

搭建国际交流平台 建成世界一流国际旅游组织 为世界旅游贡献中国智慧

——世界旅游城市联合会 2012—2023

世界旅游城市联合会是北京发起成立的世界首个以城市为主体的全球性国际旅游组织。自 2012 年成立以来，会员数量已从最初的 58 个发展至当前的 242 个，覆盖全球 85 个国家和地区，其中城市会员 163 个，机构会员 79 个，6 个分会会员总数 332 个。

多年来，世界旅游城市联合会一直致力于发挥旅游传播文明、交流文化、增进友谊的作用，形成了“香山旅游峰会”“合作与发展大会”“世界文化旅游名城论坛”“区域论坛”等品牌活动矩阵，努力加强机构建设、服务体系建设、活动品牌建设、合作网络建设和市场运作建设，彰显桥梁纽带作用，取得良好成效。联合会在旅游业界的吸引力、服务力、引导力和影响力实现全面提升，被誉为成长最快的国际旅游组织。

未来，联合会将持续发挥国际组织作用，推进、实施世界文化和全球旅游的多边合作与交流，全方位、多角度、立体化开展会员服务，积极参与国际旅游标准制定，为旅游城市品牌化、规范化发展提供智力支持，引领世界旅游行业繁荣发展。

Establishing an International Exchange Platform Building a World-Class International Tourism Organization Contributing Chinese Wisdom to World Tourism

World Tourism Cities Federation 2012–2023

World Tourism Cities Federation (WTCF) is the world's first international tourism organization focusing on cities under the initiative of Beijing. Starting with 58 founding members from 2012, the WTCF has now grown into an international tourism organization with a total of 242 members, which covers 85 countries and regions, including 163 city members, 79 institutional members as well as 332 members among 6 branches.

For many years, the World Tourism Cities Federation (WTCF) has been committed to leveraging tourism for promoting culture, fostering international exchanges, and enhancing friendships. It has established a series of branded events such as the "Fragrant Hills Tourism Summit", the "World Conference on Tourism Cooperation and Development", the "Forum on World Famous Cultural Tourism Cities", and "Regional Forums". These endeavors have aimed at strengthening institutional construction, service system development, event branding, cooperative network building, and market operations. The federation's role as a bridge and link has been prominently showcased and has achieved great results. With comprehensive improvements in its appeal, service quality, guidance capacity, and influence within the tourism industry, the federation has been acclaimed as the fastest-growing international tourism organization.

In the future, the WTCF will continue to fulfill its role as an international organization, advancing and implementing multilateral cooperation and exchanges in the realm of global culture and tourism. It will comprehensively engage in member services from various perspectives, actively participate in the formulation of international tourism standards, provide intellectual support for the branding and standardized development of tourism cities, and lead the prosperous development of the world tourism industry.

举办成立大会暨北京香山旅游峰会

9月，世界旅游城市联合会成立，初创会员58个，其中城市会员47个，机构会员11个。世界旅游城市联合会成立大会暨北京香山旅游峰会成功举办，此次峰会主题为“旅游让生活更美好”，会议期间，举行了会员大会，通过《世界旅游城市联合会章程》等各项规章，并通过了会徽、会旗、标识物。峰会上举办了首届世界旅游城市博览会、世界旅游城市电影展、世界旅游城市北京美食汇、北京香山旅游峰会闭幕式暨颁奖仪式。

世界旅游城市联合会发布纲领性指南——《北京宣言》

9月，2012年首届北京香山旅游峰会上，世界旅游城市联合会发布纲领性指南——《北京宣言》。《北京宣言》倡导：为旅游者创造出更加便利、愉悦的旅游环境。为城市搭建展示人文与自然景观的平台。为旅游产业调整结构提升水平提供支持。为推动城市经济社会和谐发展做出贡献。以积极的心态面对未来，以开阔的胸怀联合世界。

举办 2013 世界旅游城市联合会北京香山旅游峰会

9月，峰会开幕式上举行了旅游相关企业、媒体、民航三个分会及专家委员会的成立仪式。此次峰会主题为：“旅游：城市可持续发展的新动力”。来自31个国家和地区的66个城市及业界代表齐聚北京，并共同签署了世界旅游城市旅游合作与服务的基本规范——《北京共识》，并发布《世界旅游城市评价体系》。



Held the 2012 WTCF Inauguration Ceremony & Beijing Fragrant Hills Tourism Summit

In September, the World Tourism Cities Federation was established, with 58 members initially. Among them, 47 were city members and 11 were institutional members. The WTCF Inauguration Ceremony & Beijing Fragrant Hills Tourism Summit were held in Beijing, with the theme of "Better City Life through Tourism". The summit consisted of the General Assembly which approved the "WTCF Statute" through deliberation, as well as the emblem, the flag and the logo. The first World Tourism Cities Expo, World Tourism Cities Film Show, Beijing Food Expo, Closing Ceremony, and other meetings and activities were also held.

Released the Guidelines of the World Tourism Cities Federation, Beijing Declaration

In September, at the first Beijing Fragrant Hills Tourism Summit in 2012, the WTCF released its guidelines, the *Beijing Declaration*. The *Beijing Declaration* proposed to create a more convenient and enjoyable tourism environment for tourists; build platforms to display cultural and natural sites of cities, contribute to the coordinated economic and social development of cities; face the future with firm resolve and embrace the world with a broad mind.

Held the WTCF Beijing Fragrant Hills Tourism Summit 2013

In September, the establishment ceremony of the WTCF Committee of Civil Aviation, the WTCF Committee of Tourism-related Businesses, the WTCF Committee of Media and the Expert Committee was held at the opening ceremony. The theme of the summit was "Tourism: A New Driver of Sustainable Urban Development". 66 city and industrial representatives from 31 countries and regions gathered in Beijing, and jointly signed the basic regulation of World Tourism Cities tourism cooperation and service-"*Beijing Consensus*" and issued "*World Tourism Cities Evaluation System*".



举办 2014 世界旅游城市联合会
北京香山旅游峰会

9月，此次峰会共计有 240 多家国内外著名旅游企业及相关机构参加，峰会主题为“市场与合作”。大会期间，理事会通过香山旅游峰会申办机制，并投票决定 2015 香山旅游峰会在会员城市拉巴特和非斯举办，这是香山旅游峰会首次在总部以外的城市举办。

《中国公民出境（城市）旅游消费市场调查报告》发布

9月，北京香山旅游峰会举办期间发布了《中国公民出境（城市）旅游消费市场调查报告》。联合会希望《报告》能够帮助世界更多了解中国旅游消费者，通过更加有效的吸引、引导消费，促进中国出境旅游市场的健康、和谐、多元发展。

推出联合会自媒体平台

9月，在 2014 世界旅游城市联合会北京香山旅游峰会举办期间，联合会推出自媒体平台。该平台旨在为会员提供宣传推介服务，运用全媒体助力旅游产业发展。



Held the WTCF Beijing Fragrant Hills Tourism Summit 2014

In September, more than 240 companies and organizations in the tourism industry attended the Summit. The theme was "World Tourism Cities: Market and Cooperation". The WTCF Council approved the Fragrant Hills Tourism Summit bidding mechanism and decided that the Fragrant Hills Tourism Summit 2015 was selected to be held in member cities, Rabat and Fez, which was the first summit to be held outside the headquarters city.

Released the Market Research Report on Chinese Outbound Tourist (City) Consumption

In September, the Report "Market Research Report on Chinese Outbound Tourist (City) Consumption" was released during the WTCF Beijing Fragrant Hills Tourism Summit. The WTCF hopes that the Report will help the world to know more about Chinese tourism consumers and promote the healthy, harmonious and diversified development of China's outbound tourism market by attracting and guiding consumption more effectively.

Launched We-media Platform of the WTCF

In September, during the WTCF Beijing Fragrant Hills Tourism Summit 2014, the WTCF launched its Self-Media Platform. The platform aims to provide members with publicity and promotion services, and utilize the whole media to help the development of the tourism industry.



为会员城市扬州“把脉”旅游发展

10月，联合会专家委员会一行应邀赴会员城市扬州考察旅游产业发展。此次会议是联合会成立以来，首次组织专家委员会和分会代表“走出去”为国内会员城市旅游发展“把脉”。

参加伦敦国际旅游展

11月，联合会代表团一行赴英国伦敦参加伦敦国际旅游展。

参加第49届柏林国际旅游展

3月，联合会参加第49届柏林国际旅游展，在展会上设立独立展台。展会期间，联合会理事会副主席城市代表 Ralf Ostendorf 主持召开了联合会工作会议。



Analyzed the Tourism Development for Member City, Yangzhou

In October, the Expert Committee of the WTCF travelled to the member city Yangzhou to survey its tourism industry. This was the first time for the WTCF to organize the Expert Committee and the sub-committees to "go global" for analyzing for the member cities in regard to the future tourism development.

Attended the World Travel Market in London

In November, the WTCF delegation attended the WTM in London.

Attended the 49th ITB Berlin

In March, the WTCF attended the 49th ITB Berlin with an independent booth. During ITB Berlin, Ralf Ostendorf, city representative of Vice-Chairman of the WTCF Council, held the meeting of the WTCF.



