



梦幻天堂 定制完美假期

文 / Sunny

A Perfect Holiday in Your Dreaming Paradise

1950年，度假先锋杰勒德·布利茨，为Club Med的传奇历史写下了浓墨重彩的第一页。1949年，这位法国钻石商之子和水球冠军在科西嘉岛上的奥林匹克俱乐部内，突然受到了灵感的启发，决定创立Club Mediterranee，即地中海俱乐部。在他38岁那年，他打造了这一革命性的度假理念：一种高品味户外运动休闲的度假方式，他向日后的合作伙伴崔加诺先生订购了200顶帐篷，而后组建了他未来的核心团队，有20余名成员向度假者提供运动指导、帮助开展各种活动。随即，杰勒德·布利茨决定在巴里亚利的Alcudia海滩建立了最初的Club Med。

杰勒德·布利茨以相当优惠的价格邀请数百名客人开始为期一个月的Majorca岛阳光与海滩度假活动，大获成功。这一新式休闲中心虽然陈设简单，但它轻松愉快的氛围，让每一位客人都得到了最舒适的体验。参加活动的会员们兴奋不已，回国后还觉得意犹未尽，便在巴黎的餐厅和酒吧举行派对，向人们一遍又一遍地讲述他们在Club Med的奇异度假体验。从此，Club Med开始发展壮大。

接下来的60多年时间里，Club Med秉持让客人得到最舒适体验的本心，进行了不断创新，在度假村的建设和度假模式的探索上一直走在前列。

G.O.是Club Med的精髓所在

对于中国人来说，Club Med也许还是一个陌生的词汇，其实它作为惟一的全球连锁度假村早就蜚声海外。



Club Med是一个集往来路程、住宿、用餐、运动、娱乐，一价全包式的全球连锁休闲运动度假村形式，创立了一种人与大自然合二为一的生活品位。它将具有独特文化内涵和国际化标准的度假产品提供给全世界崇尚高品质休闲浪漫旅游的人们，给他们带来不同凡响的度假经历。

G.O.是 Club Med 的注册商标，G.O.即法语“GENTIL ORGANISATEUR”（“和善的组织者”或“亲切的东道主”）的缩写。他们都是Club Med的员工，来自世界100多个国家。个个精通两门以上语言，并拥有一技之长，以热情和高速质的服务著称。世界上任何一国游客都可以在Club Med得到自己熟悉的语言帮助。不同于一般酒店的服务人员，G.O.不穿制服也不收小费，个个精通两门以上外语，并且拥有独特专长，他们能用会员的母语指导游客的各项运动，或是在儿童俱乐部照顾会员的小孩。这些G.O.是Club Med最好的软件。

Club Med以运动丰富度假生活

从创立之初开始，Club Med就着重于向客人提供运动指导。无论冬夏，Club Med的2000多位教练与60多种

不同的运动，将使客人们爱上体育锻炼。

夏季里，可以潜水，寻找海底上的宝藏，小朋友们也可以参加Club Aquarius 潜水学校；可以亲近开阔的海洋，一起开展水上活动；可以打高尔夫球，从著名美国佛罗州 Sandpiper 鹈鸟球场到摩洛哥马拉喀什红土球场，这是前所未有的全新高尔夫球经验，绿色果岭或是团体课程、初学者或是进阶者，都将在专业级场地与设施内尽情挥挥，学到绝妙窍门。当然，也可以去到骑马学校，享受奔驰的快感。

冬季里，参与热烈的滑雪运动，或是探索未被破坏的自然原野。脚穿雪鞋，走向山坡的另一面，你将发现鲜为人知的天然美景。

Club Med选择环境，塑造环境

Club Med不断发展多元文化交融的和谐氛围。一座座美丽而又迷人的度假村出现在人们的视野内：泰国的普吉岛、印度尼西亚的民丹岛、巴厘岛、马来西亚的珍拉丁湾，马尔代夫的卡尼岛等，从静谧的海滨沙滩，到雄伟的阿尔卑斯，或安详宁静的乡野村落，在这些世界

