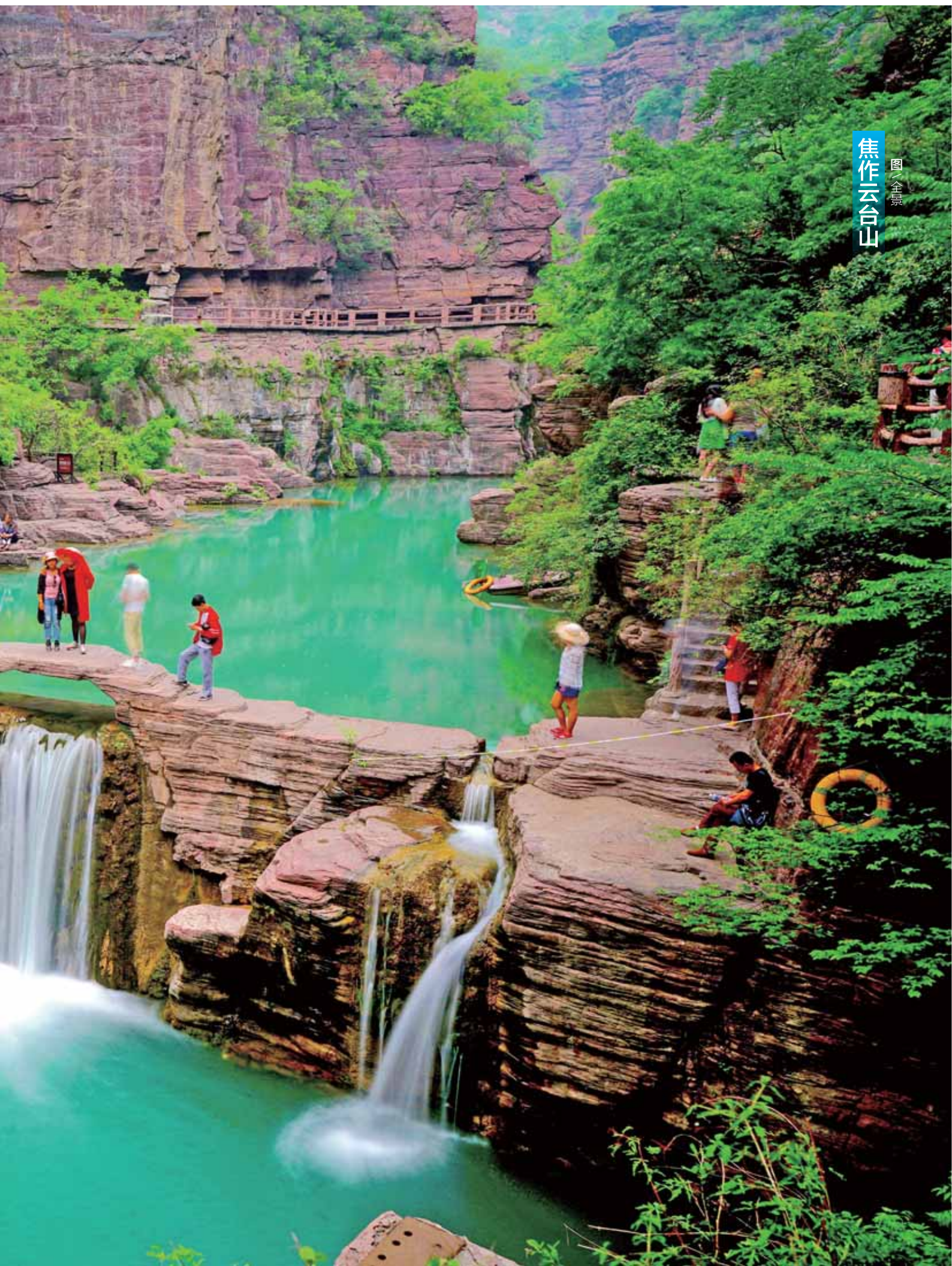


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圖文全景





## 助力中摩旅游合作 推动 “一带一路”旅游发展 中国—摩洛哥旅游合作 论坛在卡萨布兰卡市举办

2018年2月1日，世界旅游城市联合会和摩洛哥国家旅游局、卡萨布兰卡市联合主办了中国—摩洛哥旅游合作论坛，中国知名旅行社买家、非洲国家代表、旅游业专家等100余人参加。论坛主题为：“一带一路”与中摩旅游合作，论坛就

