

首旅集团合并王府井东安集团，千亿资产旅企诞生

Beijing Tourism Group Merges with Wangfujing Dong'an Group to Create a Tourism Enterprise of Over RMB 100 Billion

2018年1月30日，北京市委市政府召开北京首都旅游集团有限责任公司和北京王府井东安集团有限责任公司重组大会，宣布两家企业实施合并重组。本次无偿划转后，首旅集团持有王府井东安100%股权。

王府井东安成立于2000年9月，以百货零售为主业，旗下上市公司王府井集团股份有限公司业务遍布在全国七大经济区域30个城市，公司总市值为167亿元，在国内零售行业具有较高知名度和品牌声誉度。

首旅集团，作为北京市第一批国有资本运营公司，业务范围涵盖酒店、餐饮、出行、商业、景区旅行及文化娱乐六大业务板块。除此之外，首旅集团旗下还有首旅酒店、首商股份、全聚德三家上市公司，合计总市值超过300亿。（网易新闻2018年1月31日报道）

On January 30, 2018, Beijing Municipal Party Committee and the government held a conference on the reorganization between Beijing Tourism Group Co., Ltd. and Beijing Wangfujing Dong'an Group Co., Ltd., in which the merger and reorganization between such two companies was announced. After the free transfer, Beijing Tourism Group held 100% stock rights of Wangfujing Dong'an Group.

Wangfujing Dong'an Group was founded in September 2000 with commodity retail as its main business, Wangfujing Group Co., Ltd., a listed company, subordinate to which, has its business spread in 30 cities in seven economic regions nationwide with the total value of RMB 16.7 billion and enjoys a high popularity and good reputation in the domestic retail industry.

Beijing Tourism Group is a company among the first companies operated by state-owned capital in Beijing City with its business covering such six sectors as hotel, catering, trip, commerce, tourism in scenic spots and culture and entertainment. In addition, three listed companies, BTG Hotels, Beijing Capital Retailing Group and Quanjude, are subordinate to Beijing Tourism Group with the cumulative total value of more than RMB 30 billion.





王府井 图/全景

美国运通收购虚拟旅游助手 Mezi

American Express Acquires Mezi

2018 年 1 月 31 日，美国运通宣布收购基于 AI 的虚拟旅游助手 Mezi，在此次交易结束后，Mezi 将成为美国运通的全资子公司。

Mezi 成立于 2015 年，其虚拟旅游助手起初是一款私人聊天购物应用程序，其用户可以通过类似短信的界面预订航班、酒店和餐馆。

Mezi 联合创始人兼首席执行官斯瓦普尼尔·欣德（Swapnil Shinde）和他的同胞兄弟，Mezi 首席技术官塞纳哈尔·欣德（Snehal Shinde）希望可以为人们节省四处搜寻预订酒店、餐馆等的时间，而把这些烦琐的事情交给机器来完成。

美国运通数字实验室副总裁菲尔·诺曼（Phil Norman）在一份新闻声明中表示，“短信正成为许多人选择的沟通方式，随着人们对独特体验的需求日益上升，我们相信通过将 Mezi 的技术和我们的全球专业旅游咨询网络相结合，运通卡持有人将享受到高技术、差异化和个性化的体验。”（搜狐网 2018 年 1 月 31 日报道）

On January 31, 2018, American Express announced its acquisition of Mezi, a virtual tourism assistant based on AI. After the acquisition, Mezi will be a wholly-owned subsidiary of American Express.

Mezi was founded in 2015, and its virtual tourism assistant was originally an application for private chat and shopping by which users could reserve flights, hotels and restaurants on the interfaces similar to short messages.

Swapnil Shinde, co-founder & CEO of Mezi, and Snehal Shinde, his brother and CTO of Mezi, hope that the time spent in hotel and restaurant reservations can be saved for people and that such tedious things can be done by machine.

"With messaging emerging as channel of choice for many, and the demand for unique experiences increasing, we believe the combination of Mezi's capabilities with our global network of expert travel counselors creates a differentiated, high-touch service experience for our Card Members", said Phil Norman, vice president of American Express Digital Labs, in a press statement.





