

AIR CHINA 中国国际航空公司 国航直飞 蒙特利尔的夜还不够长

文/国航 图/全景

蒙特利尔（Montreal）是一座位于加拿大魁北克西南部的城市，也是北美最具欧洲风情的城市之一。生活在蒙特利尔是种怎样的体验？我们不妨来了解一下。

蒙特利尔的夜还不够长

蒙特利尔就像多年前的巴黎。这里60%以上的居民都是法国后裔，至今他们仍说法语。他们的生活方式也更像以前的巴黎人——浪漫、热情、随兴、洒脱。

蒙特利尔的夜晚很长。每当夜色降临，这座城市便会醒来，夜生活随即开始。漫漫长夜，不知如何度过？不妨从欣赏蒙城的夜色开始，然后再辗转到各色酒吧，只怕你会觉得夜还不够长。

Au sommet Place Ville Marice

蒙特利尔最好的景致大概就是Place Ville Marice顶层的露台了。作为蒙特利尔城市中心最高和最具故事性的建筑之一，Place Ville Marice的露台无论是日出还是日落，都能带来意想不到的好景色，露台上的酒吧可以品酒，也

可以在这里进行一场空中瑜伽。

地址: Place Ville Marice, Montreal, QC H3B4SB, Canada

Jatoba

日式餐厅Jatoba最棒的是一年四季都开放的露台。在漫天星斗的映衬下，你可以品尝地道的生鱼片和阿拉斯加大螃蟹，也可以品尝一下清香的日式清酒。

地址: Place Phillips, Montreal, QC H3B3C8, Canada

Le 4e mur

Le 4e mur美味的鸡尾酒在露台的天棚下味道格外醇香，让你仿佛置身于城市最隐秘的休闲角落，伴着美妙的爵士音乐和好友或爱人小酌几杯，这感觉想必比温暖的春日还要美好。

地址: Rue Saint-Denis, Montreal, QC H2X3C8, Canada

Burgundy Lion

在Burgundy Lion全新的屋顶露台上，你可以尝美食、品美酒、赏夜景，这里可谓是蒙城最火的休闲胜地。露台的墙壁上爬满了绿色植被，即使是在大雪皑皑的冬日里，也会让人感到春日的生机。

不仅如此，这里还是魁北克最大的威士忌收藏地之一，来一杯最独特的威士忌特调，美美沉醉在这曼妙的夜色里。

地址: 2496 Rue Dame Ouest, Montreal, QC H3J 1N5, Canada

Big in Japan

如果日本的美食美酒感兴趣，那就大方地推开Rachel Street和Saint-Laurent Boulevard街角上没有任何标志的大门吧。这里的外表毫不起眼，可里面却是一间精致而时髦的酒吧。这里四面无窗，对那些想要纵情享受日式美酒的人来说，绝对是最适合的享乐空间，日式风情的花式鸡尾酒也会给您带来意想不到的浪漫。

地址: 4175 Boulevard Saint-Laurent, Montreal, QC H2W 1Y7, Canada

Alexandra Platz

Alexandra Platz是一家隐匿在Mile Ex仓库里的德国啤酒酒店。这里超长的木制长桌上总是坐满了住在附近的漂亮姑娘，简洁的工业风和最纯粹的啤酒本味是这里宾客盈门的小秘密，也是本地人最爱消遣的隐私空间。

地址: 6731 Esplanade Ave, Montreal, QC H2V 4P9, Canada

Labo Culinaire

Labo Culinaire位于Societe des Arts Technologiques顶楼的露台，这里的美景同美味一样撩人。Labo Culinaire菜单上总有应季食材新鲜烹饪的美味和自然发酵的香醇葡萄酒，每到夏日，这里更是美酒飘香。在酒精的作用下，陌生的人们会就着这份美景分享心底的秘密。

地址: 4175 Boulevard Saint-Laurent, Montreal, QC H2X 1K4, Canada

Le Mal Necessaire

想要找到唐人街里最好的鸡尾酒，首先要找到绿色菠萝的霓虹灯标志，然后沿着楼梯走下去，就能发现这家藏在游人如织的圣劳伦斯街后面的热带风情酒吧。酒吧内部则是墨西哥式搭配夏威夷风味鸡尾酒，还有又便宜又好吃的中式小吃。

地址: 1106 B Boulevard Saint-Laurent, Montreal, QC H2Z 1J5, Canada

Le Speakeasy Montreal

Le Speakeasy Montreal在蒙城一直过着神秘的双面生活，白天是普通的三明治店，到晚上就化身为爱酒人士的乐土。每天下午5点以后，当店内冰箱门上的红灯亮起，一个复古的休闲酒吧便横空出世。人们在这里推杯换盏，享受最惬意的微醺时刻。

地址: 120 Rue McGill, Montreal, QC H2Y2E5, Canada

现在您可乘坐国航CA879航班，由北京始发直飞蒙特利尔，去感受这座城市的浪漫。





Air China: The Night of Montreal Isn't Long Enough

Article/Air China Image/Quanjing

Montreal is a city located in the south-west of Quebec, and also the city with the most European style in North America. You might want to ask what the feeling of living in Montreal is like. The word “interesting” is surely not enough to describe it.

The night is not long enough

Montreal is like the old Paris dating back many years. Over 60% of the residents living here are descendants of the French, and they still speak French today. Their lifestyles are more like that of the past Parisians—romantic, hospitable, and casual, and they enjoy what they have at the moment.

The night of Montreal is very long. As night falls, the city wakes up, and the nightlife then begins. Don't know how to spend the long night in Montreal? Don't worry! Let me show you how to enjoy the night view of the city first, and then visit the bars to have some drinks. I am afraid that you will feel that the night is not long enough.



Au sommet Place Ville Marice

The best view in Montreal perhaps lies at the terrace on the rooftop of Place Ville Marice. As one of the tallest and most history-filled buildings in downtown Montreal, Place Ville Marice's terrace will bring the visitors good views no matter if it is day or night. You can drink at the bar on the terrace, and you can practice Yoga here too.

Address: Place Ville Marice, Montreal, QC H3B 4SB, Canada

Jatoba

Japanese restaurant Jatoba and the most welcoming is the terrace that opens all year round. Under a sky of stars, you can have a taste of sashimi and the big crabs in Alaska, and also drink the Japanese Sake.

Address: Place Phillips, Montreal, QC H3B 3C8, Canada

Le 4e mur

Drink the delicious cocktails of Le 4e Mur under the outdoor shed, and you will feel that they taste even more mellow, as if you are sitting in the most secluded corner of the city. Listen to the Jazz, and drink with your friends or beloved ones and you will feel like living in a time better than the warm spring season.

Address: Rue Saint-Denis, Montreal, QC H2X 3C8, Canada

Burgundy Lion

There is no better choice than the brand new rooftop terrace of Burgundy Lion, where you can eat delicacies, drink good wine, and appreciate the night view. This place can be regarded as the most popular tourist resort in Montreal. Green plants stretch all over the wall. Even though it is in the snowy winter, you can also experience the vibrant atmosphere of spring. In addition, this place is also the largest whiskey collection spot. Drink a glass of the most special whiskey, and get drunk in the beautiful night.

Address: 2496 Rue Dame Ouest, Montreal, QC H3J 1N5, Canada

Big in Japan

If you are interested in Japanese food and drinks, you should bravely push open the door without any signs at the corner of Rachel Street and Saint-Lau-

rent Boulevard. The outside appearance is not appealing at all, but the inside is a carefully decorated, fashionable bar. There are no windows on all sides of it. For those who drink a lot of Japanese liquors, this place is no doubt the most suitable space of enjoyment; and the Japanese fancy cocktails will also bring you an unexpected romantic atmosphere.

Address: 4175 Boulevard Saint-Laurent, Montreal, QC H2W 1Y7, Canada

Alexandra Platz

Alexandra Platz is a German beer shop hidden inside the Mile Ex warehouse. Sitting at the exceptionally long wooden table are always the beautiful ladies living nearby. The simple industrial style and the purest beer flavor are the little secret that the bar is streaming with guests. This is also the favorite private space of the locals.

Address: 6731 Esplanade Ave, Montreal, QC H2V 4P9, Canada

Labo Culinaire

Labo Culinaire is located on the terrace of the top floor of the Societe des Arts Technologiques, and the beautiful view here is as alluring as its delicious food. The menu of Labo Culinaire always offers delicacies that are freshly cooked with seasonal ingredients, and the naturally fermented mellow wines. Each summer, this place is even more overwhelmed by the flavors of drinks. Stimulated by alcohol, the strangers can also share the secrets hidden at the

bottom of their hearts while enjoying the beautiful view.

Address: 4175 Boulevard Saint-Laurent, Montreal, QC H2X 1K4, Canada

Le Mal Necessaire

If you wish to find the best cocktail bar in the Chinatown, you must find the green pineapple's neon lamp sign and walk down the stairs. You will see the tropical bar hidden behind St. Lawrence Street that is teeming with tourists. The bar offers the cocktail with the Mexican style and Hawaii flavor, as well as the cheap and delicious Chinese snacks.

Address: 1106 B Boulevard Saint-Laurent, Montreal, QC H2Z 1J5, Canada

Le Speakeasy Montreal

Le Speakeasy Montreal has always been living a mysterious double-sided life in Montreal. During daytime, it is a common sandwich shop; at night, it turns into the paradise for drinkers. Every afternoon, after 5 PM, as soon as the bar's red light on the fridge is turned on, a nostalgic leisurely bar will appear. Bar visitors drink here, and enjoy the most comfortable moment of being slightly drunk.

Address: 120 Rue McGill, Montreal, QC H2Y 2E5, Canada

Now, you can board Air China's CA879 flight to fly directly from Beijing to Montreal, and experience the life of the romantic city.