最负盛名的地方，都能找到Club Med度假村的身影。一直以来，Club Med都坚持选择在世界上最美丽的地方建立度假村，不追求人山人海，不破坏人文景观，不建人造景观，在地方环境承载力范围之内让会员达到名符其实的休闲目的。

值得关注的是，地中海俱乐部在不同程度上直接参与或影响了饭店所在区域的度假地规划与建设。风格各异的餐厅、酒吧、商店、剧场、工艺品制作间、计算机房、各种体育活动、健身场与保健医疗场所和设施，可以满足每一位度假者的消遣、娱乐与休憩的需求。实际上，地中海俱乐部不仅是一个旅游住宿设施的经营者，还是关注生活品质的“人居环境”的构建者。正是在更大范围内的度假地的规划参与过程中，它创造性营造了一个自然环境友好，原住民和谐共存，从而更加适宜度假旅游者休闲的场所。

高端定位与顾客忠诚度

Club Med畅销全球60年，从诞生起就提出一站式度假的概念，在游客缴纳的旅游费用之中，住宿、三餐、饮

料、运动、活动、课程、器材、娱乐和机票等“一价全包”，还包含了很多软性服务，而这一切都不用再额外付费。会员可自由选择来往当地机场与度假村的接送服务、多样房型、一日三餐豪华自助餐、酒水饮料、点心、免费酒吧畅饮；婴儿便利设施、迷你俱乐部（4~10岁）、青少年俱乐部（11~17岁）；度假村内适合成人及儿童的各项水上、陆上活动以及相关的教练指导和入门课程、当地方言、传统舞蹈和特色美食烹饪等课程；度假村每日不间断免费娱乐活动，晚间大型文艺演出；SPA水疗、桑拿浴、土耳其浴等各种美容养生系列服务。在滑雪度假村，“一价全包”还包括：不同年龄、不同级别免费专业滑雪课程、免费滑雪证书及假日保险。同时，数据库将记录会员信息，便于直接与客户沟通联系，提供精准服务，从而提高顾客忠诚度。

与此相对的是Club Med坚持的高端定位。2002年，依云矿泉水前总裁亨利·德斯坦入主Club Med，他为Club Med定下高端战略，砸下10亿欧元重新翻修所有度假村，甚至关闭了其中一些不符合高端形象的项目。这项工程耗时整整6年，即使在经济低迷时也没有放低身段。最终完成了Club Med全高端度假区的转变，达到差异化目标，更好地打造了Club Med的极品休闲主题。

量身定制旅游项目

“在来普吉岛之前，我想象不出Club Med的项目会如何精彩，直到亲历过这些项目之后才有深深的感悟：它不曾让我失望，不，应该是它没有让来过这里的人失望。”这种满意离不开Club Med的项目策划，其项目策划的最大特点就是量身定制，灵活性是他们成功的关键。所以，与其说地中海俱乐部是一处度假场所，不如说它是一个打造梦想、完成梦想的国度。以蜜月旅行为例，顾客可以选择马尔代夫那样的世外桃源，也可以体验巴厘岛的多元文化，可以享受珍拉丁湾的极品休闲，还可以去应有尽有、尽享美食、更可以去地中海凯尔感受无限活力……选择一个地方，你便可以开始期待心目中的完美假期了。

一价全包、应有尽有、自由选择、精致奢华，Club Med以倡导人与自然和谐共生的理念，将为人们提供完美的假期，纵情沉醉世外桃源，感受多元文化的世界之窗、活力无限的运动天地和极品休闲的奢华殿堂。



A Perfect Holiday in Your Dreaming Paradise

In 1950, the vacation pioneer Gerard Blitz opened the first chapter in the history of Club Med. This club, also known as the Club Mediterranean Association, was founded in 1949 by the former Belgian water polo champion and son of a French diamond mogul, Gerard Blitz. Blitz had drawn his inspiration from the Olympic Club of Corsica.

