

世界旅游城市 发展报告 (2020)

World Tourism Cities Development Report (2020)



世界旅游城市联合会 编著

Compiled by World Tourism Cities Federation

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《世界旅游城市发展报告》是世界旅游城市联合会总结宣传旅游城市，研究探讨世界旅游重大问题，促进世界旅游城市合作交流的重要学术品牌。2020 年是世界旅游发展进程中极其不平凡的一个年份，受新冠肺炎疫情的影响，世界旅游持续增长 20 年的态势被中断，世界旅游进入全面复苏和变革周期。

The World Tourism Cities Development Report (2020) is an important academic brand established by the World Tourism Cities Federation (WTCF) for the purpose of presenting and promoting tourism cities, studying and exploring major issues related to world tourism, and supporting cooperation and exchange between world tourism cities. The year of 2020 is so extraordinary for world tourism as its continued growth in the past 20 years was disrupted by the COVID-19 pandemic. World tourism is entering into a period of full recovery and transformation.

《世界旅游城市发展报告 2020》在保持发展报告基本框架和基础数据连续性的基础上，把观察和分析对象聚焦在全球 40 个有影响力的节点城市之上，增加对节点城市发展指数及典型案例的研究，重点通过对新冠肺炎疫情影响下世界主要旅游城市的发展情况进行总结，对代表性的世界旅游城市的复苏发展过程进行分析和提炼，更加全面和生动地反应 2020 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企业抗击疫情、全面复苏提供更多的经验分享，推动全球旅游行业可持续发展。



Maintaining the basic framework and consistency in fundamental data, the World Tourism Cities Development Report (2020) (hereinafter, the "Report") focuses its attention to observe and analyze 40 influential node cities across the world. Studies on development indexes and typical cases in these node cities are added to the Report. In the overview how major world tourism cities strove for development under the impact of the COVID-19 pandemic, the recovery process of representative ones is analyzed and summarized to reflect the development of major tourism cities and the tourism sector in 2020 in a more comprehensive and vivid way. This Report provides more experience in how world tourism cities and tourist companies combat the COVID-19 pandemic in pursuit of a full recovery as a way to support the sustainable development of world tourism.

《世界旅游城市发展报告 2020》的基本内容主要包括 2020 世界旅游城市发展综合评价、世界旅游城市复苏发展评价结果、世界旅游城市复苏发展典型案例三大部分。

Main contents in the Report include an overview on the development of world tourism cities in 2020, evaluation results for the recovery and development of world tourism cities, and typical cases for the recovery and development of world tourism cities.



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2020 世界旅游城市 发展综合评价

Overview on the Development of
World Tourism Cities in 2020





新冠肺炎疫情 对世界旅游造成巨大冲击

The COVID-19 Pandemic Had a Huge Impact on the World Tourism

2020 年新冠肺炎疫情在全球迅速蔓延，被世界卫生组织（WHO）确定为“全球性大流行病”（Pandemic），给世界经济和国际交往造成前所未有的巨大冲击，全球经济遭遇了上世纪 30 年代大萧条以来的最严重衰退。国际货币基金组织（IMF）分析，2020 年全球经济将萎缩 4.4%。

The COVID-19 ravaging rapidly across the world in 2020 was identified by the World Health Organization (WHO) as a Pandemic. It has been delivering unprecedented and enormous shocks to the world economy and international exchange. The global economy as a result encountered the most severe recession since the Great Depression in 1930s. According to analysis from the International Monetary Fund (IMF), the global economy in 2020 shrank by 4.4%.

