



新会员简介

NEW MEMBERS OF WTCF

图/全景、马贝拉市政府 image/Quanjing, Marbella City Council



国广国际在线网络 (北京)有限公司

国际在线 (www.cri.cn) 于 1998 年 12 月 26 日正式建立, 是由中央广播电视总台主办的中央重点新闻网站, 通过 44 种语言 (不含广客闽潮 4 种方言) 对全球进行传播, 是中国使用语种最多、传播地域最广、影响人群最大的多应用、多终端网站集群。

国际在线依托中央广播电视总台广泛的资讯渠道和媒

体资源, 在全球拥有 40 多个驻外记者站, 与许多国家的驻华机构建立了良好的合作关系, 已发展成为拥有强大的信息采集网络、多形态传播渠道的国际化新媒体平台。

国际在线依托独有的全球资源, 重点打造新闻、城市、企业、旅游等业务线, 面向具有跨地域、跨语言、跨文化需求的海内外用户, 提供国际化资讯和营销服务。

CRI Online

CRI Online (www.cri.cn) was officially established on December 26th, 1998. As a predominant state news website affiliated to China Media Group, it conducts global promotion in 44 languages (excluding Cantonese, Hakka Chinese, Minnan Dialect and Chaozhou Dialect). At present, this website cluster based in China is a multifaceted and multiterminal one, having the most language services, reaching the widest area and the largest population.

Thanks to the multitude of information channels and resources of China Media Group, CRI Online has es-

tablished more than 40 foreign correspondent stations around the world and amicable relations with many foreign institutions in China. It has developed into an international new media platform with an extensive, multi-form, and powerful network.

Relying on unique global resources, CRI Online focuses on news, cities, developing business, enterprises and tourism. Additionally, it also provides international information and marketing services for domestic and international users with cross-regional, cross-language and cross-cultural needs.





去哪儿网

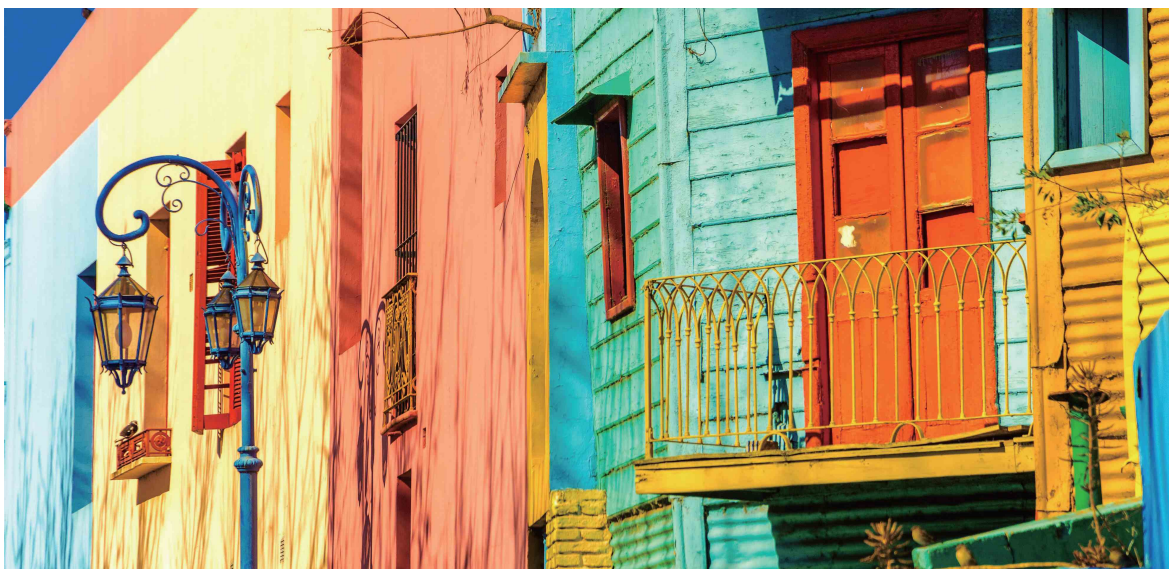
去哪儿网 (Qunar.com) 是中国领先的在线旅游平台, 创立于 2005 年, 总部位于北京。作为一家深耕于在线旅游行业的产品技术公司, 以自有技术为驱动, 先进的智能搜索技术对互联网上的旅行信息进行整合, 去哪儿网的产品与服务覆盖国内外机票、酒店、度假、门票、租车、接送机、火车票、汽车票和团购等多个领域。拥有国家高新技术企业、中关村高