组织“摩洛哥千人游”活动

8月，联合会通过多家旅行社组织“摩洛哥千人游”活动，以推动中国公民对会员城市出境旅游市场的发展。“摩洛哥千人游”旨在为2015年拉巴特和非斯香山旅游峰会预热，扩大其国际影响力，形成会员间合作的实际成果，进一步加大摩洛哥旅游产品在中国市场的推广力度。

举办2015世界旅游城市联合会拉巴特非斯香山旅游峰会

9月，出席本次峰会的有来自42个国家和地区的69个城市和31个旅游相关机构共100个会员单位的311名代表，以及其他各方面嘉宾共计400余人。峰会主题为“多元化与可持续发展”。这是香山旅游峰会首次在总部以外的城市举办。峰会上，联合会与UNWTO等国际旅游组织之间、城市之间、旅游相关机构之间签署多项合作协议。

荣获年度旅游大奖

11月，世界旅游交易会在英国伦敦举办。联合会荣获WTM年度旅游大奖——2015年“世界旅游行业领袖奖”。该奖项旨在奖励本年度对世界旅游行业发展做出突出贡献的单位或个人，在国际旅游行业具有极强的影响力。

联合会邮轮分会成立并签署《青岛共识》

5月，世界旅游城市联合会邮轮分会正式成立，青岛当选为邮轮分会理事长单位。邮轮分会首批会员单位包括10家世界知名邮轮公司、16家邮轮旅游城市、13家邮轮港口、20家旅行社及OTA、9家邮轮院校以及22家其他邮轮相关企业机构。邮轮分会理事单位代表签署了《世界旅游城市联合会邮轮分会青岛共识》，达成了“高品质的邮轮服务有助于提高邮轮产业的发展”“大力培育邮轮旅游市场是提高邮轮产业发展的重要源泉”等共识。

参加首届世界旅游发展大会

5月，由中国政府和联合国世界旅游组织共同主办的首届世界旅游发展大会在北京举办。在5月19日举办的“旅游促进和平”高峰论坛上，联合会理事会副主席单位代表、时任布宜诺斯艾利斯旅游局局长贡萨洛·罗布雷多受邀发表演讲。联合会和其他国际组织代表以及七十多位部长级以上官员还一起受到了时任总理李克强的接见，并合影留念。



Organized "Thousands of Tourists to Magnificent Morocco"

In August, with support from multiple travel agencies, the WTCF organized the "Thousands of Tourists to Magnificent Morocco" to drive the development of the outbound travel market by Chinese citizens to the member cities. The purpose of the event was to warm up for the WTCF Rabat & Fez Fragrant Hills Tourism Summit 2015 and enlarge its international influence, to achieve the practical result in member cooperation and further the promotion of tourism products of Morocco in the Chinese market.

Held the WTCF Rabat & Fez Fragrant Hills Tourism Summit 2015

In September, the Summit was attended by 311 representatives from 100 member units, including 69 cities and 31 tourism-related organizations from 42 countries and regions, more than 400 guests from various fields in total. The theme was "World Tourism Cities: Diversity and Sustainability". This was the first summit to be held outside the headquarters city. During the summit, the signing ceremony of cooperation agreements between international tourism organizations, including the WTCF and the UNWTO, tourism cities and tourism-related institutions was also held.

Won the Annual World Travel Leaders Award

In November, WTM kicked off in London. The WTCF won the annual World Travel Leaders Award 2015. The award aims at rewarding organizations and individuals who have made outstanding contributions to the development of world travel industry during the year, and has an extremely strong influence on the world travel industry.

Exclusively Co-hosted the 50th ITB Berlin Convention

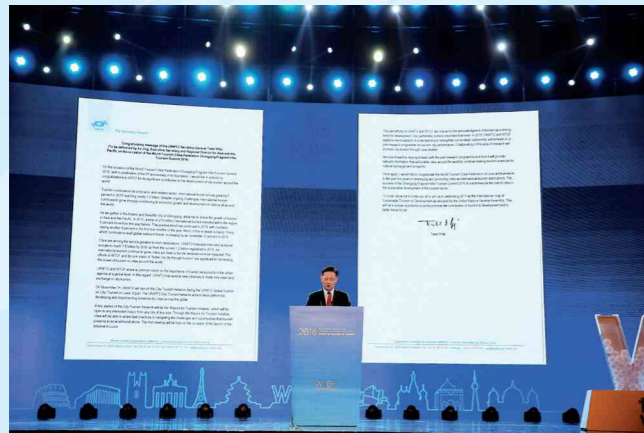
In March, the 50th International Tourism Exchange Berlin was opened in Berlin with a grand ceremony. As the exclusive co-host, the WTCF led a delegation to attend ITB. The WTCF set up its own exhibition stand while other WTCF city members such as Abidjan, Belgrade, Helsinki, Salonica, Beijing, Chongqing, Guangzhou, Qingdao, Mudanjiang, Yangzhou and Zhangjiajie also participated.

The WTCF Committee of Cruise Was Founded and Signed the "Qingdao Consensus"

In May, the WTCF Committee of Cruise was founded. Qingdao City was elected as the director unit. The first members of the Committee of Cruise include 10 world-famous cruise companies, 16 cruise tourism cities, 13 cruise ports, 20 travel agents and OTA, 9 cruise colleges, and 22 other related institutions. Member representatives of the Committee of Cruise Industry of the WTCF signed the Qingdao Consensus on the General Assembly of the Committee of Cruise Industry of World Tourism Cities Federation. Many consensus were agreed upon, including "quality cruise services promote the development of the cruise industry" "cultivation of the cruise tourism market is an important driving force for the development of the cruise industry", etc.

Attended the 1st World Conference on Tourism for Development

In May, the 1st World Conference on Tourism for Development, co-hosted by Chinese government and the UNWTO was held in Beijing. At the summit forum themed "Tourism for Peace", Gonzalo Robredo, then Executive Director of the Tourism Office of the city of Buenos Aires, was invited to deliver a speech as the representative for the holder of WTCF Vice-Chairman City of the Council. Then-Premier Li Keqiang met representatives of the WTCF, other international organizations, and more than 70 above-ministerial-level officials, and then took a group photo together.



**举办 2016 世界旅游城市联合会
重庆香山旅游峰会并发布《重庆宣言》**

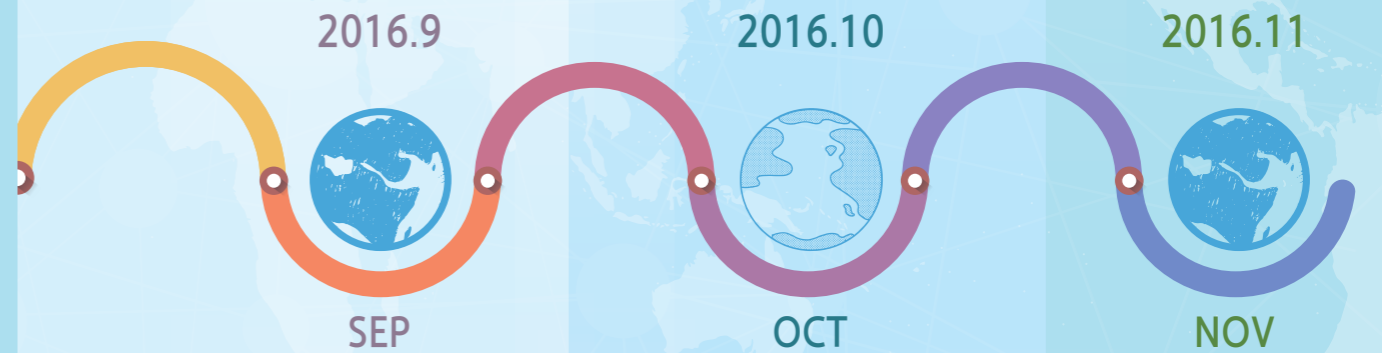
9月，来自世界各大洲 89 个城市、57 个旅游机构和 6 个国际组织的约 400 名代表出席本次峰会，峰会主题为“共享经济与世界旅游城市发展”。峰会发布了《世界旅游城市联合会重庆宣言》，成立了联合会投资分会，这是联合会第六个分支机构，并平行举行了邮轮分会会议、旅游推介会和旅游投资洽谈会。论坛期间发布了“中国公民出境（城市）旅游消费市场调查报告”等联合会的学术研究成果，其间也与知名媒体签署协议，打造媒体矩阵。

**举办中国旅游城市
海外推广研讨会**

10月，中国旅游城市海外推广研讨会在会员城市澳门举办，研讨会由联合会、世界旅游经济论坛、澳门旅游局联合举办，来自 9 个中国会员城市和特邀城市马来西亚檳城的代表参加了此次研讨会。

**组织城市会员参与
世界旅游交易会**

11月，世界旅游交易会在伦敦举办，联合会组织城市会员参与交易会并主办了中国旅游市场发展论坛和欧洲片区会议。



Held the WTCF Chongqing Fragrant Hills Tourism Summit 2016 and Released The Chongqing Declaration of WTCF

In September, about 400 guests from 89 cities, 57 tourism-related institutions and 6 international organizations attended this year's summit. The theme was "Shared Economy and the Development of World Tourism Cities". *The Chongqing Declaration of WTCF* was issued and the WTCF Committee of Investment was set up as the 6th sub-committee of the WTCF. Meanwhile, the meeting of the Committee of Cruise Industry, Tourism Promotion Meeting and tourism investment fair were held. During the forum, academic research reports were released, including "Market Research Report on Chinese Outbound Tourist (City) Consumption", and agreements were signed as well with renowned media to build the media matrix.

Hosted the Chinese Tourism Cities Overseas Promotion Seminar

In October, the Chinese Tourism Cities Overseas Promotion Seminar was held in Macao. The seminar was co-hosted by the WTCF, Global Tourism Economy Forum and the Macao Government Tourist Office, and representatives from 9 member cities as well as the specially invited guest city Penang of Malaysia attended the seminar.

Organized City Members to Participate in the World Travel Market

In November, the World Travel Market (WTM) was held in London, the WTCF organized city members to participate in the WTM and hosted the Chinese Tourism Market Development Forum and WTCF Members Europe Meeting.

参加第 51 届柏林国际旅游展

3 月，联合会作为会议共同主办商参加第 51 届柏林国际旅游展，并主办“2017 世界旅游经济发展趋势和中国出境游”论坛。



Attended the 51st ITB Berlin Convention

In March, as the co-host of the 51st ITB Convention, the WTCF led a delegation to attend ITB and hosted a forum with the theme of "World Tourism Economy Trends 2017 & Chinese Outbound Tourism".

举办 2017 世界旅游城市联合会亚太旅游论坛（亚太区域论坛）

3 月，世界旅游城市联合会亚太旅游论坛在马来西亚槟城隆重开幕，来自联合国世界旅游组织代表、联合会城市会员和机构会员代表、联合会专家委员会专家以及槟城政府代表共计约 300 名嘉宾出席了此次区域论坛。



Hosted the WTCF Asia-Pacific Tourism Conference 2017 (Asia-Pacific Regional Forum)

In March, the WTCF Asia-Pacific Tourism Conference 2017 was grandly opened in Penang, Malaysia. About 300 guests were invited to attend this year's conference, including delegates from the UNWTO, city and institutional members of WTCF, members of the WTCF Expert Committee as well as delegates from the Penang State Government.

