



# **Tourist City Competitiveness and Destination Brand Building**

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# Tourist City Competitiveness

A stylized, blue and white icon of a pagoda or tower, composed of multiple stacked, curved layers that taper towards the top.

The competitiveness of a tourist city is realized by revolving its development endeavors around tourism and relying on tourism for its strengths.

## Destination Brand Building

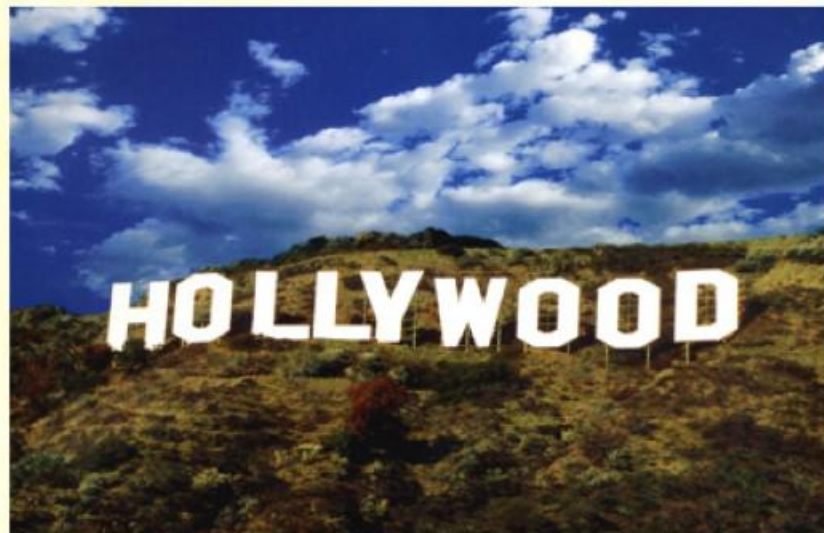
A stylized orange icon of a traditional Chinese pagoda with multiple tiers, resting on a base of wavy lines representing water.

Destination brand highlights the unique features of a city, and reflects its advantages and the visitors' enduring perception about its character.





# Los Angeles "City of Angels"



Chinese tourists  
1,000,000+







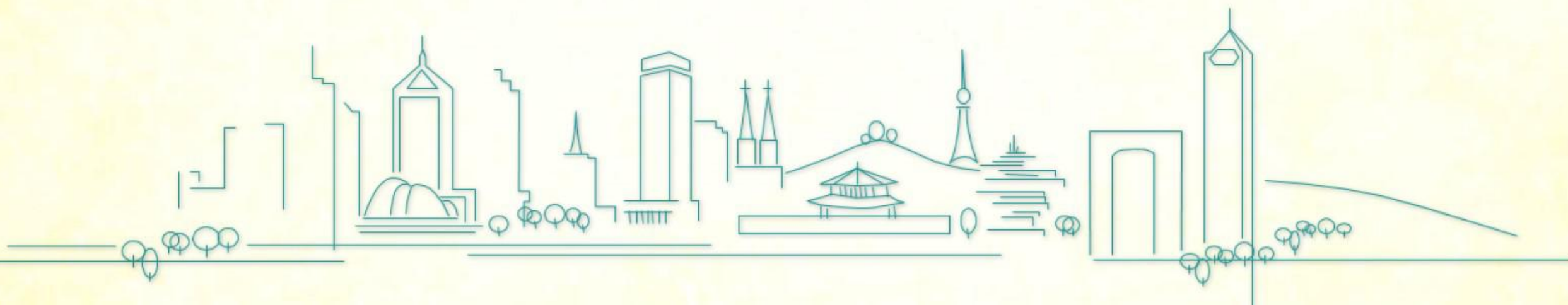
**01** Development of Tourists Attractions

**02** Improvement of City's Accessibility

**03** Improvement of City's Comprehensive Services

**04** Establishment of City's Brand

# 01 Development of Tourists Attractions



## 01 Development of Tourists Attractions



**Historical and cultural  
legacy**



**Specialized activities**

**Make the  
travel  
experience  
more  
attractive**



# 01 Development of Tourists Attractions

## Highlight the city's features

- Integrate and upgrade existing tourist resources
- Fully tap the potential ones