新技术企业双认证, 取得近百个专利, 培养了十几万互联网技术人才。去哪儿网搜索覆盖全球 68 万余条航线、580 家航空公司、147 万家酒店、9000 家旅游代理商、120 万余条度假线路、1 万余个旅游景点, 并与国内外超 100 家航空公司进行了深度的合作, 构建起一个融合线上、线下全价值链的在线旅游服务生态系统。

Qunar.com

Qunar.com, founded in 2005 and headquartered in Beijing, is a leading online travel platform in China. As a product technology company trying to tap the potential of the online travel industry, it is supported by independently-developed technology and fully utilizes advanced intelligent search systems to integrate the travel information on the Internet. Its products and services cover air & car fares, rentals, hotel accommodation, vacationing, ticketing, group purchase and other fields. Having been certified as a National and a Zhongguan-

cun High-Tech Enterprise, it has obtained nearly 100 patents and cultivated more than 100 thousand Internet technological talents. Its search services cover more than 680,000 air routes, 580 airlines, 1.47 million hotels, 9,000 travel agents, over 1.2 million vacation routes, and over 10,000 tourist attractions around the globe. So far, the company has collaborated with over 100 airlines at home and abroad, establishing an online travel service ecosystem integrating the whole value chain both online and offline.





中国旅游报
CHINA TOURISM NEWS

中国旅游报

中国旅游报社为文化和旅游部直属全民所有制企业，主要职能为出版《中国旅游报》，运营报社旗下各类新媒体平台。《中国旅游报》创刊于1979年4月1日，是文化和旅游部主管的旅游行业唯一全国性专业报纸，2015年、2017年，连续两次入选国家新闻出版广电总局年度“百强报刊”。

《中国旅游报》每周五刊，周一至周五出版。除要闻、评论等常设版面外，还有全域旅游、乡村旅游、红色旅游、景区、酒店、旅行社、环球、人物、院校、文化、视野、交通、商品、规划投资、乡村周末等专版。

近年来，报社全面提升报纸采编工作质量，深入推进全程、全息、全员、全效“四全媒体”建设，正在运营的融媒体平台包括：中国旅游新闻网、中国旅游新闻APP、中国红色旅游网、“学习强国”旅游频道、

部官方微信公众号“文旅之声”及中国旅游报微信公众号、官方微博、强国号、人民号、新华号、抖音号、快手号等，形成了“一报、两网、一端、多微、多号”共同发展的融媒体格局。

报社坚持立足传媒主业，形成内容优势和传播优势，在突出社会效益的同时，积极开展市场经营，不断增强企业活力。近年来，在广告、发行等传统经营业务基础上，报社不断拓展经营空间，策划推出了中国旅游产业发展年会、美丽中国行采风活动、中国休闲30人品鉴行等大型旅游品牌推广活动，在全国业界形成广泛影响；联合中国社会科学院舆情调查实验室、阿里巴巴集团组建文旅产业指数实验室，建立了文旅产业指数大数据平台和产业研究平台，努力拓展数字文旅项目发展空间。

China Tourism News

China Tourism News was founded on April 1st, 1979. It is an authoritative tourism industry newspaper under the charge of the Ministry of Culture and Tourism of the People's Republic of China. For more than 40 years, with the rapid development of the tourism industry, China Tourism News has continued to grow and become the largest tourism industry newspaper in China. In 2015 and 2017, China Tourism News was selected as one of the "Top 100 Newspapers" in the country for two consecutive times.

China Tourism News is now published from Monday to Friday each week, with 5 editions per week. In addition to the news page, there are also special pages for holistic tourism, red tourism, scenic spots, hotels, travel agencies, global tourism, tourism talents, universities, culture, etc. and a special issue of "Country Weekend".