与上海合作组织签署协议

5 月，联合会与上海合作组织在北京共同签署了《世界旅游城市联合会秘书处与上海合作组织秘书处旅游合作框架协议》。双方的合作致力于积极推动上合组织和丝绸之路经济带沿线旅游城市的互惠互利，交流合作。



Signed Cooperation Agreement with Shanghai Cooperation Organization

In May, the WTCF signed the *Cooperation Framework Agreement between the WTCF Secretariat and the SCO Secretariat in Beijing*. They would cooperate to actively promote to achieve mutual benefit, exchange and cooperation among tourism cities within the SCO and along the Silk Road economic belt.



举办“中国市场精英学习之旅”培训

5月，由联合会与会员城市爱丁堡共同发起的“中国市场精英学习之旅”培训活动举办。这是联合会应爱丁堡市特别邀请，首次与会员城市联合举办的培训活动。

主办第五届中国（青岛）国际邮轮峰会

6月，第五届中国（青岛）国际邮轮峰会在青岛顺利召开。峰会开幕前召开了世界旅游城市联合会邮轮分会第一届理事会第二次会议，邮轮分会会员总数超过100家，是中国境内最具国际影响力的邮轮行业组织之一。

举办2017世界旅游城市联合会洛杉矶香山旅游峰会

9月，来自51个国家、87个城市的37位部长和市长、国际旅游机构高管和来自联合国世界旅游组织、亚太旅游协会等国际旅游组织的代表400余人出席了峰会。本次峰会主题为“全球化与世界旅游城市发展”。峰会上发布了《世界旅游城市联合会洛杉矶宣言》，本届峰会设置了论坛、旅游展览、交易洽谈、旅游投资、旅游推介等活动。峰会论坛期间发布了《世界旅游城市发展报告（2017）》和《UNWTO-WTCF旅游城市绩效研究》等联合会的学术研究成果。

参加第六届世界旅游经济论坛

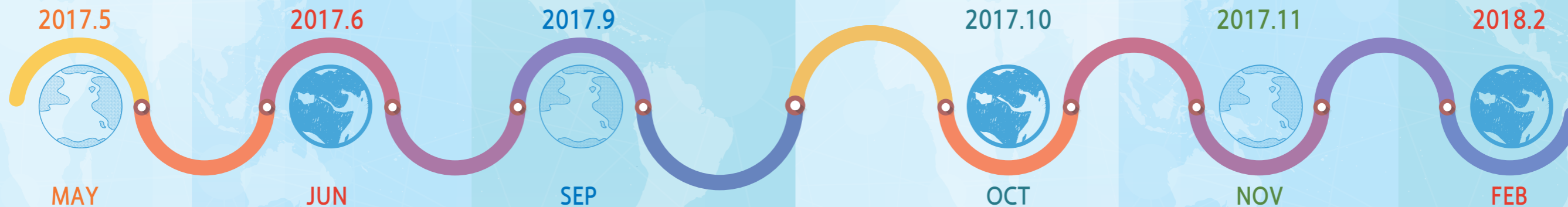
10月，第六届世界旅游经济论坛在澳门举办。作为战略合作伙伴，联合会组织了“区域与城市合作”分论坛的活动，讨论主题为“从世界城市角度看区域合作”。

参加世界旅游交易会

11月，2017世界旅游交易会在伦敦举行。联合会主办了中国旅游市场发展论坛。

联合主办中国—摩洛哥旅游合作论坛（非洲旅游区域论坛）

2月，联合会和摩洛哥国家旅游局、卡萨布兰卡市联合主办了中国—摩洛哥旅游合作论坛（非洲旅游区域论坛），中国知名旅行社买家、非洲国家代表、旅游业专家等100余人参加。



Held "China Champions Learning Journey" Training Program

In May, the "China Champions Learning Journey" Training Program was launched by the WTCF and its member city Edinburgh. The training program, initiated by Edinburgh Tourism Action Group, was jointly hosted by the WTCF and the member city for the first time.

Hosted the 5th China (Qingdao) International Cruise Summit

In June, the 5th China International Cruise Summit kicked off in Qingdao. The second session of the first Council Meeting of the Committee of Cruise of the WTCF was held before the opening ceremony of the summit. With 100 members, it is now one of the most influential international cruise organizations in China.

Held the 2017 WTCF Los Angeles Fragrant Hills Tourism Summit

In September, about 400 delegates including representatives from 51 countries, 87 cities and a total of 37 ministers and mayors, senior managers from international tourism organizations and representatives from international organizations including UNWTO and PATA were invited to attend the summit. The theme was "Impact of Globalization on World Tourism City Development". "Los Angeles Declaration of World Tourism Cities Federation" was released. During this Summit, events such as the tourism exhibition, tourism trade and investment fair and tourism promotion meeting were held. The "Research Report on World Tourism City Development 2017" and "UNWTO-WTCF City Tourism Performance Research" were released as well.

Attended the 6th Global Tourism Economy Forum

In October, the sixth Global Tourism Economy Forum was held in Macao. As the strategic partner, the WTCF organized the "Region and City Collaboration" Panel Discussion with the topic of "Regional Collaboration-World Cities Perspective".

Participated in the World Travel Market

In November, the WTM 2017 kicked off in London. The WTCF was invited to attend and host the Chinese Tourism Market Development Forum.

Co-hosted China-Morocco Tourism Cooperation Forum in Casablanca (African Tourism Regional Forum)

In February, the China-Morocco Tourism Forum (African Tourism Regional Forum) was held in Casablanca. The forum was jointly hosted by the WTCF, the Moroccan National Office of Tourism, and Casablanca city. More than one hundred guests were invited to attend the forum, including buyers from major Chinese travel agencies, representatives from the tourism department of Africa, and tourism industry experts.



参加第 52 届柏林国际旅游展

3月，联合会第三次作为会议独家共同主办商组团参加。联合会在展会上举办了两场活动，第一场发布《旅游经济趋势预测报告(2018)》及《UNWTO-WTCF世界城市旅游绩效研究》，第二场论坛围绕“中国旅游市场的新变化和新动能”等热点议题进行讨论。

2018.3



MAR

Attended the 52nd ITB Berlin

In March, as the exclusive co-host for the third time, the WTCF led a delegation to attend the exhibition. The WTCF hosted two events at the exhibition, with the first event aimed to issue the "Report on World Tourism Economy Trends (2018)" and the "UNWTO-WTCF City Tourism Performance Research" and the second panel discussion centered on the discussion of the popular topic "New Changes and New Motives in China's Tourism Market" and others.

举办 2018 世界旅游城市联合会拉丁美洲旅游会议 (拉美区域论坛)

4月，2018世界旅游城市联合会拉丁美洲旅游会议在哥伦比亚首都波哥大举办。此次会议是联合会与波哥大市政府共同举办的区域性国际旅游会议。

2018.4



APR

Held WTCF Latin America Tourism Conference (Latin American Regional Forum)

In April, the 2018 WTCF Latin America Tourism Conference took place in Bogota, the capital of Colombia. This was a regional international tourism conference hosted by the WTCF and the Bogota City Council.

举办 2018 世界旅游城市联合会青岛香山旅游峰会

9月，来自世界59个国家、112个旅游城市、200余家旅游相关企业和包括联合国在内的多家国际组织，约400名代表出席本届峰会。峰会主题为“把握发展趋势 提升城市品牌”。会上首次颁发“世界旅游城市联合会香山奖”。

2018.9



SEP

Held the 2018 WTCF Qingdao Fragrant Hills Tourism Summit

In September, about 400 representatives from 59 nations, 112 tourism cities and more than 200 tourism-related enterprises, and many international organizations attended the summit. The theme was "Orient Industry Trends, Brand Tourism Cities". The first "WTCF Fragrant Hills Awards" was also presented.

参加世界旅游交易会

11月，2018世界旅游交易会在伦敦举行。联合会主办了“中国出境旅游发展趋势”专题论坛。



Attended the World Travel Market

In November, the 2018 WTM was held in London. The WTCF was invited to attend the event and host the "China Outbound Tourism Development Trend" forum.

共同举办 2018 世界旅游城市联合会欧洲旅游会议（欧洲区域论坛）

12月，联合会与会员城市塞维利亚共同举办 2018 世界旅游城市联合会欧洲旅游会议。联合会会员城市代表、联合会专家委员会专家、旅游企业代表、投资基金经理、旅游媒体等约 200 人参加了本次区域论坛。

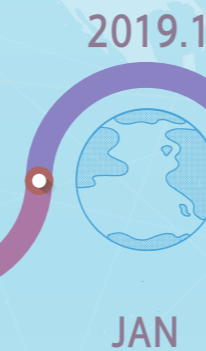


Co-hosted the WTCF Europe Tourism Conference 2018 (European Regional Forum)

In December, the WTCF and its member city Seville co-hosted the "WTCF Europe Tourism Conference 2018". About 200 people attended the forum, including representatives from WTCF member cities, experts of WTCF's Expert Committee, representatives of tourism enterprises, managers of investment funds, tourism media and so on.

发布《世界旅游经济趋势报告（2019）》

1月，联合会与中国社会科学院旅游研究中心共同发布了《世界旅游经济趋势报告（2019）》。报告延续既往分析框架，从全球、区域、国别、行业、城市等多个视角，对世界旅游经济发展趋势做出了全景式分析。



Released the Report on World Tourism Economy Trends 2019

In January, the WTCF and the Tourism Research Center, Chinese Academy of Social Sciences jointly released the "Report on World Tourism Economy Trends 2019". The report followed the previous analytical framework, focuses on the perspectives of global, regional, country, industry and city levels and makes a panoramic analysis of the development trend of world tourism economy.



世界旅游城市联合会中亚地区旅游会议 “一带一路”——旅游合作与发展



参加第 53 届柏林国际旅游展

3月，第53届柏林国际旅游展在德国首都柏林拉开序幕。联合会连续第四次作为展会会议独家共同举办商出席并举办了主题为“如何向中国出境游客推销目的地产品和服务”的沙发论坛。

2019.3



MAR

Attended the 53rd ITB Berlin

In March, the 53rd ITB Berlin was held in Berlin, Germany. The WTCF, as the exclusive co-host for the fourth consecutive time, attended the exhibition and hosted the themed panel discussion with the topic of "How to Market Your Destination's Products and Services to Chinese Outbound Tourists".