# 01 Development of Tourists Attractions

## Creatively designing tourist projects

- Spur tourism growth
- Showcase the charm of the city





# 01 Development of Tourists Attractions

Qingdao

Sea, Beach and Sunshine





# 01 Development of Tourists Attractions

## the 2008 Olympic Games Sailing City

- Clipper Round the World Ocean Race
- Volvo Ocean Race
- Extreme Sailing Series





01

# Development of Tourists Attractions





# 01

# Development of Tourists Attractions

Exploring cultural legacy of Taoism and historical buildings





01

# Development of Tourists Attractions





# 01

## Development of Tourists Attractions

### Tourist Number

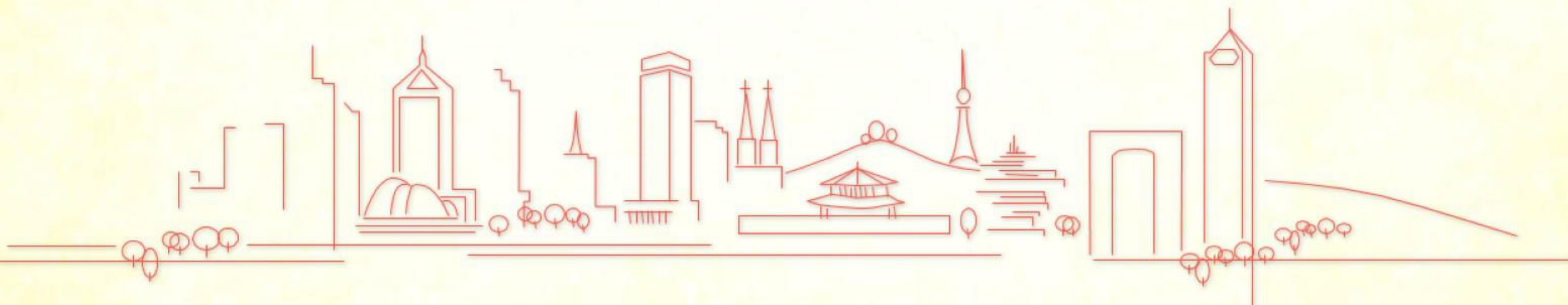
( unit: 10 thousand )