地道的空中丝路美食等你品尝

文/国航 图/全景



俗话说：民以食为天，旅行对于热爱美食的人们来说，最大的意义就是吃！出去旅游，不仅要尽情玩，更要尽情吃回来！

丝绸之路，不仅是一条沟通中原、西域乃至欧洲、非洲国家的经济贸易路线，更是一条品味灿烂饮食文明的美食线路。作为丝绸之路之上独具风情特色的一站，那里的西域美食更是享誉世界！

为了让你在旅途中也能吃得更好，国航西安、银川、西宁、兰州等丝绸之路航线机上美食全面升级！在今年举行的“厉害了我的餐之一带一路”特色餐品选餐大会中，五地七家机上配餐公司共提供了上百道丝路佳肴！最终选出了21套两舱餐谱，包含两舱的正餐、轻正餐和点心餐；21套经济舱餐谱，包含经济舱正餐、轻正餐和快餐。更多丝绸之路特色餐品，让你在万米高空也能唤醒沉睡的味蕾！



北京站

麻辣鲜香，开胃爽口的椒麻牛肉；营养丰富，“天下第一鲜”的鱼羊鲜；色香味俱全的鸡肉臊子拌面……多种特色美食等你来尝！

西安站

香醇酥嫩，完整似葫芦的陕西葫芦鸡；外皮酥脆，风味独特的袈裟牛肉；劲道爽滑的长安3PLUS(臊子面)……美食之都西安航线的美食当然不止这些。

兰州站

肉质肥美，鲜嫩可口的丝路羊排；色泽金黄，鲜嫩浓香的静宁烧鸡；一清二白三红四绿五黄的兰州牛肉面……

银川站

清热补虚，味道鲜美的枸杞苗配黄金鱼排；肉质细腻，浓郁鲜香的中宁一品手撕鸡；美味、养生两不误的回乡八宝羊肉，热衷养生的银川美食欢迎你。

西宁站

口味香酥，肥而不腻的黄焖羊肉；味道鲜美的五香牦牛肉配沙律鱼排，那么多美食已经开始流口水了？然而，这些并不是全部。

机上西域特色美食还远远不止这些，还有许多美食等你亲自品鉴。欣赏沿途的风景，品味旅途的人情味。登上飞机的那一刻，美食之旅已经开始，珍馐美馔，期待与你在万里高空相遇。





Air China

Silk Road Specialty Food Tickle Your Taste Buds

Article/Air China Image/Quanjing



As the old saying goes, Hunger breeds discontentment. For people loving delicious food, what counts most in travelling is eating. Going out for travelling is more than a feast for the eyes, but eating heartily.

The Silk Road serves as an economic and trade route which connects the Central Plains with the Western Regions, even Europe and African countries. It is also a gourmet route showcasing brilliant catering civilizations along the road. As part of the Silk Road, the unique cuisines in the Western Regions enjoy great popularity across the world.

To provide a better catering service, Air China has updated its food on the flights along the Silk Road to Xi'an, Yinchuan, Xining, and Lanzhou. Besides,



a specialty cuisine selection conference "Amazing Cuisine along the Silk Road" was held in China this year. At the conference, seven in-flight catering companies in five provinces presented hundreds of Silk Road cuisines. 21 first- and business-class menus (including

formal meal, light meal and dessert) and 21 economic-class menus (including formal meal, light meal and fast food) were finally selected. Undoubtedly the plentiful selection of specialty cuisines here will awaken your sleepy taste buds at thousand-feet high above.

Flights to Beijing

Spicy, appetizing Pepper Beef with Onion;

A Pot of Fresh and Sheep praised as the "No.1 fresh dish", rich in nutrient;

Exquisite Noodles with Minced Dried Chicken.

More delicious dishes are served for your taste.

Flights to Xi'an

Tender Cucurbit Chicken: a famous Shaanxi dish

Deep-Fried Beef in Egg Roll Wrapper: Muslim cuisine; the beef is crisp with unique flavor;

Chang'an 3Plus: Minced Noodles with a chewy and smooth taste.

Dishes served on the Flights to Xi'an, city of gastronomy, include far more than mentioned.

Flights to Lanzhou

Silk Road Lamb Rack: fatty tender and delicious lamb;

Red-Cooked Chicken, Daokou Style: the chicken is tender in golden color;

Lanzhou Beef Noodles

Clear: the soup is clear with fragrance of beef.

White: slices of turnip are as white as snow.

Red: red peppered oil smells tempting.

Green: coriander and garlic bolts look fresh and green.

Yellow: noodle looks yellow and tastes chewy.

Flights to Yinchuan

Chinese Wolfberry with Fried Fish Steak: tasty, and beneficial to clearing away heat and tonifying;

Top-Class Shredded Chicken: a delicious and fragrant dish originated from Zhongning County, Ningxia.

Flights to Xining

Stewed Mutton in Rice Wine: delicious, fat but not greasy.

Tasty spiced yak meat served with salad



and fish fillet.

Have you already been tantalized by these appetizers? Yet, it's a small part of our dishes.

Specialty dishes of the Western Regions on our flights include far more than those and all of them will surely tickle your taste buds. Your gourmet journey will start after boarding the plane, a fabulous feast for your eyes and a delight to your taste buds. We are looking forward to meeting you in the sky.

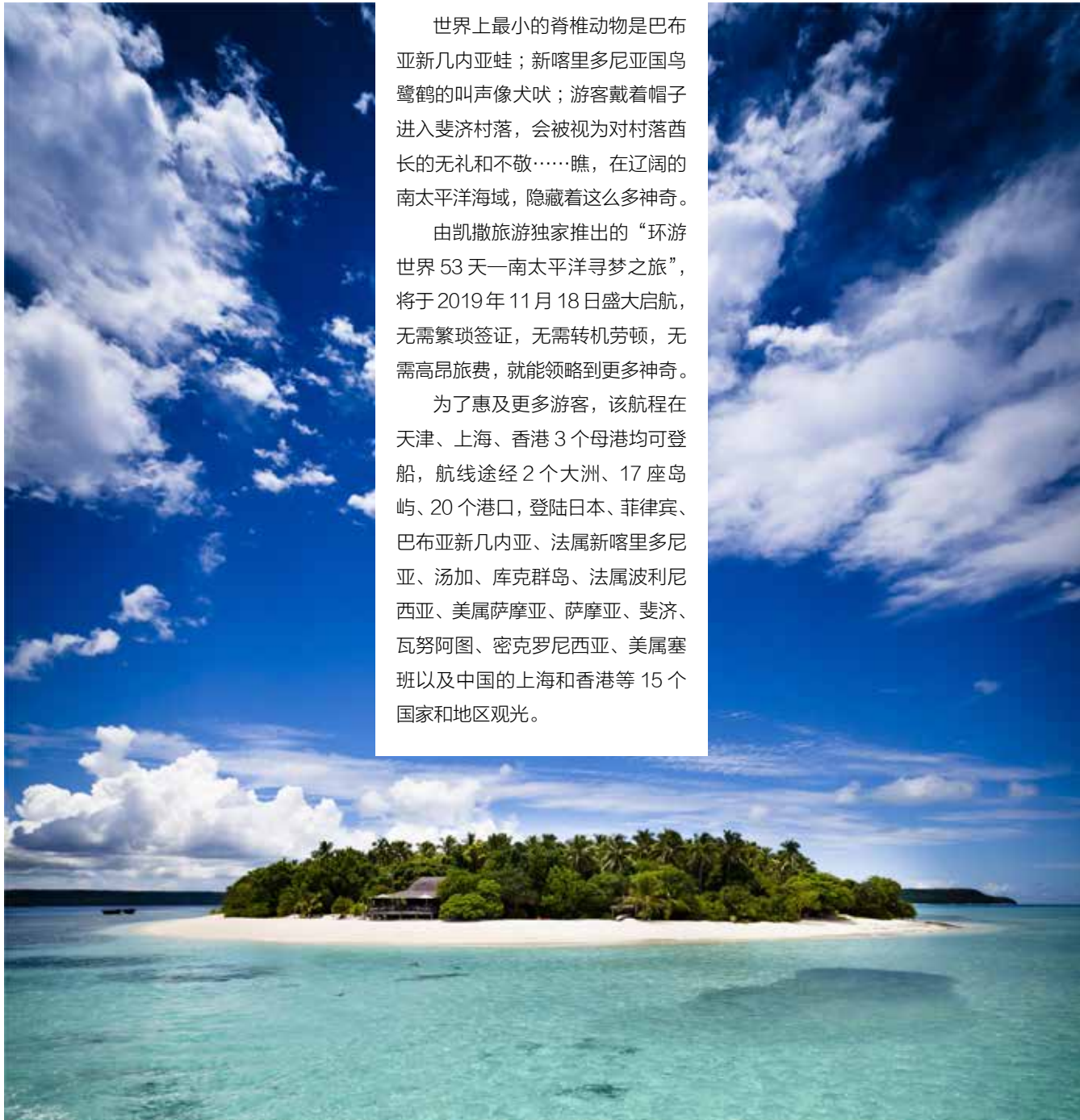
caissa 凯撒 53天畅游南太平洋 无需繁琐签证和转机劳顿

文/凯撒旅游 图/凯撒旅游、全景

世界上最小的脊椎动物是巴布亚新几内亚蛙；新喀里多尼亚国鸟鸢鹤的叫声像犬吠；游客戴着帽子进入斐济村落，会被视为对村落酋长的无礼和不敬……瞧，在辽阔的南太平洋海域，隐藏着这么多神奇。

由凯撒旅游独家推出的“环游世界 53 天一南太平洋寻梦之旅”，将于 2019 年 11 月 18 日盛大启航，无需繁琐签证，无需转机劳顿，无需高昂旅费，就能领略到更多神奇。

为了惠及更多游客，该航程在天津、上海、香港 3 个母港均可登船，航线途经 2 个大洲、17 座岛屿、20 个港口，登陆日本、菲律宾、巴布亚新几内亚、法属新喀里多尼亚、汤加、库克群岛、法属波利尼西亚、美属萨摩亚、萨摩亚、斐济、瓦努阿图、密克罗尼西亚、美属塞班以及中国的上海和香港等 15 个国家和地区观光。



其中，不仅有我们耳熟能详的海岛，更有一些常规团组无法前往的目的地。比如茉莉雅岛，它仿佛梦中的皇室花园，被火山、潟湖、瀑布、沙滩、椰子树和棕榈树所覆盖；汤加是世界上最先开始新一天的国家，努库阿洛法是汤加王国政府、王室所在地，这里有许多珍奇的热带动植物、环礁及潟湖、火山湖；“欢迎来到天堂”是对神秘岛最好的比拟，飞机无法抵达这里，岛上有大片白色细沙的珊瑚滩，是游泳和浮潜的好地方……

别看要游历 17 座岛屿，却无需繁琐签证，无需高昂旅费，更可全程免除转机、更换酒店、反复整理行李的困扰。船上艺术气息浓郁，娱乐设施齐全，有多种餐饮选择，还有全程中文服务和专业医疗保障。而且，从书法、绘画、瑜伽到地理、摄影、养生，从课程、演出到趣味比赛等，船上活动可谓丰富多彩。值得一提的是，您还将在船上度过感恩节、圣诞节、元旦，穿越国际日期变更线，触摸消失的时间，见证跨越赤道的时刻。

两年前，2006 名游客随同凯撒旅游，历时 46 天完成了可以载入旅游史册的南太平洋环游之旅，受到沿途国家和港口城市的政府及当地民众高规格的欢迎与礼遇。而今，凯撒旅游邀您重返这片美丽大洋，寻一个星辰与大海的梦。



53-Day Tour Around the South Pacific Without Visa or Transfer

Article/CAISSA Touristic Image/CAISSA Touristic & Quanjing



The world's smallest vertebrate is the Papua New Guinea frog; New Caledonia's national bird kagu barks like a dog; tourists who enter a Fijian village wearing hats will be considered rude and disrespectful to village chief... Look, there are so many wonders hidden in the vast South Pacific waters.