共同举办 2019 拉丁美洲及加勒比海旅游会议（拉美区域论坛）

4月，本次会议在会员城市巴拿马城举行。本次会议以“中国出境游与拉美加勒比地区旅游发展”为主题，旨在充分展示拉丁美洲的旅游资源，大力推动拉丁美洲旅游与全球旅游的协作发展。来自拉丁美洲及加勒比地区十一个国家的旅游企业、政府代表、旅游媒体、投资基金经理以及巴拿马当地旅游业界 200 余人出席了本次会议。

2019.4



APR

Co-hosted the WTCF Latin America & the Caribbean Tourism Conference 2019 (Latin American Regional Forum)

In April, the WTCF Latin America & the Caribbean Tourism Conference 2019 was held in Panama City. Themed "Chinese Outbound Market and Tourism Development in Latin America and the Caribbean", the conference aimed to fully display the tourism resources in Latin America and greatly promote the coordinated development of Latin American and global tourism. Travel companies, government representatives, travel media, and investment fund managers from 11 countries in Latin America and the Caribbean, and more than 200 people from the local tourism industry of Panama attended this conference.

共同主办 2019 世界旅游城市联合会蓬塔卡纳旅游洽谈会

4月，联合会与会员城市蓬塔卡纳共同主办此次会议。来自多米尼加各省的旅游从业人员与联合会旅游企业代表、投资基金经理和中国知名媒体等约 100 人参加了本次会议。

2019.4



APR

Co-hosted the WTCF Punta Cana Investment B2B Matching 2019

In April, the meeting was co-hosted with member city Punta Cana. About 100 people including tourism practitioners from the provinces of Dominica, and representatives from Chinese tourism companies, investment fund managers, and well-known media attended the conference.

举办“2019 国际旅游目的地推广与营销”专题培训

4月，来自贝尔格莱德、里加、维多利亚、华盛顿、拉巴特、海牙、柏林、贝尔法斯特、塔林的会员城市代表，以及来自巴拿马、厄瓜多尔使领馆和法国机场的代表共同参加了此次培训活动。

2019.4



APR

Held the "2019 WTCF Training Program on International Tourist Destination Promotion and Marketing"

In April, WTCF's city member representatives from Belgrade, Riga, Victoria, Washington DC, Rabat, The Hague, Berlin, Belfast, and Tallinn; representatives from the embassies and consulates of Panama and Ecuador; and representatives from French airports participated in the training program.

与西非旅游组织签约

4月，第二届“一带一路”国际合作高峰论坛民心相通分论坛在北京国家会议中心举办。联合会与西非旅游组织签约，双方致力于推动“一带一路”旅游目的地合作共赢机制，建设中非友好的非政府合作平台，建立两个组织间全面战略合作伙伴关系。

2019.4



APR

Signed MOU with West Africa Tourism Organisation

In April, the "Thematic Forum on People-to-People Connectivity of the Second Belt and Road Forum for International Cooperation" kicked off at the China National Convention Center in Beijing. During the forum, in the contract-signing round of the local cooperation sub-forum, the WTCF and the West Africa Tourism Organisation signed a contract, and both parties would push forward the win-win mechanism of the "Belt and Road" tourism destination cooperation, set up the friendly China-African non-governmental cooperation platform, and establish the panoramic strategic partnership between the two organizations.

参与 2019 中国北京世界园艺博览会

4月至10月，联合会全程参与在北京市举办的主题为“绿色生活，美丽家园”的2019中国北京世界园艺博览会，此次世园会共有86个国家和24个国际组织参加，联合会在国际馆区搭建200平方米展台，举办了多种多样的旅游交易洽谈会及专场推介会等活动，多家会员单位踊跃参加。

2019.4



APR

Participated in the Beijing Horticultural Expo

From April to October, the WTCF participated in the 2019 International Horticultural Exhibition held in Beijing under the theme "Live Green, Live Better". There were 86 countries and 24 international organizations participating. The WTCF set a 200 square meter exhibition area at the international Pavilion and held a variety of additional tourism trade fairs and special promotion meetings, and many members joined the activities at this year's Expo.

共同主办第七届中国（青岛）国际邮轮峰会

6月，第七届中国（青岛）国际邮轮峰会在青岛举行。本届峰会由联合会邮轮分会和亚洲邮轮港口协会共同主办，以“推动中国邮轮旅游产业高质量发展”为主题，旨在搭建亚洲邮轮产业交流互动平台。



Co-hosted the 7th China International Cruise Summit (Qingdao)

In June, the 7th China International Cruise Summit (Qingdao) kicked off in Qingdao. The summit this year was co-sponsored by the Committee of Cruise Industry of the WTCF and the Asia Cruise Terminal Association. Themed on "Promote the high-quality development of Chinese cruise tourism industry", the summit aimed to build a platform for communication and interaction among the field of the Asian cruise industry.

举办 2019 世界旅游城市联合会 赫尔辛基香山旅游峰会

本次峰会设有开幕式、主旨演讲、主题论坛、理事会会议、特别对话、新闻发布会、展览展示、旅游交易会等多项活动。峰会主题为“智慧旅游：旅游城市创新发展之路”。峰会吸引了56个国家近百个城市的500多名代表参会。来自全球的37位旅游城市市长以及联合国世界旅游组织和上海合作组织等国际组织的负责人出席。

Held the 2019 WTCF Helsinki Fragrant Hills Tourism Summit

In September, the summit included a number of segments including the opening ceremony, keynote speech, theme forum, board meeting, special dialogue, press conference, exhibition display, travel fair, etc. The theme of the summit was "Smart Tourism-Road to City Innovation and Development". It attracted more than 500 delegates from nearly 100 cities in 56 countries. 37 mayors from cities around the world attended this global tourism event as well as heads of international organizations such as the UNWTO and the SCO.

出席世界旅游交易会并主办主题论坛

11月，世界旅游交易会在伦敦开幕。联合会作为本次世界旅游交易会内容合作伙伴出席本次交易会，并主办两场主题论坛。

Attended the WTM and Held Themed Forums

In November, the WTM opened in London. The WTCF, as the content partner of WTM, participated in the trade fair and held 2 themed forums.



与世界旅游及旅行理事会
进一步合作

11月，世界旅游及旅行理事会第三届亚洲领导人论坛在上海成功举办。论坛期间，联合会和世界旅游及旅行理事会共同签署了合作谅解备忘录，致力于在符合双方组织发展理念、共同利益和共同关注的领域开展全方位的建设性合作。



Further Cooperation with the World
Travel & Tourism Council

In November, the Asia Leaders Forum 2019 of the World Travel & Tourism Council was held in Shanghai. At the forum, the WTCF and the WTTC signed a Memorandum of Understanding. The two organizations are willing to carry out all-round constructive cooperation in areas that are in line with the development ideas, common interests and common concerns of the two sides.

举办 2019 世界旅游城市联合会
中亚地区旅游会议（中亚区域论坛）

11月，由联合会、撒马尔罕州政府及上海合作组织共同主办的2019世界旅游城市联合会中亚地区旅游会议在乌兹别克斯坦历史文化名城撒马尔罕市隆重举行。这是联合会第一次在中亚地区举办区域旅游会议，标志着中亚地区旅游发展已经成为国际旅游业界高度关注的热点之一。

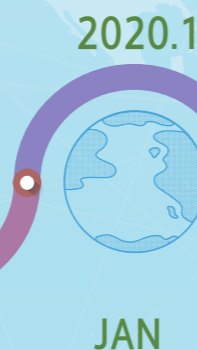


Held the WTCF Central Asia Tourism
Conference 2019 (Central Asia
Regional Forum)

In November, the WTCF Central Asia Tourism Conference 2019 was held in Samarkand, which was co-hosted by the WTCF, the Samarkand State Government, and the SCO. It was the first time for the WTCF to hold a regional tourism conference in Central Asia, symbolizing that Central Asia has already become an area of great concern for international tourism.

发布《世界旅游经济
趋势报告（2020）》

1月，联合会在北京发布了《世界旅游经济趋势报告（2020）》。报告从全球、区域、国别、城市等多个视角出发，围绕全球旅游经济走势、区域发展格局变化、重要国家突出特征、城市的核心支撑作用等问题做出了全景式分析。



Released the Report on World
Tourism Economy Trends (2020)

In January, the WTCF released the "Report on World Tourism Economy Trends (2020)". The report made a panoramic analysis on issues such as the developmental trend of the world tourism economy, regional developmental pattern change, outstanding characteristics of key countries, and the core supporting role of cities from various perspectives, including global, regional, national and city levels.



举办 2020 年工作交流会

1月，联合会举办2020年工作交流会。联合会新任秘书长陈冬和会员代表，突尼斯、多米尼加等60个国家的13位大使、4位临时代办、4位副馆长和有关使馆官员、旅游机构代表，上合组织秘书长等6个国际组织的代表及专家、媒体共200多人出席交流会。

主办西班牙国际旅游交易会论坛

1月，西班牙国际旅游交易会在马德里开幕。联合会在开幕式当天举办了“中国出境游——拉美市场”主题论坛，从不同的角度讨论了中国公民赴拉美出境旅游的发展现状。

参加阿拉伯旅游展线上展会

6月，为期三天的阿拉伯旅游展线上展会举行，联合会应邀参加此次线上展会，设立电子展台，展示和推介城市会员和机构会员的旅游资源。



Held the 2020 New Year Reception

In January, the WTCF held the 2020 New Year Reception. Over 200 participants attended the New Year Reception, including Chen Dong, the newly appointed Secretary-General of the WTCF, representatives of members, 13 ambassadors from 60 countries such as Tunisia and Dominica, 4 Charge D'affaires, 4 deputy embassy directors and relative embassy officials, representatives from travel organizations as well as 6 international organizations that included the Secretary-General of the SCO, media and specialists.

Hosted the Themed Forum at the FITUR

In January, FITUR (the international tourism trade fair in Spain), kicked off in Madrid. The WTCF attended the trade fair and held an expert panel discussion themed on the "Chinese Outbound Market to Latin America". The discussion centered on the development of Chinese citizens' outbound travel to Latin America from different perspectives.

Attended the Arabian Travel Market Virtual Event

In June, the three-day Arabian Travel Market Virtual event was hosted. The WTCF was invited to participate in it and set up an electronic booth to display and promote the tourism resources of city members and institutional members.



在线分享中国旅游业复苏的有效经验

6月，一场主题为“2020年及未来的欧洲旅游业”的在线专家讨论会召开，联合会参加了此次讨论会，并分享了对中国旅游业的愿景。这场讨论会有助于促进疫情期间欧洲旅行商和世界范围内旅游从业者的交流与合作。



Shared a Promising Strategy for Recovery in a Virtual Discussion

In June, an expert panel discussion addressing the topic "Tourism in Europe in 2020 and beyond" was held. WTCF participated in the event and shared the vision of the Chinese tourism sector. The panel aimed to strengthen the communication and cooperation between the European and world-wide tourism practitioners.

