

世界旅游城市联合会 作为会议共同主办方参加 2023 柏林国际旅游交易会

2023年3月7日至9日，全球规模和影响力最大的旅游业综合展会——柏林国际旅游交易会（ITB Berlin）自疫情恢复以来，首次在德国柏林线下召开。此次展会以“为改变而开放”为主题，世界旅游城市联合会（以下简称“联合会”）第七次以共同举办方身份参与展会，超过180个国家和地区的政府官员、旅游目的地管理者、专家学者、旅游企业高管、媒体以及国际组织负责人等出席本届展会。

3月7日，联合会秘书长杨烁在展会会议开幕式发表致辞。杨烁秘书长围绕本届展会主题展望了世界旅游业的发展趋势，重申了旅游业在世界经济中的重要地位，同时表达了对中国出入境旅游市场逐步放开后，中国市场带动世界旅游经济繁荣发展的充分信心。

展会期间，联合会秘书长特别顾问埃森坎发布了联合会最新研究成果《世界旅游经济趋势报告（2023）》（以下简称报告）。报告预测，2023年全球旅游总收入将恢复至疫情前2019年的86.2%，比

2022年高出6.6个百分点。

3月9日，联合会在展会现场召开了“2023中国旅游市场展望”专题论坛，包括联合会会员代表在内的300余位行业人士参加了此次专题论坛。

柏林旅游局市场管理部主任拉尔夫作为会员城市代表出席论坛，并表示：柏林密切关注中国市场，与中国的合作伙伴始终保持合作、互动，即使在疫情期间，也从未停止在中国的营销活动，随着近期中国出入境政策的调整，柏林也要为中国游客提供更好的签证便利、不断优化航班以方便中国游客出行。同时感谢联合会帮助柏林了解和研究中国市场，感谢联合会香山旅游峰会为柏林提供了结识旅游业界领军人物和行业专家的国际平台，增加了旅游城市间人文交流和国际合作的新契机，最后，拉尔夫呼吁更多的城市加入联合会，以便更好地了解中国旅游市场，结交更多来自世界各地的同行，共同搭建更为广阔的国际化旅游发展平台。

哈萨克国家合资公司会展部负责人阿努拉在专题论坛环节对联



合会给予了高度赞誉，他表示，希望利用中国放宽出入境限制的机会，向更多的中国游客推广哈萨克斯坦。近年来，联合会在促进国际交流、增进世界各国对中国旅游市场的了解等方面，起到了重要的国际平台作用，哈萨克斯坦愿意加强与联合会的合作，期待更多的哈萨克斯坦城市能够参与香山旅游峰会及区域会议，为开拓中国旅游市场迈出完美的第一步。芬兰 Helsinki Partners 旅游贸易部首席顾问艾诺·梅莱斯与联合会对外联络部资深高级经理马瑞琦在展会现场进行

了交谈，并表示，2019 年赫尔辛基香山旅游峰会增进了该市与中国旅游业界的交流，使双方长期受益。

联合会专家、中国出境游研究所首席执行官沃尔夫冈特教授，飞猪首席战略官、企业发展部负责人施焱旻等嘉宾也出席了此次专题论坛，并围绕 2023 年中国旅游市场发展趋势进行了交流探讨，对中国旅游市场发展情况、中国旅游市场对全球旅游发展的积极影响进行了展望。

柏林国际旅游展作为全球最大的国际旅游展会，以其参展单位

多、国际影响面大、交流探讨深入的特点在国际旅游业界具有风向标作用。联合会连续七届作为会议共同主办方参会，借助业界公认的知名国际展会会议平台，切实提升了联合会的世界旅游业界的影响力，进一步展示了世界旅游城市联合会作为中国发起的国际旅游组织在推动旅游国际化发展方面具有的重要示范和带动作用。“草木蔓发，春山可望”，在这个万物复苏的时节，联合会期待与全球旅业同仁精诚合作，为世界旅游业的复苏发展贡献力量！



△ 联合会秘书长杨烁在 ITB 展会会议开幕式致辞

WTCF Co-hosts ITB Berlin 2023

ITB Berlin, the world's largest and most influential tourism industry exhibition, took place on March 7-9, 2023 in Berlin. Themed "Open for Change", this exhibition was the first offline session since the outbreak of the COVID-19 pandemic. The World Tourism Cities Federation (WTCF) is participating for the seventh consecutive time as a co-host. Government officials, tourism destination managers, experts and scholars, executives of tourism enterprises, media outlets, and heads of international organizations from more than 180 countries and regions attended the event.