旅游业是世界经济的重要产业门类，2019 年全球旅游总人次达到 123 亿，全球旅游总收入达到 5.8 万亿美元，相当于 2019 年全球 GDP 的 6.7%。新冠肺炎疫情暴发以来，世界各国政府普遍采取了关闭边境、减少社交、加强管控等防控措施，世界旅游成为遭受损失最大的行业之一。据联合国世界旅游组织（UNWTO）数据，2020 年，全球国际游客比 2019 年下降 73%，总人次比 2019 年减少 10.3 亿人次；全球旅游收入总体下降 69%，比 2019 年减少 1.3 万亿美元；超过 50 万以上的旅游企业面临倒闭，1.2 亿从业人员遇到困难，全球旅游发展总体下滑至上世纪 80 年代的水平。

As an important sector in the world economy, tourism recorded totally 12.3 billion global tourist arrivals in 2019. The total revenue for global tourism reached USD 5.8 trillion, equivalent to 6.7% of the global GDP in 2019. Since the outbreak of the COVID-19 pandemic, governments in various countries across the world shut down borders, reduced social activities and strengthened management and prevention measures, making world tourism one of the most severely damaged sectors. According to data from the World Tourism Organization of the United States (UNWTO), globally-speaking, international tourists in 2020 decreased by 73% and the total number of international tourist arrivals declined by 1.03 billion against 2019; global tourism revenue shrank by 69%, or USD 1.3 trillion if compared with 2019; more than 500,000 tourist companies faced the risk of bankruptcy and 120 million tourism-engaged employees and practitioners encountered difficulties. The global tourism retreated to the level in 1980s.

为减少新冠肺炎疫情给全球旅游业带来的损失，各国政府、旅游城市、旅游企业和旅游机构采取了一系列补救措施，基本保留了全球旅游的核心要素和服务体系，为疫后全球旅游复苏创造了有力条件。据世界旅游组织（UNWTO）对全球 220 个国家和地区的调查发现，全球有 167 个

国家和地区针对疫情影响采取了专门的应对措施，其中 144 个国家和地区采取了财政和货币政策，100 个国家和地区专门针对稳定旅游就业采取了培训和扶持政策。

To mitigate losses incurred by COVID-19 to global tourism, governments, tourism cities, tourist companies and agencies have taken a series of remedy measures to keep the basics of core elements and service system for global tourism, creating enabling conditions in support of post-pandemic recovery of global tourism. A survey conducted by UNWTO on 220 countries and regions found that 167 of them have introduced countermeasures against the COVID-19 pandemic, among which 144 adopted fiscal and monetary policies, and 100 initiated training and supporting policies to stabilize tourism-related employment.

由于新冠肺炎病毒存在较强变异性，再加上各国在新冠肺炎防控方面缺乏一致行动，新冠肺炎病毒疫苗在研发、生产、接种等方面存在明显的国家、地域和人群不平衡性，全球疫情防控不可能在短期内迅速结束，世界旅游复苏发展存在很大的不确定性。

Due to the strong variability of COVID-19 and uncoordinated actions against the COVID-19 pandemic, imbalance stands as an acute problem in R&D, production and inoculation of COVID-19 vaccine among different countries, regions and populations. The global prevention and control campaign against COVID-19 could not be wound down in a short term, which results in huge uncertainties for the recovery and development of world tourism.

世界旅游全球化进程 面临新的调整

Globalization of World Tourism Faces Adjustments

新冠肺炎疫情发生前，人类社会呈现出前所未有的繁荣景象，各国之间的相互联系和彼此依存比过去任何时候都更频繁、更紧密。经济全球化促进了生产力大发展，推动形成了一体化的世界。世界旅游是世界经济全球化发展的受益者，也是世界经济全球化发展的驱动者。新冠肺炎疫情暴发后，世界各国不得不采取严格的边境管控措施，单边主义、贸易保护主义、逆全球化思潮重新抬头，世界旅游全球化发展遭遇新的挑战。

Before the outbreak of the COVID-19 pandemic, economic globalization reached an unprecedented level, exerting important influence over the world political and economic landscape. As a beneficiary of economic globalization, world tourism has served as a driver in return. Since the outbreak, countries around

the world have been forced to take stringent border control measures with individual countries imposing trade protection restrictions on pandemic prevention supplies. As a result, globalization of world tourism encounters huge challenges.