巴塞罗那 图/全景

首条跨东南亚六国邮轮航线歌诗达“新浪漫号”起航 Costa neoRomantica Sets Sail on a New Route

2018年3月8日，中国首条跨东南亚六国“一带一路”邮轮航线——歌诗达“新浪漫号”在厦门正式启航，船上的1800名游客将开始长达15天的菲律宾、马来西亚、文莱、新加坡、柬埔寨、越南六国邮轮之旅。

这条邮轮航线由厦门港务控股集团、国旅环球（北京）国际旅行社有限公司强强合作，联手意大利歌诗达邮轮公司推出。

此次航行，将在沿线结合东南亚各国当地的实际，开展如艺术文化、高校访学、企业商贸考察等交流活动，将中国的闽南文化带出去，推动国际文化交流，打造“东盟友谊之船”。

完成首航后，“新浪漫号”于3月22日再接再厉——带着“海丝路闽南情”文化之旅再下南洋，完成中国首个以邮轮为载体的文化艺术交流推广活动。（综合凤凰资讯2018年3月12日报道）

On March 8, 2018, Costa neoRomantica—the first “Belt and Road” cruise route of China across six Southeast Asian countries, set sail in Xiamen, and 1,800 tourists on board started their cruise journey across Philippines, Malaysia, Brunei, Singapore, Cambodia and Vietnam for as long as 15 days.

This cruise route is launched by large companies Xiamen Port Holding Co. and CITS (Beijing) Travel Service Co., Ltd. in cooperation, together with Costa Cruise Lines. During sailing, local practical conditions of each Southeast Asian country along the route were based on to develop such exchange activities as artistic and cultural communication, academic visits to colleges and universities and business investigation so as to spread the southern Fujian culture of China, promote international cultural communication and create the “Cruise of Friendship with ASEAN”.

After the maiden voyage, neoRomantica started its cultural journey to Southeast Asia again with “southern Fujian charm of the Maritime Silk Road” on March 22 to complete the first cultural and artistic exchange and popularization activity of China with cruise as the carrier.





檳城 图 / 全景

携手星级名厨，香港航空打造“空中私厨”

Hong Kong Airlines Partners with Starred Chef to Create “Private Kitchen in the Air”

2018年2月7日，香港航空宣布与香港饮食界名厨蔡家富携手推出融合中西风味的全新菜式（不包括早餐服务），为所有从香港出发航班的商务舱打造全新的空中餐饮体验。

蔡家富是首位在英国“地狱厨神”戈登·拉姆齐（Gordon Ramsay）的烹饪大赛中夺冠的亚洲人。

香港航空空中服务总经理 Chris Birt 先生表示：

“香港航空过去几年一直与最优秀的烹饪人才合作无间，相信此次与大厨蔡家富先生的合作也不例外。他喜欢创造清新、生动和令人垂涎的菜肴，这跟我们年轻而充满活力的品牌形象相得益彰。”

本次设计的12道主菜，每道菜都突显了配料的创意，如烧牛扒配红枣烧汁烤薯及季节时蔬，以及白汁芝士海鲜面卷伴翡翠苗等。搭配的新餐具也是由获奖无数





的本地家居用品设计品牌以及机舱用品专家共同创作，设计灵感源自香港航空的标志及香港区花——紫荆花。

由香港出发，飞往洛杉矶、温哥华及即将开航的旧金山等航线的商务舱乘客可享受餐食预选服务，旅客可通过香港航空网站于出发前 30 天至 24 小时内，免费预选主菜。

在谈到与香港航空崭新的合作时，蔡家富表示：“我很荣幸能与香港航空合作，为其高端客户开发新菜式。这次的经历让我大开眼界，我与航空公司专家共同努力，不仅展示了一系列风味餐食，更重要的是要令其在 35000 尺的天空上仍能保持完美水准。”（综合百家号 2018 年 2 月 8 日报道，图片提供：香港航空）

On February 7, 2018, Hong Kong Airlines announced its collaboration with Gabriel Choy, a famous chef in Hong Kong catering circle, to offer a new range of dishes blending Chinese and Western flavors (excluding breakfast service) to its Business Class passengers on all flights departing from Hong Kong

Gabriel was the first Asian winner of the Gordon Ramsay Scholar competition. Hong Kong Airlines' General Manager for Service Delivery, Mr. Chris Birt said, "Hong Kong Airlines has always worked with some of the best culinary talents over the years, and our partnership with Chef Gabriel is no exception. His flair for creating fresh, vibrant and mouth-watering dishes complements our

young and energetic image."

Chef Gabriel has designed 12 main courses, each reflecting a unique blend of ingredients that include the likes of grilled beef tenderloin with red date demi-glaze sauce, roasted potato and seasonal vegetables and mixed seafood cannelloni in white mornay sauce topped with jade sprouts. The new tableware equipped have been developed by an award-winning, local homeware design brand and inflight experience specialists together, and their design aspiration comes from the Bauhinia flower — the logo of Hong Kong Airlines and also the flora emblem of Hong Kong.