At the age of 38, Blitz launched his revolutionary vacation concept: an upscale outdoor, sport-based vacation. He ordered 200 straw huts from his future partner Gilbert Trigano and later formed his core team comprising 20 members offering sports advice and program assistance. After that he decided to open the first village on Alcudia Beach in the Balearic Islands.

Blitz invited hundreds of customers to take a one-month holiday in Majorca for sunshine and beach at a discount and his plan proved a great success. The resort center enabled every customer to obtain the most comfortable experience through its simple decoration, but easy and pleasant atmosphere. Members enjoyed themselves so much that they held parties after they returned from their travels in cafes and bars in Paris to share their amazing and exotic travel stories with others. After that, Club Med began to expand.

In the next 60 years, Club Med has been committed to enabling every customer to experience the coziest things by ongoing innovation and has pioneered the resort village construction and holiday mode.

GO: the Essence

Club Med is unfamiliar to Chinese despite its popularity as the only chain of resort villages worldwide. Its all-inclusive package includes travel costs, board, meals, sports, games and shows and it connects human beings with nature. Club Med offers various vacation options with a unique culture and international standards to those who love high-end and romantic travels. Everyone involved experiences something completely different.

Club Med staff are called "GOs", or "Gentils Organisateurs" in French (genteel organizers) which is also the registered trademark of Club Med. GOs come from more than 100 countries in the world and are famous for their proficient foreign language skills, their specialties, hospitality as well as high-quality service. At Club Med, tourists from everywhere can receive assistance in their native language. Unlike waiters at hotels, GOs don't wear uniforms. Nor do they charge any fee. They can coach members in sports, speaking the members' own language or take care of their kids at the children's club. These GOs are the most valuable treasure of the club.

Sports Vacation

Since its founding, Club Med has focused on providing sports tuition to its customers. There are more than 2,000



coaches here and more than 60 sports available every season which will make every customer fall in love with sports.

Summer villages provide diving to explore treasure on the seabed and children can attend the Club Aquarius Diving School. People can enjoy water activities on the open sea. They can also play at the Sandpiper Golf Course in Sun City, Florida, or on the red clay course of Marrakesh, Morocco. The courses offer an unprecedented experience of green mountains and group classes for either beginners or advanced players, with professional courses and facilities to learn and enjoy themselves. Members can of course also attend a horse riding school to learn to trot or gallop, as suits their needs.

In winter, people ski enthusiastically or explore unspoiled nature. Put your boots on and you will discover natural beauty rarely known by others when you climb up the other side of the mountain.

Choose and Shape the Landscape

Club Med highlights the development of a harmonious atmosphere where many cultures can coexist peacefully. More and more resort villages have emerged on Phuket island of Thailand, Bintan and Bali of Indonesia, Kani of the Maldives and Cherating Beach of Malaysia. Club Med

holiday villages operate in the most renowned places in the world, from the peaceful seaside through magnificent Alpine mountains to quiet countryside. Over the years, Club Med has insisted on constructing the resort villages in the most beautiful places in the world and retaining their original, natural landscapes to enable members to fully relax themselves without damaging the local environment.

Club Med's cafes, bars, stores, theaters, artwork shops, internet cafes, sports facilities and gymnasiums all meet the entertainment, recreational and relaxation needs of every vacationer. As a matter of fact, Club Med is more than an accommodation provider. Rather it focuses on constructing a high-quality habitat for people. By being comprehensively involved in the planning of village areas, Club Med creates a more suitable destination with a friendly natural environment and harmonious coexistence of residents and tourists for travelers.

High-end Customer Loyalty

From its founding in 60 years ago, Club Med created an all-inclusive resort concept that has remained popular ever since. Each resort provides services and activities in one single package that include lodging, drinks, sports, games, courses, use of facilities, entertainment and flight tickets

plus many other services at no extra charge. There are shuttle bus services from the local airport to the holiday village, a variety of hotel rooms for selection, three premium daily buffets, alcoholic beverages, cookies and free drinks at the bar. The Club has baby facilities, a mini-club for kids aged 4-10 and a teenagers club for 11-17-year-olds. Club Med offers water and land games, sports tuition and basic lessons as well as courses in local languages, traditional dance and cooking specialties. The villages provide all-day recreational games and night shows for free as well as a spa, sauna, Turkish bath and other health and beauty services. The skiing villages also include free professional skiing courses, certificates and holiday insurance for members of different ages and different levels. Meanwhile, all membership information will be registered in a database for future contact to offer more customized services that earn greater customer loyalty.

