

英国旅游局启动 2023 年 千万英镑旅游营销计划

为推动旅游业发展，英国旅游局近日启动了 2023 年“见你未见”国际营销计划，首阶段将投入 980 万英镑（约 8080 万人民币）预算，展示英国为一个“充满活动、多元化和令人兴奋的目的地”。“见你未见”国际营销计划，初期将聚焦于复苏强劲的市场，并藉由线上和线下渠道，以及合作伙伴，宣传令人惊讶、全新的旅游体验，促进旅游业复苏。

瑞典聚焦“可持续、亲近自然” 推广旅游资源

近日，瑞典旅游局携手 14 个地区旅游目的地推广机构出席 2023 年德国柏林国际旅游交易会，共同宣传当地最新旅游资源，重点围绕“可持续、亲近自然”的主题推广，让更多人了解瑞典人的生活方式，包括有意识的负责的旅行、乡村体验、与自然紧密关联的旅程等。瑞典新增了多个全新旅游资源，有利于国际旅行社从业者设计出新颖的旅游产品和线路。

2023 年柏林国际旅游交易会线下重启

2023 年柏林国际旅游交易会近日在柏林会展中心拉开帷幕，吸引了来自 161 个国家和地区的约 5500 家参展商。此次展会以“为改变而开放”为主题，是该展会自新冠疫情以来首次线下重启。据主办方介绍，虽然眼下诸多挑战对全球旅游造成持续影响，但行业整体稳健且适应性强。

西非旅游组织创立西非生态旅游网络

近日，西非旅游组织在加纳正式创立西非生态旅游网络。西非生态旅游网络将有望成为当地经济社会发展、应对气候变化及实现可持续发展的关键驱动力。来自 10 个西非国家的多家生态旅游运营商和从业者参加了创立仪式。西非生态旅游网络指导委员会已经开始计划在 2024 年举行生态旅游活动，为从业者和生态旅游爱好者开发一个在线中心，提供西非最佳生态旅游目的地的快速导览，为西非生态旅游网络成员开设技能讲习班，以及发展西非次区域生态旅游等。





中国恢复旅行社经营 外国人入境团队旅游业务

3月31日，中国文化和旅游部印发通知，即日起恢复全国旅行社及在线旅游企业经营外国人入境团队旅游和“机票+酒店”业务。通知要求，各地要按照属地管理原则，稳妥有序推进旅行社恢复经营外国人入境团队旅游业务工作。指导本地旅行社同境外旅行社做好线路设计和产品对接，落实好各项防疫要求。

全球邮轮市场强劲复苏 年轻游客将成未来发展主力

国际邮轮协会近日发布《2023年邮轮行业现状报告》。报告显示，2023年，邮轮旅游市场预计为3150万人次，是2019年的106%。联合国世界旅游组织预测，2023年国际游客人数将达到2019年的80%至95%，显见邮轮市场的复苏速度较国际出境旅游市场总体来得更快。趋势方面，邮轮市场未来会越来越年轻化，当前全球游轮游客平均年龄为46.5岁，而未来邮轮度假意愿最强的是年轻一代。

印尼致力于成为 全球顶级康养旅游目的地

近日，印度尼西亚与全球康养研究院发布了印度尼西亚康养经济报告，深入分析印度尼西亚正不断增长的康养经济并突出其独特优势。据该报告介绍，印度尼西亚以其糅合印度、阿拉伯和中国文化的康养传统和独特的健康护理疗程而闻名，其17000个岛屿的多样地理环境衍生出了多种疗愈体验。随着国际旅游开始恢复正常，印度尼西亚旅游与创意经济部致力于推动其成为全球顶级的康养旅游目的地。

柬埔寨吴哥古迹旅游收入大增

2023年以来，柬埔寨吴哥古迹门票收入快速增长，吴哥旅游呈现积极复苏势头。近日，根据柬埔寨官方管理部门吴哥机构统计，2023年前两个月，吴哥古迹门票收入达738万美元，相比去年同期的47万美元增长迅猛。参观吴哥古迹的外国游客达15.6万人次，而去年前两个月仅有7.7万人次。预计2025年，吴哥古迹将吸引750万人次外国游客，并创造94万个就业机会和60亿美元外汇收入。



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VisitBritain Launched a 2023 10-million-pound Tourism Marketing plan

To promote tourism, VisitBritain recently launched the 2023 international marketing program, "See Things Differently." Its first phase will see 9.8 million pounds (about 80.8 million yuan) invested in illustrating the UK as "a diversified and exciting destination full of activities." The "See Things Differently" international marketing program will initially focus on strong market recovery and promote surprising and new experiences through online and offline channels, as well as partnerships to accelerate the recovery of the tourism industry.

Sweden Promotes Tourism Resources around "Sustainability and Closeness to the Nature"

Recently, VisitSweden and 14 other regional destination promotion agencies attended the 2023 Berlin International Tourism Exchange, jointly promoting the latest local tourism resources around the theme of "Sustainability and Closeness to Nature." The initiative aims to introduce tourists to the Swedish way of life, including conscious and responsible travel, rural experiences, and trips closely nature-oriented. Sweden has added several new tourism resources that will facilitate international tour operators in designing innovative tourism products and itineraries.

2023 Berlin International Tourism Exchange Restarts Offline

Recently, the 2023 Berlin International Tourism Exchange kicked off at Messe Berlin, attracting approximately 5,500 exhibitors from 161 countries and regions. Taking "Open for Change" as its slogan, it saw the first offline restart since the outbreak of the COVID-19 pandemic. According to the organizers, although many challenges currently have a sustained impact on global tourism, the industry as a whole runs in a stable and adaptable manner.

West African Tourism Organization (WATO) Established West African Ecotourism Network

Recently, the WATO held a two-day event in Ghana to officially establish the WAEN. The WAEN will be expected to become a key driving force for economic and social development, climate change mitigation, and sustainable development. Ecotourism operators and practitioners from 10 West African countries participated in the establishment ceremony. The WAEN Steering Committee has begun planning to hold ecotourism activities in 2024, developing an online center for practitioners and ecotourism enthusiasts to provide quick overviews of the best ecotourism destinations in West Africa, offering skill training workshops for members of the WAEN and developing sub-regional ecotourism in West Africa.