The "53-Day Tour around the World – Dream Tour in the South Pacific", launched exclusively by CAISSA Touristic, will set sail on November 18, 2019. You can experience more wonders without complex visa procedures, tiring connecting flights or high travel costs.

For convenience, tourists can embark in Tianjin, Shanghai or Hong Kong. Along the way, there are 2 continents, 17 islands and 20 ports. Tourists will visit 15 countries/regions including Japan, the Philippines, Papua New Guinea, French New Caledonia, Tonga, Cook Islands, French Polynesia, American Samoa, Samoa, Fiji, Vanuatu, Micronesia, American Saipan and China's Shanghai and Hong Kong.

Among them, there are not only well-known islands that we are familiar with, but also some destinations that conventional tour groups can't go to. For example, Moorea, like the royal garden in dreams, is covered by volcanoes, lagoons, waterfalls, beaches, coconut trees and palms. Tonga is the first country in the world to start a new day; Nuku-



alofa is the seat of the government and royal family of the Kingdom of Tonga; there are many rare tropical plants and animals, atolls, lagoons and volcanic lakes. "Welcome to Heaven" is the best analogy to the Mysterious Island which can't be reached by plane; covered with coral beaches of white sand, the island is a good place for swimming and snorkeling...

Although you will travel to 17 islands, you don't need to handle the complex visa procedures, pay high travel costs, change planes or hotels, or pack up things repeatedly. The ship has a rich artistic atmosphere and complete entertainment facilities, providing a variety of dishes and drinks, as well as Chinese service and professional medical care during the whole voyage. Moreover, the

activities on board are colorful, including calligraphy, painting, yoga, geography, photography, health care, courses, performances and interesting competitions. It is worth mentioning that you will spend Thanksgiving Day, Christmas Day and New Year's Day on board, cross the International Date Line, touch the vanishing time and witness the crossing of the equator.

Two years ago, 2,006 tourists went on a 46-day tour around the South Pacific with CAISSA Touristic, which can go down in the history of tourism, and were highly welcomed and treated by the governments of countries and port cities along the route as well as the local people. Now, CAISSA Touristic invites you back to this beautiful ocean, seeking a dream of stars and sea.





四季酒店

私人飞机

2019年最新行程

——精彩世界: 冒险之旅

文、图/四季酒店

四季酒店集团近日宣布 2019 年最新行程——精彩世界：冒险之旅。四季酒店私人飞机系列行程吸引了大量旅行者的关注，在其首次面世就收获销售佳绩。为了满足更多旅客的需求，为期 24 天的冒险之旅将在 2019 年秋季重新启航，带领宾客探索九个不同目的地，让宾客全程感受四季酒店始终如一的贴心服务和对细节的至臻追求。

“我们私人飞机业务的成功，证明了我们了解现代奢侈品消费者的需求，并在每一个环节打造四季非凡体验，为宾客奉上无与伦比的至佳服务”，四季酒店集团总裁兼首席执行官艾伦·史密斯(J. Allen Smith) 说道，“四季私人飞机之旅的每一个元素都经过精心策划，它将专属行程、当地专家和贴心服务结合在一起，为宾客呈现超乎期待的体验。我们推出了前所未有的旅行线路，在奢华旅行者的巨大需求之下，我们在 2018 年创下了全新销售记录，并将在 2019 年推出另一条精彩行程。”

2019 年四季酒店私人飞机行程推出全新“精彩世界：冒险之旅”旅线，该计划还包括“燃情拉美:探索之旅”(2019 年 2 月 9 日—2 月 24 日)、“澎湃世界:环球之旅”(2019 年 3 月 25 日—4 月 17 日)、“全球经典：环球之旅”(2019 年 9 月 17 日—10 月 10 日)。这一包

罗万象的行程包括所有飞行旅程、地面交通、短途旅行、全程餐饮以及四季酒店的奢华入住体验。

史密斯补充道：“在这一全新行程中，我们将再次邂逅卢旺达的辉煌和波哥大的多彩街道，让宾客收获独特的体验，铭记难忘的目的地，以此定义四季私人飞机体验。随着我们的宾客越来越渴望在四季私人飞机行程中探索更多冒险体验，我们的线路也将继续增加，在全球奢华旅行中做出更多突破，创造无限可能。”

从 2019 年 10 月 23 日到 11 月 15 日，“精彩世界：冒险之旅”将带着旅行者横跨四大洲，体验僻静的海滩、繁华热闹的市场和独一无二的短途旅行。即使是在参观卢旺达和加拉帕戈斯群岛等避世之地，旅行者们依然能尊享四季的周到服务。预订之后，四季将根据客人的兴趣打造专属活动，为宾客奉上定制旅程。在 4 万英尺的高空飞行时，将由四季专业团队——包括宾客体验总监、机上礼宾员和行政总厨，为宾客奉上传奇四季服务。

开启“精彩世界：冒险之旅”体验

西雅图－京都－巴厘岛－塞舌尔－卢旺达－马拉喀什－波哥大－加拉帕戈

斯群岛－迈阿密

旅程开始于西雅图，在那里，宾客们会在奇胡利玻璃艺术园的欢迎晚宴上邂逅四季团队，纵览当地艺术家戴尔·奇胡利栩栩如生的作品，在这座城市标志性的太空针塔的背景下熠熠生辉。宾客还可以体验派克市场的私人导览，或者从水上飞机上俯瞰西雅图，在郁郁葱葱的森林和水道上翱翔天际。

在京都，宾客可以和禅师一起练习冥想，或者在剑战中学习武士的艺术。美食家们可以在四季主厨的引导下，在当地人称为“京都厨房”的锦市场探索这座城市的烹饪文化。随后，宾客们可以沿着岚山竹林中蜿蜒的小路骑行。

在巴厘岛，追求刺激的旅行者可以开始一场激流勇进的冒险，在瀑布下的爱咏河上漂流。当旅行者们参观帕克里逊河沿岸的几座水神庙时，宾客们可以踏入神圣的水池中，并在僧侣的带领下进行传统泉水净化仪式，充分感受巴厘岛丰富的宗教传统。在乌布当地导游的帮助下，宾客可以随心购买心仪的纪念



品，专业导游熟知蜡染花布、皮革制品和银首饰的所有热门购买地。

冒险之旅的下一阶段将旅行者带至塞舌尔群岛，在那里，宾客可以融入岛上的生活节奏，尽情享受山畔美墅下的白色沙滩。经过短暂飞行，前往普拉兰岛，宾客们可以去探索联合国教科文组织认定的马埃谷地自然保护区，在这个保存完好的生态系统中，客人们可以在独一无二的巨大椰子树下漫步。

在卢旺达，四季酒店与当地的精品酒店展开合作，在维龙加山脉的中心地带奉上独特而又原汁原味的体验。维龙加山是珍稀濒危山地大猩猩的天堂，自然专家将陪同宾客徒步穿越美丽的竹林，在那里他们将与这些濒临灭绝的生物进行面对面的交流，收获极为宝贵而又受益匪浅的野生动物亲密体验。

下一站是充满异国情调的皇城马拉喀什，这里有丰富多彩的文化传统、繁



华热闹的集市和令人惊叹的风景，无不让旅行者们醉心于摩洛哥的景色、声音和味道。宾客们将在柏柏尔村与当地家庭共同品茗、享受一顿传统的摩洛哥午餐，然后骑着骡子前往崎岖的阿特拉斯山脉。宾客们将进行一次私人购物之旅，向导随时奉上购买柏柏尔地毯和当地美食的专业意见，而一位传统的摩洛哥烹饪专家则会带领宾客前往诱人的食物和香料市场。宾客们还将有机会参观在 20 世纪 20 年代由画家 Jacques Majorelle 设计、并由伊夫·圣·罗兰和皮埃尔·贝杰细心修复的郁郁葱葱的马约尔花园。

在波哥大，旅行者们将品尝来自著名的圣阿尔贝托咖啡馆的新鲜烘焙咖啡。在参观这座城市的历史中心时，旅行者们可以参观波特罗博物馆，这里展示着艺术家费尔南多·波特罗、巴勃罗·毕加索和萨尔瓦多·达利的作品。一位当地艺术家将带领宾客穿过一个被充满活

力的户外壁画完全改头换面的街区，拍摄一组色彩鲜艳的纪念照片。希望学习一项新技能的宾客还可以选择一个私人的萨尔萨舞课程。在这个美食爱好者的天堂，不去探索当地料理的旅程绝对是不完美的。宾客将在主厨带领下展开一场 Paloquemao 市场的旅行，随后享用一顿精心准备的午餐，品尝来自本地最佳食材的美味佳肴。

在参观加拉帕戈斯群岛时，旅行者们将搭乘四季私人飞机乘客专属的私人游船“银加拉帕戈斯”号，进行为期 3 天的游轮之旅，探索自然奇观。旅行者将在浮潜之旅中惊叹于海龟、海鬣蜥和加拉帕戈斯企鹅。在阳光下享受一段悠闲时光后，宾客可以享受按摩或喝一杯鸡尾酒放松身心。

迈阿密是这段冒险之旅的终点站，宾客们可以欣赏到城市天际线和比斯坎湾的美景。在最后这段旅程中，宾客们可以在泳池边凉亭下放松，或者预定一次水疗体验，然后在这座“魔法之城”睡前小酌，为难忘的旅途画上圆满的句号。