Club Med has always underscored its high-end image. In 2002, the former CEO of Evian Corporation, Henri Giscard d'Estaing was appointed and a new strategy for upmarket vacationers was announced. He dedicated a total 1 billion euros to renovating and revamping the group's portfolio. Some of its more rudimentary resorts were closed to meet its high-end image. The reconstruction work took six years and maintained its high standards even during the economic

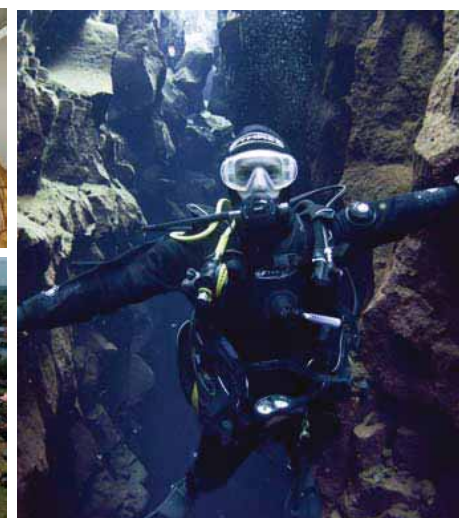
downturn. By diversification, Club Med rebranded itself as upscale and built on its extraordinary holiday theme.

Customized Travel Program

"Before I come to Phuket, I never imagined Club Med could have such amazing programs until I experienced them in person. I feel deeply that it never lets me down or rather I would be disappointed if I were not here."

Customization and flexibility are fundamental to the satisfaction of customers and to the great success of Club Med programs. It's fair to say that Club Med is a kingdom to realize dreams instead of merely a vacation resort. If a customer plans a honeymoon, there are choices galore like the peaceful Maldives, multicultural Bali, recreational Chenrating Beach, tasty Phuket or vital Kemer in the Mediterranean. Simply pick a location and expect the perfect vacation of your imagination.

At Club Med, you have multiple choices for an all-inclusive, sophisticated, exquisite and luxurious holiday. Promoting harmony between humanity and nature, the Club aims at enabling its members to enjoy a perfect holiday, a peaceful world of different civilizations, vigorous exercises, recreational games and luxurious experiences.



杭州

旅游城市的定位和功能化的作用

杭州以西湖而闻名，成为中国最具影响力的旅游城市之一，是中国最早被誉评为UNESCO的首选地之一。其地历史风貌、文化古迹风景名胜，不可枚数。“人人都说江南好”，它在人们心中，是江南的代名词。杭州风景如画，恬然妩媚，情色韵诗，自古被称是“温柔的富贵乡”，亦是全市人民内心不能割舍的最爱。全城一年四季，湖光山色，激滟空朦，翠烟笼娇，跨谷弥径，惘然紫气，脱俗超外，游客如云，神飞思散。锦绣文章，曾多癫狂。

文 / 长江 图 / 明西



杭州 不止是西湖

1972年2月美国总统尼克松访华可以说是最具影响力的，他在中国去了三个地方，北京、杭州、上海。其中，北京和上海各是中国的政治中心和经济中心，而杭州则是闻名华夏的旅游城市，在世人看来，杭州就是江南风情的一个缩影。

杭州的历史文化遗产和西湖的锦绣文章，不能停留在原有的历史遗物和古迹之上，不能停留在原有的西湖十景。旅游的发展，杭州新增景观名胜也不能不突出这份历史和自然的传承。90年代杭州和西湖又添新十景，2000年后又增加“再十景”，景色重重，情色种种。新景的增添，无有雷同，都是无尽演绎的绝代风流的故事，从而继续对这份独具历史与自然的遗产，做出更加丰富的诠释。

