



世界旅游城市联合会
World Tourism Cities Federation

WTCF Secretariat Contact Information

Add: 6th Floor, No. 3 Dongbinhe Road, Deshengmen, Xicheng District, Beijing 100120

Tel: +86 10 5155 0085

Fax: +86 10 6528 0923

E-mail: info@wtcf.org.cn

Website: www.wtcf.org.cn



APP



WeChat Subscription
Account



WeChat Service
Account



Official Website



Official Weibo



WTOF

世界旅游城市联合会
World Tourism Cities Federation

2019—2020

Manual of Member
Service



Better City Life through Tourism

旅游让城市生活更美好



contents

INTRODUCTION TO WTCF

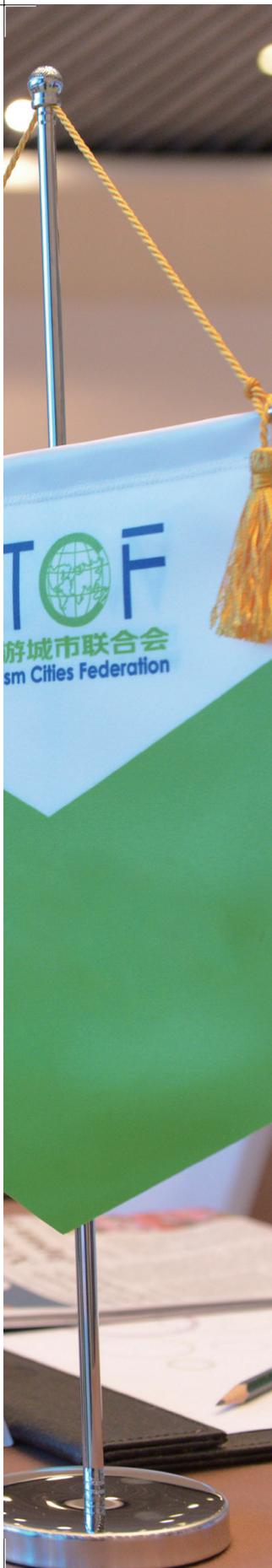
PART 1

01 | Introduction to WTCF

MEMBER SERVICE

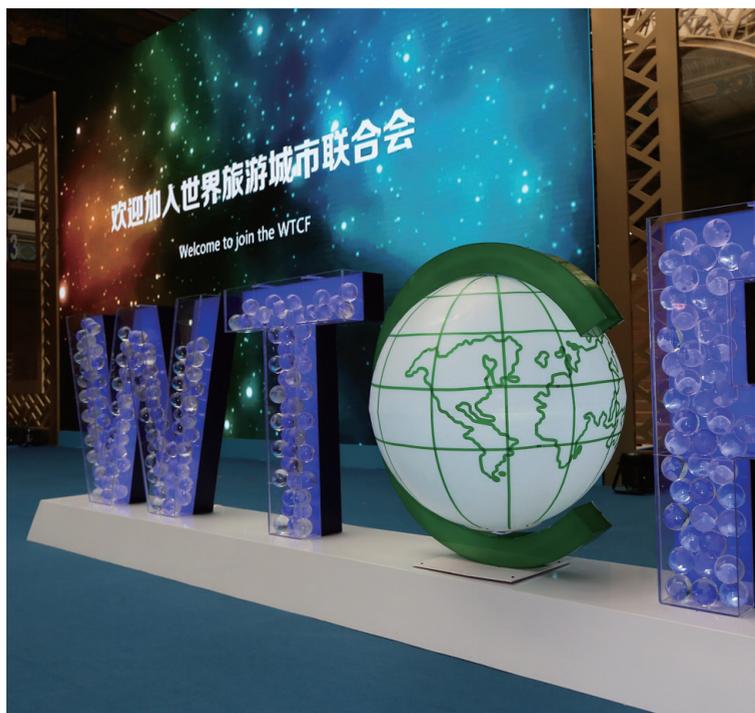
PART 2

- 04 | **Activity Participation**
 - Fragrant Hills Tourism Summit
 - Regional Conference
- 12 | **Exhibition and Presentation**
 - Attending Exhibition
- 14 | **Publicity and Promotion**
 - Matrix Media Publicity
 - Information Submitting System
 - In-depth Media Cooperation
- 22 | **Industry Training**
 - Regular Training
 - Customized Training
- 24 | **Research and Consultation**
 - Research Report
 - Expert Consultation
- 28 | **Investment and Financing**
 - Committee of Investment
 - Investment & Financing Conference
 - Integrated Service Platform of Global Tourism Investment
- 32 | **Investment B2B Matching Event**
- 34 | **Market Development**
 - Industry Cooperation
 - Event Sponsorship



旅游
让城市生活更美好
Better City Life
through Tourism

Introduction to WTCF



About WTCF

- An international tourism organization focusing on cities
- A platform for international tourism industry cooperation
- Frontier in tourism industry research
- Help tourism destinations to expand promotion channels
- A hub for tourism information

Member Service

- Host large-scale tourism summits and tourism forums
- Share research achievement and information in the tourism industry
- Provide training and customized courses
- Provide expert consulting services, intellectual support
- Provide industry cooperation, investment and financing opportunities
- Promote members' tourism resources and product at famous tourism exhibitions
- Provide opportunities for deep collaboration with well-known media and tourism institutions
- Widely promote members' tourism resources through WTCF's We-media platform

Member Interests

- Participate in the industry's summits and forums to promote tourism resources
- Promote tourism resources at renowned exhibitions
- Publish tourism information on WTCF's media platform
- Deep cooperation with well-known media
- Customize industry training courses
- Acquire WTCF's latest industry research reports and expert consultation
- Participate in tourism and investment B2B matching events

Member Privilege

- Participate in WTCF Fragrant Hills Tourism Summit
- Participate in WTCF regional conference
- Participate in WTCF's training courses
- Acquire WTCF's research report



World Tourism Cities Federation (WTCF), which was voluntarily formed by famous tourism cities and tourism-related institutions in the world under the initiative of Beijing, is the world's first international tourism organization focusing on cities. Established on 15 September 2012 in Beijing, the headquarters and Secretariat of WTCF are based in Beijing, and Chinese and English are its official languages.