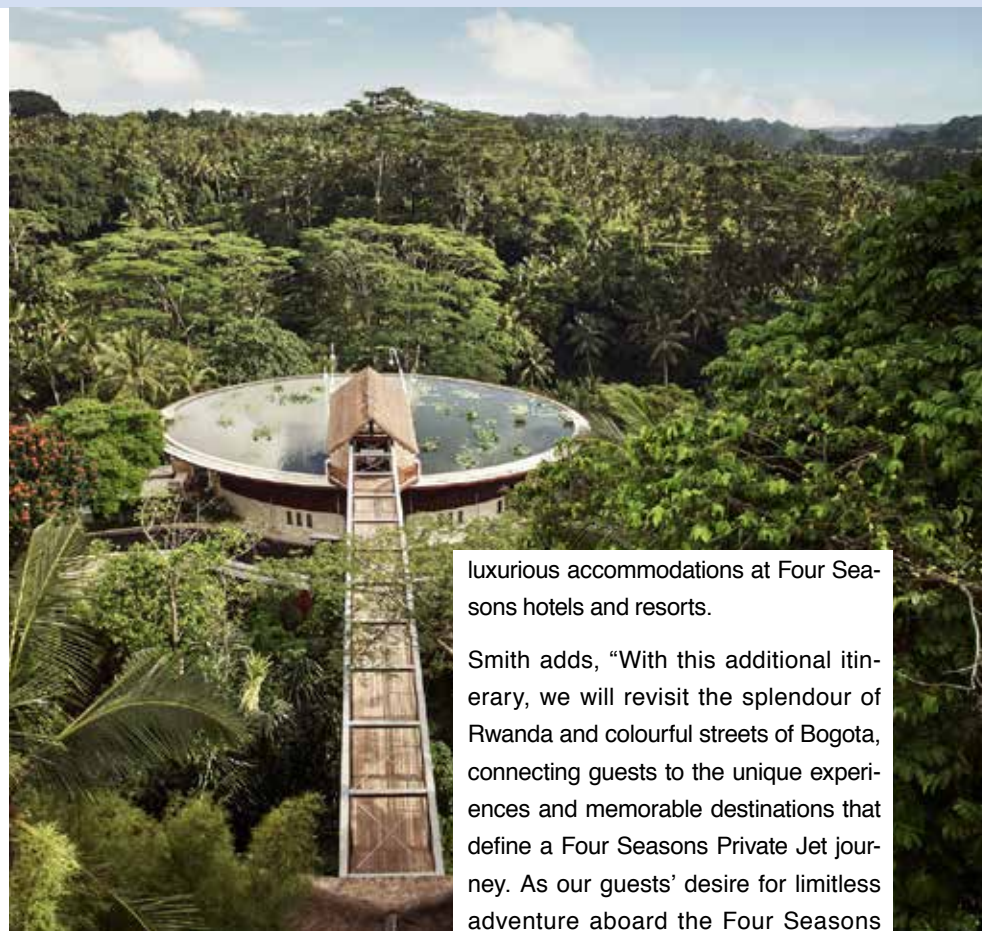
Demand for the Four Seasons Private Jet Experience Soars with “World of Adventures” Addition to 2019 Roster

Article&Image/Four Seasons Hotels and Resorts

Four Seasons Hotels and Resorts, the world's leading luxury hospitality company, today announced the addition of the highly sought after World of Adventures itinerary to the 2019 Four Seasons Private Jet lineup. The coveted itinerary garnered an overwhelming amount of interest, selling out in its inaugural year. In response to popular demand, the 24-day trip of a lifetime will take flight again in fall 2019, offering guests a second opportunity to explore nine destinations while enjoying the attention to detail and thoughtful service synonymous with Four Seasons.

“The success of our Private Jet program speaks to our ability to understand the needs of the modern luxury consumer and craft an end-to-end Four Seasons experience that is unmatched in the market,” says J. Allen Smith, President and CEO, Four Seasons Hotels and Resorts. “Each element of a Four Seasons Private Jet journey is impeccably curated, combining exclusive access, local expertise and high touch service into one seamless offering that consistently exceeds expectations. We are delivering an incredibly unique product and the demand from luxury travelers has been nothing short of remarkable, driving a record sellout in 2018, and the addition of another journey to our 2019 lineup.”

The additional World of Adventures



luxurious accommodations at Four Seasons hotels and resorts.

Smith adds, “With this additional itinerary, we will revisit the splendour of Rwanda and colourful streets of Bogota, connecting guests to the unique experiences and memorable destinations that define a Four Seasons Private Jet journey. As our guests’ desire for limitless adventure aboard the Four Seasons Private Jet continues to grow, so will the breadth of our offerings, as we push the boundaries of what is possible when it comes to international luxury voyages.”

From October 23 to November 15, 2019, the World of Adventures journey will introduce passengers to secluded beaches, bustling markets and one-of-a-kind excursions across four continents. Even while visiting the remote destinations

of Rwanda and the Galapagos Islands, passengers remain in the care of Four Seasons – an experience available only to Four Seasons Private Jet guests. Directly after booking, an ideal journey is crafted by matching guest interests with exclusive activities for a fully customized experience. When cruising at 40,000 feet, guests are accompanied by a team of Four Seasons professionals, including the Director of Guest Experience, On-Board Concierge, and Executive Chef.

Unlock the “World of Adventures” Experience

Seattle - Kyoto - Bali - Seychelles - Rwanda - Marrakech - Bogota - Galapagos Islands - Miami

The journey begins in Seattle, where travelers are introduced to their Four Seasons team during a welcome dinner at Chihuly Garden and Glass, where local artist Dale Chihuly’s vibrant creations glow against the backdrop of the city’s iconic Space Needle. During their stay, guests can join a private tour behind the scenes of Pike Place Market or take in a birds-eye view of Seattle from a seaplane, soaring high above evergreen forests and waterways.

While in Kyoto, guests can practice meditation with a Zen master or learn the art of the samurai with a private lesson in sword combat. Foodies can join Four Seasons chefs in an exploration of the city’s culinary culture at the Nishiki Market, nicknamed “Kyoto’s Kitchen” by locals. Later, guests can board a rickshaw for a ride along the winding path and dense forest of the Arashiyama Bamboo Grove.

In Bali, thrill-seekers can embark on a white-water rafting adventure, paddling along the rapids of the jungle-lined Ayung River beneath cascading water-

falls. While visiting several water temples along the Pakerisan River, guests can immerse themselves in Bali’s rich heritage of spirituality with a dip in a sacred pool and a water purification ritual led by a temple priest. Souvenir shopping is made easy with the help of a local tour guide in Ubud who knows all the best hotspots for batik fabrics, leather goods, and silver jewellery.

The next phase of the World of Adventures journey brings travellers to Seychelles, where guests can set their watches to island time as they enjoy white-sand beaches beneath a hillside retreat. A quick flight to the island of Praslin allows guests to explore the UNESCO-listed Vallée de Mai Nature Reserve, a well-preserved ecosystem where one can stroll under enormous coco de mer palm trees found nowhere else on Earth.

In Rwanda, Four Seasons has partnered with local boutique accommodations to deliver a truly unique and authentic experience in the heart of the Virunga Mountains, a haven for rare and endangered mountain gorillas. An expert naturalist guide will accompany guests on a hike through beautiful bamboo forests where they will come face-to-face with the endangered creatures, providing a rare and rewarding wildlife experience.

Next stop, the exotic imperial city of Marrakech, which offers colourful traditions, bustling markets and awe-inspiring views, allowing travelers to revel in the sights, sounds and flavours of Morocco. Guests will share tea and a traditional Moroccan lunch with a local family in a Berber village, travelling by mule to the rugged Atlas Mountains. A private shopping expedition offers expert tips on where to shop for Berber carpets and local delicacies, while a specialist in tra-

ditional Moroccan cooking leads guests through lively food and spice markets. Guests will also have the opportunity to explore the lush Majorelle Garden, built in the 1920s by painter Jacques Majorelle, and lovingly restored by Yves Saint Laurent and Pierre Bergé.

In Bogota, visitors will sip on fresh-roasted coffee from the famed Café San Alberto. While visiting the city’s historic centre, travelers can explore Museo Botero, showcasing the work of artists Fernando Botero, Pablo Picasso and Salvador Dalí. For a colourful photo op, a local artist will lead guests through a neighbourhood that has been completely transformed by vibrant outdoor murals. Guests hoping to learn a new skill can even opt for a private salsa lesson. A trip to this food lover’s paradise wouldn’t be complete without exploring the local culinary scene. Guests will be treated to a chef-led tour through Paloquemao market, followed by a curated lunch, sampling gourmet dishes using only the best locally-sourced ingredients.

When visiting the Galapagos Islands, guests will explore one of the world’s natural wonders on a three-night cruise aboard a private ship, the Silver Galápagos, exclusive to Four Seasons Private Jet passengers. Snorkeling excursions offer guests the chance to marvel at sea turtles, marine iguanas and Galapagos penguins. After enjoying some time in the sun, guests can unwind with a massage or relax with a cocktail in hand.

The adventure of a lifetime wraps up in Miami, where guests will take in spectacular views of the city’s skyline and Biscayne Bay. During the last leg of their journey, guests can relax in a poolside cabana or book a spa treatment before toasting to their travels with one last nightcap in the “Magic City.”



3月25日起,香港航空将开通香港-旧金山航线,首航前夕,香港航空宣布与旧金山当地星级大厨Chris Cosentino达成合作,将携手为商务舱旅客打造全新空中餐饮体验。Cosentino作为全美顶级厨艺大赛的优胜者,将创新融入到经典的旧金山菜式中,创办了独具特色的Cockscomb餐厅,享誉盛名。

主厨Cosentino表示:“很高兴能与香港航空开展这个令人兴奋的合作项目。香港航空重视服务,凡事以客为先,我很期待成为其中一员。香港是我着迷多年的地方,香港航空新开通的直航服务,让更多人得以探索这个充满活力文化和丰富美食的城市,实在令人兴奋。”

全新设计的菜单由12道新款菜式组成,包含了一系列头盘、主菜和甜品,这些时令菜肴将定期调整;代表菜式包

括火烧牛油果配石虾、烩牛肋肉配白豆蓉、红枣姜太妃蛋糕等。以上餐食将首先供应旧金山出发航班的商务舱,随后陆续扩展至洛杉矶航班。

香港航空始终致力于为乘客提供极致的乘机服务体验,此次跟星级大厨Chris Cosentino的合作,是香港航空继与海景嘉福洲际酒店中菜厅海景轩、温哥华皇朝海鲜酒家、曼谷蓝象餐厅和最近的香港名厨蔡家富先生合作后,在机上餐食领域的进一步创新。

香港航空首席品牌官刘江先生表示:“香港航空一向致力于为客户提供最佳的空中餐膳体验。继早前与多位名厨及著名食府合作后,我们非常高兴能合作星级名厨Cosentino,其炮制的丰盛菜单不但展示了旧金山的地道美饌,更充满了个人独特风格。”



香港航空旧金山航线自3月25日起开航,每周四班,将以全新的空客A350-900型号客机执飞,商务舱乘客更可享受180度平躺舒适体验。这也是香港航空继温哥华、洛杉矶之后开通的第三条北美航线。香港航空于2016年庆祝十周年,全球网络覆盖亦快速增长,短时间内已新开通超十个新航点。公司将于2020年接收共21架空A350客机,支持长航线营运。

Hong Kong Airlines: Celebrity Chef Chris Cosentino Brings Culinary Flair to the Skies

Article&Image/Hong Kong Airlines

Hong Kong Airlines has announced a new culinary collaboration with San Francisco-based celebrity chef and television personality Chris Cosentino, before its inaugural flight to San Francisco. Chef Cosentino is known for his San Francisco restaurant, Cockscomb, where he reinterprets classic San Francisco dishes by adding his own unique twist. He is also known as the winner of Top Chef Masters, a contestant on The Next Iron Chef and his appearance on Iron Chef America in addition to his extensive work raising awareness and funds for Chefs Cycle for No Kid Hungry, a national charity fighting to end childhood hunger.