举办 2020 世界旅游城市联合会拉美区域线上旅游论坛

7月，联合会举办 2020 世界旅游城市联合会拉美区域线上旅游论坛。论坛主题为“全球疫情下的拉美旅游城市重振策略研究”，旨在通过分析疫情下的旅游市场现状及分享北京市旅游市场恢复经验，为拉美区域旅游城市提供线上营销方式实例及运作思路，助力拉美地区旅游业蓄能及发展。



Held the Latin American Regional Online Tourist Forum 2020

In July, the WTCF successfully held the Latin American Regional Online Tourist Forum 2020. The conference was centered on "research on the strategy of revitalizing tourism in Latin America during the pandemic". Through analyzing the current state of tourism during the outbreak of COVID-19 and sharing Beijing's practice of reopening the tourism market, the conference aimed to provide online marketing examples and operational patterns for tourism cities in Latin America so as to boost their tourism.

世界旅游城市联合会“盛装亮相”中国国际服务贸易交易会

9月，2020年中国国际服务贸易交易会在北京举办，国内外展商通过线上或线下方式参展。世界旅游城市联合会在本届服贸会期间主办了世界旅游合作与发展大会。



World Tourism Cities Federation (WTCF) Shined at the China International Fair for Trade in Services

In September, the 2020 China International Fair for Trade in Services was held in Beijing, with domestic and international exhibitors participating both online and offline. During this event, the WTCF organized the World Conference on Tourism Cooperation and Development.



世界旅游合作与发展大会成功举办

9月，由世界旅游城市联合会主办的世界旅游合作与发展大会在北京国家会议中心开幕。这是本次服贸会期间唯一由国际组织主办的会议。

世界旅游合作与发展大会上发布两项报告

9月，世界旅游合作与发展大会在国家会议中心举行。会上，世界旅游城市联合会秘书长、北京市文化和旅游局局长陈冬发布了《新冠肺炎疫情影响下城市旅游业复苏与振兴行动指南》。世界旅游城市联合会专家杜一力发布了《新冠肺炎疫情下世界旅游业的恢复与发展报告》。

世界旅游城市联合会与国际山地旅游联盟签署战略合作协议

11月，2020国际山地旅游联盟年会在贵阳召开。世界旅游城市联合会等国际组织和国内外知名协会为支持单位。

发布《世界旅游经济趋势报告(2021)》

3月，世界旅游城市联合会在北京发布了《世界旅游经济趋势报告(2021)》，对全球旅游经济走势、区域发展格局变化、重要国家突出特征、关键行业发展趋势、旅游城市复苏战略等问题做出全景式分析。

主办“新常态，新实践”线上主题论坛

3月，2021年柏林国际旅游展正式拉开帷幕。世界旅游城市联合会作为本次旅游展的会议独家共同主办方，于3月11日举办了主题为“新常态，新实践”的线上论坛，探讨疫情防控常态化背景下的城市旅游复苏与发展。

举办2021世界旅游城市联合会欧非区域会议

6月，由世界旅游城市联合会主办的“2021世界旅游城市联合会欧非区域会议——城市与中国企业对话”在北京成功举行。



The World Conference on Tourism Cooperation and Development Was Successfully Held

In September, the World Conference on Tourism Cooperation and Development, organized by the WTCF, commenced at the China National Convention Center in Beijing. It was the only conference organized by an international organization during the China International Fair for Trade in Services.

Two Reports Were Released at the World Conference on Tourism Cooperation and Development

At the World Conference on Tourism Cooperation and Development held at the China National Convention Center in September, Chen Dong, Secretary-General of the WTCF and Director-General of the Beijing Municipal Bureau of Culture and Tourism released the *Action Guide on Recovery and Revitalization of City Tourism amid COVID-19*. Du Yili, expert of the WTCF, presented the *Report on Recovery and Development of World Tourism amid COVID-19*.

WTCF Signed a Strategic Cooperation Agreement with the International Mountain Tourism Alliance (IMTA)

In November, the 2020 Annual Conference of International Mountain Tourism Alliance was held in Guiyang, China. The conference was supported by the WTCF and other international organizations, as well as well-known domestic and foreign associations.

Released the Report on World Tourism Economy Trends (2021)

In March, the WTCF published the *Report on World Tourism Economy Trends (2021)* in Beijing. The report provided a comprehensive analysis of global tourism economic trends, changes in regional development patterns, prominent features of important countries, development trends of key industries, and recovery strategies for tourism cities.

Held the Online Panel "New Normal, New Practices"

In March 2021, ITB Berlin officially kicked off. As the exclusive co-host of the ITB Convention, the WTCF held an online forum on March 11 with the theme "New Normal, New Practices" to discuss the recovery and development of urban tourism amid normalized pandemic prevention and control.

Held the 2021 WTCF Euro-Africa Regional Conference

In June, the "2021 WTCF Euro-Africa Regional Conference-Dialogue between Cities and Chinese Enterprises" organized by the WTCF was successfully held in Beijing.



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



举办 2021 世界旅游城市联合会北京香山旅游峰会暨 2021 世界旅游合作与发展大会

9月，由世界旅游城市联合会和北京市人民政府联合世界主要国际组织和旅游机构共同举办的2021世界旅游城市联合会北京香山旅游峰会暨2021世界旅游合作与发展大会在北京国家会议中心开幕。本次大会以“振兴世界旅游赋能城市发展”为主题，吸引了来自40个国家的360余位嘉宾参会。

发布《世界旅游城市发展报告(2020)》和《世界旅游城市未来发展议程(2021-2030)》

在2021世界旅游城市联合会北京香山旅游峰会暨2021世界旅游合作与发展大会举办期间，世界旅游城市联合会发布了《世界旅游城市发展报告2020》。世界旅游城市联合会常务副秘书长李宝春代表主办方发布联合会重要研究成果——《世界旅游城市未来发展议程(2021-2030)》。

应邀参加第27届乌克兰国际旅游展览会(UITM)

10月，世界旅游城市联合会出席了于乌克兰基辅国际展览中心举行的乌克兰基辅第27届B2B国际旅游展。



Held the 2021 WTCF Beijing Fragrant Hills Tourism Summit & World Conference on Tourism Cooperation and Development

In September, the 2021 WTCF Beijing Fragrant Hills Tourism Summit and World Conference on Tourism Cooperation and Development, jointly organized by the WTCF and the Beijing Municipal People's Government in collaboration with major international organizations and tourism institutions, opened at the China National Convention Center in Beijing. Themed on "Revitalizing World Tourism and Energizing City Development", this event was attended by more than 360 guests from 40 countries.

Released the World Tourism Cities Development Report (2020) and the Agenda for the Future Development of World Tourism Cities (2021-2030)

During the 2021 WTCF Beijing Fragrant Hills Tourism Summit & World Conference on Tourism Cooperation and Development, the WTCF published the *World Tourism Cities Development Report (2020)*. Mr. Li Baochun, Executive Deputy Secretary-General of the WTCF, launched on behalf of the organizer WTCF's key research result, *Agenda for the Future Development of World Tourism Cities (2021-2030)*.

WTCF Was Invited to Participate in the 27th UITM

In October, the WTCF attended the UITM-27th International B2B Travel Exhibition in Kyiv, Ukraine.

发布《世界旅游经济趋势报告(2022)》

3月,世界旅游城市联合会与中国社会科学院旅游研究中心在北京联合发布了《世界旅游经济趋势报告(2022)》。《报告》围绕全球旅游经济结构性复苏这条主线,对疫情之下全球旅游复苏态势、区域旅游发展格局变化、T20国家(旅游总收入全球排名前20位的国家)旅游发展表现、重点城市旅游创新发展战略等问题进行了全面研究和总结。



Released the *World Tourism Economy Trends Report (2022)*

In March, the WTCF, in conjunction with the Tourism Research Centre of the Chinese Academy of Social Sciences, jointly released the *World Tourism Economy Trends Report (2022)*. Centered on the structural recovery of the world tourism industry, the report presented a comprehensive research and summary on global tourism economic trends in the wake of the pandemic, changes in regional tourism development patterns, the performance of T20 countries (the top 20 countries globally in terms of tourism revenue), and innovative development strategies of tourism for key cities.

应邀参加土库曼斯坦文化部线上会议

5月,应土库曼斯坦驻华使馆邀请,联合会出席了土库曼斯坦举办的“阿什哈巴德——旅游之城”线上会议。

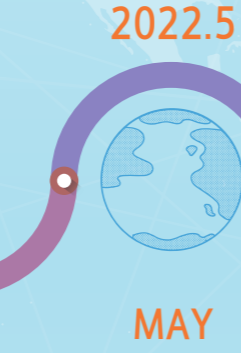


WTCF Was Invited to Attend an Online Meeting of the Ministry of Culture of Turkmenistan

In May, at the invitation of the Embassy of Turkmenistan in China, the WTCF attended an online meeting of "Ashgabat-the City of Tourism" organized by Turkmenistan.

2022 世界旅游城市联合会亚太区域旅游会议在线上召开

5月,由世界旅游城市联合会主办的2022世界旅游城市联合会亚太区域旅游会议在线上召开。来自30个国家和地区的49个城市的百余位代表出席了会议,共同探讨亚太区域旅游复苏振兴的合作与发展。



WTCF Conference on Asia-Pacific Tourism 2022 Was Held Online

In May, the WTCF Conference on Asia-Pacific Tourism 2022 organized by the WTCF was held online. Over 100 representatives from more than 30 countries and regions and over 49 cities participated in the conference to discuss cooperation and development for tourism recovery and revitalization in the Asia-Pacific region.



**举办 2022 世界文化旅游名城
济宁（曲阜）论坛**

6月26日，由世界旅游城市联合会、山东省文化和旅游厅与济宁市人民政府共同举办的2022世界文化旅游名城济宁（曲阜）论坛在曲阜召开。此次论坛以“增进文明交流互鉴、建设文化旅游名城”为主题，讨论文旅市场发展新趋势、新产品、新业态，以及世界文旅名城的品牌建设话题。



Held the Jining (Qufu) Forum on World Famous Cultural Tourism Cities 2022

On June 26, the Jining (Qufu) Forum on World Famous Cultural Tourism Cities 2022, jointly organized by the WTCF, the Shandong Provincial Department of Culture and Tourism and the Jining Municipal People's Government, was held in Qufu, Jining of Shandong Province. The forum's theme was "Promoting Communication and Mutual Learning among Civilizations, Building Famous Cultural Tourism Cities". Discussions were centered on the new development trends, new products, and new business patterns of cultural and tourism markets, as well as the branding of world-famous cultural and tourism cities.