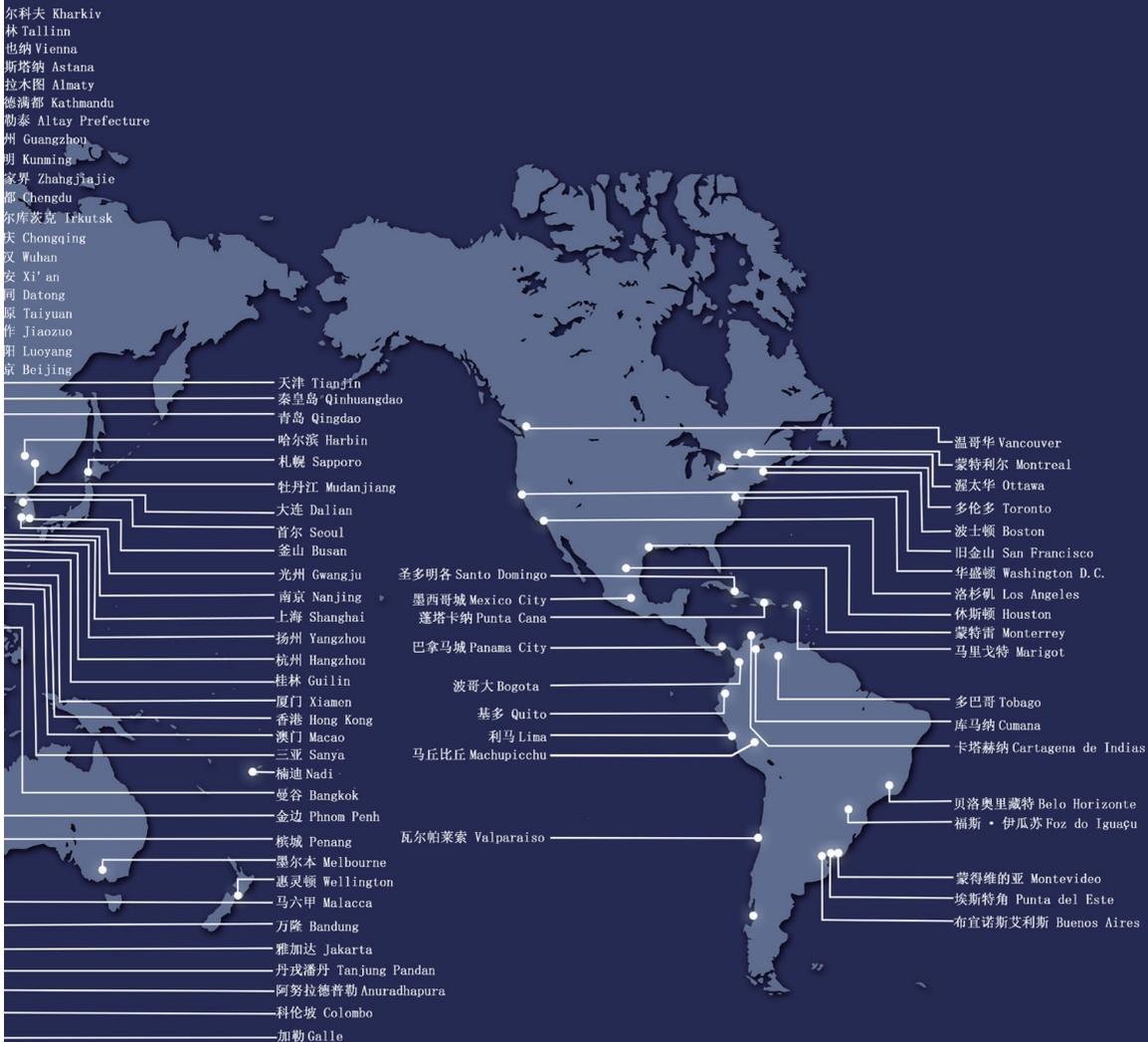
Guided by the core vision of Better City Life through Tourism, WTCF provides services to its members that cover the entire tourism industrial chain. It aims to facilitate exchanges and cooperation among members, spread the experience of tourism city development, promotes tourism products and resources, and contributes to the development and prosperity of world tourism industry. Starting with 58



founding members, WTCF has now grown into an international tourism organization with a total of 223 members, including 148 city members, 75 institutional members and 6 branches. City members cover 75 countries and territories. Its institutional members include travel agencies, mass media, airports, airline companies, hotel groups, cruise companies and financial firms. With its growing appeal, capacity, leadership and influence in the tourism industry, WTCF is credited as the fastest-growing international tourism organization.

In the future, WTCF will continue to promote win-win development between and among cities and institutions and build a wider platform for all members.

www.wtcf.org.cn



Member Service

Activity Participation

■ Fragrant Hills Tourism Summit

WTCF Fragrant Hills Tourism Summit is an important annual event of WTCF and also an annual grand event for world tourism industry. The Fragrant Hills Tourism Summit has increasingly become a world-renowned tourism event brand, attracting international tourism organizations, government officials of tourism cities and senior executives of tourism-related institutions. The Summit provides members with a platform to share experience in tourism development, explore hot issues in urban tourism development, and cooperate with tourism projects.



The program of the Fragrant Hills Tourism Summit includes thematic forums, trade fairs, tourism promotion events, exhibitions and presentations. To select the host city of the Summit, the mayor of the city or his/her authorized representative will first submit the application in formal letter, and then the members of the Council will elect the host city by consensus or anonymous voting.

Themes of Previous Fragrant Hills Tourism Summit

Time	Host city	Theme
2012	Beijing, China	Better City Life through Tourism
2013	Beijing, China	Tourism: New Driver of Sustainable Urban Development
2014	Beijing, China	World Tourism Cities: Market and Cooperation
2015	Rabat & Fez, Morocco	World Tourism Cities: Diversity and Sustainability
2016	Chongqing, China	Sharing Economic and Development of World Tourism Cities
2017	Los Angeles, America	Impact of Globalization on World Tourism Cities Development
2018	Qingdao, China	Orient Tourism Trends, Brand Tourism Cities
2019	Helsinki, Finland	Smart Tourism: Road to City Innovation and Development



So far, the Fragrant Hills Tourism Summit has developed into a comprehensive platform for tourism industry in which member cities and member institutions can promote exchanges, strengthen cooperation, enhance economy, and build consensus. World-known newspapers and magazines, TV channels, websites and social media sites have provided all-round coverage of the Summit to countries and regions across the world.