“一带一路与中非旅游合作”“摩洛哥旅游产品开发与营销”等议题进行讨论，并举办了由中国国际旅行社总社、途牛旅游网、中国康辉旅游集团、众信旅游集团等旅行社买家与非洲旅行社卖家参加的旅游交易会，就共同开发“一带一路”旅游产品进行一对一交流。

上午首先进行了国际城市推广与营销专题培训，联合会专家以“旅游文化”“游客消费”为专题向摩洛哥旅游从业者进行了专题演讲和授课，摩洛哥旅行社、酒店、旅游机构等164家单位参加了培训。

中国驻摩洛哥大使李立、世界旅游城市联合会秘书长宋宇、摩洛哥旅游部部长 Sajid Mohammed、摩洛哥旅游局代理局长 Hamzaoui rachid、摩洛哥旅游联合会副会长 Faouzi Zemrani 分别致辞并发表主旨演讲。

2015年到摩洛哥旅游的中国游客约1.5万人，2016年6月，摩洛哥对中国公民实行入境免签，2017年1月至8月，



世界旅游城市联合会秘书长宋宇与摩洛哥旅游部长 Sajid Mohammed 互换礼物  
WTCF Secretary-General Song Yu and Morocco's Minister of Tourism Sajid Mohammed exchanged gifts



摩洛哥旅游部部长 Sajid Mohammed 发表演讲  
Sajid Mohammed, Morocco's Minister of Tourism delivered a speech



中国驻摩洛哥大使李立发表演讲  
Li Li, Chinese Ambassador to Morocco delivered a speech



沙发论坛  
At the Forum

中国赴摩洛哥游客人数同比增长 315%，稳居摩洛哥游客增幅榜榜首。截止到 2017 年年底，全年赴摩洛哥旅游的中国游客已达 10 万。世界旅游城市联合会在摩洛哥对华旅游的井喷式增长上发挥了积极的推动作用，是联合会推动会员城市旅游发展的成功案例。

摩洛哥城市拉巴特、非斯、卡萨布兰卡 2014 年加入世界旅游城市联合会，成为联合会的城市会员。

2015 年，拉巴特、非斯香山旅游峰会共有来自 42 个国家和地区的 69 个城市和 31 个旅游相关机构共计 400 余人参加，中国最大规模的旅行社中国国际旅行社总社、中国港中旅集团公司、携程旅行网等线上线下旅行社的总裁、CEO、高层参加了摩洛哥峰会，直接推动了中国赴摩洛哥旅游产品的落地，使得免签政策出台后，中国团队旅游人数激增。参与报道 2015 年香山旅游峰会的媒体达到 300 余家，大大增加了摩洛哥在中国的曝光率，使摩洛哥从一个神秘的未知地成了一个人们热

议和向往的旅游目的地。

此后在世界旅游城市联合会举办的各类活动中，联合会都向旅行社等机构会员、媒体分会会员及旅游业界积极宣传和推广摩洛哥，使中国游客对摩洛哥的认知度不断提升。

此次召开“一带一路”中国—非洲旅游论坛，将有力推动“一带一路”沿线国家的旅游合作，升级旅游产品，促进民间交往，加强创新和开放合作，形成陆海联动、东西互济的开放格局。

## To promote tourism cooperation between China and Morocco and boost the “Belt and Road Initiative” **China-Morocco Tourism Cooperation Forum Held in Casablanca**

