



WTCF Qingdao Fragrant Hills Tourism Summit 2018

2018世界旅游城市联合会青岛香山旅游峰会

7-9 September 2018 Qingdao China
2018年9月7-9日 中国 青岛

WT_{OF}
世界旅游城市联合会
World Tourism Cities Federation



**The first global international tourism
organization focused on cities**

Tourism makes cities even better



It is one of the **main economic growth drivers** of the 21st century

*(it represents **10%** of the **world economy** and continues to grow)*



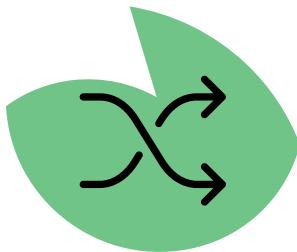
Travelling is a **new way of life** to younger generations

*(in **2017** there were **1.1 billion international tourists**)*

Benefits of the WTCF membership



Participate in the
**Fragrant Hills
Tourism Summit**, a
leading brand in the
tourism industry



Actively take part in
exchanges and
cooperation with
other international
organizations



Have exclusive
access to **in-depth
research** on major
world tourism issues



Acquire the
member service
assurance



Destination branding in **Latin America**



Opportunity

The arrival of international
tourists increased **7%** in
South America in **2017**



Challenge

Position ourselves in the
main emissive
markets in the world



A destination branding **strategy**
is fundamental for cities to
attract more tourists

Recognize the attributes
that **define** the destination
and its citizens

Shape your
identity

Promote the destination making
sure the expectation is consistent
with the **experience**

Make it
authentic

Create a brand that
highlights the different
attributes as a city

Embrace
uniqueness



Perform market
intelligence to **segment**
your target audience



Communicate the
message to the target audience
through a **multi-platform**
campaign:

- Social media
- Digital guidelines
- Traditional press
- Influencers
- International events
- Other actions



Measure everything and learn
from yourself. There is no better
audience to give you a **feedback**
than your own



“We are porteños”, *Buenos Aires City institutional video*



An **identity construction** is fundamental for the development of tourist destinations and one of the axes that we want to promote through this WTCF summit

Thank You. 谢谢! Gracias