Members' Privilege

-  Each member enjoys 2 attendees to participate in the Fragrant Hills Tourism Summit (free of admission fee).
-  Delegates are provided with free accommodation and local transportation during the Summit.
-  Delegates have the opportunity to be invited as the guest speaker of the Summit.

Regional Conference

Since 2017, WTCF has organized regional conferences in its member cities in Asia, Africa, Europe and Latin America. WTCF invites top Chinese tourism company executives, tourism industry investors and related media to attend each regional conference.

The Regional Conference discusses and exchanges key issues about humanities, tourism and economy in the host city, provides advice for the development of regional tourism, comes up with measures for urban tourism construction, and also offers more possibilities and theoretical support for the overall improvement and development to city members.

At the same time, the regional conference also holds tourism trade fairs and tourism investment matchmaking to promote the development of destination tourism industry.





Overview of Previous Regional Conferences

Date	Host City	Theme	Briefing	Achievement
2017.3	Penang, Malaysia	Development of Tourism Corridor and City Hub	<p>About 300 guests from 28 WTCF city members and institutional members in Asia-Pacific are invited to attend this year's conference, including delegates from the United Nations World Tourism Organization (UNWTO), city and institutional members of WTCF, members of WTCF Expert Committee as well as delegates from Penang State Government.</p> <p>More than 30 media had full coverage of this conference from different angles.</p>	<ul style="list-style-type: none"> ● Issued "Development of Tourism Corridor and City Hub" initiative ● Developed the vision of "Development of Tourism Corridor and City Hub"
2017.6	Astana, Kazakhstan	Belt and Road Event: First Pan-Asian Conference on Chinese Tourism	<p>More than 200 tourism experts, institutions and international organizations, representatives from Spain, Italy, Iran, China, Russia, Uzbekistan, Azerbaijan, and Kyrgyzstan participated in the conference.</p> <p>Kazakhstan media did exclusive interview during the conference.</p>	<ul style="list-style-type: none"> ● As the co-host, WTCF gave a keynote speech: WTCF analyzed the Chinese outbound tourism market comprehensively, which includes the changes of Chinese outbound tourists' patterns and current status and explained the features, habits, and preferences of Chinese tourists. ● Released the latest research results: <i>Market Research Report on Chinese Outbound Tourist (City) Consumption</i>.
2018.1	Casablanca, Morocco	China-Morocco Tourism Cooperation on Belt and Road Initiative	<p>More than 100 people including buyers from well-known Chinese travel agencies, representatives from African countries, and tourism experts attended the forum.</p> <p>Chinese and local media reported this forum.</p>	<ul style="list-style-type: none"> ● Held the China-Morocco Tourism Forum and provided training to 164 Moroccan tourism enterprises. ● Held the themed forum "Moroccan Tourism Product Development and Marketing". ● Held the tourism trade fair, 15 Chinese well-known tourism enterprises and 175 Moroccan travel agencies exchanged opinions on how to develop the Belt and Road Initiative related tourism products.

Date	Host City	Theme	Briefing	Achievement
2018.4	Bogota, Colombia	Latin America—New Power of World Tourism	<p>200 representatives from 9 countries including China Colombia, Peru, Argentina, Panama, Brazil, the U.S.A and Ecuador attended this conference.</p> <p>Many well-known media covered this conference to promote Latin American tourism.</p>	<ul style="list-style-type: none"> ● Held “International Tourist Destinations Promotion and Marketing Training” ● Held the Tourism Trade Fair, 7 influential Chinese travel agencies and almost 100 representatives from tourism enterprises in Columbia had one-to-one negotiation ● Held two forums: <ul style="list-style-type: none"> ● “Tourism Cooperation between China and Latin America” ● “Promotion & Marketing of Tourism Destination Products” ● Organized over 200 rounds of one-to-one business negotiations between 7 most influential Chinese travel agencies including Caissa, Tuniu, CITS and 64 representatives from tourism enterprises and institution.
2018.12	Seville, Spain	China-Europe City Tourism Cooperation and Development	<p>About 200 people attended the conference, including representatives from WTCF member cities, experts of WTCF’s Expert Committee, representatives of tourism enterprises, managers of investment funds and local tourism media.</p> <p>This conference has attracted report from nearly 40 well-known media.</p>	<ul style="list-style-type: none"> ● Held two forums and one special dialog: <ul style="list-style-type: none"> ● “European Tourism Cities and Chinese Outbound Tourism” ● “New Hotspots and New Products in China-Europe Tourism Market” ● Held Tourism & Investment Trade Fair. 100 participants consisting of 11 tourism investment institutions and travel agencies from China including Caissa, CITS, Tuniu and Trip.com as well as many enterprises of Seville conducted 370 rounds of business negotiations, expanded cooperation channels, reached cooperation intentions, and formed pragmatic and effective results of cooperation.

Date	Host City	Theme	Briefing	Achievement
2019.4	Panama City, Panama	Chinese Outbound Market and Tourism Development in Latin America and the Caribbean	<p>More than 200 representatives of travel companies, government representatives, travel media, and investment fund managers from 11 countries in Latin America and the local tourism industry of Panama attended this conference.</p> <p>Many well-known media were invited to promote the Latin American tourism.</p>	<ul style="list-style-type: none"> ● Held "Training Program on Tourism Destinations Marketing" ● Held two forums: <ul style="list-style-type: none"> ● "New Feature of Chinese Outbound Tourism Market" ● "Tourism Development in Latin America and the Caribbean" ● Held Investment B2B Matching. 7 most influential Chinese Travel agencies, such as Trip.com, Caissa, Utour, Tuniu, Comfort and Qyer and 64 representatives from tourism enterprises and institution had 258 rounds of one-to-one business negotiations to jointly develop tourism product more suitable to Chinese tourists and boost in-depth cooperation between China and Latin America with actual deed.
2019.4	Punta Cana, Dominica	WTCF Punta Cana Investment B2B Matching 2019	<p>400 representatives from tourism enterprises, tourism media, investment fund managers, tourism-related industries and 30 enterprises including Punta Cana tourism group, Travel agencies and hotel group, scenic area attended this conference.</p> <p>Media made coverage of this event and fully displayed the tourism resources and development advantages of Dominica.</p>	<ul style="list-style-type: none"> ● There were business negotiation and investment matching in Punta Cana and Santo Domingo. The 6 most iconic tourism enterprises such as Trip and Caissa and 22 tourism enterprises including the biggest operation and development enterprise Cap CANA has 180 rounds of matching and negotiations. Meanwhile, 6 investment organization including Shougang Fund and Palm Investment conducted over 200 rounds of negotiations regarding 8 investment project in Punta Cana ● Held Tourism B2B Matching Event in Santo Domingo. 6 Chinese tourism enterprises and 6 investment fund companies, 39 local tourism enterprises and 13 key projects had 312 rounds of negotiations.