Over the recent years, the company has been improving its overall quality of interviewing and editing, further advancing four-pronged media construction to improve process, technology, social participation and overall effects. Media convergence platforms include China Tourism News website, China Red Tourism website, China Tourism News APP, "Tour plus" APP, China Tourism News WeChat official account and official Weibo, plus other

official accounts of Xuexiqiangguo, Renmin, Douyin, Kuaishou, etc. These new media platforms have contributed to the formation of media convergence layout of joint development.

Through upholding its commitment to its main business of mass media, the company has gained its advantages regarding content and dissemination. While highlighting social benefits, the company also remains vigorous via active marketing schemes. Besides operating in traditional fields like advertising and dissemination, the company recently has been extending its operational space by organizing large-scale tourism brand promotion activities such as the China Tourism Industry Development Annual Conference, the Beautiful China Tour, and the 30-person leisure tourism in China, all of them having a significant impact on the national tourism industry. The company also jointly established a culture and tourism industry index laboratory, aiming to establish a culture and tourism industry index data platform and an industrial research platform with the Public Opinion Survey Laboratory of the Chinese Academy of Social Sciences, and Alibaba Group through information technology, building mass data platform and industrial research platform for culture and tourism sector.





北京快手广告有限公司

一、快手概况

我们的使命：

致力于成为全球最痴迷于为客户创造价值的公司，帮助人们发现所需、发挥所长，持续提升每个人独特的幸福感。

我们是谁：

快手是领先的内容社区和社交平台，是短视频行业开创者与引领者。全球范围内，快手是以平均日活跃用户数计第二大的短视频平台；以及以商品交易总额计第二大的直播电商平台。

快手致力于创建一个温暖和信任的社区，让更多普通人拥有表达和被看见的机会，并由此培育了繁荣与高互动的社区生态，每天有上千万优质内容上传。

快手希望将短视频 + 直播作为商业基础设施，助力各行各业的数字化升级，让劳动和创造释放更大的能量，让价值创造者得到更好的回报。

我们的成就：

快手是中国家喻户晓的品牌，是中国最广泛使用的社交平台类应用之一。截至 2021 年 3 月 31 日，快手的中国应用程序及小程序的平均日活跃用户为 3.792 亿。其中，快手应用的平均日活跃及月活跃用户分别为 2.953 亿及 5.198 亿。同一期间内，日活跃用户在快手应用的日均使用时长为 99.3 分钟。

快手已经成为备受用户依赖的内容创作及分享平台。根据艾瑞咨询，快手的内容社区活跃度在中国前五大基于视频的社交平台中排名第一，截至 2020 年 9 月 30 日内容创作者占平均月活跃用户的约 26%，快手应用上每月平均短视频上传量亦超过 11 亿条。

所有用户都可以免费访问平台。快手主要通过虚拟礼物打赏、提供多种形式上的线上营销服务，以及收取电商技术服务费等进行变现。快手正在积极开发其它变现机会，通过提供网络游戏、在线知识分享以及其它产

品和服务让收入来源更多元化。

截至 2021 年 3 月 31 日，快手 2021 年第一季度总收入达 170 亿元人民币，同比增长 36.6%，其中线上营销服务收入占比 50.3%，为 86 亿元人民币，同比增长 161.5%，对总收入的贡献首次超过 50%。直播收入占比 42.6%，日活跃直播主播及日活跃直播用户数环比均实现双位数增长。电商交易总额达 1186 亿元，同比增长 219.8%。

不同兴趣、不同行业的用户在快手汇聚，平台形成了真实、美好、多元、有用的内容生态。快手通过短视频和直播持续提升用户体验的同时，更在进一步满足多元用户的多样需求，成为新一代数字生活入口与综合社区，包括学习、娱乐、购物、本地生活等等。

经过 10 年发展，2021 年快手员工总数超过 2 万人，包括快手主 App、快手极速版、快影、一甜相机、快看点等在内，快手旗下产品矩阵进一步丰富，打造出领先的矩阵生态。