新冠肺炎疫情暴发期间及疫后旅游业的复苏和发展将成为世界经济全球化发展的一个风向标。新冠肺炎疫情阻断了全球人员流动，国际旅游进入停摆状态，但全球旅游的核心资源、服务体系 and 基本需求依然存在，世界旅游行业总体呈现曲折复苏态势。在东亚地区，部分国家积极探索开展国与国、城与城、点对点的“泡泡旅游”，国内短距离、低密度、自然型旅游活动恢复较快。中国等疫情防控较好的国家坚持疫情防控与旅游复苏双轮驱动，国内旅游市场恢复进程加快。在欧洲地区，一些国家在疫情尚未得到有效控制的情况下，坚持放开边境管控和旅游活动，造成疫情出现二次传播。新冠疫苗开始接种以后，一些国家推出“疫苗护照”制度，区域旅游曾经得到相当程度的恢复。综合全球旅游复苏进展，多数专家认为，由国内旅游，到区域旅游，再到全球旅游，将是世界旅游疫后复苏的合理顺序。

The recovery and development of tourism during and after the pandemic will become a wind vane for economic globalization. Even though global mobility has been impeded by the pandemic and international tourism is subject to suspension, the core resources, service system and basic needs of global tourism still remain there. In East Asian countries where the pandemic is under relatively effective control, domestic tourism of short distance and low density to natural areas has been rapidly recovered. “Bubble Tourism” between countries, cities and points is firstly expected to be initiated in some countries and regions. Regional tourism in EU states once recovered to an impressive degree when the pandemic was well under control. It is believed by a majority of experts that the reasonable order for the post-pandemic recovery is from domestic tourism, to regional tourism and then global tourism.

新冠肺炎病毒是全人类共同的敌人，全球抗疫的实践充分说明，在全球互联互通持续加深的背景下，单独一个国家或地区不可能从根本上消除新冠肺炎病毒在全球的传播。在新冠肺炎疫情危机过后，全球经济合作的必要性将更加突出。世界经济的全球化发展在短期内可能会遇到一些挫折，但从长远看，世界经济全球化发展的大趋势不会从根本上被逆转，世界旅游必将迎来一个协作发展的新时代。

COVID-19 is a common enemy for humankind. The practice of combating the COVID-19 pandemic proves that no country or region alone could fundamentally weed out the transmission of COVID-19 across the world particularly considering enhanced global interconnectivity. The necessity of global economic cooperation after the pandemic becomes clearer and more prominent. In the short term, globalization of world economy might be frustrated. However, the general trend of economic globalization is impossible to be reversed for the long run. And world tourism is bound to usher in a new era of coordination and development.

旅游城市 在全球旅游复苏中的作用更加突出

Tourism Cities Are Playing a More Prominent Role in the Recovery of Global Tourism

当今世界已经进入以城市为主导的发展阶段。据联合国《世界城市化展望2018修正报告》显示，2018年全球55%的人口，70%的GDP和85%的创新资源主要集中在城市，预计到2050年将会有66%的人口居住在城市。

The world is in a development stage where cities are driving the growth. According to the World Urbanization Prospects: The 2018 Revision released by the United States, 55% of global population, 70% of GDP and 85% of resources for innovation were concentrated in cities in 2018. 66% of global population is expected to live in cities by 2050.

旅游城市是促进世界旅游可持续发展的核心载体，全球80%以上的旅游活动都必须通过旅游城市这个载体才能实现。2019年全球600个旅游城市国际游客总人次占全球国际游客总人次的67%，旅游总收入占全球旅游总收入65%，旅游城市已经成为拉动世界旅游持续增长的关键力量。

Tourist arrivals cities are the core vehicle supporting the sustainable development of world tourism because more than 80% of tourist activities could only be realized through tourism cities. In 2019, international tourists in 600 tourism cities across the world represented 67% of the total number of international tourists, and the total revenue of tourism accounted for 65% of the global aggregate. Tourism cities have become a key force in driving sustainable growth of world tourist arrivals.