Date	Host City	Theme	Briefing	Achievement
2019.11	Samarkand, Uzbekistan	Belt and Road— Tourism Co- operation and Development	<p>Over 200 representatives of cities, tourism enterprises, investment agencies and media from 10 countries and regions were present at the event.</p> <p>Many well-known media were invited to promote the Latin American tourism.</p>	<ul style="list-style-type: none"> ● Held themed forums: <ul style="list-style-type: none"> ● “China’s Outbound Travelling Market and Tourism Cooperation” ● “Tourism Investment and Regional Development” ● Held “Chinese Outbound Tourism Market and Creation of Tourism Destination in Central Asia” themed training. ● Held tourism fairs and investment negotiations. Numerous Chinese companies in the tourism sector including China International Travel, Caesar, Zhongxin, Tuniu, China Youth Travel, Trip.com and Qyer as well as Chinese project enterprises such as Palm Investment, Huaxia Guozhi, Touareg Capital, Shouchang International and Yangtze River Investment had more than 300 times matching business negotiations with local travelling agencies, hotels and project enterprises. ● Assisted in resolving the urgent matters and problems relating to the tourism development in central Asia region, enhancing the communication among of countries along the Belt and Road and relevant tourism cities and providing tailored developmental modes of tourism for Central Asia that are worth learning from.

Members' Privilege

- Members can get free attendees to participate in the regional conferences.
- Delegates will be provided with free accommodation and local transportation during conferences.
- Delegates have the opportunity to be invited as the guest speaker of conferences.

Exhibition and Presentation

■ Attending Exhibition

International Tourism Exchange Berlin



WTCF has been the exclusive co-host of ITB for four consecutive years. WTCF has co-hosted the trade fair and other conferences with Messe Berlin GmbH, one of the organizers of ITB.

2018:

- Participated in ITB Berlin as the exclusive co-host, delivered a speech at the opening ceremony.
- Held two WTCF special forums.
 - Released the *Report on World Tourism Economy Trends 2018* and the *World City Tourism Performance Research Program*, the latest research achievement of WTCF.
 - Held a special roundtable forum themed on “New Trends and Driving Forces for the Chinese Tourism Market”
- Held talks with representatives of member cities to discuss cooperation issue.

2019:

- Participated in ITB Berlin as the exclusive co-host, delivered a speech at the opening ceremony.
- Held two special forums, released WTCF’s latest research achievement: the *Report on World Tourism Economy Trends 2019* and the *Market Research Report on Chinese Outbound Tourist (City) Consumption 2017- 2018*.
- Held talks with representatives of member cities to discuss cooperation issue.

Members' Privilege

- Members can participate in the forums held by WTCF.
- Delegates can apply to be panelist of the forums.

World Travel Market



From 2016 to 2019, WTCF was continuously invited to participate in WTM for four consecutive years and hosted special forums during the exhibition.

2018:

- Held the “China Outbound Tourism Development Trend” forum, released the *Market Research Report on Chinese Outbound Tourist (City) Consumption 2017-2018*.
- Held talks with representatives of member cities to discuss cooperation issue.
- As representative of international organization, WTCF presented prize to representatives who has won the gold and silver awards for “Best City / Best Region Promotion”.

2019:

- Held two themed forums as a WTM content partner
 - “Best Practices of Smart Tourism in Cities”
 - “Booming Chinese Outbound Market”
- Held talks with representatives of member cities to discuss cooperation issue.

Beijing International Tourism Expo



WTCF has been invited to participate in BITE for many years, distributing promotional materials for its members, positively promoting tourism resources for city members and institutional members. BITE is organized by the Beijing Municipal Bureau of Culture and Tourism. It is an important exchange trading platform for world tourism industry to promote tourism resources, tourism products and tourism consumption. It has been successfully held for 15 sessions.

China International Travel Mart



WTCF has established booths at CITM for several consecutive years and participated in various activities related to the fair to promote members' tourism resources. CITM is the largest professional tourism fair in Asia, co-sponsored by the Ministry of Culture and Tourism and the Civil Aviation Administration of China. It has been held alternately in Shanghai and Kunming since 2001.

Publicity and Promotion

Matrix Media Publicity

The WTCF We-media platform is a platform for the collection and distribution of contents based on the Information Submitting System. It is a giant database of tourism contents that contains information provided by its 223 member cities and institutions. After being processed and edited, the information is posted on the WTCF website, magazine, WeChat and other terminals and pushed to over 40 well-known media platforms, including Sina(Weibo), Tencent(WeChat) and The Travel Channel, to provide large-scale, in-depth and wide-ranging tourism promotion for members.