“I’m thrilled to be collaborating with Hong Kong Airlines on this exciting project. There are so many similarities between what I do at Cockscomb every day and what they do in the air so there was a natural synergy from the beginning. I’m really looking forward to being a part of another group that puts their guests first and truly values hospitality above all else. I’ve been mesmerized with Hong Kong for years and am excited that more people will get to explore its vibrant culture and rich culinary history via this new route.”

Hong Kong Airlines is bringing Chef Cosentino’s flair for innovative cuisine onboard its flights out of San Francisco, and will offer a new Business Class



inflight menu consisting of delectable dishes – described by the chef as “big in flavor, rich in texture”. Chef Cosentino has designed a comprehensive menu of 12 dishes, consisting of a series of appetizers, main courses and desserts that will be rotated regularly. Highlights include charred avocado with rock shrimp remoulade and red sorrel; braised beef short rib in Burgundy demi sauce with white bean puree and pickled pepper garlic broccolini; and ginger dates and toffee cake, topped with whipped cream and dried sugar dates. Chef Cosentino’s new menu will also be expanded to flights out of Los Angeles later in the year.

Chris Cosentino is the latest culinary talent to partner with Hong Kong Airlines, following the likes of other eye-catching names such as Hoi King Heen restaurant at the Intercontinental Grand Stanford Hong Kong; Dynasty Seafood Restaurant in Vancouver; Blue Elephant in Bangkok and most recently, Hong Kong chef Gabriel Choy.

Mr George Liu, Hong Kong Airline’s Chief Marketing Officer, commented: “Hong Kong Airlines remain committed to offering the very best inflight dining experience to our customers. Having already previously worked with several well-established names within the culinary field, we are now extremely excited to partner with Chef Cosentino who has created a hearty menu filled with dishes that showcase popular San Franciscan cuisine with his very own signature twist.”

Hong Kong Airlines will launch its new four-time weekly service between San Francisco and Hong Kong on Sunday, 25 March 2018. The City by the Bay will become the airline’s third destination in North America, following the successful launch of services to Vancouver and Los Angeles in 2017. Hong Kong Airlines has added more than 10 new destinations to its fast-growing network since its 10th anniversary in 2016. It will take delivery of 21 Airbus A350s by 2020.



庆港珠澳大桥通车



香港航空 推限时优惠献礼大湾区

文/香港航空 图/全景

香港航空为庆祝港珠澳大桥通车，特别为“大湾区优悠通—空巴篇”旅客推出限时奖赏，当中包括机票折扣代码及回程车票两大独家优惠。凡已购买香港航空机票的内地始发中国旅客，凭指定往来香港的中旅或三通车票、香港航空当日登机牌及中国内地身份证明文件，于香港国际机场指定柜台登记，即可获得最高 400 元人民币的机票折扣代码及有机会获得回程车票。

香港机场是世界上最繁忙的机场之一，也是连接中国和世界的重要窗口。2017 年，香港航空推出“大湾区优悠通”空船篇套票，旅客可乘船便捷来往香港机场与澳门外港码头、深圳蛇口、福永

及虎门码头、广州莲花山港及中山港，一票即可优悠通行航空与海上旅程并直挂行李。旅客可灵活购买 6 个月内来回机票及船票，并可直接领取 120 元港币离境安检税、节约排队时间，以优惠的价格、更便捷的方式由香港国际机场出发，畅行海外。

随着高铁和大桥贯通，粤港澳大湾区“一小时生活圈”逐步形成，香港航空将“大湾区优悠通”进一步升级，推出空巴篇套票。旅客可尊享机 + 车打包一票通的优惠及便利，于指定旅行社以优惠价订购接驳大湾区的跨境客车服务，轻松穿梭大湾区。内地始发中国旅客于香港国际机场登记成功后可享有机票折

扣代码及有机会获得回程车票的限时礼遇。而外地始发旅客可于港航假期预订抵达香港的航班机票，尊享机 + 车打包一票通的优惠及便利，抵达香港国际机场后，凭行程单于机场跨境汽车公司柜台换领车票即可轻松出行。

同时，香港航空的登机牌优惠则为旅客出行增添一份趣味和便利。旅客在指定商店出示香港航空登机牌，即可在餐饮、酒店住宿、美容保健、娱乐及观光景点、购物及生活、电信和交通各种服务享用优惠及折扣，包括台北、温哥华等多地贵宾室折扣、香港多家富豪及富荟酒店、香港海洋公园、澳门银河等多家商户提供不同折扣等。

Hong Kong-Zhuhai-Macao Bridge Opens, Hong Kong Airlines Has Launched Limited Time Preferential Offer to Greater Bay Area

Article/Hong Kong Airlines Image/Quanjing

To celebrate the opening of the Hong Kong-Zhuhai-Macao Bridge, Hong Kong Airlines has specially launched a limited time preferential offer for “Greater Bay Area Leisure Pass---Air-Bus Section” passengers. The offer includes two exclusive parts: an airline ticket discount code and a return bus ticket. Chinese passengers who buy Hong Kong Airlines tickets and depart from the Chinese mainland, can get a ticket discount code worth up to 400 RMB and have a chance to get a return bus ticket, as long as they have a designated CTS or “Santong” ticket for entering or exiting Hong Kong, the boarding pass for the day of travel from Hong Kong Airlines, and an identity document of the Chinese mainland, and register at the designated reception desk of the Hong Kong International Airport.

The Hong Kong International Airport, recognized as one of the busiest airports in the world, is also an important window connecting China and the world. In 2017, Hong Kong Airlines launched the “Greater Bay Leisure Pass” air-ferry section package ticket. Passengers can board a ferry and conveniently travel to and from the Hong Kong International Airport, Terminal Marítimo of Macao, Shekou of Shenzhen, Fuyong and Humen Terminals,

Guangzhou Lianhuashan Port, and Port of Zhongshan. With the Leisure Pass you can travel by air or by sea and send your luggage to your final destination. Passengers can flexibly purchase the round-trip airline tickets and ferry tickets within six months, and can directly receive the 120 Hong Kong Dollars departure security tax and save your time by not having to queue. Passengers can travel from the Hong Kong International Airport to foreign nations with more convenient means and less money.

With the opening of the high-speed train service and the bridge, the Guangdong-Hong Kong-Macao Greater Bay Area’s “one hour living circle” gradually comes into form, and Hong Kong Airlines further updated the “Greater Bay Area Leisure Pass” and has launched the Air-Bus Section package ticket. Passengers can enjoy the preferential offer and convenience of the airline + bus packaging one ticket pass, and book the cross-border bus services to and from the Greater Bay Area with cheaper prices, and freely travel around the Great Bay Area. After the Chinese passengers departing from the Chinese mainland have successfully registered at the Hong Kong International Airport, they can enjoy the airline ticket discount code

and have the opportunity to receive the limited time gift of the return bus ticket. Passengers with departing flights from other places can book flight tickets to Hong Kong during Hong Kong Airlines’s holidays, and then enjoy the preferential offer and service of the airline + bus packaging one ticket pass. After arriving at the Hong Kong International Airport, you can receive a bus ticket with your travel itinerary at the reception desk of the airport cross-border bus company. Then, you can freely travel.

At the same time, the preferential treat of Hong Kong Airlines’s boarding pass adds some fun and convenience to the passengers traveling from place to place. Passengers who show their Hong Kong Airlines’s boarding pass in the designated stores can enjoy preferential offers and discounts when they dine, check into hotels, visit health-care and beauty stores, visit entertainment areas and scenic spots, go shopping, live their life, and complete their telecommunications and transport services, including VIP guest room discounts in Taipei, Vancouver and other cities, as well as different kinds of discounts provided at Regal and iclub Hotels in Hong Kong, Ocean Park Hong Kong, Galaxy Macau and other businesses.



再次升级出游中“牛跟班”服务 “牛小二”让旅游更简单

文/途牛 图/全景、途牛

途牛旅游网联合中国旅行社协会发布的《2018 春节黄金周旅游趋势报告》显示,2018 年春节期间,在旅游消费持续升温的情况下,旅游过年、出国过年成为用户热门选择。

随着春节脚步渐近,为了提升客户体验,途牛进一步升级“牛跟班”服务,将覆盖品类由自助游扩展至机票、酒店,同时细化了出游中服务内容,并专门组建“牛小二”团队,为客户提供出游中“一对一”专属服务。

此次“牛跟班”服务升级,恰逢2018 年春节旅游旺季到来之前,将有效助力更多出行、出游客人,并进一步增强途牛在旅游市场的竞争力。

“牛跟班”服务迁移至微信平台 打造出游中求助“神器”

近年来,大众在旅游方式的选择上,对比跟团旅游,自由随性的自助游受到越来越多消费者的青睐。艾瑞数据显示,中国在线自助游市场保持高速增长,2016 年市场交易规模达到 545.2 亿元,预计 2019 年中国在线自助游市场交易规模将超 1100 亿元。

在这一市场趋势下,2016 年年初“牛跟班”推出时,以途牛旅游 APP 为运行载体,首先将服务对象聚焦在出境自由行客人身上。这是由于相比国内自助游,出境自由行更需要游客具有一定的旅行经验以及进行充分的行前准备。“牛跟班”推出之后,受到众多出境自由行客户的



青睐,2016 年 2 月上线试运营至今已成为出境自由行客户最贴心的求助“神器”。2017 年,在出境自由行市场大受追捧的情况下,途牛将“牛跟班”服务延伸至国内自助游领域,旨在覆盖更多自助游客人。

近日,为了给自助游客人提供更便利的出游中沟通渠道,途牛将“牛跟班”服务迁移至微信平台。与此同时,“牛跟班”服务对象从自助游客人延伸到了机票、酒店客户,覆盖群体进一步扩大。

“牛跟班”目前已形成“微信群组



+‘牛小二’解答+旅友互动”的成熟模式,成为越来越多游客的出游伴侣。凡是预订途牛自助游、机票、酒店的客户,都会在出游前 3 天至一周内,被邀请进相应微信群,进行信息交流甚至结伴出游。

Tuniu Upgrades “Niu Attendant” On-Trip Service Again, “Niu Waiter” Makes Travel Simpler

Article/Tuniu Image/Quanjing&Tuniu

ence, and the coverage of it will expand to airline tickets and hotel bookings from the self-service travel channel. At the same time, it has also specified the service details on a trip, and specially set up the “Niu Waiter” team to provide the exclusive “One on One” service for its customers during their travel.