● In 2016, **80 million** visitors,  
USD **22 billion** revenue

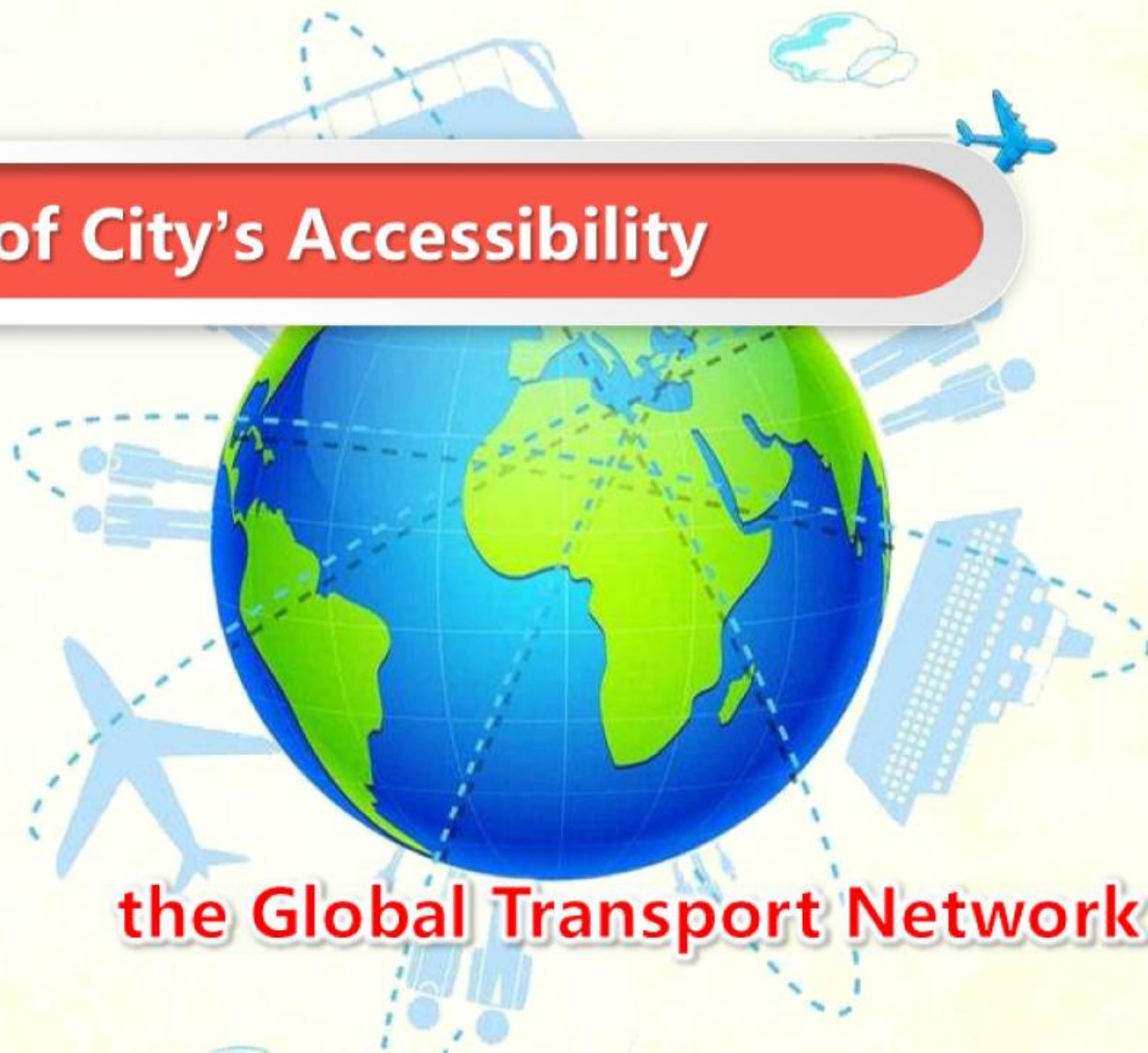


## 02 Improvement of City's Accessibility





## 02 Improvement of City's Accessibility

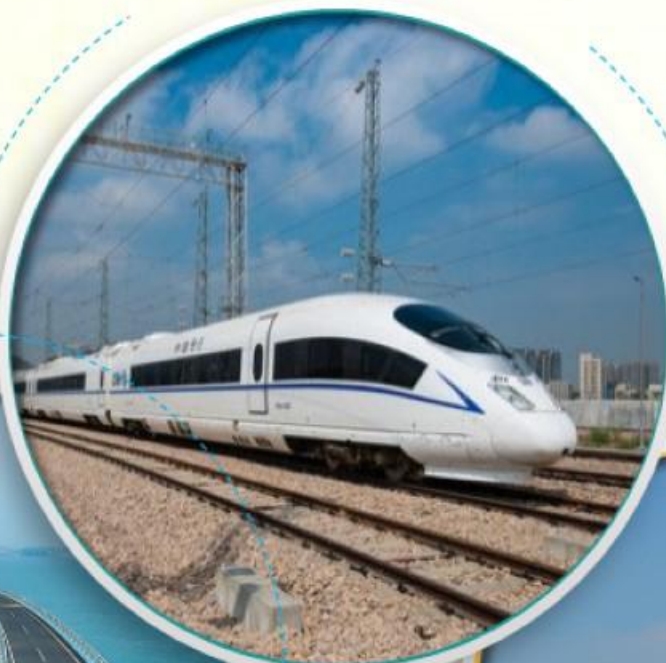


**the Global Transport Network**




## 02 Improvement of City's Accessibility

### Efficient and Convenient Transport System





## 02 Improvement of City's Accessibility



Arrive in most major cities in China  
by high speed trains within one day.