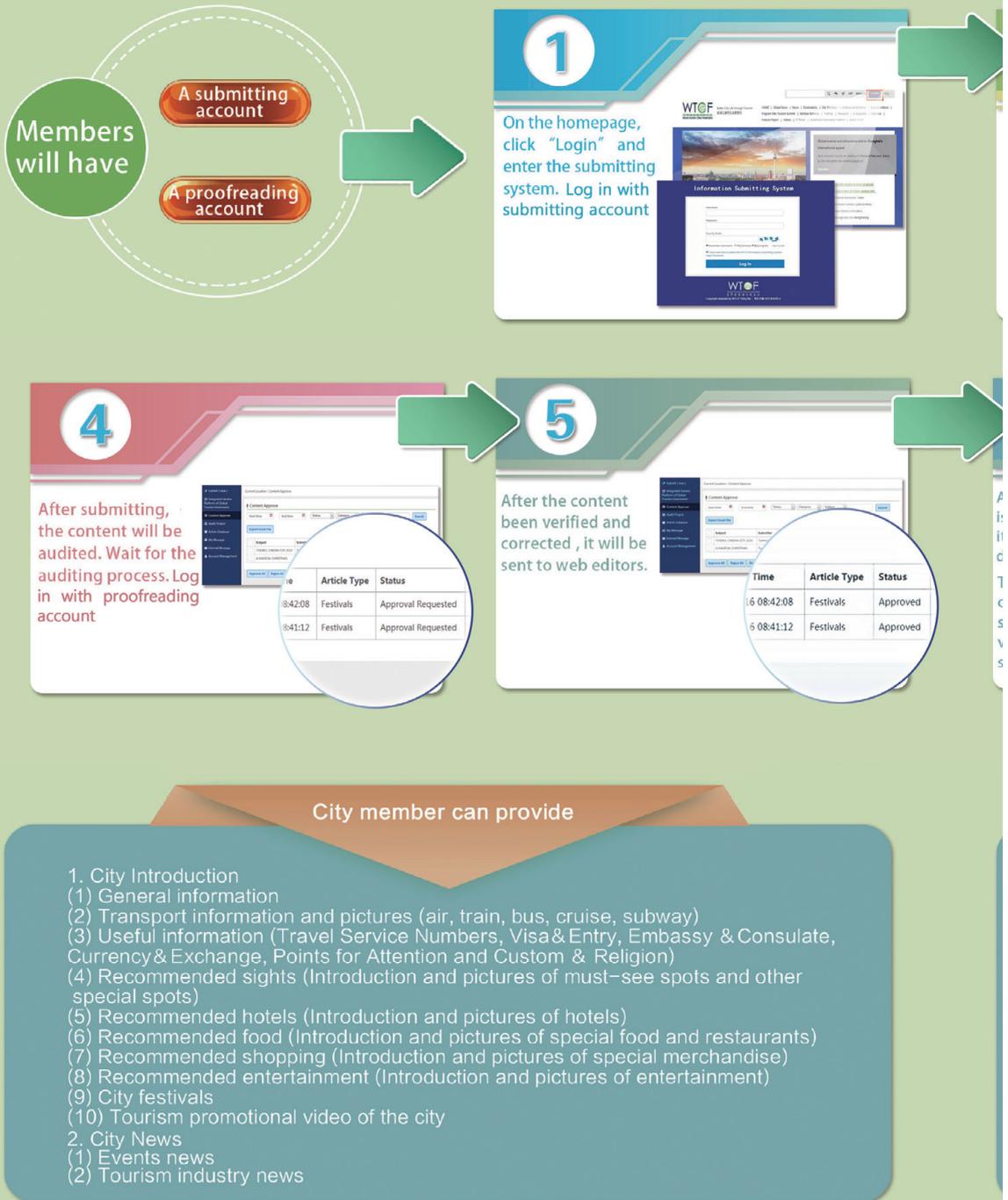
The Information Submitting System

The Information Submitting System, which is part of WTCF database, creates a link between WTCF members and popular media organizations. It is a bridge between platform function and the matrix promotion. Through the system, WTCF members can submit a large volume of official tourism information of the cities on a real-time basis. After being edited and compiled the information will be instantly released through WTCF's We-media platform and its leading media partners. The Information Submitting System also features the function of communication services between WTCF and its members and among the members themselves. The system was formally launched at the end of 2016.

Members' Privilege

-  Information provided by members is edited and compiled for free.
-  Promotional information submitted by members is released on various media terminals of WTCF We-media platform.
-  Members' information is pushed and shared to well-known media of Committee of Media Organizations of WTCF.

Flow Chart of the Information Submitting System



2

Input the member information correctly (the first time you login) for following contacts.

3

Choose corresponding columns when submit information. No need to adjust the format. Pictures, videos and texts are all accepted.

6

After the information is verified and compiled, it will be saved in the database of WTCF.

The member can check the processing situation or feedback via the submitting system.

7

The edited information will be recommended to the We-media platform of WTCF and other media partners.



Institutional member can provide

1. Institution Introduction
 - (1) General information (Introduction and pictures)
 - (2) Promo video
2. Institutional News
 - (1) Industry news (Including pictures)
 - (2) Related event news (Including pictures)
3. Recommended Products
 - (1) Introduction and pictures of special products

Recommended file formats for submitting

Text: Word format (doc, docx, xls, ppt, xlsx, pptx, tex)
 Picture: Resolution no less than 2400 × 1700 (jpg, tif, zip, pdf)
 Video: Each video should be no larger than 300 MB (mp4, avi, rmvb, flv, mov, wmv, mkv)
 For details please login to: www.wtcf.org or contact: publicity@wtcf.travel