This “Niu Attendant” service upgrading, which just took place before the 2018 Spring Festival tourist season, will be helpful to more tourists during their trips, and will further enhance the competitiveness of Tuniu in the tourism market.

“Niu Attendant” Service Moves to WeChat, Aimed at Creating a “Super Assistant” for Travelers

In recent years, when people choose their methods of travel, more and more consumers prefer the freestyle self-service travel as opposed to the packaged tours. According to iResearch, China’s online self-service travel market keeps growing rapidly. In 2016, the total market transaction amount reached 54.52 billion yuan. It is predicted that China’s online self-service travel market transaction amount will reach beyond 110 billion yuan by 2019.

Under this market trend, when the “Niu Attendant” was launched at the beginning of 2016, with the Tuniu travel app as the operating platform, the service was bound to serve the people who prefer independent travel. Compared

with Chinese domestic self-service travel, the tourists that prefer outbound independent travel have had some previous travel experience as well as enough preparation before they travel. Since the “Niu Attendant” was launched, its service has been favored by a large number of outbound independent travelers. From its launch in February 2nd, 2016 until now, it has become the most considerate “Super Assistant” for outbound independent travelers asking for help. In 2017, when the outbound independent travel market celebrated its prosperous season, Tuniu expanded the “Niu Attendant” service to the Chinese domestic self-service travel market, showing its determination to serve more self-service travelers.

Recently, to provide the self-service travelers with more convenient channels for communication, Tuniu moved the “Niu Attendant” service to WeChat. Meanwhile, those that the “Niu Attendant” is bound to serve have been expanded from self-service travelers to guests who book airline tickets and hotels.

The “Niu Attendant” has already formed the “WeChat Group + ‘Niu Waiter’, Answer + Travel Interaction” model, and has become a travel assistant for more and more travelers. Anyone who books Tuniu self-service tours, airline tickets, and hotels will be invited to join the corresponding WeChat group within three days to a week, for the sake of information sharing or even traveling together.

U-tour 众信旅游

发布2018年度产品

U-tour Design引领旅游业创造潮流

文/众信旅游 图/全景、众信旅游



近日，众信旅游在北京发布 2018 年度产品，积极响应 2018 年全国旅游工作会议部署发展“优质旅游”的中心任务，以“U-tour Design”为核心理念，从产品制造向产品创造进一步升级，主打“设计师系列”、“一家一团系列”、“五天年假系列”、“达人带路系列”四大原创品牌产品系列，强调旅行产品的创造力、品质感和服务性，旨在满足新时代广大消费者的旅游美好生活需要。

用户思维推动创新发展

作为国内领先的出境综合服务商，众信旅游在 2018 年度产品的研发中，依然彰显消费者至上的价值取向。众信旅游市场品牌总监马楠介绍说，旅游行业发展到今天已经不再拘泥于模



专业设计引领旅行产品创造

众信旅游 2018 年重磅推广的四大主打产品系列主要是近两年深受市场欢迎的特色品牌，延续了一贯的产品主张和服务品质，并进一步优化升级，以“U-tour Design”定义旅行产品设计美学，顺应旅游消费从大众到个性、从体验到社交的发展潮流，充分展现了旅行生活方式的多样性和精致度，也体现了众信旅游作为产品创造者的专业和远见。

设计师系列：全新创造的产品系列，甄选众信旅游 12 位有情怀的资深产品设计师，他们秉承对旅行的热爱和旅游事业的执着，创造有灵魂的好产品。“战斗民族体验记·深度俄罗斯 8 日游”、“陪伴的力量 宝贝成长在台湾”等一系列倾注了设计师智慧和心血的产品，带有鲜明的性格色彩和社群属性，有望成为 2018 年市场爆款。

一家一团系列：专为家庭游消费群体设计的独创品牌系列产品，专属、自由、私密、省钱、省心、放心，代表着家庭旅行新趋势。从 2012 年的 U-MINITOUR 到 2016 年底的“一家一团”，众信旅游为提升家庭游品质持

续迭代更新，追求完美细致，让服务更有温度。2018 年众信旅游“一家一团”系列精心设计了 74 条优质产品，一年 365 天、全球主要旅游目的地随时都可出发，并根据家庭成员不同的组合形式，分成 4 大系列，提供精致家庭旅行生活私享体验。

五天年假系列：定义为“属于年轻上班族的半自助旅行”，创造 N+X 的产品模式，即 N 天特色行程、X 天自由活动。该系列 36 条产品全部按照假期时间合理设计产品团期及行程天数，行程安排符合年轻人喜好的新奇体验活动、时尚购物场所、特色美食等，定价符合年轻上班族消费水平，建立起独特的产品竞争优势。

达人带路系列：众信旅游已成功运营 2 年的品牌产品系列，2018 年再度重装上阵。众信旅游在市场调研时发现，相对于旅行的其他要素，大部分人觉得出去玩得很好很重要，跟谁一起玩更重要。达人带路系列，以众信旅游自有特色金牌领队、社会各领域专家、学者和名人为核心，汇聚具有共同兴趣爱好的游客成团，强调旅游的社交属性，更能增加游客的获得感和幸福感。

式、业态之别，谁能更高效更优质地服务好消费者谁就守住了根本。消费者的需求就是我们创新和创造的源泉，也是众信旅游多年来占据领先优势的立足点。

据悉，众信旅游此前进行了为期 1 个月的市场调研，以行业数据、企业内部数据为分析基础，并对会员、行业媒体、零售门店店长及一线旅游顾问进行深度访谈，同时展开专业科学的街头消费者访问，收集了数千份样本，从而对众信旅游品牌及产品的市场认知进行了深入研究及问题诊断。

通过此次市场调研反馈数据的分析，众信旅游进一步洞察了出境游市场新需求，并为年度产品创造方向及营销推广策略提供了支持，即——回归本源，以“人”为本，围绕消费者的核心诉求，充分发挥专业产品设计者的经验和才华，创造出具有众信旅游品牌特色的优质旅游产品，推动旅游供给侧结构性改革。



Launches 2018 Products and UTour Design Leads the Creative Trend of Tourism

Article/Utour Image/Quanjing&Utour

Recently, UTour launched its 2018 products in Beijing, and actively responded to the central task of deploying and developing "Quality Tourism" in the 2018 National Tourism Work Conference. With the core concept of "UTour Design", it has further upgraded from product manufacturing to product creation. The four major original brand products series, i.e. "Designer Collection", "Family Tour Collection", "Five-day Annual Leave Collection" and "Expert Guide Collection", emphasize the creativity, quality, and service level of travel products to meet the needs of the consumers of the new era.

Users' thinking drives innovative development.

As the leading outbound integrated service provider in China, UTour still demonstrates the value orientation of consumers in the research and development of 2018 products. Ma Nan, Market Brand Director of UTour, said that the development of the tourism industry is no longer limited to the mode and format, and the ones who serve the consumers more efficiently hold the key. The needs of consumers are the source of our innovation and creation, and the foothold of UTour's leading position for many years.



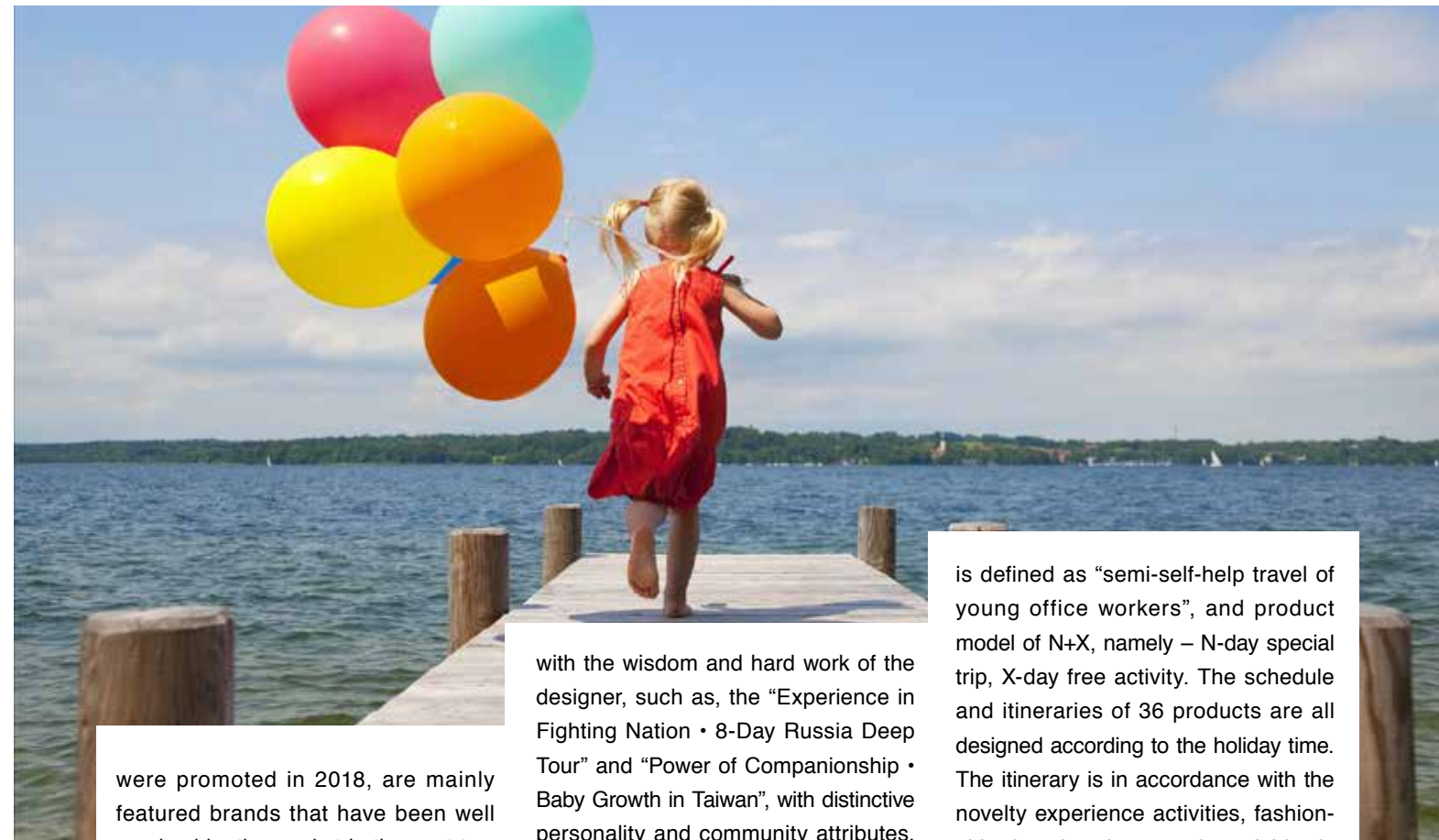
It is reported that UTour has conducted a one-month market research based on industry data and internal data of the company, conducted in-depth interviews with members, industry media, retail store managers and front-line travel consultants, conducted professional and scientific visits to street consumers and collected thousands of samples, in order to conduct in-depth research and problem diagnosis on market perceptions of UTour brands and products.