**举办 2022 世界旅游合作
与发展大会**

9月，由世界旅游城市联合会主办的2022世界旅游合作与发展大会在北京国家会议中心开幕。作为2022年中国国际服务贸易交易会期间举办的七场高峰论坛之一，本次大会以“深化合作 创新发展”为主题，来自49个国家的300多名代表线下参会。

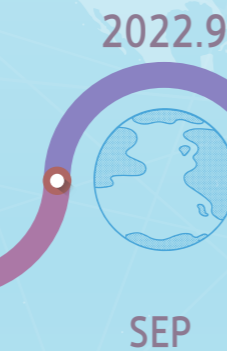


Held the World Conference on Tourism Cooperation and Development 2022

In September, the World Conference on Tourism Cooperation and Development 2022, organized by the WTCF, was held at the China National Convention Center in Beijing. As one of the seven summit forums held during the 2022 China International Fair for Trade in Services, the conference focused on the theme "Deepening Cooperation and Innovation for Development" and had over 300 delegates from 49 countries participating offline.

**发布《世界旅游城市发展
报告（2021）》**

在2022世界旅游合作与发展大会举办期间，发布了《世界旅游城市发展报告（2021）》。该报告作为世界旅游城市联合会的重要研究成果，旨在更加全面和生动地反映2021年世界主要旅游城市和旅游产业的发展概貌，为世界旅游城市和旅游产业全面复苏提供更多的经验分享。



Released the World Tourism Cities Development Report (2021)

During the World Conference on Tourism Cooperation and Development 2022, the *World Tourism Cities Development Report (2021)* was released. This report, as an important research achievement of the WTCF, aimed to provide a more comprehensive and vivid overview of the development of major world tourism cities and the tourism industry in 2021, and offer more experience sharing for the full recovery of the world's tourism cities and tourism industry.





2022 世界旅游城市联合会拉丁美洲及加勒比区域旅游会议在线上召开

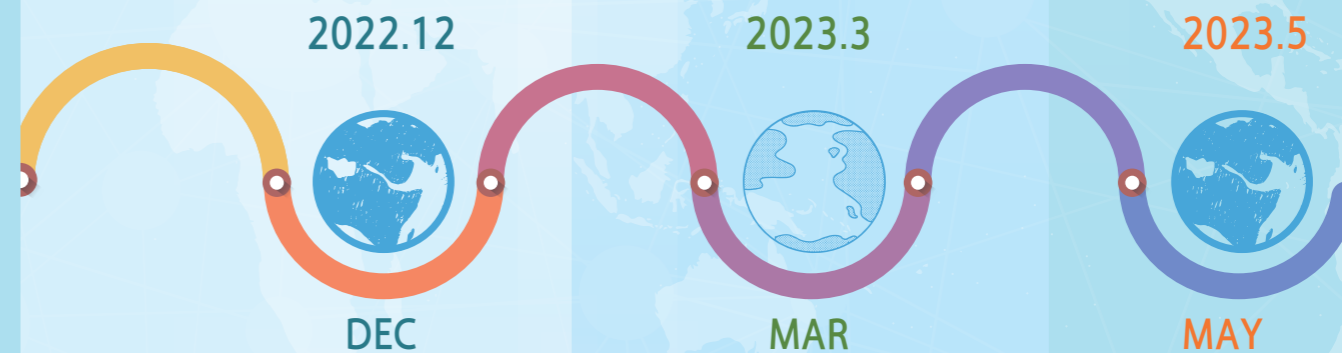
12月，2022 世界旅游城市联合会拉丁美洲及加勒比区域旅游会议在线上顺利召开。本次会议的主题为“推动区域旅游疫后韧性发展”，会议包括开幕式、主题发言、论坛三个部分。共有来自 12 个国家和地区 的 70 余位代表出席了会议。

作为会议共同主办方参加 2023 柏林国际旅游展

3月，全球规模和影响力最大的旅游业综合展会——柏林国际旅游展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第七次以会议共同举办方身份参与展会。

举办 2023 世界旅游城市联合会长沙香山旅游峰会

5月，2023 世界旅游城市联合会长沙香山旅游峰会在长沙成功举办。本次峰会以“凝聚城市力量 重振世界旅游”为主题。联合国开发计划署、联合国世界旅游组织等 5 家国际组织作为重要支持伙伴暨合作单位出席此次峰会。会上发布了《世界旅游经济趋势报告（2023）》和《疫情背景下世界旅游城市可持续发展——中国行动研究》两项研究成果。



WTCF Latin America and the Caribbean Tourism Conference 2022 Was Held Online

In December, the WTCF Latin America and the Caribbean Tourism Conference 2022 was successfully held online. The conference's theme was "Promoting Resilient Development of Regional Tourism after the Pandemic", and it included an opening ceremony, keynote speeches, and a forum. More than 70 delegates from 12 countries and regions attended the conference.

Attended ITB Berlin 2023 as a Co-host

In March, the world's largest and most influential comprehensive tourism exhibition, ITB Berlin, took place offline in Germany. The theme of this exhibition was "Open for Change", and the WTCF participated as a co-host of the conference for the seventh time.

Held the WTCF Changsha Fragrant Hills Tourism Summit 2023

In May, the WTCF Changsha Fragrant Hills Tourism Summit 2023 was successfully held in Changsha, China. The summit's theme was "Gathering the Strength of Cities to Revitalize World Tourism". Five international organizations, including the United Nations Development Programme and the United Nations World Tourism Organization, attended the summit as important supporting partners and co-organizers. At the summit, the WTCF released the "World Tourism Economy Trends (2023)" and the "Sustainable Development of World Tourism Cities in the COVID Context: The Research on Chinese Actions".

以城会友 心合意同

BUILDING FRIENDSHIP, CONNECTING HEARTS

城，聚居之所；诚，处世之本。自成立以来，世界旅游城市联合会一直志心笃行，致力于凝聚城市力量，发挥平台作用，助力世界旅游的高质量、可持续发展。通过每年举办“香山旅游峰会”“合作与发展大会”“世界文化旅游名城论坛”“区域论坛”等品牌活动，为城市搭建交流合作、互惠共赢的平台。历次品牌活动的举办地，不仅借此机会向世界展现了自己的风采，同时也在联合会的发展历程中留下了浓墨重彩的一笔。

A city is a gathering place, and sincerity is the foundation of living in the world. Since its inception, the World Tourism Cities Federation (WTCF) has consistently followed its sincere aspirations. It is dedicated to uniting the strength of cities, playing a pivotal role as a platform, and contributing to the high quality and sustainable development of global tourism. Through signature events like the Fragrant Hills Tourism Summit, the World Conference on Tourism Cooperation and Development, the Forum on World Famous Cultural Tourism Cities and Regional Forums held annually, the WTCF has built a platform for cities to exchange, cooperate, and mutually benefit. The locations of these events not only showcase their own charms to the world but also leave a significant mark on the WTCF's developmental journey.

BEIJING 北京



北京是中国的首都，也是世界历史文化名城和古都之一，有 3000 多年建城史，800 多年建都史。北京是古老而现代的都市，园林遗迹、古刹皇陵，给北京城注入了深厚的历史底蕴；人文荟萃、故居众多，集中了中华文化艺术的精华；峻崖曲壑、丽泉飞瀑，为城郊挂上了一层神秘的面纱；而车水马龙的步行街和星罗棋布的商业区，则为这座古老的城市增添了时代的新生命力。

Beijing is the capital of China and one of the world's famous historical and cultural cities and ancient capitals, with a rich history spanning over 3,000 years of its foundation and more than 800 years as an imperial capital. This ancient yet modern metropolis boasts a deep historical heritage with its historical gardens, ancient temples, and imperial tombs. It is a cultural hub with numerous cultural sites and residences, showcasing the essence of Chinese art and culture. The outskirts of Beijing are adorned with steep cliffs, winding valleys, and beautiful waterfalls, adding a mysterious allure to the city. Its bustling pedestrian streets and vibrant commercial districts infuse this ancient city with a new vitality of the times.

2012
2013
2014
2021

香山旅游峰会
Fragrant Hills Tourism Summit

2020
2021
2022

合作与发展大会
Conference on Cooperation and Development

RABAT & FEZ 拉巴特 非斯




2015
香山旅游峰会
Fragrant Hills Tourism Summit

拉巴特是摩洛哥的首都，也是摩洛哥四大皇城之一。这里终年气候温和，海滨风光绮丽，市区遍布历史遗迹。层次错落的古建筑、历史遗迹和古花园令人震撼。

Rabat, the capital of Morocco and one of the country's four imperial cities, enjoys a mild climate and picturesque coastal landscapes. The city is dotted with historical relics and buildings, including ancient architecture and gardens, offering a fascinating experience.

非斯是摩洛哥第三大城市、历史文化名城，“非斯”在阿拉伯语中意为“金色斧子”，也有“肥美土地”之意。非斯市区十分热闹，以 9000 多个街道交错密布的老城区闻名，这里到处是传统手工业作坊，极具生活气息。

Fez is the third-largest city in Morocco, a city steeped in historical and cultural significance. In Arabic, "Fez" translates to "golden axe" and also holds the meaning of "fertile land". The city center of Fez is bustling, renowned for its ancient medina with over 9,000 intricately woven streets. Traditional artisan workshops dot the landscape, imbuing the area with a vibrant sense of daily life.