受新冠肺炎疫情影响，旅游城市也经受了前所未有的巨大冲击。2020年全球600个旅游城市国际游客总量为6.36亿人次，比2019年的14.71亿人次减少8.35亿人次，市场规模总体下降56.7%；600个旅游城市国内游客总量为86.15亿人次，比2019年的128.5亿人次减少42.3亿人次，市场规模总体下降32.9%。

Due to the pandemic, tourism cities have met with unseen shocks. In 2020, the total international tourists in 600 tourism cities recorded 636 million, down by 835 million compared with 1.471 billion in 2019, and the overall market scale shrunk by 56.7%; 600 tourism cities hosted 8.615 billion domestic tourists, down by 4.23 billion against 12.85 billion in 2019 and the market scale was reduced by 32.9%.

在这次疫情防控过程中，旅游城市充分发挥综合服务平台功能，积极配合各国政府采取隔离、救治、减负、援助等措施，世界主要旅游城市纷纷出台扶持政策，拿出专项资金支持旅游企业度过难关，在全球疫情防控方面发挥着不可替代的重要作用。北京市出台 36 项政策，支持企业复工复产；罗马市和巴黎市推出了旅游“度假卷”政策，刺激市民旅游消费；洛杉矶市启动了“旅游支持计划”，鼓励游客入住酒店；伦敦市发起了“住久一点”运动，鼓励市民外出度假。巴塞罗那市打造了“巴塞罗那之路”，采取分阶段的方法促进经济复苏；首尔市出台了金融、税务和劳动用工等多项支援政策，确保“生活防疫阶段”经济社会平稳运转。

During the period of pandemic prevention and control, tourism cities have fully exploited their functions as a platform providing comprehensive services. They have cooperated with national governments to take measures of quarantine, treatment, burden lessening and assistance provision. Major world tourism cities have introduced supporting policies or allocated special funds to support tourist companies to overcome difficulties, playing an irreplaceable role in the global campaign against the pandemic. Beijing promulgated 36 policies to support the resumption of work and production; Rome and Paris introduced policies of issuing tourism vouchers to stimulate tourism-related consumption by citizens; Los Angeles started a program to support tourism and encourage tourists to stay in hotels; London initiated a campaign of “Stay a Little Longer”, encouraging citizens to go out for holidays. Barcelona created the “Barcelona Way” program to spur economic recovery by taking staged measures; Seoul introduced many supporting policies related to finance, taxation and labor force to ensure stable economic and social development during the “Period of Pandemic Prevention in Daily Life”.

后疫情时代，以分散化、定制化、家庭化为主要特征的低密度旅游将成为世界旅游的最新趋向。旅游城市承载了更多空港、码头和高铁等国际交通资源，健康检查、海关通行、应急救援等与疫情防控相适应的旅游安全措施也比较完备和充分，在全球疫情防控措施不能完全解除的背景下，国际游客将更多依赖全球枢纽城市既有航空体系来实现，旅游城市将成为国际旅游复苏的关键载体。

In the post-pandemic era, low-density tourism featuring decentralization, customization and family-orientation will lead the trend of world tourism. Tourism cities have more international transport resources including airports, ports and highways, and are also equipped with a full set of tourism safety measures such as health check, custom clearance and emergency rescue that are compatible with pandemic prevention and control. As the pandemic preventative measures are not removed globally, international tourists should rely more on the existing aviation system in hub cities across the world so that the tourism city becomes a critical vehicle for the recovery of global tourism.

新冠肺炎疫情 加速世界旅游发展模式创新

The COVID-19 Pandemic Is Accelerating the Innovation of Development Models for World Tourism

这次新冠疫情对世界旅游造成巨大冲击，在很大程度上改变了传统旅游的出行方式和管理模式。很多旅游城市和旅游企业以这次疫情防控与旅游重启为契机，大力推动城市旅游产品创新、业态创新、模式创新和管理创新，构建更加人性化、安全化、均衡化的旅游共生生态系统，积极推动城市旅游业的迭代更新。

Huge impacts caused by COVID-19 on world tourism have changed travel and management models for conventional tourism. Many tourism cities and tourist companies take the pandemic prevention and tourism reset as an opportunity to innovate tourist products, business forms, models and management approaches, so as to establish a more human-friendly, safe, and balanced tourism ecosystem of symbiosis, which have also actively promoted the development of city tourism.