After the analysis of the feedback data of the market research, UTour further gained insights into the new demand of the outbound tourism market, and

provides support for the annual product creation direction and marketing promotion strategy, that is, returning to the source and taking the people-oriented strategy. Focusing on the core demands of consumers, we will give full play to the experience and talents of professional product designers, create high-quality tourism products with UTour brand characteristics, and promote the supply-side structural reform of tourism.

Professional design leads the creation of travel products.

UTour's four major product lines, which



were promoted in 2018, are mainly featured brands that have been well received by the market in the past two years. With the consistent product proposition and service quality, further optimization and upgrading, "UTour Design" defines the aesthetics of travel product design, conforms to the development trend of tourism consumption from the public to the individual, from the experience to the social, fully demonstrates the diversity and exquisiteness of the travel lifestyle, and also reflects the professionalism and vision of UTour as a product creator.

The Designer Collection is a newly created product series designed by the 12 professional product designers of UTour who have pursuits and great ideas. They love travel and are passionate about the tourism industry, and then, they create good products with souls. A series of products have been designed

with the wisdom and hard work of the designer, such as, the "Experience in Fighting Nation • 8-Day Russia Deep Tour" and "Power of Companionship • Baby Growth in Taiwan", with distinctive personality and community attributes, which is expected to be popular in 2018.

The Family Tour Collection is an original brand series designed for family travel consumers, which is exclusive, free, private, money-saving, worry-free, assured, and represents a new trend of family travel. From U-MINITOUR in 2012 to "Family Tour" at the end of 2016, UTour continues to constantly update, improves the quality of family travel, and pursues perfection and meticulousness. In 2018, the "Family Tour" of UTour has carefully designed 74 quality products. You can go to the world's major tourist destinations all year round. According to the different combinations of family members, it is divided into 4 series to provide an exquisite family travel experience.

The Five-day Annual Leave Collection

is defined as "semi-self-help travel of young office workers", and product model of N+X, namely – N-day special trip, X-day free activity. The schedule and itineraries of 36 products are all designed according to the holiday time. The itinerary is in accordance with the novelty experience activities, fashionable shopping places, and special foods that suit young people's preferences, and the price is in line with the consumption level of young office workers. These are its unique product competitive advantages.

The Expert Guide Collection of UTour has been successfully operated for 2 years, and renewed it again in 2018. During the market research, UTour found that compared with other elements of travel, most people think that it is very important to go out to share experiences with someone. The Expert Guide Collection, with the core of the leaders, experts, scholars and celebrities in all fields of society, gathers tourists with common interests and hobbies, and emphasizes the social attributes of tourism, which can increase the sense of happiness.



维多利亚州旅游局发布中国区品牌： 墨尔本，我本特立独行

众信旅游

深度产品服务游客体验墨尔本

文/众信旅游 图/全景、众信旅游

近日，澳大利亚维多利亚州旅游局携手中国新生代男演员李现发布中国区品牌“墨尔本，我本特立独行”，宣布其中国区战略推广进入全新阶段。此次品牌发布着重于呈现一系列维多利亚州旅游产品与体验，汇聚人文、美食、佳酿、节庆、时尚、自然等多元特色，多维度呈现墨尔本与众不同的旅行体验。

维多利亚州旅游局密切关注中国出境游市场趋势，随着中国出境旅游市场的迅猛发展，中国游客已不满足于常规单一的旅游方式，更具个性的体验式旅行已成新趋势。维多利亚州旅游局致力于定位中国菁英自由行人群，推广定制化的个性旅游体验产品，不断加强在线旅游服务商的广泛深入合作，利用多媒体渠道全方位触及目标人群，将维多利亚州丰富多彩的旅游资源以更为全面、生动的方式带给中国消费者，期待更多中国游客以自己喜爱的旅行方式深度体验不一样的墨尔本。

作为维多利亚州旅游局的合作伙伴，国内领先的出境综合服务运营商众信旅游相关数据显示，中国游客对墨尔本的旅行意愿近年来保持持续高涨并逐渐深入。众信旅游澳洲产品经理周菲介绍说，众信旅游服务的赴墨尔本旅行客人的总体规模增长明显，自驾游、自由行客人的比例呈上升趋势，墨尔本赛马节等深度体验型产品尤其受到年轻客人的喜爱，这与维多利亚州旅游局此次发布的中国市场全新品牌的调性非常吻合。相信在一系列全新品牌营销活动和代言人的带动下，墨尔本的独特魅力将会得到更多中国游客的喜爱。

对于此次品牌发布活动，维多利亚州州长丹尼尔安德鲁阁下表示：“这是维多利亚旅游局在近六年内首次针对中国市场量身定制的品牌宣传，我们想借此

向中国游客展示墨尔本能够连续七年成为全世界最宜居城市的理由。”

维多利亚州旅游部长约翰·艾伦议员阁下表示，此次品牌活动会进一步增强生活在维多利亚州的华人与海外华人之间的交流与联系。部长称：“我们一直为维多利亚州与中国的亲密关系而骄傲，也为墨尔本持续增长的、多元多彩的华人社区而骄傲。”

在品牌发布会现场，维多利亚州旅游局首席执行官秉吉明先生表示：“维多利亚州旅游局全新的品牌发布将会展示一系列多样而互动性极强的旅游体验，这些体验都是为了赢取中国旅游者的喜爱而特意打造。此次品牌发布旨在向中国日趋成熟的旅行者展示墨尔本是一个独特并能给游客带来灵感启发的目的地。通过这次品牌营销，我们希望加强中国游客到访维多利亚州的意愿，深度探索这座七度蝉联全球最宜居城市的多元魅力，发现与众不同的惊喜。中国是维多利亚州目前最大的国际游客来源国。从人数、游客过夜晚数和消费指数上都位居所有国际市场之首。我们有热情与信心让墨尔本成为中国游客在澳洲旅行的必选之地。”

据维多利亚州旅游局最新官方游客数据显示，截至2017年9月，维多利亚州已接待超过598,200名来自中国的游客，同比增长5.7%，消费支出增加了17.1%，中国游客消费水平占国际游客在维州总旅行消费支出的34.9%，在维多利亚州入境的国际游客中排名第一，中国是维多利亚州最大的国际游客来源市场。中国市场在未来仍有巨大的发展潜力，预计2020年到访维州的中国游客有望攀升至90万人次。

随着中国区品牌的发布与逐步深化，维多利亚州旅游局将在中国市场通

过传统户外媒体、线上视频平台、一站式定制化旅游攻略平台以及在线社交媒体平台进行多渠道推广，不断开拓和中国旅游业者的合作，与线上线下旅游服务商共同开发以自驾游、美酒美食、节庆赛事以及文化艺术为主题的体验式旅游线路和产品，将推广重点逐步转向满足菁英自由行游客的旅游定制类产品。

维多利亚州旅游局大中华区总监张晓晨先生说：“我们非常高兴任命李现先生担任维多利亚州旅游局中国区旅游形象大使，李现先生独具活力的亲和气质与维多利亚州活力人文与震撼人心的自然风光不谋而合，是中国区品牌丰富内涵的最佳诠释。我们将借此机会打造墨尔本更深入人心的目的地形象，吸引更多中国游客将墨尔本作为出境旅游的首选目的地。”

全新的品牌宣传片别具一格地以记录李现墨尔本旅行故事的崭新视角，更鲜活地展现出墨尔本别样魅力和多元化体验，身临其境地领略维多利亚州绝美风光，从联邦广场穿过弗林德斯火车站；走进霍希尔涂鸦小巷与街头艺术不期而遇；在巴拉瑞特野生动物园与可爱的小动物亲密接触；从直升机俯瞰十二门徒岩，体验大自然的鬼斧神工；于晨曦登上热气球，飞跃亚拉河谷的原野、湖泊、葡萄园，以独特的视角发现不容错过的惊喜，一切美好尽收眼底。

维多利亚州旅游局中国区旅游形象大使李现表示：“我很荣幸能成为维多利亚州旅游局中国区旅游形象大使。在拍摄期间，墨尔本带给了我难忘深刻的美好回忆，我期待将精彩的旅行故事与更多中国游客分享，也希望鼓励更多喜爱个性旅行的中国游客以自己喜欢的方式，感受不一样的墨尔本。”



Visit Victoria Launches China Campaign: Melbourne, a Place That Is Uniquely Special in Its Own Way. UTour Provides In-depth Products Service for Tourists to Visit Melbourne.

Article/Utour Image/Quanjing&Utour

Recently, Visit Victoria of Australia joined hands with the Chinese new generation actor Li Xian to launch the Chinese campaign "Melbourne, a place that is uniquely special in its own way" to mark the new phase of the Australian State's marketing strategy in China. The campaign launch focuses on a range of Victorian tourism products and experiences, bringing together diverse features, such as, culture, food, wine, festivals, fashion, and nature to present the unique travel experience in Melbourne.

Visit Victoria pays close attention to the trend of China's outbound tourism market. With the rapid development of China's outbound tourism market, Chinese tourists are no longer satisfied with the conventional single travel mode, and traveling with more personalized experiences has become a new trend. Visit Victoria is committed to positioning independent elite travelers from China, promoting customized personalized travel experience products, and continuously strengthening

extensive and in-depth cooperation with online travel service providers by using multimedia channels to reach the target population in all aspects. This brings Victoria's rich and colorful tourism resources to Chinese consumers in a more comprehensive and vivid way, and invites more Chinese tourists to experience a different Melbourne in their favorite way of travel.

Related data of UTour, a partner of Visit Victoria and a leading outbound integrated service operator, shows that Chinese tourists' willingness to travel to Melbourne has continued to rise and deepen in recent years. Zhou Fei, the Product Manager of UTour Australia, said that the overall size of visitors travelling to Melbourne has grown significantly. The proportion of self-driving and independent travelers is also on the rise. In-depth experience products, such as, Melbourne Horse Racing Festival, are especially popular among younger guests. This is in line with the emphasis of the new campaign in the Chinese

market launched by Visit Victoria. It is believed that with the launch of a series of new marketing campaigns and spokespersons, Melbourne's unique charm will be more popular among Chinese tourists.

For the campaign launch event, Victorian Governor Daniel Andrew said that this is Victoria's first dedicated China campaign in the past six years, and we want to show visitors from China what makes Melbourne the world's most livable city for seven consecutive years.