合理规划 实现旅游创收

杭州市政府最早做出发展旅游的整体规划，决定为杭州和西湖必须遵循无违与它历史自然和人文的锦绣传承；坚持它独具旅游城市魅力的历史、自然为最美的发展定位，不容山寨版模仿秀和任何的粗制滥造；成立市旅游委会，将其设置于统一协调和管理其他城市各功能职责和建设的管理部门之上，并汇集包括文学美学的专家和学者在内的人才，对各项有关杭州和西湖的动议采取一票否决制。市旅游委还做出决定，将西湖风景区往西扩大到整个西山地区，即便是西湖的水面也越过杨公堤，直到茅家坞，水上游览面积增加三分之二。打造了镜湖印月，海空半壁，云染欲雨，水潋生烟，千岩万转，迷花倚径，青冥浩荡，清溪放鸣，紫照金台，股岩深林等众多景观。其周边的凡40年以上的历史建筑，都修旧如旧，一砖一瓦，外表不做改变，内部设施更新，服务功能放大。去除脏乱差的现象，保持水岸交融、草树丰茂、视野开阔，人文思想明朗，文化传统特出，功能区域相对集中的旅游城市特色。

旅游发展的目的还要体现在旅游对城市产生的经济效益和如何取得效益。杭州市政府率先做出决定，将西湖风景区各景点间自成一体的围墙拆除，取消门票。经济效益从打造旅游精品节目、增值旅游体验、开发特别景区、增加旅游服务做弥补。典型的事例为：“印象西湖”、“宋城”等演出节目。其中“印象西湖”演出的普通门票300元/张，自演出至今很多年，还是经年累月的场场爆满。





尤其是“宋城”的演出，采用了先进的剧院观众席座椅移动入境的技术、美轮美奂的舞台艺术和人物造型和爱情故事，更多的时候每天演出三场。“印象西湖”是翩若惊鸿，宛若游龙，灵视神射，飘若流风。“宋城演出”却明眸善睐，舞姿飘逸，媚眼飞色，柔情绰态，瑶碧华璐，芳轻纵体。两场演出，观者如潮，感慨遗怅。两者都创出中国旅游节目演出的最大效益。

杭州是中国丝绸极品之乡，杭州旅委在恢复传统文化和工艺上也注重发挥主导作用，主导了重新恢复民国时期风貌的旧街中山路，策划了多家经销特种杭丝的经营格局，将中国特有的多达几十种丝绸种类：绫罗绸缎、锦

纶、丝呢绒绢、纱葛锦绣等展现给世人游客，还专设定制各种成衣，恢复传统的红帮裁缝的功力，发扬传统工艺和文化，创造美好生活，创造显著的经济效益。

旅游业全面发展 打造最美山水城

旅游发展需要在历史自然和人文资源上开发更大的空间。京杭大运河是中国最值得申遗的重点项目，杭州是大运河的终点，其中恢复历史的原貌和情节故事，在杭州是最大的亮点，也是杭州持续发展旅游的重点。杭州旅委聘请了多位历史学家、文学美学家，建筑学家，组织多次广泛的专题论证会，反复论证项目设计，终于将大运河的杭

州终端线修建成既有历史回望风物犹存，古代商贸聚集，水陆交汇，富甲天下，又有参观游览和休闲娱乐，品味生活的典雅都会。尤其是西溪湿地，杭州旅委将原来周边的古老村落、渔樵人家、庄园庙宇、工艺作坊等等，散落移植到西溪湿地，在一个大城市的中心地带，又修复和创造了一个空阔无边、平野淡淡、水岸相融、流经蜿蜒的然家园。使得世界顶级的酒店度假村集团如四季酒店和度假

村集团、凯悦酒店和度假村集团、安缦酒店集团等都来到这里，星星点点地散落在景区和周边，建立起与景区情色协调一致的，庭院深深的庄园式超级豪华酒店和度假村，创新了全新的以中国古代文化元素为主基调，以历史自然和现代人文鉴赏和休闲情调的世界酒店业文化，吸引了世界富豪和艺术家们到这里来领略全新的旅游体验。