On March 7, Yang Shuo, WTCF's Secretary-General, spoke at the opening ceremony of the fair, sharing his foresight on the development trends of global tourism by focusing on the theme of the fair and reiterating the importance of tourism to the world economy. Touching on global tourism development trends which are related to the theme of the fair, he expressed full confidence

in the Chinese market's ability to contribute to the prosperity of the global tourism economy following the gradual opening of the inbound and outbound tourism markets in China.

During the fair, Esencan Terzibasoglu, Special Advisor to WTCF's Secretary-General, presented the latest results of research carried out by the WTCF in the Report on World Tourism Economy Trends (2023). The report predicted a 2023 recovery in total global tourism revenue to 86.2 percent of the pre-pandemic level in 2019, 6.6 percentage points higher than that of 2022.

On March 9, WTCF organized a thematic forum themed "Outlook for the Chinese Tourism Market in 2023". More than 300 professionals, including representatives of the members of the WTCF, attended the thematic forum.

During this session, as a representative of Berlin, one of WTCF's city members, Ralf



△ Esencan Terzibasoglu, Special Advisor to WTCF's Secretary-General, presents the *Report on World Tourism Economy Trends (2023)*.

Ostendorf, Director of Market Management at Visit Berlin, said that Visit Berlin has been keeping a good watch on the Chinese market and engaging with partners in China, and has never stopped marketing in China even during the COVID-19 pandemic. As China is adjusting its exit-entry restrictions, continuously-improved air connections and better visa facilitation for Chinese tourists are needed for their trips to Berlin. Mr. Ostendorf showed his appreciation for WTCF for having been playing a vital role in helping Berlin learn about and study the Chinese market. He also thanked WTCF for organizing sessions of

the Fragrant Hills Tourism Summit as an international platform where representatives from Berlin can meet leaders and experts in the tourism industry, enhance "people-to-people" communication with those from other cities, and have more opportunities in terms of international cooperation. Lastly, he called for other cities that are not members of WTCF to join WTCF for better understanding the Chinese tourism market as well as tourism industry counterparts from all over the world, to jointly build a broader development platform for international tourism.

At the thematic forum, Ainura Zhumatayeva, Head of MICE

Department, Kazakh National Company JSC., highly praised WTCF. She hoped to use the opportunity arising from China's loosened exit-entry restrictions to promote Kazakhstan to Chinese tourists. In her opinion, for many years, WTCF has been a very useful platform in facilitating international communication and enhancing other countries' understanding of the Chinese tourism market. She hoped that cities in Kazakhstan can participate more actively in the Fragrant Hills Tourism Summit and other regional conferences, and strengthen their partnership with WTCF, to make a perfect start in tapping into the Chinese market. Aino Mellais, Senior Advisor of Travel Trade, Helsinki Partners, commented in her conversation with Richard Matuzevich, Senior Manager of the Liaison Department of WTCF, that the World Tourism Cities Federation Fragrant Hills Tourism Summit 2019 in Helsinki has contributed to the exchanges between Helsinki and China's tourism industry, benefiting both sides in the long term.

Prof. Dr. Wolfgang Georg Arlt, FRGS, FRAS, WTCF Expert and CEO of COTRI (China Outbound Tourism Research Institute), and

Simeon Shi, Chief Strategy Officer and Head of Corporate Development at Fliggy, and other guests also participated in the section and discussed the development trend of China's tourism market in 2023 and its positive impact on global tourism development.

As the world's largest travel trade fair, ITB Berlin, sparking in-depth exchanges and discussions, serves as the guiding force in the global tourism industry, with a considerable number of attendees and widespread influence around the world. By co-hosting the fair for seven consecutive years, WTCF has indeed enhanced its influence in the global tourism industry thanks to this international fair, a platform well-recognized within the industry, and has further demonstrated its role as a key model and leader in promoting the internationalized development of tourism as a China-based international tourism organization. "As the grass and woods start to grow again, the mountains will surely be coated in lovely green." In this season of reawakening, WTCF heartfully looks forward to working with friends in the global tourism industry to contribute to the recovery of the world's tourism industry! 🌍



△ WTCF's thematic forum "Outlook for the Chinese Tourism Market in 2023"