On February 1st, 2018, the China-Morocco Tourism Forum was held in Casablanca. The forum was jointly hosted by World Tourism Cities Federation, the Moroccan National Office of Tourism, and the Casablanca city. More than one hundred guests were invited to attend the forum, including buyers from major Chinese travel agency, representatives from the tourism department of Africa, and tourism industry experts. The forum's theme: "China-Morocco Tourism Cooperation on Belt and Road Initiative". The forum explored several important topics including "The 'Belt and Road Initiative' and Chinese-Africa Tourism Cooperation", and "Moroccan Tourism Product Development and Marketing". A tourism trade fair was also held during the forum. Buyers from Chinese famous travel agencies, such as CITS, Tuniu, CCT, Utour; and sellers from African travel agencies attended the trade fair and they exchanged opinions on how to develop the "Belt and Road Initiative" related tourism products. On the morning of Feb. 1st, a special training program on topic of "International Cities Tourism Promotion and



众多摩洛哥及非洲旅游机构参会  
Moroccan and African travel companies attended the event



旅游交易会气氛热烈  
At the Tourism Trade Fair

Marketing" was held during the forum. A total of 164 guests from Moroccan travel agencies, hotels, and other travel related companies, participated the training program. Experts from WTCF gave a lecture on the topics of "Tourism culture", and "Consumption Habits of Travelers" to attendees.

Li Li, Chinese Ambassador to Morocco; Song Yu, Secretary-General of WTCF; Sajid Mohammed, Morocco's Minister of Tourism; Rachid Hamzaoui, Finance and Administrative Director at the Moroccan Tourism Office (ONMT); and Faouzi Zemrani, Vice-President, National Confederation of Tourism of Morocco, addressed the forum respectively and delivered keynote speeches.

In 2015, about 15,000 Chinese tourists visited Morocco; in June, 2016, Morocco implemented the visa-free entry policy for Chinese citizens; from January to August, 2017, the number of Chinese citizens visiting Morocco increased 315% over the number of the same period of the previous year, topping the tourist number growth rate list of Morocco. At the end of 2017, the total number of Chinese people traveling to Morocco reached 100,000 during the year. To the extremely rapid increase of Chinese tourists visiting Morocco, WTCF served as a positive driving force, and is a successful case that WTCF boosts the tourism development of its member cities.

Morocco cities Rabat, Fez, and Casablanca joined WTCF in 2014 and has become members of WTCF.

400 people from 69 cities and 31 tourism related institutions of 42 countries participated in the WTCF Rabat & Fez Fragrant Hills Tourism Summit 2015.

Representatives from the most famous travel agencies in China, such as CITS, CTS, Ctrip as well as presidents, CEOs and top managers attend the summit, which push forward the China-Morocco travel products. The group tours to Morocco growth exploded after the visa-free policy materialized. 300 media outlets attended the summit to guarantee the media visibility in China, which helped Morocco transform into a travel destination on bucket list from a "Land of Mystery".

After which, WTCF actively helped to promote Morocco to travel agencies of institution members and media

outlets of the Committee of Media Organizations, which made more and more Chinese tourists know about Morocco.

This forum will boost the cooperation between China and Morocco as well as the countries along the "Belt and Road Initiative." By updating the travel products, promoting the non-governmental exchanges, strengthening the opening and cooperation and innovation ability to form the development pattern of the "Land - Sea and East - West Mechanism."