CHONGQING

重庆



2016

香山旅游峰会

Fragrant Hills Tourism Summit

重庆是中国西部唯一的中央直辖市、超大城市。重庆依山傍水，资源丰富。既拥有集山、水、林、泉、瀑、峡、洞等于一体的壮丽自然景色，又拥有融巴渝文化、民族文化、移民文化、三峡文化、陪都文化、都市文化于一炉的浓郁文化景观。市内森林茂密，长江和嘉陵江两大河流穿林而过，造就了这里完善的生态系统和不计其数的自然物种。🏞️

Chongqing, the only centrally-administered municipality and megacity in western China,

is known for its abundant natural resources. The city boasts magnificent natural scenery, combining mountains, rivers, forests, springs, waterfalls, gorges, and caves. It also has a rich cultural landscape, blending the cultures of Ba-Yu, ethnic minorities, migrants, the Three Gorges, the wartime capital, and urban development. The city's dense forests and the intertwining of the Yangtze and Jialing Rivers create a thriving ecosystem and diverse natural species. 🏞️

LOS ANGELES

洛杉矶



洛杉矶是美国西海岸第一大城市，坐落在美国西海岸加利福尼亚州南部。洛杉矶享有“科技之城”的称号，是美国石油化工、海洋、航天工业和电子业的重要基地。除了拥有发达的工业和金融业，洛杉矶还是美国的文化娱乐中心。位于洛杉矶的好莱坞是世界闻名的电影中心，每年在此举办的奥斯卡颁奖典礼则是享誉世界电影行业的盛会。🎬

Los Angeles, the largest city on the U.S. West Coast, is located in Southern California. Known

as a city of science and technology, it serves as a significant base for the petroleum, maritime, aerospace, and electronics industries of the U.S., Apart from its thriving industry and finance, Los Angeles is also a cultural and entertainment hub of the U.S., with Hollywood being the world-renowned center of the film industry, hosting the prestigious annual Oscars Academy Awards. 🎬

2017

香山旅游峰会

Fragrant Hills Tourism Summit





PENANG 槟城



2017
亚太旅游论坛
Asia-Pacific
Conference

槟城是马来西亚第一个被定义为城市的地方，包括槟榔屿和威省，两块土地由全长 13.5 千米的槟城大桥连接在一起，这座桥也是亚洲最长的桥梁之一。槟城的年均气温在 27℃ 左右，每年的 6—9 月是槟城旅游的最佳时节。槟城拥有迷人的海滩和怀古的风情，良好的休闲氛围让槟城跻身为世界知名的度假胜地。槟城美食极富特色，建筑也很有风格。🏰

Penang, the first city defined in Malaysia, includes

Penang Island and Seberang Perai. These two sections are connected by the 13.5-kilometer Penang Bridge, one of the longest bridges in Asia. With an average annual temperature of around 27 degrees Celsius, the best time for tourism is from June to September. Penang boasts enchanting beaches and a nostalgic charm, making it a world-renowned vacation destination. It is also famous for its distinctive cuisine and unique architectural style. 🏰



QINGDAO 青岛



2018
香山旅游峰会
Fragrant Hills Tourism
Summit

青岛位于中国东部沿海黄海之滨，山在海中，海在城边，城依山势。这里冬无严寒、夏无酷暑，四季分明，生态优美、空气清新，因此这里也有着“最适合人类居住城市”和“世界最美海湾”之一等美誉。青岛是中国沿海重要中心城市、国际性港口城市、东北亚国际航运枢纽，以及“一带一路”新亚欧大陆桥经济走廊主要节点城市。🏰

Qingdao, situated along the coast of the Yellow Sea in eastern China, is a city where mountains meet

the sea. It boasts a pleasant climate with distinct seasons and beautiful ecological landscapes. Known for being one of the most livable cities and having one of the world's most beautiful bays, Qingdao attracts both domestic and international tourists. It is a significant coastal center, an international port city, an international shipping hub in Northeast Asia, and a key node of the New Asia-Europe Continental Bridge Economic Corridor, and a major city along the Belt and Road. 🏰

CASABLANCA

卡萨布兰卡



2018

中国 - 摩洛哥
旅游合作论坛
China-Morocco Tourism
Cooperation Forum



卡萨布兰卡位于摩洛哥中西部，濒临大西洋，是摩洛哥最大的城市。卡萨布兰卡有许多著名的旅游景点，包括哈桑二世清真寺，这座清真寺是卡萨布兰卡最著名的建筑之一，具有令人惊叹的建筑和装饰艺术。哈布斯老城区是卡萨布兰卡最有趣的地方之一，可以了解到摩洛哥的历史和文化。

Casablanca, located in central-western

Morocco, borders the Atlantic Ocean and is the country's largest city. It is home to several famous tourist attractions, including the Hassan II Mosque, one of Casablanca's most notable landmarks, renowned for its stunning architecture and decorations. Habous Quarter is another fascinating place in Casablanca, offering insights into Morocco's history and culture.

BOGOTA

波哥大



2018

拉丁美洲旅游会议
Latin America
Tourism Conference

波哥大是哥伦比亚的首都，也是哥伦比亚最大的城市。市内有多所高校，以及众多博物馆和名胜，被联合国教科文组织授予“世界图书之都”的称号，素有“伊比利亚文化之都”之称。波哥大城市非常漂亮，大街小巷、房屋阳台上都种植着各种花卉，绚丽多彩，香气袭人。

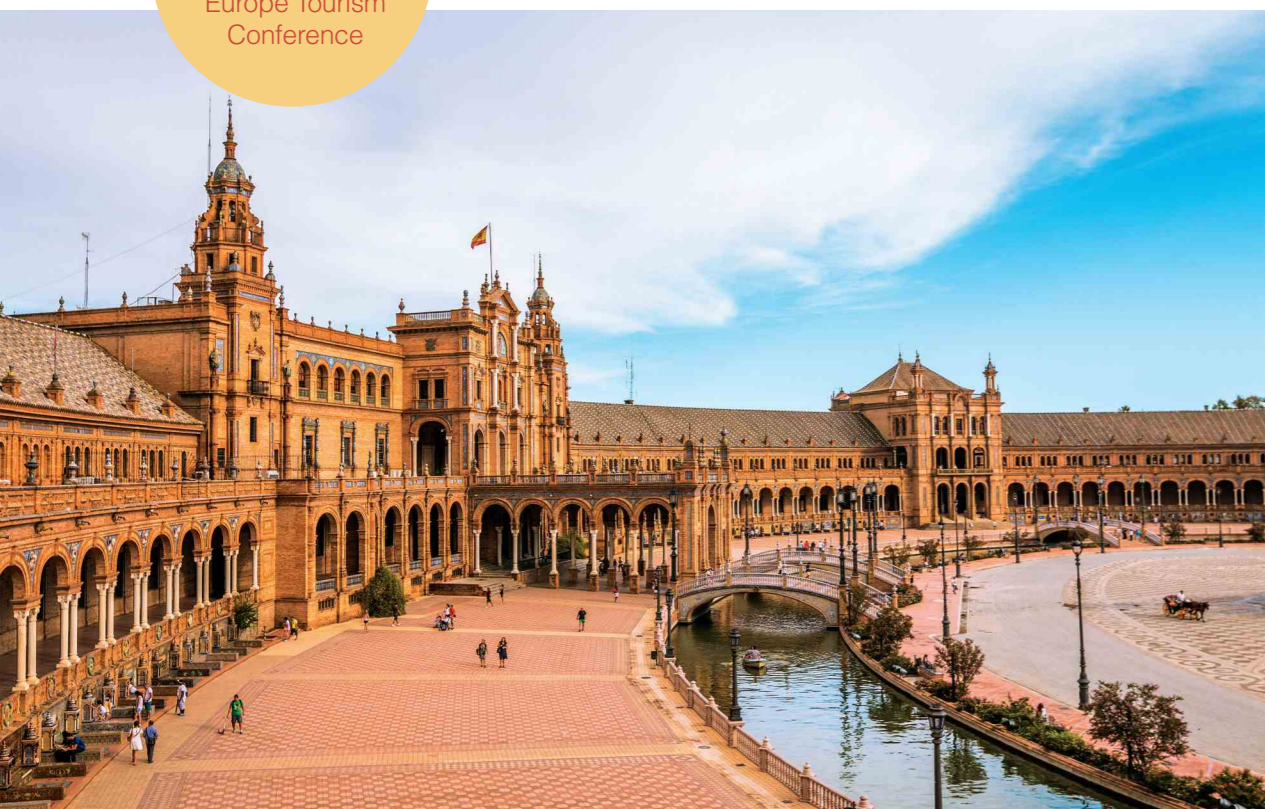
Bogota, the capital of Colombia and its largest city, hosts numerous universities, colleges, museums, and landmarks. It has been designated by UNESCO as a World Book Capital and is known as the Iberian Cultural Capital. Bogotá is a very beautiful city. A variety of colourful and fragrant flowers are planted along the streets and alleyways and on the balconies of houses.

SEVILLA 塞维利亚



2018

欧洲旅游会议
Europe Tourism
Conference



塞维利亚是西班牙安达卢西亚自治区和塞维利亚省的首府，瓜达尔基维尔河从市中穿流而过，这里农牧业较发达，农产品富足，是农产品加工和集散中心。这里也是享誉世界的名酒“雪莉酒”的出产地，是文学巨著《唐·吉珂德》的诞生地，也是著名的“弗拉门戈舞”的发源地。这里环境优美，街道整洁，每年吸引大批国内外游客前来度假。

Sevilla is the capital of the autonomous community of Andalusia and the province

of Sevilla in Spain. The Guadalquivir River flows through the city, promoting agriculture and animal husbandry and making it a major center for agricultural product processing and distribution due to its abundant agricultural products. Sevilla is renowned for producing the famous Sherry, being the birthplace of the literary masterpiece Don Quixote, and being the cradle of Flamenco dancing. The city's elegant streets and clean surroundings attract tourists from all over the world every year.