饮食是旅游城市的重要品牌之一。杭州旅委最早主导



CASE 案例

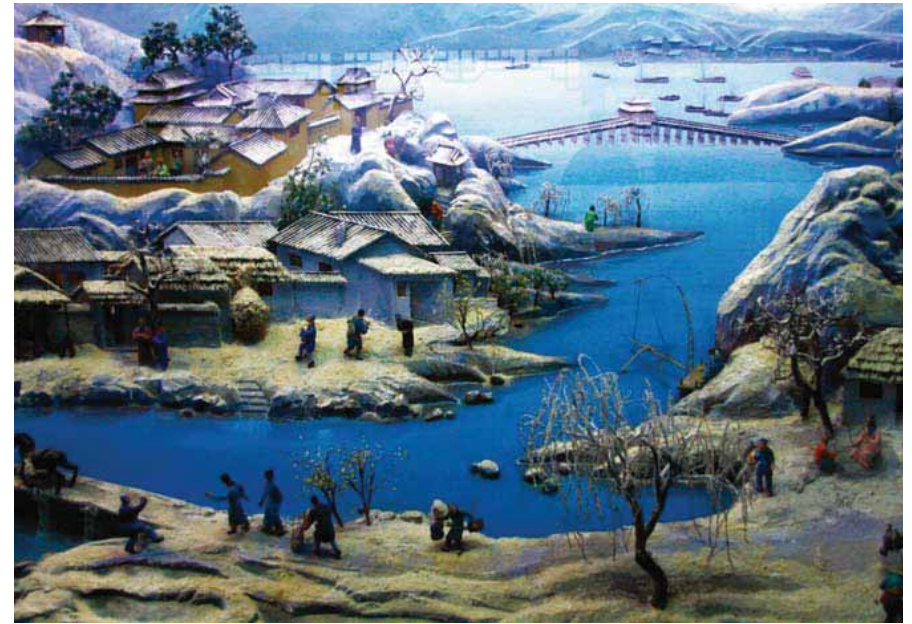
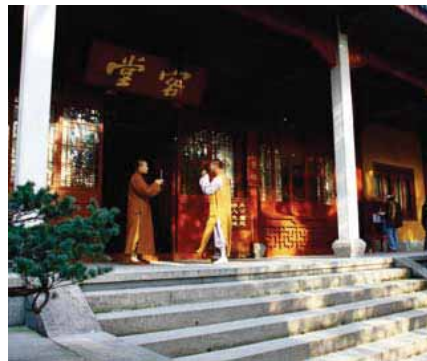
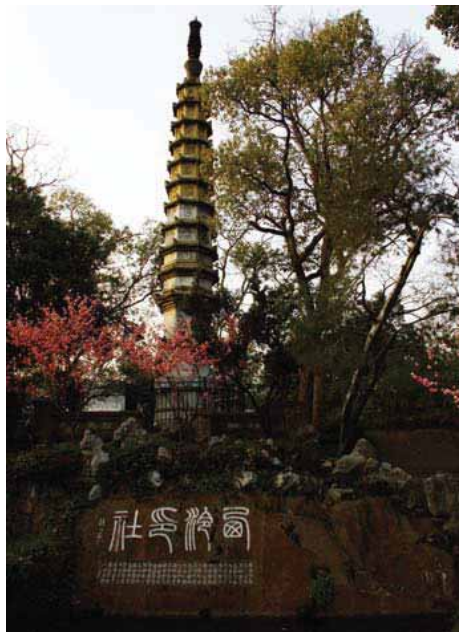
打造了“杭州菜”，组织各大餐饮集团和公司在杭州开展餐饮烹饪大赛，无论是消费人群或社会主流大众的消费人群，主导创新出一大批“杭帮精品菜”，打响了一连串餐饮集团的企业名片。