二、发展历程

2011 年

推出原创移动应用程序 GIF 快手，供用户制作并分享动图，系短视频的雏形

2012 年

成为中国短视频行业的先驱，帮助用户在移动设备上制作、上传及观看短视频

2013 年

推出短视频社交平台

2016 年

推出直播功能作为平台的自然延伸

2017 年

第四季度，以虚拟打赏所得收入计，快手主站成为全球最大单一直播平台

2018年

1月主站的平均日活超过1亿，开始发展电商业务

2019年8月

正式推出快手极速版；以商品交易总额计，快手成为世界第二大直播电商平台

2020年

上半年，快手的中国应用程序及小程序的平均日活跃用户数突破3亿

2020年8月

快手极速版的平均日活跃用户突破1亿

2021年2月

2月5日，快手科技（股票代码：1024.HK）在香港联交所主板挂牌上市。

三、产品与价值观

双浏览模式

快手8.0版本兼容单列和双列浏览方式，给用户更

多选择和更极致的用户体验。崭新的交互设计背后，是快手多年来不断以用户为核心打磨产品、改进算法、优化体验的结果。

平等普惠

快手服务于普通人的记录与分享，平等普惠是快手的核心价值观，每个人都值得被记录。

快手鼓励所有人去记录真实的生活，通过公允的注意力分配，并通过强大的分发能力使得普通人获得足够的关注和连接，看到更大的世界，也被更大的世界看到。

技术驱动

快手是一家以人工智能（AI）为核心技术的科技公司，AI技术深入产品骨髓，贯穿于内容生产、内容审核、内容分发、内容消费的全业务流程。

快手拥有世界领先的计算机视觉与深度学习能力。通过人、内容及二者互动数据的理解，形成一个个优质模型；再凭借强大的算法匹配能力，推荐给用户可能感兴趣的内容，实现人与内容、人与人的精准连接。



Kuaishou

1. Basic information

Our mission:

We aim to be the most customer-obsessed company in the world. Our mission is to help people demonstrate their talents and use their talents to find their unique brand of happiness.

Who we are:

Kuaishou is a leading content community and social platform, and a pioneer in the global short video industry. Globally, we are the second largest short video platform by average Daily Active Users (DAUs), and the second largest livestreaming e-commerce platform by Gross Merchandise Volume (GMV).

Kuaishou strives to build a warm and trustworthy community, which gives every person opportunity to be heard and seen. This principle nurtures a vibrant and interactive ecosystem, with millions of premium contents uploaded every day.

Kuaishou aims to build on short video and livestreaming as our commercial infrastructure, facilitating the digital transformation across industries, stimulating the energy of work and creation, and ensuring that all value-creators can get better returns.

Our achievements:

Kuaishou is a household brand and is among the most widely used social platforms in China, according to iResearch. As of March, 31, 2021, our average DAUs on our apps and mini programs in China reached 379.2 million. Average DAUs and average Monthly Active Users (MAUs) on Kuaishou App for the first quarter of 2021 reached 295.3 million and 519.8 million respectively, while average daily time spent per DAU further expanded to 99.3 minutes in the first quarter of 2021.

We are the trusted destination for users to create and share content. According to iResearch, we ranked No. 1 in terms of activeness of our content community

among the top video-based social platforms in China, with content creators constituting approximately 26% of our average MAUs on Kuaishou App in the nine months ended September 30, 2020. We also had approximately 1.1 billion average monthly short video uploads on Kuaishou as of September 30, 2020.

Access to our platform is free for all users. We monetize primarily through sales of virtual gifts, provision of various forms of online marketing services and charges for offering e-commerce technology services. We are actively developing additional monetization avenues to diversify our revenue mix through online games, online knowledge-sharing, and other products and services.

As of March 31, 2021, our total revenues for the first quarter of 2021 increased by 36.6% to RMB 17 billion on a year-on-year basis. Online marketing services revenues reached RMB 8.6 billion, up 161.5% from that in the same period of 2020, for the first time contributing over 50% (50.3%) of total. Livestreaming contributed 42.6%, and the numbers of both daily active livestreaming hosts and daily active livestreaming users achieved double-digit growth rates on a quarter-over-quarter basis. Total e-commerce GMV has grown 219.8% to RMB 118.6 billion from that in the first quarter of 2020.

