游委热情欢迎各位代表到北京访问交流。

此次活动也得到了美国联邦、州、市政府的大力支持，包括纽约州州长库默、美国联邦资深参议员舒默、纽

海地区的旅游和经济合作交流做出卓越贡献。”

“惠灵顿城市推荐会”在世界旅游城市体验中心举办

2014年5月28日，新西兰惠灵顿市政府与世界旅游城市联合会共同在世界旅游城市体验中心举行“惠灵顿城市推介会”。惠灵顿市长西莉亚-韦德布朗(Celia Wade-Brown)女士、北京市政府副秘书长马林等一百多位嘉宾及二十余家媒体代表出席了活动。

惠灵顿于2013年8月加入世界旅游城市联合会。此次惠灵顿市长西莉亚-韦德布朗女士率领大型的政府、经贸和教育代表团一行35人代表团来京访问，并举办推介活动，推广惠灵顿城市旅游资源，希进一步提升该城市在中国的形象及知名度。

推介会活动上，惠灵顿市长西莉亚-韦德布朗首先致



约市市长白思豪在内的多位美国政要发来贺电。纽约市市长白思豪在贺信中提到，正值纽约—加勒比海投资与旅游推广周，纽约市非常荣幸能举办这个论坛，特别肯定了世界旅游城市联合会和北京市旅游发展委员会为论坛所作出的努力。参议员舒默在贺信也提到“2014中国—美国—加勒比海国际投资论坛将为东西方，特别是中国和加勒比

海地区的旅游和经济合作交流做出卓越贡献。”

辞，她表示惠灵顿十分重视在中国的旅游市场，希望进一步扩大惠灵顿在中国的知名度，欢迎更多的中国游客前来惠灵顿，体验这座城市的独特魅力。同时她也表达了对世界旅游城市联合会的谢意，期待着在联合会的广阔平台上与北京、上海等中国城市的更深入合作与交流。

“体验与互动将是体验中心的主题和亮点。这可以让

不便出行的老人感受到旅游的快乐，让小朋友拓宽眼界，也给那些想出游但还没拿定主意的潜在游客一些体验和参考。”世界旅游城市联合会副秘书长李宝春先生介绍道，“与一般产品不同，旅游产品难以做到先体验、后购买，而体验中心就是给消费者提供在购买之前提前体验的机会。我们欢迎旅游城市和机构在体验中心里举办推介活动，希望全球游客在这里体验并快乐着。”

大，其宗旨和服务得到了城市和机构会员的高度认同。

联合会希望争取在5年内发展到约300家会员，预计到9月份峰会，会员数量将达140至150家。除此之外，世界旅游城市体验中心一期项目也于石景山区竣工。李宝春副秘书长鼓励各会员及相关方利用好这一平台，多做体验活动及城市推荐活动，联合会将为各会员提供相关支持。联合会今年工作的重点是会员服务及推介工作，目前协会



世界旅游城市联合会座谈会集思广益促发展

世界旅游城市联合会就协会的发展前景于2014年5月21日在人民大会堂宾馆召开座谈会，会议邀请来自驻华使馆、国外城市驻京办事处、航空公司、旅游集团、报社电台等多方代表及联合会会员。代表们在座谈会上踊跃发言，共同探讨联合会的工作进展，同时为2014年9月即将举办的峰会出谋划策。

李宝春副秘书长首先发言，他介绍了世界旅游城市联合会的各项工作进展情况及合作项目。2013—2014年度，联合会会员稳步快速增长，截止目前，联合会城市会员已达88个，机构会员47个。这表明联合会的影响力不断扩

正在升级其已有官方网站，通过微博、微信、博客等新媒体形式展示城市旅游资源，推广机构的旅游产品，为联合会会员提供更个性化的服务。

在会议讨论环节，各方代表踊跃发言，包括埃及驻华使馆代表、旧金山旅游办事处代表、德国途易集团代表等，纷纷对联合会今后的发展方向和服务方式提出具有建设性的意见。

联合会希望通过此次座谈会，听取各方意见、完善发展模式，从而进一步加强城市间旅游，促进城市和城市、城市和机构、机构和机构间的长期友好合作。

Activities & Events of WTCF Members

WTCF held its promotion event

The Secretariat of WTCF held a promotion event in the National Conference Center on June 27th.