杭州在旅游业发展上做出了多方面具有开创性的尝试，是中国少数几个率先鼓励社会旅游消费发给社会旅游奖励金额券的城市。杭州旅委经过科学统计，这种旅游奖励金额券的形式有效助力了杭州旅游整体消费。杭州旅委组织了最新一次全市范围内上千家的商店、餐馆、酒吧、茶楼和景区景点、交通运输和金融机构等组成一个整体，统一向全社会发送了杭州旅游消费信用卡，使用这张卡，预存900元可当1000元使用。

旅游是多方面多层次多种类的人文交流活动。杭州旅委与工业、农业、教学、艺术、戏曲、美院、社区等合作企划，使得中外游客在杭州可以参观现代化的钢铁厂生产线，也可以到戏校去观摩，去美院交流听讲，去学校歌咏同欢，去社区家访，去古窑和旧作坊，追忆博览。杭州旅委还结合其现代科技的城市领先优势，积极活跃在海内外

各主要旅游博览会，致力于其旅游城市的推介宣传，全面与旅游主流企业的全方位合作，把杭州打造成国际会议会展和奖励旅游的胜地。继开通北京到天津高速铁路之后，上海—杭州段，成为了全世界运营最高时速350公里的第二条高铁线路。此外，通往杭州的主要航空航线也不断增加，使其地在旅游业上成为全国其他城市地区值得称道和借鉴的范例。

总的来说，杭州旅游业与中国其他城市比较起来，无论是入境游还是国内游，都是最好的，杭州的周边山山水水很大很美，旅游发展的空间也很大。让杭州享用不尽的荣华美誉和为世人所爱，是杭州市各级政府和旅游主管部门的主要理念。“我欲因之梦吴越，一夜飞度镜湖月”。李白的名篇《梦游天姥吟留别》以其最为突出的想象力，对东南吴越和杭州做了梦想般的形象描绘。杭州市的政府和旅游主管部门，始终按“上有天堂，下有苏杭”继续秉持“一脉传承”的理念，致力打造更加美妙的、历史和文化风雅的、景色丰富多彩的形象化的历史名城。让杭州永远成为世人游人的最宜和最爱。



Hangzhou Position and Function of a Tourist City

Hangzhou and the West Lake are among the most influential tourist destinations in China and first on any UNESCO list. There are numerous historical and cultural attractions. The picturesque and poetic Hangzhou enjoys a reputation as a gentle and wealthy place. The city is beautiful in all seasons with rippling waters and misty hills that have attracted countless visitors and triggered splendid literary works.

Not only about West Lake

Former US President Richard Nixon traveled to Beijing, Shanghai and Hangzhou during his influential visit to China in February 1972.

The development of tourism in Hangzhou must go beyond the historical and cultural heritage and splendid literary works, as well as the original “10 scenes of the West Lake”. However, newly added attractions must highlight the inheritance of history. Ten more scenes were added in the

1990s and another 10 after 2000. The newly added scenes are all different, interpreting the cultural and natural heritage in diverse ways.

Rational planning for tourism revenue increase

The Hangzhou Municipal Government has made an overall plan for developing tourism. Decisions have been made that any development should not go against the inheritance of the cultural and natural features. Development should follow



the unique history and nature of a tourist city. Neither copycats nor crudely made scenes are allowed.

Hangzhou Tourism Commission was established to coordinate and manage other administrative sections in charge of construction. Experts and scholars of literature and aesthetics gathered to decide any motions on Hangzhou and the West Lake with a one-vote veto.

Decisions have also been made by the commission that the West Lake scenic area be extended to the whole western hills. The water area of the West Lake has been extended to Yanggong Causeway and Maojiawu. Two thirds of the water areas have been enlarged.

Many attractions have been created including the Moon Mirrored in Jinghu Lake, Birds Singing along the Clear Stream and Sunset in Jintai. Surrounding historical buildings with a history of over 40 years have been renovated according to their original appearance. Interior facilities have been renewed for better services. Dirt areas have been managed. The features of a tourist city have been maintained including abundant waters, luxuriant vegetation, broad vision, clear thoughts, distinctive cultural tradition and clustered function areas.