Users with different interests and industries gather in Kuaishou, and form an authentic, beautiful, diverse, and beneficial content ecology on this platform. While continuously improving user experience through short videos and livestreaming, Kuaishou further satisfies multiple users' diverse needs. It is becoming the portal and comprehensive community for the new generation of digital life, including learning, entertainment, shopping, local life, etc.

After ten years of development, the number of Kuaishou's total employees has surpassed 20,000

in 2021, working at Kuaishou Flagship, Kuaishou Express, KMovie, Yitian Camera, Kuaikandian, and multiple applications and businesses. Kuaishou's product matrix has been further enriched, creating a leading content ecology.

2.Milestones

2011

- "GIF Kuaishou" was launched for users to create and share animated images known as GIFs, in essence the earliest form of short videos.

2012

- Kuaishou became the first mover in China's short video industry that enabled users to create, upload and view short videos on mobile devices.

2013

- Kuaishou launched the short video social platform.

2016

- Kuaishou launched livestreaming function as the natural extension to our platform.

2017

- Kuaishou Flagship became the world's largest single livestreaming platform in terms of revenue generated from virtual gifting in the 4th quarter of 2017.

2018

- Kuaishou Flagship's average DAUs exceeded 100 million in January 2018.
- Kuaishou commenced its e-commerce business.

2019

- Kuaishou Express was launched in August 2019.
- Kuaishou became the world's second largest livestreaming e-commerce platform in terms of GMV.

2020

- The average DAUs of Kuaishou's apps and mini programs in China exceeded 302 million in the first half-year of 2020.

- Kuaishou Express's average DAUs exceeded 100 million in August 2020.

2021

- Kuaishou has listed on the Main Board of The Stock Exchange of Hong Kong Limited on February 5, 2021, stock code 1024.HK.

3.Values

Dual browsing mode

Kuaishou version 8.0 is compatible with single-column and double-column browsing, giving users more choices and a better user experience. The brand-new interaction design originates from our continuous efforts in polishing the products, improving the algorithms, and optimizing user experience over the years.

Equality and Reciprocity

Kuaishou was created for every person to record and share their lives. We adhere to our core values of Equality and Reciprocity, and we passionately believe that every kind of life deserves to be recorded. We encourage every person to record their own lives. Through emphasizing the fairness of attention allocation and content distribution, Kuaishou enables every person to gain enough exposure and connections, and to see and be seen by the larger world.