一些旅游城市和旅游企业主动开展疫情影响下城市旅游发展的趋势研究，积极推动疫后旅游模式创新，努力改变大众旅游过分注重旅游人次和群体规模的传统发展模式，积极倡导与疫情防控相适应的分散化、个性化、定制化、预约化旅游出行模式，避免过度旅游发生。促进城市旅游的绿色可持续发展，成为疫后旅游复苏发展的广泛共识。

Some tourism cities and tourist enterprises take the initiative to conduct research on the development trend of city tourism under the impact of the COVID-19 pandemic. They have actively promoted innovation in tourism models in a post-pandemic world and taken efforts to change the conventional development model of mass tourism that emphasizes on the number of tourists and scale of tourist groups, advocating for dispersed, individualized, customized and appointment-based tourism and travel models that are in line with the prevention and control of COVID-19, with the avoidance of over-tourism. It is widely agreed that green and sustainable development of city tourism shall be promoted for the benefit of tourism recovery in the post-pandemic era.

注重发挥科学技术的先导作用，积极探索与疫情防控相适应的旅游出行模式、危机应对模式和旅游管理模式，鼓励采取共享经济发展模式，充分运用互联网、大数据等现代科技技术，积极推动智慧旅游发展，大力推动数字旅游发展，深入研究人工智能对旅游业发展的深刻影响，全面提高旅游城市智能化管理水平。

Attention should be paid to exploit the leading role of science and technology, explore tourist and travel models, crisis response models, and tourism management models in line with pandemic prevention and control. Sharing economy is encouraged and modern technologies related to the Internet as well as big data shall be fully utilized to support smart and digital tourism. Efforts should be made to research the profound impact of AI on tourism so as to boost smart management in tourism cities on all fronts.

为适应后疫情时代家庭化、低密度、高品质旅游发展需要，各国旅游城市将进一步加大旅游基础设施投资和建设，积极推动旅游新兴业态的发展，在不断满足人们旅游购物等方面的消费需求之外，进一步加强小众旅游目的地和定制旅游产品的开发，不断提高旅游吸引物的丰富、旅游体验的优化。

Echoing requirements for family-oriented, low-density and high-quality tourism after the pandemic, tourism cities in all countries shall make more investments and inputs into tourism-related infrastructure, actively promoting the development of new business forms of tourism. Apart from satisfying people's demands of tourism shopping and consumption, tourism destinations of niche market and customized tourist products shall be explored and developed in order to enrich attractive contents of tourism and optimize tourism experience.

数字技术 深刻改变世界旅游发展形态

Digital Technologies are Profoundly Changing the Form of World Tourism

当前，以信息技术为代表的第三次科技革命正在推动全球旅游业从传统服务业向现代服务业迈进，旅游产业和高新技术的融合发展，已经成为贯穿旅游发展的一条主线。

The third technological revolution represented by information technology is transforming global tourism from a part of conventional tertiary industry to modern service industry. Integrating tourist sector with advanced technologies has become a main trend in tourism development.

