

银联“无感支付”停车助推“智慧出行”

UnionPay's "ALPR-based Payment" Parking Boosts "Intelligent Travel"

目前，银联正积极在各地推动无感停车业务落地。这一助推“智慧出行”的又一重大举措是将车牌识别技术与银行卡快捷支付技术相结合，率先在深圳等地超过 500 家停车场陆续开通银联“无感支付”停车。用户可在“银联深圳”公众号或建行手机银行 APP、“小猫停车”系列 APP 将车牌号与 62 开头银联信用卡进行绑定，开通银联无感支付，即可在车辆入场、离场时通过车牌自动识别，无需任何操作，从绑定的信用卡账户自动扣除停车费，这为市民提供了更加方便、快捷、智能的出行方式。

后续，银联还将与小猫智慧停车等多家停车行业重点商户及物业方深入合作，通过“云闪付”APP 等渠道在全国超过 2000 家停车场开通支持银联无感停车的服务。

伴随着银联在公交地铁、停车等交通及周边场景移动支付受理的飞速拓展，无疑给智慧出行生态圈的建设注入了强劲动力。银联将发挥自身产品和技术优势，形成产业合力，继续致力于提高出行效率、提升出行体验，促进金融服务民生，助力移动支付便民示范工程建设在各地、各场景开花结果。（综合中国银联、搜狐财经 2018 年 4 月 22 日的相关报道）

At present, UnionPay is actively promoting the business of automatic license plate recognition (ALPR) based payment for parking across China. As another important move to promote “intelligent travel”, this project is to operate gradually in more than 500 parking



lots in Shenzhen and other cities by combining the technologies of license plate recognition and bank card quick payment. Any user can bind his or her license plate number to his or her UnionPay's credit card (with the number beginning with 62) through the "UnionPay Shenzhen" official account or the CCB Mobile Phone Bank APP or the "Mall Parking" series APP to enable UnionPay's ALPR-based Payment before debiting the parking charge to his or her account automatically by the license plate recognition system when he or she enters or leaves the parking lot. This method has facilitated and improved the efficiency of the urban traffic based on intelligent technology.

To continue the cooperation, UnionPay will work more closely with key parking lot operators and property

management companies, such as Mall Parking, etc., to open the services enabling this payment method in more than 2,000 car parking lots across the country through China UnionPay Quick Pass APP and other channels.

The rapid development of UnionPay in the mobile payment in public buses, subways, parking lots and their surrounding areas has undoubtedly provided strong impetus for the development of intelligent travel system. UnionPay will integrate its industrial strength based on its own products and technical advantages and continue to improve traffic efficiency, enhance traffic experience and promote people-oriented financial services to make achievements in the development of the demonstrative project of people-oriented mobile payment in all scenarios across the country.



图 / 全景

2018 世界城市定向挑战赛让全西安动起来！

2018 World Cities Orienteering Challenge Invigorates Xi'an!



游玩古城名胜、品尝特色美食；寻找历史记忆、品味文化生活……2018 世界城市定向挑战赛即将亮相西安！

世界城市定向赛是近几年全世界都流行的一种全民娱乐新玩法，在全球 162 个国家的几千个城市中都有开展。赛事以整座城市为赛场，把城市地标和定向挑战结合起来，设立起点和目的地，参赛人员需以团队方式，依照规定的路线或站点完成指定任务。其挑战形式包括但不限于：趣味体育运动、智力烧脑任务、团队协作挑战等，综合比拼脑力、体力和创造力，更适合一家老小全员参与，探险整座城市。

被誉为“大众版跑男”的世界城市定向赛，已先后在中国上海、厦门、广州等地成功举办，成为风靡都市的世界级全民活动。

此次在西安的定向挑战赛，以“发现新西安”为主题，将围绕“文化旅游、文化创新、城市生活、时尚活力”四大主题，推出二十余条精品线路，每条线路设置 5-7 个趣味任务，遍布西安城区的 100 个城市地标、特色景点等场地。大西安将迎来一场前所未有的“极限挑战”。（综合“西安旅游信息咨询指南”2018 年 5 月 29 日报道）

2018 World Cities Orienteering Challenge to be held in Xi'an—a great occasion for visiting the cultural heritage sites and historic monuments of the ancient city and enjoying special cuisines and cultural tours!