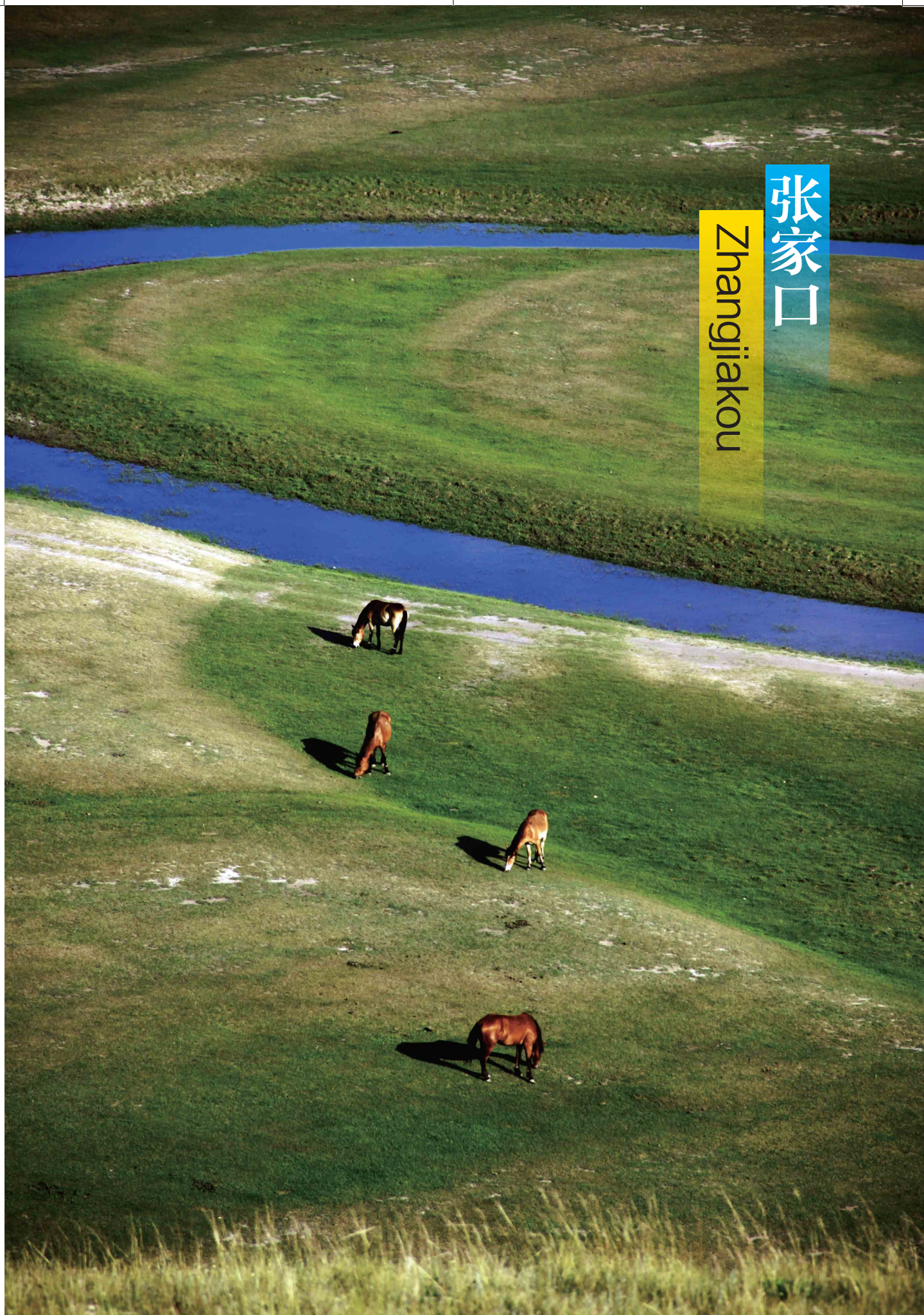
Technology-driven

Kuaishou is a technology company with artificial intelligence (AI) as its core technology. AI technology is deeply embedded in the marrow of products and runs throughout the entire business process of content production, content review, content distribution, and content consumption.

Kuaishou possesses world-leading computer vision and deep-learning capabilities. Through deep understanding of human behavior, user content, and their interconnections, we can develop a series of models that perform well. Furthermore, powered by our world-class AI technologies and algorithms, we recommend content specifically tailored to each user's potential interests, creating precise human-to-content and human-to-human connections.

张家口

Zhangjiakou



张家口

张家口市位于河北省西北部，地处京、冀、晋、蒙四省（市）区交界处，距北京仅 180 公里，京张高铁把北京到张家口的通行时间缩短到 50 分钟，已融入北京 1 小时经济圈。

张家口文旅资源丰富，旅游接待人数和旅游收入增幅连续多年居全省首位，拥有“东方人类从这里走来”和“中华文明从这里走来”两张人文历史名片。存有 8 代长城遗迹 1800 多公里，被称作中国历代长城博物馆。被誉为草原丝绸之路的“张库大道”，是“万里茶道”的重要组成部分，在清代与广州并称中国的“陆水双码头”。特别是冰雪资源富集，全市已建成大型滑雪场 9 家，雪道 177 条，总长度 164 公里，形成了国内最大的雪