伴随新一轮科技革命和产业变革深入发展，以互联网、大数据、人工智能等为代表的数字技术日新月异，全球经济数字化转型已是大势所趋。受疫情影响，数字技术在在线医疗、疫情监测、线上消费、复工复产等方面得到广泛应用，世界经济数字化转型步伐显著加快，数字经济已经成

为推动后疫情时代世界经济复苏和新旧动能转换的关键动力。特别是国际电子健康护照的推广使用，促进了自主出游的组织方式，必将进一步加速旅游市场的散客化和定制化进程。

Thanks to another round of technological and industrial revolution, represented by fast-changing digital technologies such as the Internet, big data and AI, digital transformation in global economy has become an unstoppable trend. As a result of the pandemic, digital technologies have been widely applied to online medical treatment, pandemic surveillance, online consumption, and the resumption of work and production. With a faster digital transformation of global economy, digital economy serves as a key propeller to the world economy recovery and gear-shifting from old to new drivers in the post-pandemic world. International e-passport with health information in particular when widely applied and promoted supports the organization of individual tourism, which will definitely accelerate customization for individual tourists in the tourism market.

从各个国家和旅游城市国内旅游恢复特点看，低密度、分散化、户外型旅游活动受到青睐，网络会议、虚拟旅游、网络代购、乡村旅游、汽车旅游等适合疫情防控需要的旅行方式被广泛采纳，提前预约、核酸检测和体温测量等防控措施成为伴随旅游活动顺利进行的基本保障措施。

From the perspective of recovery characteristics of domestic tourism in countries and tourism cities, dispersed and outdoor tourism activities of low-density enjoy preference. Online-meeting, virtual tourism, online purchasing on other people's behalf, rural tourism, automobile tourism and other travel methods aligned with pandemic prevention are widely accepted. Appointment in advance, nucleic acid test, body temperature measurement and other preventative measures constitute the basic guarantee for smooth tourism activities.

2020 年全球 40 个主要旅游城市之中，入境旅游、国内旅游、国际会议等主要旅游指标普遍呈现大幅下降态势，只有在线旅游发生率不降反升，充分说明数字化转型已经成为世界旅游复苏发展的基本态势。

In 40 major tourism cities across the world in 2020, indexes of inbound tourism, domestic tourism and international conference are generally on the decline by a large margin. In contrast, only the occurrence rate of online tourism bucked the trend. This fully proves that digital transformation is now a basic dynamic for the recovery and development of world tourism.

国际旅游安全保护措施仍需不断加强

Mechanism for Safety Protection of Global Tourism Still Needs to Be Further Strengthened

健康安全是每个公民的基本价值追求，也是旅游活动的首要条件。但从全球旅游发展的视野来看，世界旅游的安全保障体系还存在巨大缺陷，突出表现为全球旅游服务缺乏统一的标准，全球性旅游预警、信息发布机制国际旅游应急救援机制和旅游保险等安全机制不够健全。局部战争时有发生，旅游安全已经成为国际游客进行旅游选择的首要因素。

Health and safety are the basic value orientation for every citizen, and also the primary condition for tourist activities. From the perspective of global tourism development, the system that guarantees world tourism safety still suffers from huge shortcomings, most prominently, the lack of uniform standards for global tourist services, and the underperforming safety mechanisms of global tourist warning, information releasing, international tourism rescue in emergencies and tourism insurance. Regional warfare, terrorism, social turmoil, natural disasters, diseases and epidemics, and crimes all exert impact from time to time on the sustainability of tourism. Tourism safety has become a prioritized factor when international tourists are choosing travel destinations.

新冠肺炎疫情发生以后，各个国家和旅游城市普遍加强了口岸管理和卫生防疫措施，进一步完善了旅游安全应急救援机制。2020年1月底到4月，在不到10周的时间里，全球209个目的地实施了旅行限制，占全球所有目的地的96%。为探索与疫情防控相适应的旅游管理模式，一些国家和城市充分运用大数据和互联网技术，建立健全了个人健康信息检索系统，部分国家和城市采取了点对点的方法，探索开展“泡泡旅游”，完善了不同国家之间旅游便捷通关机制。目前，很多国家开始考虑推行“疫苗护照”制度，希望构建更加广泛的个人健康信息互认制度，为世界旅游复苏发展提供技术支撑。

After the outbreak of the COVID-19 pandemic, countries and tourism cities have strengthened border control, introduced health and preventative measures, and improved the rescue mechanism in emergencies for the sake of tourism safety. From the end of January to April in 2020, 209 destinations across the world introduced travel restrictions in less than 10 weeks, accounting for 96% of all the global destinations. In the exploration of tourism management models aligned with pandemic prevention, some countries and cities have adopted fully utilized big data and the Internet, tried "Bubble Tourism", and improved a fast-track mechanism for the convenience of custom clearance between countries. Presently, many countries are considering to introduce the system of "vaccine passport", in the hope that a wide system of mutual recognition of personal health information would be constructed to provide technical support to the recovery and development of world tourism.