## 世界旅游城市联合会 第三次独家共同主办 柏林国际旅游展展会会议

当地时间2018年3月7日，第52届柏林国际旅游展（ITB Berlin）在德国首都柏林举办，世界旅游城市联合会作为展会会议独家共同主办商参展。

展会会议开幕式上，联合会常务副秘书长李宝春作为独家



联合国世界旅游组织秘书长特别顾问 Esencan Terzibasoglu 介绍《世界城市旅游绩效研究项目》

Esencan Terzibasoglu, Special Advisor to the UNWTO Secretary General, introduced the research outcome of the UNWTO-WTCF City Tourism Performance Research





展会会议开幕式上，世界旅游城市联合会常务副秘书长李宝春作为独家共同主办商代表致辞

Mr. Li Baochun Executive Deputy Secretary-General of WTCF, was invited to deliver opening remarks as the Co-Host representative of ITB Berlin



世界旅游城市联合会专家委员会特聘专家、中国社会科学院旅游研究中心主任宋瑞发布《世界旅游经济发展趋势报告(2018)》

Song Rui, Specially Appointed Expert of WTCF Expert Committee, and Director of Chinese Academy of Social Sciences (CASS), introduced the Report on World Tourism Economy Trends (2018)



主题为“中国旅游市场的新变化和新动能”的沙发论坛

The panel discussion themed with "New Trends and Driving Forces for the Chinese Tourism Market"

共同主办商代表致辞，他介绍了世界旅游城市联合会的基本概况及发展情况，重点阐述了中国出境游市场现状及联合会最新的研究成果。

开幕式后，联合会在展会上举办了两场活动。在第一场活动上，联合会发布了最新研究成果《世界旅游经济发展趋势报告(2018)》和《世界城市旅游绩效研究项目》。

世界旅游城市联合会专家委员会特聘专家、中国社会科学院旅游研究中心主任宋瑞发布了《世界旅游经济发展趋势报告(2018)》。该报告基于对全球旅游经济总规模等核心数据的研究分析，围绕“旅游在世界经济格局中的作用”这条主线，从全球旅游经济、旅游上市公司、科技改变旅游、旅游人才建设等4个角度进行深入研究，预测了2018年世界旅游经济的8个发展趋势，包括：全球旅游经济的发展、区域发展的格局变化、新兴经济体的旅游、金砖国家旅游发展、旅游与国际服务贸易、全球旅游投资、城市在全球旅游经济中的作用、全球旅游上市公司等。

据该报告预测，2018年全球旅游经济增速继续高于全球经济增速，全球旅游总收入增长率有望达6.7%，高于国际货币基金组织和世界银行对全球GDP增长率分别为3.6%和2.9%的预测。

联合国世界旅游组织秘书长特别顾问 Esencan Terzibasoglu 介绍了联合会和联合国世界旅游组织（UNWTO）共同发布的研究成果《世界城市旅游绩效研究项目》。自2015年起，联合国世界旅游组织与世界旅游城市联合会携手共同开展了该项目的研究。其主要目标是通过设定一套可以在全球范围内检测城市绩效表现的标准，尽可能地获取城市数据，并为目的地旅游管理者制定政策提供依据。共有15个城市参与了该研究项目，包括北京、开普敦、马拉喀什、布宜诺斯艾利斯、杭州、波哥大、札幌、首尔、天津、东京、林兹、都灵、安特卫普、柏林和哥本哈根。现场100余名参展商和观众参加了发布会，就两个报告纷纷与联合会进行了提问和交流。

Esencan Terzibasoglu 女士主持了接下来的第二场活动——主题为“中国旅游市场的新变化和新动能”的沙发论坛。参与论坛的嘉宾分别为：赫尔辛基城市推广署—赫尔辛基旅游局市场经理 Kaari Artemjeff, Visit Berlin 市场管理部主管 Ralf Ostendorf, 世界旅游城市联合会专家委员会特聘专家、中国社会科学院旅游研究中心主任宋瑞博士，携程旅行网目的地营销部欧洲中东非区域总经理邱炜俊，凯撒旅游产品总监金福初。嘉宾们围绕“中国游客赴欧城市目的地旅游的特点”“游客希望购买的旅游商品或旅游体验的主要特点”及“中国团体游的主要特点”等问题发表了各自的观点，从不同角度诠释和探讨了中国游客出境旅游市场的新