场集群。崇礼区成功创建崇礼国家级冰雪旅游度假区，2017 年被评为“中国十佳冰雪旅游城市”。

张家口自然生态优越。空气质量始终稳定保持在京津冀地区最好水平，先后荣获“国家园林城市”“国家森林城市”称号。

张家口产业基础雄厚。拥有沃尔沃发动机、领克汽车等一批先进的装备制造企业；是世界公认的葡萄种植黄金带和奶牛养殖黄金带，是葡萄、杏扁、燕麦、口蘑、鲜食玉米 5 个“中国特产之乡”，荣获国家食品安全示范城市；是国家级可再生能源综合示范区，风电装机容量位居全国前列，是全国燃料电池汽车运行数量最多、最稳定的城市之一，氢能示范应用全国领先。





Zhangjiakou

Zhangjiakou is located in the northwest section of Hebei Province, at the junction of Beijing, Hebei, Shanxi and Inner Mongolia. It is only 180 kilometers away from Beijing. The Beijing-Zhangjiakou High-Speed Railway shortens the commute time from Beijing to Zhangjiakou to 50 minutes, integrating Zhangjiakou into the one-hour economic circle of Beijing.

Zhangjiakou embodies a variety of cultural elements for the tourism industry. For many years, the number of tourists it has received and the revenue from tourism are ranked the highest around the province. It has two cultural and historical name cards indicating that this region is “Where the East Came From” and also considered “The Origin of Chinese Civilization.” At present, the city retains the Great Wall relics that date back to eight dynasties and extend more than 1,800 kilometers, thus winning the title of China’s Great Wall Museum. Moreover, its “Haalgan-Khuree Routes” recognized as the Grasslands Silk Road are an integral part of the “Tea Road”. During the Qing Dynasty, Zhangjiakou was an important land port in northern China, and was also known as the “land and water double wharf” with Guangzhou. In particular, it is full of ice-and-snow attractions. To date, the city has already built 9 grand ski resorts and 177

trails extending for 164 kilometers in total, becoming the largest cluster of ski resorts in China. Notably, Chongli District of Zhangjiakou has already established a state-level ice-and-snow resort. In 2017, Zhangjiakou was listed among “China’s Top Ten Ice and Snow Cities for Tourism”.

Zhangjiakou is also known for its exceptional natural ecology. The air quality is considered to be the best among the Beijing-Tianjin-Hebei region, and it has won the titles of being the “National Garden City” and the “National Forest City”.

Volvo Engines, Lynk & Co and a number of equipment manufacturing enterprises have all set up operations in this burgeoning city, proving the industrial strength and potential of Zhangjiakou. It is recognized as the world’s golden belt for grape cultivation and dairy farming, the “hometown of China’s specialty produce” including grapes, apricots, oats, mushrooms and fresh corn, and also a national demonstrative city for food safety. As a state-level, model area of renewable energy, it contains one of the largest and most stable operations of fuel-cell vehicles, as well as a leading state-level pilot area of hydrogen energy application. Notably, its installed wind power capacity ranks among the best in China.

马贝拉

马贝拉市位于西班牙南部安达卢西亚自治区马拉加省，面积约 115 平方公里，人口总数约 15 万。该市濒临地中海，坐落于西班牙太阳海岸中心，介于马拉加和直布罗陀海峡之间，是一座备受全球旅游爱好者青睐的国际旅游胜地。

马贝拉市旅游资源丰富，被称为“全球顶级精英的度假天堂”。充足、温煦而灿烂的阳光、适宜的气候和健全的设施，使得马贝拉成为享有国际盛誉的旅游城市。世界著名的巴努斯港，充满西班牙风情的马贝拉老城区都位于此。

马贝拉最大的亮点就是棕榈树摇曳的海滩，绵延长达 27 公里的海岸线被分为 24 大海滩，每个海滩都有自己的特色，成为享受日光浴、漫步、游泳、冲浪的好去处。杰出的考古遗迹、丰富多彩的博物馆、众多的表演空间、绵长而优质的海滩和全年不断的文化活动将马贝拉这座城市打造成为一流的度假胜地，每年吸引近 60 万名世界游客造访，年游客接待总数相当于当地人口总数的 4 倍。