WTCF is the premier international tourism organization, which takes cities as its focus in the world. It was initiated by Beijing together with a number of world famous tourism cities like Berlin, Barcelona, and Los Angeles in September 2012. At present, WTCF has 135 members altogether including 25 famous Chinese tourism cities and 63 famous tourism cities in other countries, 47 non-city members. It is headquartered in Beijing and takes "Better City Life through Tourism" as its core idea.

WTCF 2014 Beijing Fragrant Hills Tourism Summit will be hosted on September 4th and 5th in Beijing. Representatives

of 135 WTCF members from forty countries and regions will attend this summit. This year's summit is themed on "World Tourism Cities: Market and Cooperation".

From 3rd to 4th September, WTCF will host 2014 world 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 like USTOA, is devoted to building a business to business platform for tourism resources and products.

At the promotion event, the representatives of the research institutions entrusted by WTCF gave introductions to the results of the subject studies including the Report on Outbound Travel Consumption of the Chinese Tourists and the Assessment Criteria of World Tourism Cities.



2014 WTCF Media Committee Meeting held successfully

2014 WTCF Media Committee Meeting was held in Beijing Kuntai Hotel on June 18. More than 50 people of WTCF representatives and Media Committee members including Li Baochun, Yan Han, Deputy Secretary-Generals of WTCF, Qu Yingpu, the Deputy Chief Editor of China Daily, and people from CCTV, China News Service, Wen Wei Po, and Sina.com, attended this meeting.

Founded during the WTCF Beijing Fragrant Hills Tourism Summit in September 2013, WTCF Media Committee is devoted to transmitting messages and spreading friendship. The Deputy Chief Editor of China Daily Qu Yingpu serves as Chairman of the committee now. Since its foundation, Media Committee has followed the rules and regulations of WTCF strictly, selected its new members prudently and made plans for a variety of promotion work of WTCF.

Ren Qing from chinadaily.com.cn presided over the meeting. Qu Yingpu, Chairman of the Media Committee, made a summary of the past, put forward suggestions for further achievements and looked forward to the future.

He expressed that the Media Committee should continue playing a supportive role in reporting, promoting, attracting investment and organizing activities for WTCF. Deputy Secretary-General of WTCF Li Baochun made a speech to introduce the work of WTCF to all the attendees.

At the meeting, 13 media and publishing and publishing institutions including Lonely Planet, Travel Channel, China Radio International, CRI Online, Tencent, Phoenix New Media, Mairdumont Beijing, Wings of China, China Tourism News, Travel Geography magazine, china.com.cn, ctann.com, and 163.com joined WTCF Media Committee. The representatives of the new members made proposals to and exchanged ideas on the sub-seminar of the Media Committee of the coming WTCF 2014 Beijing Fragrant Hills Tourism Summit.

Li Baochun attended Air China's nonstop Beijing-Washington, DC maiden flight

Deputy Secretary-general of WTCF Li Baochun attended Air China's maiden flight ceremony on June 10th 2014 (US EST) at the invitation of Washington DC, a city member of WTCF, and Air China.



After a brief but solemn ceremony at the airport, the Chinese Ambassador to the United States, Cui Tiankai, Commonwealth of Virginia Governor Terence McAuliffe, Deputy Mayor of Washington DC Victor L. Hoskins and a Chinese delegation attended the ceremony. On the same day, a party to celebrate the successful maiden flight was held by Air China at the Chinese Embassy in the US, the Mayor of Washington DC Vincent C. Gray, and Chinese Ambassador to the US Cui Tiankai as well as the Chinese delegation of approximately 200 people attended the party.

Beijing is the headquarters and initiator of WTCF, while Washington DC and Air China are the members of WTCF. The Secretariat of WTCF actively serves its members and encourages the cooperation between the two important capital city members so that the non-stop flight between Beijing and Washington has been launched to facilitate the communication between the two countries.

Delegation of World Tourism Cities Federation (WTCF) attended 2014 Invest Caribbean Now Summit

2014 Invest Caribbean Now Summit (ICN) forum was jointly held by World Tourism Cities Federation (WTCF) and the Sino-American Friendship Association in Harvard Hall of Harvard Club in New York City on June 4th Eastern Time. The forum brought nearly 200 people including a delegation comprising officials from Beijing Municipal Government and WTCF, Caribbean premiers and ministers of tourism and investment, and delegates and persons-in-charge of many multinationals from the Caribbean region and the US to discuss new opportunities for cooperating in tourism and investment in the Caribbean region and to seek common development of China, the US and the Caribbean region in tourism and investment.