现象、新趋势。

世界旅游城市联合会第三次作为柏林国际旅游展展会会议独家共同主办商参展。ITB 柏林国际旅游交易会是世界领先的大型活动，引领世界潮流。来自 180 多个国家的 1 万多家展商汇聚柏林会展中心的 26 个展厅，前来参观的观众人数达 18 万人次。

## WTCF Co-Hosts ITB Berlin Convention for the Third Time

On March 7, 2018, the 52nd Internationale Tourismus-Börse Berlin (ITB Berlin) was officially opened in Berlin, capital city of Germany. As the Co-Host of 2018 ITB Berlin Convention, World Tourism Cities Federation (WTCF) led a delegation to attend.

At the opening ceremony of the convention, Mr. Li Baochun Executive Deputy Secretary-General of WTCF, was invited to deliver opening remarks as the Co-Host representative of ITB Berlin. In his speech, Mr. Li Baochun introduced WTCF and its latest development. He also illustrated the trends in China's outbound tourism market and highlighted the latest research outcomes of WTCF.

After the opening ceremony, WTCF hosted two sessions. The first session's theme was Introduction of Report on World Tourism Economy Trends (2018) and UNWTO/WTCF City Tourism Performance Research. The research was the latest research results of WTCF.

Song Rui, Specially Appointed Expert of WTCF Expert Committee, and Director of Chinese Academy of Social Sciences (CASS), introduced the Report on World Tourism Economy Trends (2018). Based on research and analysis on the total scale of the global tourism economy and other essential data, and following the idea of the "function of tourism in the world economic pattern", the Report offers an insight on the profound research in four aspects: The Global Tourism Economy, Tourism Firm

That Went Public, Science Changing Tourism, and Talent Building of the Tourism Industry, and predicted the eight trends of development of the world tourism economy in 2018. The prediction included the following aspects, such as the development of the global tourism economy; the pattern changes of regional development; the emerging economies' tourism industry; the tourism development of BRICS; the relationship between tourism and the international service and trade industry; the global tourism investment; cities play an important role in the global tourism economy; and the global tourism companies that went public.

The Report indicated that in 2018 the growth rate of the world tourism market will continue to surpass the growth rate of the world economy. The total growth rate increase from global tourism market is expected to reach 6.7%, higher than the growth rates of the global GDP at 3.6% and 2.9%, which was predicted by the International Monetary Fund and the World Bank respectively.

Esencan Terzibasoglu, Special Advisor to the UNWTO Secretary-General, introduced the research outcome of the UNWTO-WTCF City Tourism Performance Research, which was jointly released by WTCF and UNWTO. The WTCF and UNWTO have jointly conducted the research project since 2015. The aim of the project is to achieve the information of cities through a set of criteria that can be used globally to benchmark tourism performance in urban cities, and provide evidence to the destination tourism managers for making policies. 15 cities participated in this research project, such as Beijing, Cape Town, Marrakesh, Buenos Aires, Hangzhou, Bogota, Sapporo, Seoul, Tianjin, Tokyo, Linz, Turin, Antwerp, Berlin and Copenhagen. Around 100 companies and professional audience came to the release conference, where they asked questions and made exchanges on the two released researches with WTCF.

Ms. Esencan Terzibasoglu, as the moderator, hosted the following event with the theme of New Trends and Driving Forces for the Chinese Tourism Market. The panel guests included: Kaari Artemjeff, Marketing Manager

(China & Russia) of Helsinki Marketing; Ralf Ostendorf, Director Market Management of visitBerlin; Dr. Song Rui, Specially Appointed Expert of WTCF Expert Committee, and Director of Chinese Academy of Social Sciences; Roger Qiu, GM of Europe, Middle East & Africa of Ctrip.com International Ltd.; and Tony Jin, Product Director of Caissa. The panel guests exchanged their ideas on "What are the special characteristics of the Chinese tourists for an urban destination in Europe?", "What are the main features of the tourism products (or experiences) that they are looking for?" and "What is the new characteristics of Chinese Group tourists?", and they explained and discussed the latest phenomenon and trends of Chinese tourists of outbound travel market from different aspects.