Tourism development should also aim at producing economic benefits and how to reap those benefits. The Hangzhou Municipal Government took the lead in demolishing walls around the attractions of the West Lake scenic area and cancelling tickets. Economic benefits are gained from high-quality tourism programs, tour experiences of added value, special scenic spots and more tourism services. Typical examples are performances like "Impression West Lake" and "Song Dynasty". The ticket for the former show reaches up to 300 yuan. Performed for many years, it has been a sell-out. The latter adopts advanced technology, beautiful stage craft,

character modeling and a love story plot. Three shows a day are required during peak time. The two performances are so popular that they have created the biggest benefits among all China's tourism programs.

Hangzhou is a land of top-quality silk. The commission plays a leading role in recovering traditional culture and crafts, restoring Zhongshan Road to the style of the period of the Republic of China, planning the operating structure of many Hangzhou silk distributors, setting up venues for making clothes, recovering and promoting craftsmanship by tailors, creating a better life and enormous economic benefits.

Building the most beautiful city

More historical and natural resources need to be explored for tourism development. The Grand Canal, with Hangzhou as its end, is a key program in China's list of world heritage. It is a strength and focal point for Hangzhou to recover the historical appearance and stories for sustained tourism development. Hangzhou Tourism Commission invited many historians, experts and scholars on literature and aesthetics and architects for thematic discussions on project designs.

Finally, Hangzhou will be made into an elegant city with historical and modern features where you may look back at ancient merchants, intersecting waterways and land routes, enjoy sightseeing or leisure activities. In particular, the surrounding old villages, fishing families, gardens and temples as well as craft workshops have been relocated to the Xixi Wetland.

A vast natural park with streams and wild fields has been restored and created. Top hotels and resorts groups have been attracted to invest here including the Four Seasons Hotels and Resorts, Hyatt Hotels Corporation and Aman Resorts. Scattered around and in harmony with the scenic areas, they form manor-style luxury hotels and resorts,

creating world hotel culture with traditional Chinese cultural elements as the keynote. They feature historical, natural and modern humanistic appreciation and leisure activities. Visitors from all over the world are attracted here for a brand new tour experience.

Food is a great selling point for a tourist city. Hangzhou Tourism Commission took the initiative to create "Hangzhou Cuisine" and organized catering corporations into a cooking competition. A variety of Hangzhou cuisine and specialties have been created, making the catering corporations famous.

Hangzhou has pioneered much tourism development work. It's among the few cities encouraging social tourism consumption and giving out incentive travel coupons to society in China. This has boosted overall tourism consumption in Hangzhou, according to statistics. The commission recently gave out travel consumption credit cards to society including more than 1,000 shops, restaurants, bars, teahouses, scenic areas, transportation systems and financial institutes. A 900 yuan deposit on this credit card is worth 1,000 yuan in value.

Tourism involves exchange activities. The Hangzhou Tourism Commission, in collaboration with industrial, agricultural, teaching, art, opera and painting institutes as well as communities, makes these venues and activities available to tourists. The commission also actively

participates in travel expositions at home and abroad, committed to promoting other tourist cities, collaborates with other tour enterprises to build Hangzhou as a destination for Meetings, Incentives, Conventions and Exhibitions (MICE). After the Beijing-Tianjin high-speed railway, the Shanghai-Hangzhou high-speed railway is the second in the world with top speed of 350 kilometers an hour. Hangzhou has contributed a lot to overall tourism development including major airlines.

In general, Hangzhou's tourism is among the best compared to other Chinese cities, whether inbound or domestic tourism. The surrounding hills and waters are magnificent and beautiful, which provided a big chance for development. The main idea of Hangzhou government and tourism sections is to let Hangzhou be honored and loved.

"My heart and my dreams are in Wu and Yue and they cross Mirror Lake all night in the moon."

These dreamlike words in Li Bai's poem "Ascending Tianmu in a Dream" describe regions including Hangzhou. With the nous to appreciate and inheriting the folk saying "There is heaven above, Suzhou and Hangzhou below", Hangzhou government and tourism sections are committed to developing a more beautiful, historical and cultural city of various scenery, to make Hangzhou the most suitable and beloved city for tourists.