Victorian Minister for Tourism and Major Events John Eren said that the campaign will work to strengthen links with Chinese communities in Victoria and overseas. We're very proud of our strong links with China and the growing number of visitors to our vibrant Victorian Chinese community.

Speaking at the launch event, Visit Victoria Chief Executive Officer Peter Bingeman said that Visit Victoria's exciting new campaign will showcase

some of the diverse and engaging experiences on offer and is designed to continue to win the hearts and minds of Chinese travelers. It has been developed to promote Melbourne by appealing to a new generation of travelers with Melbourne's distinctive and inspirational characteristics as a sought-after destination. The campaign highlights the wonderful offerings that have made Melbourne the world's most livable city for seven years in a row and will ensure we continue to welcome more visitors than ever before. China is currently Victoria's largest international source market for visitors, visitor nights and expenditure has topped the chart as the biggest traveler segment in the world. Visit Victoria has the ambition to make Melbourne stand out as a must-visit travel destination within Australia.

According to the latest official visitor data from Visit Victoria, as of September 2017, Victoria has received more than 598,200 visitors from China, with an increase of 5.7% YoY, and consumer expenditure increased by 17.1%. The level of Chinese tourists' consumption accounts for 34.9% of the total travel expenses of international tourists in Victoria, ranking first among international

visitors to Victoria, and China is Victoria's largest source of international tourists. The Chinese market still has huge potential for development in the future. The number Chinese tourists visiting Victoria in 2020 are expected to climb to 900,000.

With the launch and gradual deepening of the campaign in China, Visit Victoria will continue to conduct multi-channel promotion in the Chinese market through traditional outdoor media, online video platforms, one-stop customized travel strategy platforms and online social media platforms, cooperate with the Chinese tourism industry, develop experiential travel routes and products with the theme of self-driving tour, wine and food, festivals and competition, culture and art together with online and offline travel service providers, and gradually shift the promotion focus to the travel customization products that satisfy the elite travelers.

Mr. Zhang Xiaochen, Director of Greater China Region said that we are delighted to appoint Mr. Li Xian as the campaign ambassador for Visit Victoria in China. His unique, inquisitive and energetic character matches perfectly with Victoria's diverse qualities. We believe this partnership with Mr. Li Xian will build a

greater understanding of Melbourne and Victoria for our travelers. Our goal is to attract more Chinese visitors to consider Melbourne as their first choice when traveling abroad.

This new advertising video showcases Melbourne's unique city charms complemented by spectacular natural regional landscapes. It begins in the heart of Melbourne at Federation Square, with Li Xian walking through the iconic Flinders Street Station; strolling along Hosier Lane to view ever-changing street art; meeting Australia's adorable animals in the wildlife park; flying over the spectacular Twelve Apostles by helicopter; and enjoying the view from a hot-air balloon over the fields, lakes and grapevines of the Yarra Valley. The visuals clearly show that Melbourne is indeed Australia's most beautiful, romantic, diverse and friendly city.

Li Xian said that I am honored to be the campaign ambassador for Visit Victoria. During the video shoot, I was so impressed by Melbourne with many beautiful views and memorable moments. I look forward to sharing my wonderful travels with Chinese travelers, so they can create their own memorable experience in Melbourne, in their own unique way.





独家研发法国高端餐饮考察产品 “舌尖上的布列塔尼”推动餐饮产业升级

文/众信旅游 图/全景、众信旅游



近日，国内首个法国布列塔尼高端餐饮考察团圆满完成访问行程。这一名为“舌尖上的布列塔尼”的主题产品由众信旅游集团旗下专业定制品牌“优定制”携手每时宏达独家研发，考察团成员均为自国内顶级餐厅或连锁餐饮品牌的经营者。

当前，中国的餐饮业面临着产业升级，对于高端食材拥有极大的购买需求。众信旅游作为国内领先的大型出境旅游运营商，坚持以出境游为核心，完善出境游业务上、中、下游，并拓展“旅游+”出境服务业务。在法国这一欧洲出境游的热门目的地，众信旅游多年来坚持精耕细作，一方面，积极探索并掌握当地“旅游+”综合资源，另一方面，加强提升服务品质和附加值，这也成为“舌尖上的布列塔尼”项目得以顺利推进的重

要保障。

布列塔尼大区位于法国西部，拥有发达的农业和畜牧业，同时也是法国最大的捕鱼区。法国人所消费的45%海产品都来自该区。扇贝、生蚝、龙虾、渔产品是当地主要的海产品。布列塔尼不仅是法国西部的一个地名，还是一个海产名牌。在法国的鱼市场，摊贩会列出所售海鲜的产地，而布列塔尼的出产，则被认为是最好的和最昂贵的。顶级的食材和发达的旅游业，将布列塔尼大区孕育成法国米其林星星最多的大区。

对于首个来自中国前往布列塔尼大区的餐饮访问团，当地政府组织、餐饮业、旅游业、媒体及社会各界给予了极大关注。考察团在当地全程由米其林大厨陪同，并受到布列塔尼大区米其林厨师协会的特别邀请，出席其会员单位成员的

商务午餐，这也是该协会首次邀请会员单位以外的餐饮行业人员参加。

此行中，中国考察团了解到了布列塔尼的高端食材、厨具以及厨师的培养、米其林餐厅在选择食材上的严格标准，成员们还学习到了世界顶级水准餐厅的经营理念，从选址、装修、研究客户群需求等都有了更加深入的认识。

在考察过程中，团员们了解到，布列塔尼大区的旅游业虽然发达，拥有圣米歇尔山、圣马洛、玫瑰海岸等世界著名的旅游景观，但是中国游客的占比却不大，当地政府和旅游局都在中国积极推广布列塔尼旅游，期望成为新的旅游增长点。与此相配套的中餐厅屈指可数，团员们对此市场空间表现出积极的兴趣，并与布列塔尼世界贸易组织为未来的事业拓展展开了积极的讨论。

UTour Exclusively Develops French High-end Catering Tour, “A Bite of Brittany” Promotes Catering Upgrading

Article/Utour Image/Quanjing&Utour

Recently, China's first high-end catering delegation to Brittany has wrapped up its visit. The product themed "A Bite of Brittany" was exclusively developed by UDZ, a professional custom brand under UTour, in association with MSHD. All the members of the delegation are managers of top Chinese restaurants or chain catering brands.

China's catering industry is facing industrial upgrading and has robust demand for high-end food materials. As a leading Chinese outbound tourism operator, with focus on outbound tourism, UTour has perfected the upstream, midstream and downstream sectors of outbound tourism, and developed "tourism +" outbound business. UTour has conducted refined operations in France, a hot outbound tourism destination in Europe for many years. On the one hand, it has explored and grasped local "tourism +" resources; on the other hand, it has improved service quality and enhanced added value. These have provided important guarantee for the smooth advancement of the "A Bite of Brittany" project.

Located in the west of France, the region of Brittany is developed in agriculture and animal husbandry, and is France's largest region for fishing. 45 percent of marine products in France are from Brittany. Scallop, oyster, lobster and



fish products are Brittany's key marine products. Brittany is not only a place in western France, but also a famous marine product brand. In French seafood markets, vendors list origins of seafood, and the seafood produced in Brittany is considered the best and most expensive. Top food materials and developed tourism have made Brittany a region with the most Michelin-starred restaurants in France.

The first Chinese catering delegation to Brittany attracted great attention from local government organizations, catering industry, tourism and media, as well as other local circles. The delegation was accompanied by Michelin chefs throughout the visit, and was invited by the Brittany Association of Michelin Chefs to a member luncheon. This was the first time that the association had invited external catering personnel.

During the visit, the delegation learned

about Brittany's high-end food materials, kitchenware and chef cultivation, Michelin restaurants' rigorous criteria for ingredient selection and top worldwide restaurants' business concepts, thus acquiring deeper knowledge of site selection, decoration and customer need study.

During the visit, the delegation learned that Chinese tourists to Brittany account for a small proportion even though it is developed in tourism with world-renowned attractions like Tumulus Saint-Michel, Saint-Malo and Pink Granite Coast, and the local government and tourism authority have been promoting Brittany's tourism in China in the hope of developing a new tourism growth point. And there are few Chinese restaurants in Brittany. The delegation showed a strong interest in the market potential of Brittany, and exchanged ideas with the International Trade Organization of Brittany on its future business development.



众信旅游 再度入选新西兰 “首选合作伙伴”

文/众信旅游 图/全景、众信旅游

日前，新西兰旅游局公布了中国市场 2018-2019 年度 15 家新西兰“首选合作伙伴”，众信旅游集团股份有限公司再度入选，实现有此计划以来连续五次蝉联。

新西兰首选合作伙伴计划是新西兰旅游局在中国市场推出的合作计划，该计划主要是为提升中国游客在新西兰旅游质量保证而推出的。参与到这个合作计

划里的旅行社都是经过新西兰旅游局精挑细选的旅行社，他们了解新西兰，专注开发高质量的旅游产品，并在中国市场有着一定的知名度。

几年来，作为新西兰“首选合作伙伴”，众信旅游集团联合新西兰旅游局推出了丰富多样的深度旅游产品，例如《爸爸去哪儿》亲子主题产品、新西兰南岛深度自驾产品、鲁特本步道徒步、“锋味”

同款新西兰美食文化主题旅游产品等，收获了良好的市场反响。

2019 年将迎来“中国 - 新西兰旅游年”，众信旅游集团将借助这一契机，继续加强与新西兰旅游局的密切合作，加大采购新西兰优质资源，全面提升产品的多样性、体验性和性价比，引领业内新西兰旅游产品潮流，满足游客不断升级的旅游消费需求。

UTour Selected as PKP Once Again

Article/Utour Image/Quanjing&Utour



Recently Tourism New Zealand has released the 2018-2019 list of 15 New Zealand Premier Kiwi Partners (PKP) in China. UTour was selected once again and made the list for the fifth consecutive time.

As a China-specific cooperation plan, PKP is intended to improve the travel quality of Chinese tourists in New Zealand. All travel agencies involved are handpicked by Tourism New Zealand. They know New Zealand and are fo-

cused on developing quality tourism products that are popular in China.

In the last few years, as a PKP, UTour has launched a wide variety of tourism products in collaboration with Tourism New Zealand, such as Where Are We Going? Dad family tour, New Zealand South Island self-driving tour, Routeburn Track hiking and "Chef Nic" New Zealand food culture tour. These products have received positive market response.

The China-New Zealand Year of Tourism will be celebrated in 2019. UTour will take this opportunity to continue strengthening cooperation with Tourism New Zealand, intensify the purchase of New Zealand's quality tourism resources, comprehensively improve the diversity, experience and cost performance of products, lead the trend of New Zealand tourism products in the industry and meet tourists' ever-growing needs.