PANAMA CITY 巴拿马城



2019

拉丁美洲及加勒比
旅游会议
Latin America & the
Caribbean Tourism
Conference



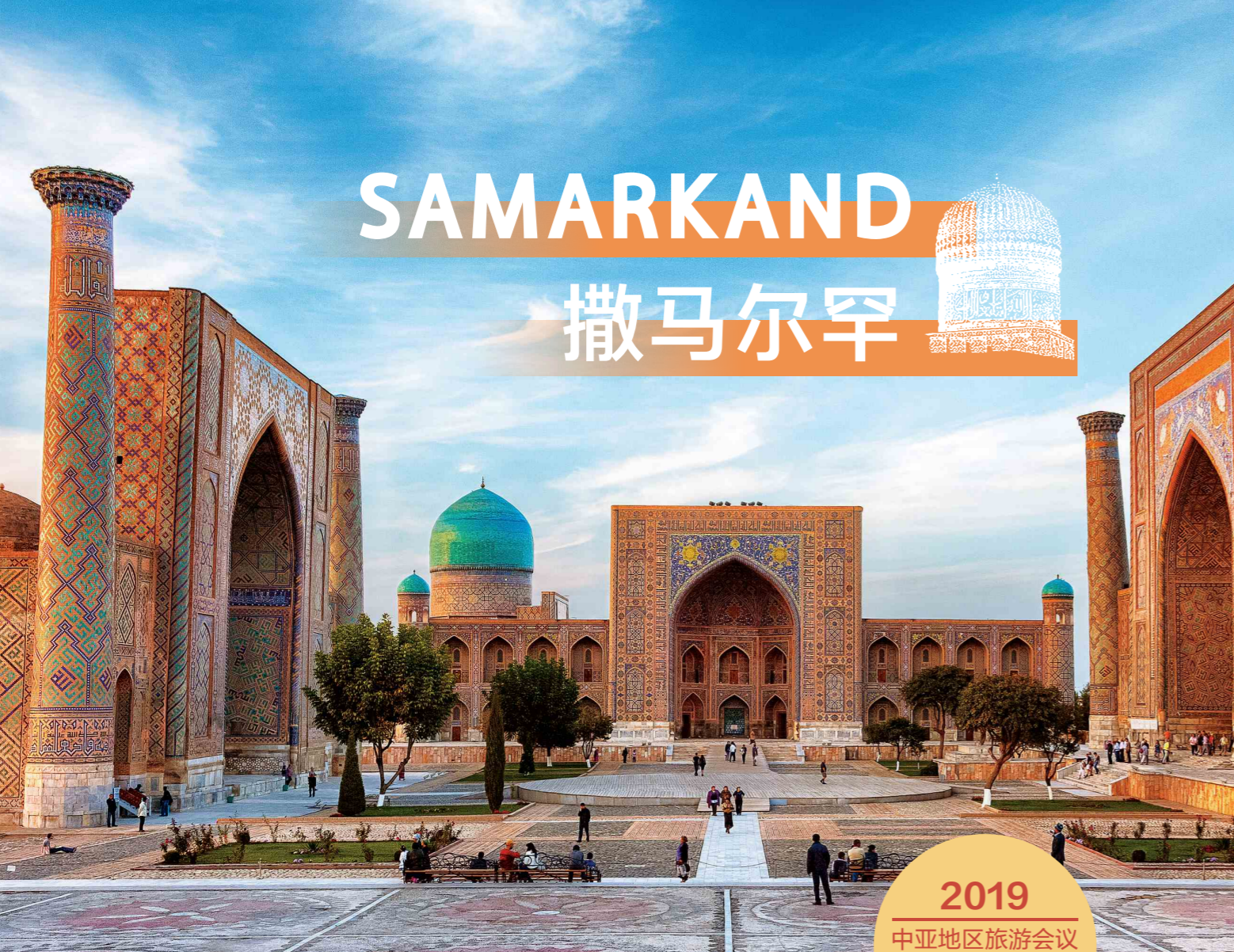
巴拿马城是拉丁美洲国家巴拿马的首都，紧临巴拿马湾，背靠安康山谷，巴拿马运河从城市边缘缓缓流过，风景如画。巴拿马城条条街道笔直整洁，古香古色的教堂、城堡与式样新颖的现代建筑交错相间，绿树掩映，花草簇拥，令人赏心悦目。

Panama City, the capital of the Latin American country Panama, is located on the edge of

Panama Bay, backed by the Ancon Valley. The Panama Canal flows gently along the city's edge, creating picturesque landscapes. The city is known for its neat and straight streets, with a mix of old churches, castles, and modern buildings surrounded by lush greenery and colorful flowers, making it a delightful sight.

SAMARKAND

撒马尔罕



2019
中亚地区旅游会议
Central Asia Tourism
Conference

撒马尔罕是乌兹别克斯坦的第二大城市，中亚著名古城和旅游、文化中心，丝绸之路重要的枢纽城市，被称为“古丝绸之路明珠”。撒马尔罕是中亚最古老的城市之一，关于它的记载最早可以追溯到公元前5世纪。2000年，撒马尔罕古城整体被联合国教科文组织评定为世界文化遗产。城市中保存了大量古时代宗教、文化建筑，文化氛围浓郁。

Samarkand is the second-largest city in Uzbekistan and a renowned ancient city and

tourist and cultural center in Central Asia. As a vital hub on the Silk Road, it is often referred to as the Shining Pearl of the Ancient Silk Road. Samarkand is one of the oldest cities in Central Asia, with records dating back to the 5th century B.C.. In 2000, the entire historic town of Samarkand was designated a UNESCO World Cultural Heritage. The city preserves numerous religious and cultural buildings from ancient times, exuding a rich cultural atmosphere.

HELSINKI

赫尔辛基



2019

香山旅游峰会
Fragrant Hills Tourism
Summit



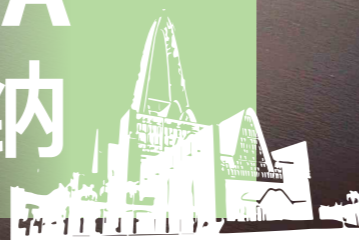
赫尔辛基是芬兰的首都，濒临波罗的海，是一座古典美与现代文明融为一体的都市，又是一座都市建筑与自然风光巧妙结合在一起的花园城市。市内建筑多用浅色花岗岩建成，湖泊星罗棋布，遍布于街间巷尾。整个城市新旧融合得体，处处流露着大都会的魅力与北欧式的优雅，被世人赞为“波罗的海的女儿”。

Bordering on the Baltic Sea, Helsinki, the capital of Finland, is a city that blends classical beauty

with modern civilization. It is a garden city where urban architecture harmonizes with natural scenery. Built predominantly with light-colored granite, the city is adorned with numerous lakes throughout the streets and lanes. The combination of modernity and Nordic elegance throughout the city exudes metropolitan charm, earning it the nickname Daughter of the Baltic.



PUNTA CANA 蓬塔卡纳



2019

区域旅游洽谈会

Investment B2B
Matching

蓬塔卡纳位于多米尼加共和国东部，被当地人称为多米尼加最美的地方。在这里，白色的沙滩及椰子树延绵不绝，国际五星级度假中心林立，世界知名的热带海滩向远方绵延……这里是加勒比海最火热的度假圣地之一，游客可以在此尝试帆船运动、深海捕鱼、潜水、浮潜等各种冒险运动。

Punta Cana is located in the eastern part of the Dominican Republic and is hailed by locals as the most beautiful place in the country. Here,

endless stretches of white sandy beaches and coconut trees create a picturesque landscape. International five-star resorts abound, and renowned tropical beaches extend into the distance. This destination is one of the hottest vacation spots in the Caribbean, where visitors can indulge in a variety of adventurous activities such as parasailing, deep-sea fishing, scuba diving, and snorkeling.

济宁地处山东省西南部，素以“孔孟之乡、运河之都、文化济宁”著称。济宁是中华文明的重要发祥地，所辖曲阜、邹城为国家历史文化名城，有“三孔”和京杭大运河两处世界文化遗产，有水浒故事发源地水泊梁山、微山湖、曲阜“三孔”等著名文化景点，以及远播世界的孔孟文化。

Located in the southwest of Shandong Province, China, Jining is known as the hometown of Confucius and Mencius, a capital of the Grand Canal and cultural Jining. The city is an important birthplace of Chinese civilization, and Qufu and Zoucheng within its jurisdiction are both state-list famous historical and cultural cities. There are two

JINING

济宁



World Cultural Heritage sites in Jining, namely, the Temple and Cemetery of Confucius and the Kong Family Mansion in Qufu, hereinafter referred to as "Three Confucius" and the Beijing-Hangzhou Grand Canal. The city is also renowned for its connection to the legendary Water Margin - the Shuipo Liangshan Scenic Spot, the hometown of the Railway Guerrillas - the Weishan Lake, and the "Three Confucius" in Qufu, the globally influential Confucius and Mencius culture.

2022

世界文化旅游
名城论坛

Forum on World
Famous Cultural
Tourism Cities



CHANGSHA

长沙



2023

香山旅游峰会

Fragrant Hills Tourism Summit

长沙市位于中国华中地区、湘江下游，融山、水、洲、城于一体，是湖南省省会，也是“一带一路”重要节点城市，有着世界媒体艺术之都、东亚文化之都等殊荣，连续14年被评为“中国最具幸福感城市”。这里自然风光秀美，文物古迹众多，有岳麓书院、橘子洲、火宫殿、太平街等知名景点，是旅游休闲的好去处。

Changsha, situated in the central region of China along the lower reaches of the Xiang River, embodies mountains, waters, islets, and urban areas, making it the capital city of Hunan Province and an important

node city in The Belt and Road. With titles such as the World Media Art Capital and East Asian Cultural Capital, Changsha has been named "China's Happiest City" for 14 consecutive years. Changsha's landscape is adorned with natural beauty, and it is rich in historical sites and cultural relics. Renowned attractions like Yuelu Academy, Orange Island, Fire God Palace, and Taiping Street contribute to its allure. It stands as an ideal destination for travel and leisure, offering a delightful experience.

TAIYUAN

太原



2023

世界文化旅游名城论坛
Forum on World Famous Cultural Tourism Cities

太原市是山西省省会城市，古称晋阳、龙城。太原是中国历史文化名城，拥有两千多年建城史，“控带山河，踞天下之肩背”，地理位置十分重要。行走于太原，望双塔凌霄，品岷围红叶，醉蒙山晓月；穿梭于现代都市，行龙城大道，观长风商务，逛繁华街巷；出没于美食深巷，啜一口陈醋佳酿，尝一碗素面飘香，太原的味道便在空气中漫开，久久不散。

Taiyuan is the capital city of Shanxi Province and has been known as Jinyang and Longcheng in the past. With a history spanning over two millennia, Taiyuan holds the status of a renowned historical and cultural city in China. As a city that "controls mountains and rivers and sits on the shoulders

of the world", its strategic location has been of great importance. Exploring Taiyuan, one can admire the twin pagodas reaching the sky, savor the brilliance of autumn leaves on Juewei Mountain, and be captivated by the moonlight washing over clouds clinging to Mengshan Mountains. In the modern cityscape, one can traverse Longcheng Avenue, witness the bustling Changfeng Business District, and wander through vibrant streets and alleys. Exploring the depths of culinary alleys, taking a sip of mature vinegar, relishing a bowl of fragrant plain noodles, the flavors of Taiyuan diffuse in the air, lingering for a long time.