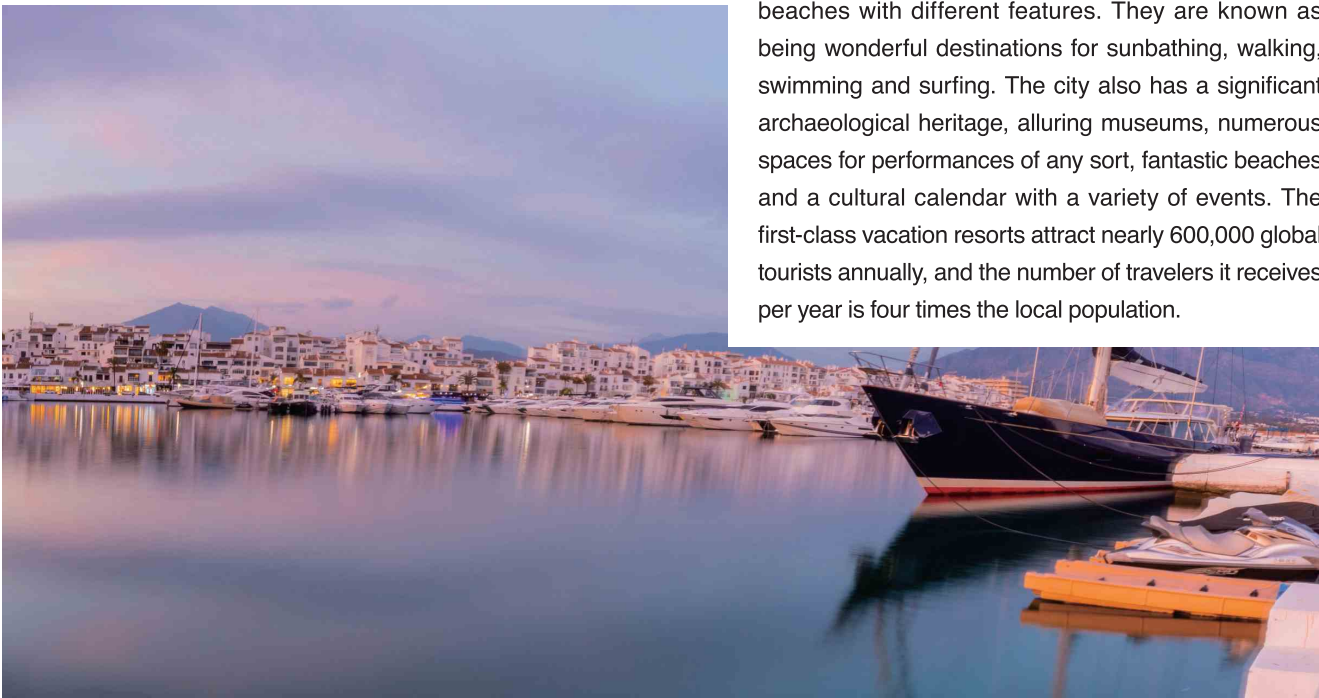


Marbella

Marbella is a city and municipality in southern Spain, belonging to the province of Málaga in the autonomous community of Andalusia. It covers an area of about 115 square kilometers and has a population of nearly 150,000. The city is situated on the Mediterranean Sea at the center of Costa del Sol, between Málaga and the Strait of Gibraltar. The international holiday resort is favored by travelers around the globe.

Marbella is rich in tourism resources and known as the "world's vacation paradise for top elites." With adequate, warm and bright sunshine, suitable climate and sound facilities are some of the many features that have earned it a good reputation as a top-tier destination around the world. The world-renowned Puerto Banús and the old Spanish town of Marbella are both located here.

One of the biggest highlights of Marbella is its beaches full of swaying palms. The 27 kilometers (17 miles) of coastline within the limits of Marbella is divided into 24 beaches with different features. They are known as being wonderful destinations for sunbathing, walking, swimming and surfing. The city also has a significant archaeological heritage, alluring museums, numerous spaces for performances of any sort, fantastic beaches and a cultural calendar with a variety of events. The first-class vacation resorts attract nearly 600,000 global tourists annually, and the number of travelers it receives per year is four times the local population.







马贝拉

Marbella

图/马贝拉市政府 image/Marbella City Council