World Cities Orienteering Challenge, a new type of national entertainment that has become popular

all over the world in recent years, is carried out in thousands of cities in 162 countries around the world. The competition is held in the whole city as the arena, where the players in separate teams have to complete the assigned task of covering certain routes or stops at the city landmarks from the starting point to the destination. The competition, including but are not limited to, fun sports, brainstorming tasks, teamwork challenges, and combined physical, mental and creative work, is more suitable for a whole family to participate in discovering the whole city.

World Cities Orienteering Challenge, renowned as “The Public Running-man” that has been held in Shanghai, Xiamen and Guangzhou, is a world-known public sports popular in cities.

With the theme of “Discovering New Xi'an”, the competition will focus on four major events: “cultural tourism, cultural innovation, urban life, and lifestyle dynamics”. More than 20 routes will be selected to connect 100 urban landmarks, characteristic scenic spots in Xi'an, for each of which 5-7 fun tasks will be completed. The big city of Xi'an will see an unprecedented “Extreme Challenge.”



全新四季“非凡体验”空中游览慕田峪长城

New Four Seasons "Extraordinary Experience" —Aerial Viewing of the Great Wall at Mutianyu

2018年5月，全新四季推出“非凡体验”项目，将带领宾客搭乘私人直升机低空游览慕田峪长城，壮丽景色尽收眼底，纵览万里雄风。

慕田峪长城不仅是联合国教科文组织认证的世界文化遗产之一，也是北京目前唯一一段允许在景区内直接起飞游览的长城景区。宾客将从北京四季酒店出发，乘坐豪华礼宾车直接抵达位于慕田峪景区内的直升机起降平台。四季酒店的专业服务团队将在休息区等候，为宾客准备精美餐食与酒水，让宾客尽情享受惬意时光。

飞行期间，宾客可通过耳麦接收专业飞行导览讲解，直升机内同时配备专业运动相机 (GoPro)，将协助宾客在飞行期间全程记录和捕捉精彩瞬间。飞行结束后，将为宾客颁发飞行体验证书。北京四季酒店行政总厨吴英楠也为此行程精心设计了午餐菜单，宾客可选择从酒店外带午餐盒或与亲友一起在长城上野餐。

飞行结束后，宾客也可选择在专业导游的陪同下徒步登长城，再次近距离感受其雄伟壮观之美。（综合新浪网 2018年5月25日报道）

In May 2018, the new four seasons launched the



“extraordinary experience” tourism program to allow tourists to watch the spectacular view of the Great Wall at Mutianyu by helicopter.

The Great Wall at Mutianyu is not only one of the world cultural heritage sites certified by the UNESCO, but also the only part of Beijing that is allowed to have aerial viewing of the scenic spots at the Great Wall. From the Four Seasons Hotel in Beijing, guests will take a luxury tour bus to the helicopter landing platform in Mutianyu Scenic Area. The professional service team of the Four Seasons Hotel will be waiting in the sitting area with food and drinks to provide best service for the guests.

During the flight, the guests can listen to the instructions

of the professional flight guide through the earpieces. The helicopter is equipped with a professional sport camera (GoPro), which will help the guest capture and record the best views during the flight. After the completion of the flight, a certificate of flight experience will be issued to the guests. Wu Yingnan, executive chef of Four Seasons Hotel in Beijing, has also carefully designed the lunch menu for this trip. Guests can take lunch boxes from the hotel or have a picnic with their families and friends on the Great Wall.

After the flight, guests can also choose to travel to the Great Wall on foot, accompanied by a professional guide, to have a close look of its magnificent beauty.