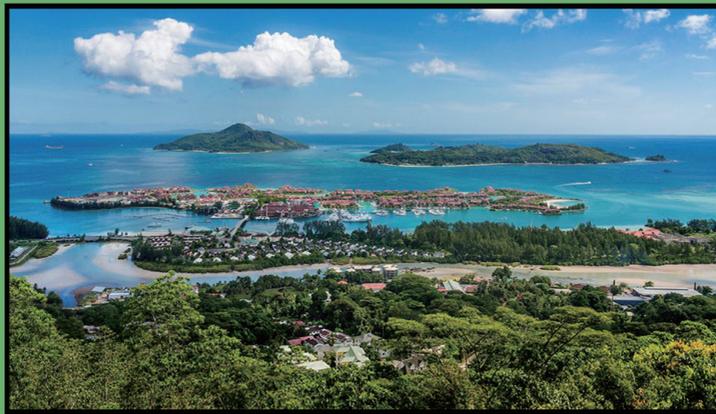
In-depth Media Cooperation

As a Sub-Committee organization of WTCF and the observer and messenger of related industries, the Committee of Media Organizations is committed to providing differentiated and phased brand promotion services for cities, institutions and WTCF members in the relevant industries. By choosing media platforms that can best serve the needs of the customers, it aims to leverage the comparative strengths of different types of media, i.e. wide coverage and prompt information transmission of news media; in-depth reporting and lasting promotion effect of specialized media; exclusive communication channels such as airline and high-speed railway media. With its advantages such as high penetration rate and unlimited geographic coverage of digital media, the Committee of Media Organizations can deliver customized services that are well-targeted at the brand vision and development goals of its members, including news release, special report, leadership interview, special issue and press conference. The Committee of Media Organizations can help members to obtain resources and strengthen sharing with the core government departments in editing and promotion resources. It aims to strengthen publicity, join the top platform of the World Tourism Organization, and work together with world tourism cities and well-known tourism institutions to centralize tourism information and consultation, conducting in-depth and featured coverage of important events, keeping continued deep concern, encouraging and suggesting the development of the Chinese and foreign tourism industry, studying the tourism development strategy of member cities, promoting the tourism management experience of urban resource, and assisting in the customized urban tourism development strategy. The Committee of Media Organizations can also assist in establishing a tourism market reciprocal mechanism among cities, strengthening the exploitation and cooperation of the tourism market. The Committee of Media Organizations founded by 15 well-known media organizations around the world and has 38 members currently.



世界旅游城市联合会 携手新浪旅游 & 塞舌尔维多利亚带你“慢游全世界”

*WTCF Joins Hands with Sina.com Travel Channel &
Victoria, Seychelles, to Take You to "Travel and Feel the World"*



- 首档明星深度旅行生活方式纪录片“慢游全世界”
- 第三季节目《迪丽热巴慢游塞舌尔》在微博正式开播
- 热播一周，话题阅读量已超11亿
- 互动量超1400万次
- 视频官方物料播放量破1200万
- The first online celebrity deep travel lifestyle documentary "Feel the World"
- The third season program Dilraba Feels Seychelles officially aired on Sina Weibo
- The read count of the topic rocketed to more than 1.1 billion during the first week
- The number of interaction reached more than 14 million times
- The official materials of the video aired more than 12 million times

In August 2018, WTCF teamed up with institutional member Sina Travel and city member Victoria and invited well-known actress Dilraba to film the Internet's first in-depth experiential travel documentary show "Feel Seychelles" which is the third season of a show named "Feel the World", showing Victoria's unseen charm as a tourism destination. After the show was released online for a week, the topic reading volume exceeded **1.1 Billion Times**, the interaction volume exceeded **14 Million Times**, and the video official material playback volume exceeded **12 Million Times**.



On February 15, 2018, the "Helsinki City Travel Bag" WeChat mini program was released in Helsinki, which is the achievement of cooperation between Tencent and Helsinki. WTCF actively promoted Helsinki's cooperation with Tencent, one of the largest Internet service giant in China, to build a pilot city for overseas smart tourism services. This mini program provides Helsinki's travel information in Chinese for nearly one billion Chinese WeChat users.

“赫尔辛基城市行囊” 微信小程序

“City Travel Bag” WeChat Mini Program

- 该程序为近十亿微信用户及中国海外游客提供赫尔辛基的旅游信息
- 赫尔辛基各类旅游景点推荐
- 当地美食推荐
- 地铁公交信息介绍查询
- 智能翻译服务
- 全年当地活动日历和信息介绍
- 购物攻略及商家优惠券获取
- 赫尔辛基360度全景照片集
- 一键求救服务等功能

- The program provides travel information for nearly 1 billion WeChat users and China's tourists travelling overseas
- All kinds of Helsinki tourist attractions recommendation
- Local event calendar and information introductions throughout the whole year
- Local food recommendation
- Shopping strategy and getting business owners' coupons
- Subway and bus information introduction and query
- Panoramic Helsinki 360-photos
- Smart translation service
- One-click emergency help service and other functions





In March, 2019, at ITB Berlin, WTCF city member Edinburg and institutional member iQiyi reached cooperation and invited Ms. Yong Mei, the best actress winner of the 69th Berlin International Film Festival Silver Bear Awards, as the Edinburg tourism ambassador, and shot a short film to promote Edinburg tourism.



In June, 2019, China Central Television (CCTV) and WTCF jointly launched a promotional videos program, entitled "Traveling with the Mayor", inviting mayors from global popular tourism cities as a "super tour guide" to lead audience to enjoy the city's sightseeing. This program is meant to promote the unique tourism resources of tourism cities. For now, this program has been filmed in cities such as Edinburg, Belgrade, Seville and broadcast successively.

Members' Privilege



WTCF may recommend member cities which have marketing intentions to participate in various in-depth cooperation projects with media.

Industry Training

Regular Training

In order to enhance the understanding of member cities on Chinese tourism market and the needs of Chinese tourists, promote exchanges, communication and collaboration with Chinese tourism companies and tourism media, and at the same time enhance Chinese member cities' knowledge and understanding of the global tourism market, supporting their marketing campaign in overseas destination, WTCF provides training services for members, and organizes the "International Tourism Destination Promotion and Marketing Training Program".

Date	Theme
From March 29 to April 1, 2016	International Tourist Destinations Promotion and Marketing Training
From April 17 to April 20, 2017	International Tourist Destinations Promotion and Marketing Training
From April 9 to April 12, 2018	International Tourist Destinations Promotion and Marketing Training
From April 15 to April 18, 2019	International Tourist Destinations Promotion and Marketing Training
From May 25 to May 29, 2020	International Tourist Destinations Promotion and Marketing Training

From 2016 to 2019, the "International Tourism Destination Promotion and Marketing Training Program" has been held in Beijing for 4 consecutive sessions. The training invites well-known experts and scholars from China's tourism industry, tourism business executives, and tourism media professional workers to serve as lecturers and exchanges guests, nearly 100 representatives from 42 countries attended the training. The 2020 International Tourism Destination Promotion and Marketing Training will be held in May, in Beijing, China.

Members' Privilege

-  Members can sign up for training at a favorable price.
-  Members enjoy the opportunity to communicate face-to-face with the institutional members and media members of WTCF.
-  Members enjoy the opportunity to communicate face-to-face with the institutional members and media members of WTCF.