Business Class passengers from Hong Kong to Los Angeles, Vancouver and the soon-to-be launched San Francisco can enjoy prior meal selection services. Passengers can pre-select their main course 30 days before the flight through 24 hours before departure for free by visiting the Hong Kong Airlines website.

When referring to his novel cooperation with Hong Kong Airlines, Gabriel indicated, "It has been a pleasure for me to work with Hong Kong Airlines to develop new dishes for its premium customers. The experience has been an eye-opener for me, as I work with airline experts to show a selection of dishes that feature flavor profiles that remain extremely tasteful, even at 35,000 feet."

南航云南分公司正式挂牌

Yunnan Branch of China Southern Airlines Officially Founded

2018年3月6日,南航云南分公司在昆明正式挂牌成立。这是南航旗下第23家航空运输分公司。3月25日开始的夏秋航季,新开青岛—郑州—昆明、汕头—昆明、昆明—大理、郑州—重庆—丽江、重庆—普洱等8条国内航线,并于6月份开通广州—昆明—伊斯兰堡航线,填补昆明机场国际通航点空白。

云南地处中国西南边陲,云贵高原西南部,是中国少数民族最多的省份。省内名山胜水众多,民族风情多样。由于当地独特的地理环境,旅客往返云南也多依赖航空运输。

“一带一路”倡议将云南定位为面向南亚、东南亚的辐射中心,突出了云南在中国与南亚、东南亚经贸往来的重要地位。

2017年9月,云南省和中国民航局联合印发《昆明国际航空枢纽规划》,将建设昆明国际航空枢纽作为实施民航强国战略的重要引擎和云南民航强省战略的重中之重,明确提出将昆明全面建成辐射东南亚和南亚的国际航空枢纽,航空运输规模进入全球前10位。云南正迎来难得的新一轮大开放、大发展的历史性机遇。

南航向来重视云南市场,早在1994年就成立了昆明营业部。20余年来,南航在云南的运力投入也是不断增长。2017年当年,南航在云南执飞航线50条,省内通航城市6个,省外通达北京、上海、广州、武汉、重庆等29个城市,共执行航班3.3万班,运送旅客550万人次,有力地支持了昆明国际航空枢纽的建设。(搜狐网2018年3月6日报道)

On March 6, 2018, Yunnan Branch of China Southern Airlines was officially founded in Kunming. This branch is the 23rd air transport branch subordinate to China Southern Airlines. Such 8 domestic lines as Qingdao-Zhengzhou-Kunming, Shantou-Kunming, Kunming-Dali, Zhengzhou-Chongqing-Lijiang, and Chongqing-Pu'er have been newly launched in the summer-autumn flight season from March 25, and a Guangzhou-Kunming-Islamabad line will be opened in June to add an international destination to Kunming Airport.

Yunnan is a province located in the southwest of China and on the southwest of the Yunnan-Guizhou Plateau with the most minorities. There are many famous mountains and rivers and lakes as well as diverse

national customs in Yunnan. Due to local special geographical conditions, travellers often go to Yunnan by air.

Yunnan has been determined as the distribution center for South Asia and Southeast Asia in the "Belt and Road" Initiative to highlight its position in economic and trade exchanges between China and South Asia and Southeast Asia.



In September 2017, the People's Government of Yunnan Province and Civil Aviation Administration of China jointly issued the *Planning of Kunming International Aviation Hub* to give priority to the construction of Kunming International Aviation Hub in the strategy of reinvigorating China with civil aviation and the strategy of reinvigorating Yunnan with civil aviation and put forward that Kunming will be fully built as an international aviation hub influencing Southeast Asia and South Asia with its air transportation scale among top 10 globally. Yunnan is embracing a scarce new historic opportunity of great opening up and great

development.

China Southern Airlines has been always attaching great importance to Yunnan market and established Kunming Business Division as early as in 1994. It has improved its transport capacity in Yunnan continuously over the past more than 20 years. In 2017, China Southern Airlines had 50 lines and 6 destinations in Yunnan and 29 destination cities including Beijing, Shanghai, Guangzhou, Wuhan and Chongqing outside such province, served 33,000 flights and transported 5.50 million passengers to effectively support the construction of Kunming International Aviation Hub.



石林 图 / 全景