## 02 Improvement of City's Accessibility

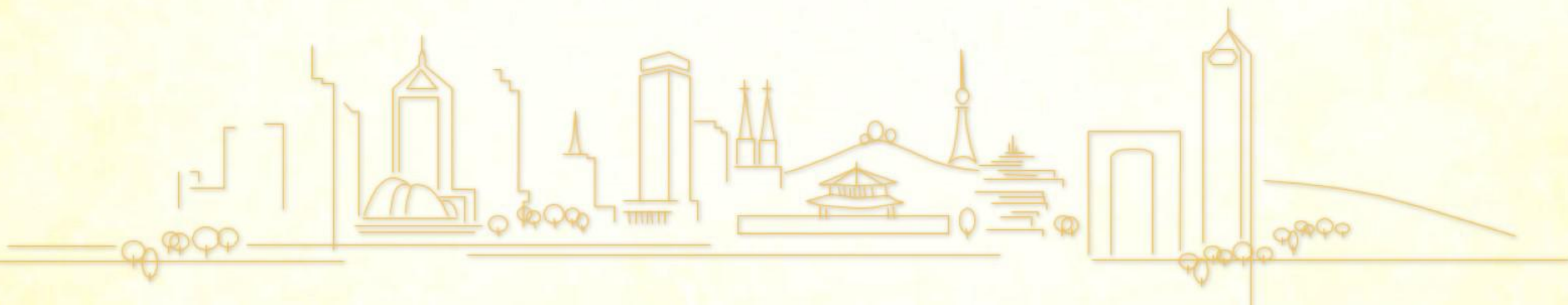
160 air routes with 98 cities at home and abroad



● **Qingdao to Los Angeles** direct flight will be opened in the end of this year.



## 03 Improvement of City's Comprehensive Services





Provide better comprehensive services for travelers.

### 03 Improvement of City's Comprehensive Services



● Accommodation



● Catering



● Shopping



● Entertainment



● Communication



● Information



## 03 Improvement of City's Comprehensive Services

- 7,000+ residential facilities
- 500+ travel agencies
- 9,000+ tour guides
- 32 tourist information consultation centers
- full coverage of WIFI in major tourism spots





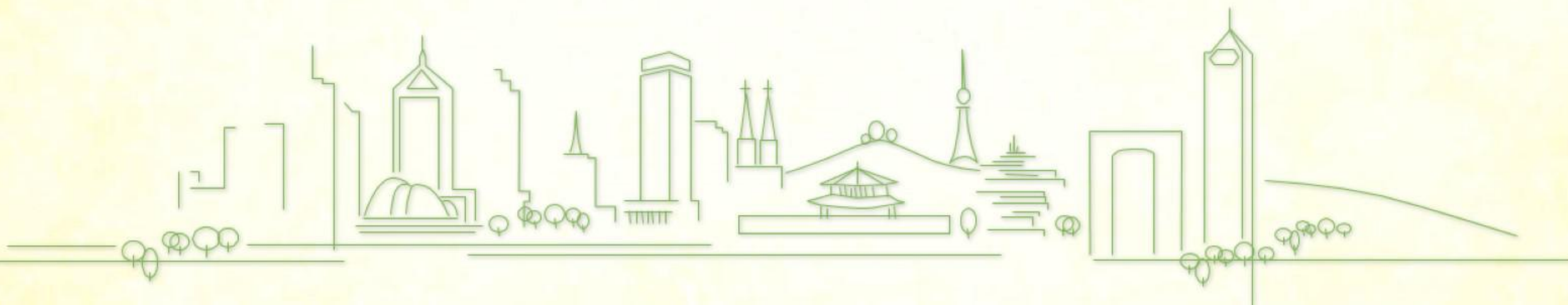
## 03 Improvement of City's Comprehensive Services



Tourism Economy Operation Platform



## 04 Establishment of City's Brand





Foster trademark events based on each city's own features

**04** Establishment of City's Brand





## 04 Establishment of City's Brand

**Tsingtao Beer is an internationally renowned brand.**







04

## Establishment of City's Brand





## 04 Establishment of City's Brand

### Tsingtao International Beer Festival





# 04 Establishment of City's Brand



  
青島国际啤酒节  
Qingdao Int'l Beer Festival





# 与世界 干杯

*Toast with  
the World*













Next year, Qingdao will host  
the 2018 WTCF Fragrant Hills Tourism Summit.





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The Hometown of Tsingtao Beer

# Welcome to Qingdao