Customized Training

To further live up to the mission of serving members and effectively enhance the brand image of tourism cities, WTCF customizes training courses for members, and tends to carry out more targeted and practical training and cooperation, connecting all industries and fields to create a full industrial chain model to achieve the best training effect.

In 2017, WTCF co-hosted the “China Champions Learning Journey” industry training upon the request of Edinburgh. The training was conducted in the form of lectures, seminars, case studies and field trips, and organized trainees to visit Beijing, Shanghai and Nanjing. WTCF organized field trips for trainees to leading Chinese tourism companies, arranged for the trainees to meet with the well-known tourism media in China, and worked with Shanghai Municipal Tourism Administration to invite famous tourism companies and government officials in Shanghai to meet with trainees. This training program strengthened Edinburgh’s understanding of Chinese tourism destinations, established a sound cooperation mechanism on two sides.



Members' Privilege

- 
 Members can customize training courses according to their needs.
- 
 Members enjoy the opportunity to communicate face-to-face with the institutional members and media members of WTCF.
- 
 Members can get priority cooperation opportunities with WTCF.

Research and Consultation

■ Research Report

As a well-known global international tourism organization, WTCF regularly release reports on tourism hot issues and prospective academic research results of tourism industry and cities such as the trends of tourism economy, status in quo of tourism city development, and changes of tourism market consumption.

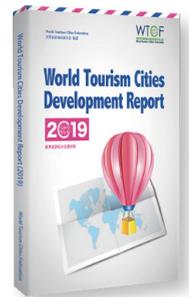
■ Report on World Tourism Economy Trends



With the aim of studying the dynamic trend of the world tourism economy, track the latest development of world tourism economy, and make scientific forecast on the future trend of world tourism development, WTCF released the *Report on World Tourism Economy Trends* to present features of global tourism economy development during the year from global travel, five global regions, varied economies, key countries, key cities, tourism service trade, tourism investment trends and industry hot issues, to provide decision-making reference and intellectual support for governments, related cities, and tourism industry.

■ World Tourism Cities Development Report

Taking 100 world tourism cities as study cases, WTCF comprehensively ranks the performance of world tourism cities from six angles: city popularity, industrial prosperity, smart city, tourism convenience, economic contribution and tourism satisfaction to analyze the main challenges facing world tourism cities and recommends solutions and measures for development of tourism cities and forms the *World Tourism Cities Development Report*, providing strong support for member cities in formulating tourism development policies.



■ Market Research Report on Chinese Outbound Tourist (City) Consumption



WTCF has conducted consumer surveys from multiple angles and in multiple dimensions, from Chinese outbound tourism development, Chinese outbound tourists' characteristics, overseas travel behaviors and habits to tourism demands of Chinese outbound tourists. It provides assistance for overseas tourism cities and tourism related institutions to understand Chinese outbound tourists more comprehensively, systematically and objectively, improve and strengthen related tourism products, enhance service experience, and attract Chinese tourists again, so as to compose the *Market Research Report on Chinese Outbound Tourism (City) Consumption*.

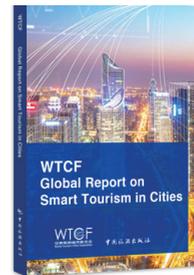
UNWTO/WTCF City Tourism Performance Research



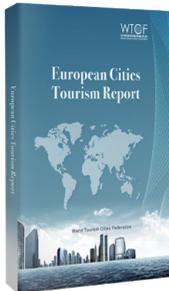
UNWTO and WTCF jointly launched the *UNWTO/WTCF City Tourism Performance Research* which focuses on Beijing, Berlin, Copenhagen, Buenos Aires, Sapporo and Seoul on five key performance areas, i.e. Destination Management, Economic Perspective, Society & Culture, Environmental Perspective and Technology & New Business Models to provide guidelines for world tourism cities to develop into competitive tourism destinations that offer attractive tourist experience as well as efficient and new ways of communication.

Global Report on Smart Tourism in Cities

WTCF launched the *Global Report on Smart Tourism in Cities*. The report includes the key principles of “smart tourism” and “smart destination management”. It emphasizes the experience of smart tourism city construction in six city members of WTCF, including Beijing, Chengdu, Madrid, Helsinki, Buenos Aires and Marrakech, as well as the experience of two institutional members, Tencent and Ctrip, in helping cities with developing smart tourism. MIT Senseable City Lab provide successful cases in technical support for smart city development with top engineering and mathematical models, inspiring tourism cities to develop smart tourism.



European Cities Tourism Report



WTCF analyzed the famous European tourism cities such as Amsterdam, Paris, Berlin, Barcelona, Prague and Copenhagen from European urban tourism trends, the role of air transport in the development of European tourism, the impact of low-cost aviation on European urban tourism, the development of smart cities, and the role of the sharing economy in the development of tourism cities to form the *European Cities Tourism Report*.

Members' Privilege

- 
 Members enjoy free access to research results, data, news, etc.
- 
 Members can leverage the resources of WTCF Experts Committee to gain customized reports according to their needs.
- 
 Members enjoy the opportunity of exchanges and cooperation with well-known academic institutions, experts and scholars in tourism industry.

Expert Consultation

The Experts Committee of WTCF was established at Fragrant Hills Hotel, Beijing, on June 25th, 2013. The Experts Committee is the top consultancy organization and think-tank that consists of 35 experts and scholars from world famous tourism organizations and academic institutions to provide intelligence support for WTCF based on the academic studies of the experts, and to serve as a platform for academic exchanges and information sharing among WTCF members. The Experts Committee provides advisory service in line with its members' needs and intellectual support for planning and development of its members.





Members' Privilege

- 
 Members can come into contact with experts of WTCF and other industry professionals via WTCF and obtain advice accordingly.
- 
 Members enjoy the consultation services such as city estimation, policy consultation, and development advice.
- 
 Members enjoy the bespoke research services on consultancy report according to their needs.

Investment and Financing

Committee of Investment

The Committee of Investment was officially established during the WTCF Chongqing Fragrant Hills Tourism Summit. It is a service platform under WTCF to promote cooperation between city members and tourism enterprises as well as between the physical economy and capital market. The Committee of Investment is devoted to enriching the financing channels of tourism cities and relevant enterprises, sharing successful experiences of investment and financing parties, and improve the efficiency in allocating tourism resources and financial capital. The Committee of Investment members come from well-known investment funds and group companies. It manages over \$200 billion of capital.