This year's summit was jointly held by WTCF and the Organizing Committee of ICN and featured a "Beijing-

Caribbean" thematic forum. Distinguished guests including Ma Lin, Deputy Secretary-General of Beijing Municipal Government, Cao Pengcheng, Vice Chairman of Beijing Municipal Commission of Tourism Development, Li Li, Managing Director of Chinese American Business Development Center, Richard Nixon, former Chargé d' Affaires at the Embassy of Grenada in China, and Li Ge, President and Chief Editor of China Daily US Edition, were invited to join the discussions to share new opportunities for Beijing and the Caribbean region to cooperate and develop, and to exchange ideas about how to make tourism cities in the Caribbean region cooperate with each other through WTCF.

Ma Lin introduced WTCF in detail in his keynote speech and Cao Pengcheng also talked about WTCF in a sub-forum. Both Beijing and the Caribbean region are rising tourist markets. There is much room for them to cooperate with each other. However, their cooperation has just started due to adverse geological location and transportation. The influence of ICN is expected to be used to deepen their understanding and cooperation through WTCF and to jointly improve tourist infrastructure and optimize services. WTCF and Beijing Municipal Commission of Tourism Development warmly welcomed the delegates to visit Beijing for exchange.

"Wellington City Promotion" held in the world tourism city experience center

On 28 May, Wellington municipality and WTCF held the "Wellington City Promotion" in the world tourism city experience center based in Beijing. Ms. Celia Wade-Brown, the Mayor of the Wellington, Ma Lin, the Deputy Secretary-General of Beijing Municipal Government as well as over 100 guests and representatives from over 20 media attended this event.

Wellington joined WTCF in August 2013. Ms. Celia Wade-Brown together with a delegation of 35 people from the



government and in trade and education fields came to Beijing to promote Wellington, especially the city's tourism resources this time. She hoped the promotion event would improve the image and popularity of Wellington in China.

Ms. Celia Wade-Brown delivered a speech at the beginning of the event. She expressed that Wellington had highly valued Chinese tourism market and hoped to further enhance its popularity in China, and would like to welcome Chinese tourists to the city to experience its charm by themselves. She also expressed her appreciation for WTCF and expected to further cooperate and exchange with Chinese cities like Beijing and Shanghai on the platform provided by WTCF.

Li Baochun said, "Experience and interaction are the themes and highlights of world tourism city experience center. It has brought the joy of travel to the seniors who find traveling difficult for them, broadened children's views and provided experience and reference for the potential customers. Different from common products, tourism products can hardly realize 'first experience and then purchase', while the world tourism city experience center provides consumers an experience opportunity before purchasing tourism products. We welcome promotion activities of tourism cities and institutions and hope tourists from all over the world could gain happy experiences here."



Workshop of WTCF convened

The workshop of WTCF was convened at People's Great Hall Hotel on 21 May, 2014. Representatives from embassies in China, overseas cities' Beijing offices, airlines, tourism groups, newspapers, TV stations, and WTCF members attended the meeting, and they actively discussed the work of WTCF and gave suggestions on the coming WTCF 2014 Beijing Fragrant Hills Tourism Summit in September.

The Deputy Secretary-General of WTCF Li Baochun reported the updating work, achievements and cooperation projects



of WTCF. In last year, the number of WTCF members grew steadily and fast. So far, the number of its city members has reached 88 and non-city members 47. It shows that the influence of WTCF is increasing and the objectives and service of WTCF are highly recognized by its members.

WTCF hopes to increase the number of its members to 300 in five years. It is estimated that the number of its members will reach 140 to 150 by September when WTCF 2014 Beijing Fragrant Hills Tourism Summit is held. Besides, the first-phase project of world tourism city experience center in Shijingshan district has been completed. Li Baochun encouraged WTCF members and related sides to make full use of this platform to hold experience and promotion activities, and he expressed that WTCF would provide support for its members. The focus of WTCF this year is member service and promotion. Currently, WTCF is upgrading its official website, and showing tourism resources of cities and promoting tourism products of travel agencies by new media like Weibo, Wechat and blog, to provide more personalized services for its members

Participants including representatives from Egyptian embassy in China, and German multinational travel company TUI AG etc actively expressed their views in the open discussion, and they gave some constructive suggestions to the future development and service mode of WTCF.

WTCF hopes to promote tourism in cities and a long term and friendly cooperation between city and city, city and institution, and institution and institution by listening to suggestions from all sides at the meeting and improving the development mode of WTCF.