慕田峪 图 / 全景



凯撒旅游与美国旅游推广局达成战略合作

Caesar Travel A Joint Tourism Program with Brand USA

凯撒旅游深耕美国旅游市场多年，在洛杉矶设有海外分公司，构建起“境内外一体化零时差”的操作模式；与美国旅游推广局合作密切，2014 年曾推出“万人游美国”大型主题活动，2016 年借“中美旅游年”契机推出“百年国家公园”主题活动。基于在推动中国游客赴美游领域的突出业绩，凯撒旅游还被美国旅游协会选为“World's Top Travel Buyer”。

2018 年 5 月 9 日，凯撒旅游与美国旅游推广局在京联合举办了“乐新鲜 乐美妙”主题发布会，分享了畅游美国的“7 种旅行方式 +9 大特色主题”。凯撒旅游在会上首次向外界宣布，“上海 - 匹兹堡”直航包机项目将于 8 月 3 日正式启动，由中国东方航空公司执飞，此举有望打开赴美旅游新通道。

此次强调的“7 种旅行方式”，指的是飞机观光、徒步、房车、河轮、邮轮、包机、海陆双享；“9 大特色主题”是在继续深挖国家公园、公路文化、游学、亲子学四大特色主题之外，添加博物馆文化、牛仔与机车文化、音乐文化、户外轻体验、“全球享住”轻奢酒店度假等 5 大新主题，提升中国游客赴美游体验的深度和广度，差异化的产品特色也将使中国旅游市场眼前一亮。（品橙旅游 2018 年 5 月 9 日报道）

As a program developed in US tourism market for years, Caesar travel has established an operation mode of "Seamless In-sync Connection at Home and Abroad" based on its overseas office in Los Angeles. Working closely with Brand USA, it launched a large-scale event themed "Tour to the United States by 10,000 People" in 2014, and an event themed "Centennial National Park" on the occasion of the "Sino-US Tourism Year" in 2016. Caesar Travel has also been named "World's Top Travel Buyer" by the US Travel Association for its outstanding achievements in driving the development of the Chinese outbound tourism in the United States.

On May 9, 2018, Caesar Travel and the Brand USA jointly held a news



conference themed "Enjoying Something New and Beautiful" in Beijing to share the "7 Travel models and 9 Special Themed Tourism Programs". Caesar Travel announced for the first time that the Shanghai-Pittsburgh direct charter flight will be launched on August 3 by China Eastern Airlines, which is expected to open a new channel for travel to the United States.

This "7 travel models" emphasized this

time refer to plane sightseeing, hiking, caravan, river wheel, cruise, charter plane, marine and land travel; the "9 Special Tourism Programs" are museum culture, cowboy and locomotive culture, music culture, outdoor experience and worldwide hotel accommodation to improve Chinese tourists' travel experience in the United States and stimulate Chinese tourism market with differentiated special products.



洛杉矶 图 / 全景

携程发布昆明 5 月旅游人气和价格指数

Ctrip Releases Kunming's Travel Popularity and Price Index in May

2018 年 5 月，国内最大的在线旅行社携程旅游与昆明《春城晚报》合作，分析携程平台上百万级国内游、出境游等度假产品的预订大数据，并结合昆明市民通过携程门店报名的情况，发布了《2018 年 5 月昆明出发旅游人气和价格指数》。

指数显示，整个 5 月，中国国内游线路价格环比五一期间下降 10.4%。携程跟团游、自由行产品预订成交数据显示，五一小长假后的整个 5 月，昆明出发旅游产品价格环比五一期间下降 8.9%。

指数还显示，5 月昆明出发出境游价格相比五一期间有小幅下跌，携程发布成交价格同比跌幅最大或涨幅最小的 10 大目的地分别是：日本大阪 + 京都、土耳其一国、法国、泰国清

迈、澳大利亚 + 新西兰、斯里兰卡一地、巴西 + 阿根廷、芬兰一国、俄罗斯莫斯科 + 圣彼得堡、尼泊尔一地。此外，海岛旅游胜地马尔代夫产品重新开放售卖，昆明出发入住五星度假村的行程仅 7000 元起。

从携程旅游发布的“5 月旅游人气指数”来看，中国国内跨省目的地排名前 10 的是三亚、重庆、稻城、张家界、贵阳、西安、敦煌、杭州、拉萨、桂林。海外方面，人气目的地为泰国、日本、越南、印尼巴厘岛、新加坡、埃及、土耳其、意大利、美国、柬埔寨。（云南旅游政务网 2018 年 5 月 8 日报道）
In May 2018, China's largest online travel agency, Ctrip, analyzed the big data on the million-class domestic



tours and outbound tours on the Ctrip platform in collaboration with Kunming's Spring City Evening News, and published Kunming's Travel Popularity and Price Index in May 2018 according to the information of Kunming citizens' reservation through the Ctrip Stores.