WTCF has co-hosted ITB Berlin Convention, which is the leading tourism fair and travel trade show in the world tourism industry, for the third time since 2016. This year's ITB Berlin has attracted over 10,000 enterprises from more than 180 countries, and up to 180,000 individuals visiting 26 exhibition halls.



广州市人民政府副秘书长张建华等领导参观联合会展台  
Zhang Jianhua, Deputy Secretary-General of the People's Government of Guangzhou Municipality, and other leaders visited the booth of WTCF



联合会向观众推介会员旅游资源  
Recommending member tourism resources to the visitors



联合会向前来咨询的专业观众介绍联合会  
Introducing WTCF to the visiting professional audience

## 2018 广州国际旅游 展览会举办 联合会参展并积极推介 会员旅游资源

一年一度的广州国际旅游展览会（GITF）于2018年3月1日在广州举办，世界旅游城市联合会代表会员参展，并与业内进行广泛交流，积极推介城市及机构会员旅游资源。

本次展会观众络绎不绝，联合会向专业观众及市民发放近千份宣传品，现场观众对联合会的城市及机构会员表现出了浓



厚的兴趣，纷纷关注联合会的微信公众号，期望得到更多有用的资讯。洛杉矶、香港、澳门、北京、杭州、广州、武汉、成都、洛阳、重庆、大连、三亚、桂林、南京等 20 余家联合会城市会员，以及新浪网、腾讯网、中国国际旅行社总社、途牛旅游网等近十家机构会员也亮相 GITF。

经过 25 年的发展，GITF 已成为中国创办历史最早、举办时间最长的大型国际旅游展览会。在 2017 年 4 个展馆的基础上，2018 广州国际旅游展新增旅游文化商品馆，同期设立国际旅游暨会奖旅游展示馆、国内旅游展示馆、本地旅行社展示馆和主题旅游展示馆。五大专业主题馆共吸引了来自 53 个国家和地区的 1029 家企业参展，展出面积达 3.6 万平方米。

## The 2018 Guangzhou International Travel Fair Kicks off, WTCF Joins the Trade Fair and Actively Promotes Tourism Resources of Its Members

The annual Guangzhou International Travel Fair (GITF) commenced on March 1st, 2018, in Guangzhou. WTCF represented its members to participate in the trade fair, widely communicate with the professionals in the tourism industry, and actively promote the tourism resources of its city and institutional members.



2018 广州国际旅游展览会开幕式现场  
The 2018 GITF opening ceremony

A large number of visitors came to this trade fair, at which WTCF distributed 1,000 pieces of promotional products to professional visitors and the citizens. The visiting audience showed great interest in the city and institutional members of WTCF, and subscribed to the official WeChat account of WTCF, expecting to get more useful information. Those who also attended the trade fair are representatives from more than 20 WTCF city members such as Los Angeles,





Hong Kong, Macao, Beijing, Hangzhou, Guangzhou, Wuhan, Chengdu, Luoyang, Chongqing, Dalian, Sanya, Guilin, Nanjing etc., and nearly 10 WTCF institutional members such as Sina.com.cn, Tencent (qq.com), China International Travel Service, Tuniu.com, etc.

With 25 years of development, the GITF has already become the earliest large-scale international tourism exhibition in China with the longest history. Based on

the four exhibition halls set up last year, the 2018 GITF has newly added the Tourist Commodity hall, and set up exhibition halls named International Travel & M.I.C.E, Domestic Travel, Local Travel Agency, and Thematic Tourism during the same period. The five professional themed halls have attracted 1,029 enterprises from 53 countries and regions, with the exhibition area amounting to up to 36,000 square meters.

广州 图/全景