Investment & Financing Conferences

As the exclusive partner of China International Fair for Trade in Services (CITTIS), WTCF hosts Investment & Financing conferences at CITTIS. CITTIS is hosted by the Ministry of Commerce of the People's Republic of China and the People's Government of Beijing Municipality. Its transaction range covers 12 sectors of trade in services defined by the WTO, namely, business services, communication services, construction and related engineering services, distribution services, educational services, environmental services, financial services, health and social services, tourism and travel-related services, recreational, cultural and sports services, transport services and other services.

Investment & Financing Conferences consists of speeches, keynote speeches, roundtable, investment conferences, etc. Investment & Financing Conferences are committed to communicating the development trend of global tourism investment and negotiating investment cooperation with well-known investors at home and abroad. So far, the actual contracted investment amount is 159 billion yuan, and the intentional investment amount is 266.1 billion yuan.

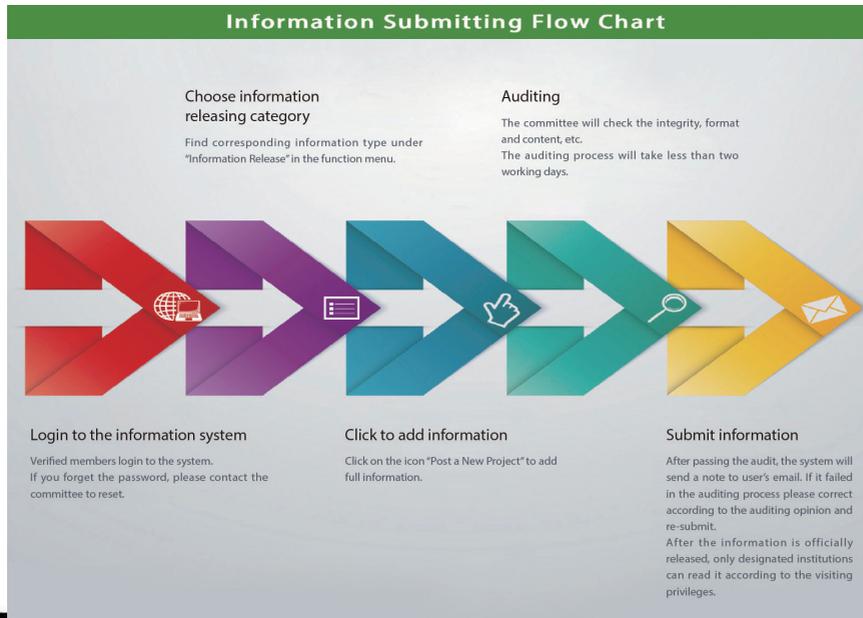




Integrated Service Platform of Global Tourism Investment

WTCF built the Integrated Service Platform of Global Tourism Investment. Through this platform, WTCF is able to provide to its members a diverse package of services including information on project supply and demand, valuation consulting services, market statistics publication, instant information search and match-up and promotion of best practices.

Information Submitting Flow Chart



Members' Privilege

- Members can be invited to participate in the Investment & Financing conferences organized by WTCF.
- Members can be invited to participate in the investment fairs, and have one-on-one negotiations with well-known investment fund managers.
- Members can declare investment and financing projects through Integrated Service Platform of Global Tourism Investment and other channels to WTCF.
- If there are projects in need of funds, WTCF will help to coordinate and arrange experts to have field visits to promote investment.
- According to the needs of members, WTCF can invite experts to provide relevant investment advice.
- For potential investors, WTCF will help to match cooperative partners and cooperation projects.

Investment B2B Matching Event

The large-scale events organized by WTCF provide members with one-on-one, face-to-face negotiation opportunities with well-known Chinese tourism suppliers and well-known Chinese investment companies. By the end of 2019, through the Fragrant Hills Tourism Summit, regional conferences, Investment & Financing Conferences and exhibitions, WTCF has promoted 7175 rounds of cooperation and negotiation.





Members' Privilege

- Members can be invited to participate in tourism fairs and investment fairs organized by WTCF.
- If necessary, WTCF can help members to organize special tourism fairs and investment fairs.

Business Development



Industry Cooperation

The industry cooperation of WTCF has established a platform for communication between city members and institutional members. WTCF is committed to promoting the cooperation between government and enterprises, policy-making and implementation, promotion and practice, as well as cross-industries, aiming to turn visions of members into reality by leveraging the resources of Experts Committee, Committee of Media Organizations, Investment Committee, Committee of Tourism-Related Businesses, Committee of Cruise Industry and Committee of Civil Aviation.

“

Service Items

- Resource exploration, product development, product promotion and other activities among industries can be organized by WTCF according to the needs of its members.
- WTCF can organize experts to carry out professional consultation or overall planning according to the needs of members.
- WTCF can carry out local marketing activities for special projects at the invitation or demand of members.
- WTCF can coordinate tourism cooperation and exchanges across industries.
- WTCF can customize special research reports for members.
- Other forms of industry cooperation, etc.

Partners' Privilege

- Invited to participate in large-scale industry exchange activities such as tourism exhibitions, tourism fairs, tourism promotion conferences participate or held by WTCF.



Sponsorship

WTCF conducts business activities in accordance with the principles of brand, laws and regulations, resource sharing, and win-win cooperation. In order to realize the vision of cooperation and tap the cooperation resources of city members, the sponsorship of WTCF is not limited to institutional members, but is recommended to city members to lead local enterprises' participation. WTCF has diversified forms of business cooperation, wide-ranging sponsorship. All revenues from sponsorship for WTCF's events will be collected by the World Tourism City Development Fund and will be more effectively used for WTCF's platform construction development and membership services.



Service Items

-  Title sponsorship of exhibitions, forums, referrals, designated products, etc.
-  Sponsorship of advertising slots such as badges and backs.
-  Other forms of cash, in-kind, service sponsorship, etc.

Partners' Privilege

-  Participated in the Fragrant Hill Tourism Summit of WTCF and related large-scale events.
-  Invited to be a speaker of related events or conferences.
-  Priority access to WTCF media promotion resources.