Throughout May, prices of domestic travel routes fell 10.4 percent from the May Day holiday, according to the index. According to the reservation data of package tour and self-guided tour of Ctrip, the prices of Kunming's outgoing tourism products fell 8.9% from that of the May Day holiday throughout May after the May Day holiday.

The index also shows that, there was a slight drop in the price of Kunming outbound tours in May compared with the May Day holiday. The 10 destinations whose year-

on-year price declined the most or rose the smallest as released by Ctrip are: Japan's Osaka and Kyoto, Turkey, France, Thailand's Chiang Mai, Australia and New Zealand, Sri Lanka, Brazil and Argentina, Finland, Moscow and St. Petersburg, and Nepal. In addition, the products of the island resort Maldives re-opened for sale at a minimum price of RMB 7,000 for tour from Kunming including staying in the five-star resort.

According to the "Travel Popularity Index in May" released by Ctrip, China's top 10 cross-provincial destinations are Sanya, Chongqing, Daocheng, Zhangjiajie, Guiyang, Xi'an, Dunhuang, Hangzhou, Lhasa and Guilin. The popular destinations abroad are Thailand, Japan, Vietnam, Bali Indonesia, Singapore, Egypt, Turkey, Italy, the United States and Cambodia.



昆明翠湖 图 / 全景

9 月，从太原坐高铁 10 小时到达香港！

Going from Taiyuan to Hong Kong by High-speed Train within 10 Hours in September!

备受瞩目的广深港高铁终于在 2018 年 4 月 1 日进入试运行阶段！由内地到香港的时间将大大缩短！未来香港将直达北京、武汉、广州、上海、昆明、桂林、杭州、厦门等城市，从太原出发仅需 10 小时。

广深港高铁正式开通后，香港西九龙总站—广州南站票价为 260 港元约合人民币 214 元，用时最快 48 分钟可达。

最重要的是，根据香港特区政府的规划以及全国人大常委会的相关决定，广深港高铁香港段西九龙站将实行“一地两检”的通关程序，在同一层设“内地口岸区”和“香港口岸区”，乘客登车后无需下车进行边检，人们再也不用为了过关排长队啦。

这趟名为“动感号”的车厢奢华舒适，车厢内设有婴儿护理台，全车有 Wi-Fi，每个座位安有阅读灯，每排座椅可以 180° 转动，超人性化的设计！

多了种通行方式是不是很期待？最重要的是一路美景，从太原出发，一路向南，风景名胜数不胜数，风光无限还能吃遍各路美食……（综合“太原旅游”微信公众号 2018 年 4 月 15 日报道）

The widely-concerned Guangzhou-Hong Kong-Shenzhen High-Speed Railway will be put into trial operation on April 1, 2018! The travel time from the Chinese Mainland to Hong Kong will be greatly shortened! In the future, going directly from Hong Kong to Beijing, Wuhan, Guangzhou, Shanghai, Kunming, Guilin, Hangzhou and Xiamen will be possible, and going from Taiyuan to Hong Kong will only take 10 hours.

After the opening of the Guangzhou-Shenzhen-Hong Kong High Speed Railway, going from Hong Kong's West Kowloon Terminus to Guangzhou South Station will take a minimum of 48 minutes at a price of about HKD 260, or RMB 214.

Most importantly, according to the planning of the HKSAR Government and the relevant decisions of the Standing Committee of the National People's Congress, the West Kowloon Station of the Hong Kong Section of the Guangzhou-Shenzhen High-Speed Railway will implement the customs clearance procedure of "co-location", setting up the "Mainland Port Area" and "Hong Kong Port Area" on the same floor, so that passengers do not have to get off the bus to conduct border checks after boarding the train, and people no longer have to queue up for customs clearance.



This luxurious and comfortable carriage named "Kinetic" is human-centrally equipped with a baby care desk, Wi-Fi connection, reading lamps on each seat, and a 180-degree rotation mechanism for each row of seats.

Are you looking forward to more traffic means? The most important thing is the countless beautiful scenes and tasty food on the way from Taiyuan to the destination in the south.



太原晋祠 图 / 全景