新冠肺炎疫情进一步强化了人们的健康意识和安全保障要求，根据疫情防控需要，多数城市居民都建立了个人健康安全信息，无论是日常生活还是外出旅游，都能够自觉遵守旅游目的地的管控要求。后疫情时代，越来越多的游客更加青睐低碳绿色出行，小团体、分散化、低密度旅游成为新的时尚，与疫情防控相适应的旅游安全管控标准被越来越多的游客所接受。但国际旅游安全保障体系存在很多漏洞，便捷高效的国际旅游安全保障机制仍在积极探索之中。

The COVID-19 pandemic has enhanced people's health awareness and requirements for safety protection. According to the requirement of pandemic prevention and control, a majority of urban residents have established personal health information archive and agreed to voluntarily comply with preventative measures in daily life or when travelling around. In a post-pandemic world, more tourists would prefer low-carbon and green travel, making small-group and dispersed tourism of low density a new fashion. Standards for the management of tourism safety that are compatible with pandemic prevention would be accepted by more tourists.



2 2020 世界旅游城市 复苏发展评价结果

Evaluation Results of the Recovery and
Development for World Tourism Cities in 2020





开展世界旅游城市复苏发展 (2020) 综合评价的意义

Significance of the Comprehensive Evaluation on the Recovery and Development for World Tourism Cities (2020)

（一）深入分析 2020 年世界旅游受新冠肺炎疫情影响、实现旅游复苏的基本情况。2020 年，新冠肺炎疫情在全球大流行，给世界旅游可持续发展造成巨大冲击，世界旅游总体处于停摆状态。开展世界旅游城市复苏发展综合评价，可以更好地反应 2020 年世界旅游艰难复苏的历史进程，为世界旅游全面复苏提供强大动力。

In-depth analysis of COVID-19-induced impact on world tourism and tourism recovery in 2020 is carried out. The ravaging COVID-19 pandemic in 2020 across the world delivered huge shock to the sustainable development of world tourism, rendering it into a standstill. Comprehensive analysis of the recovery and development for world tourism cities better reflects their arduous recovery process in 2020, providing strong support to the full resumption of world tourism.

（二）充分总结世界主要旅游城市 2020 年抗击新冠疫情、实现旅游复苏的成功经验。在全球抗击疫情和旅游复苏的过程中，旅游城市发挥了不可替代的平台作用。通过对主要节点城市疫情控制和旅游复苏情况的评价，可以很好地总结世界主要旅游城市受疫情影响情况及疫后旅游复苏发展成功经验，为世界旅游全面复苏提供更多可借鉴的城市经验。

It is also a must-do to summarize successful experience of how major tourism cities combated the pandemic and realized tourism recovery in 2020. During the fight against the pandemic and in the course of tourism recovery, tourism cities have played an irreplaceable role as a platform. Evaluation on pandemic prevention and tourism recovery in major node cities support the conclusion and summary of successful experience about how major world tourism cities were impacted and achieved tourism recovery, offering referential lessons for a full recovery of world tourism.

（三）全面洞悉后疫情时代世界旅游城市复苏发展和变革创新的主要趋势和特点。受新冠肺炎疫情的持续影响，互联网、数字化、智能化技术在疫情管理和旅游服务方面得到充分运用，世界旅游进入一个快速变革和创新周期。世界旅游城市恢复发展综合评价希望通过对旅游城市数字化、智慧化转型的分析和评价，更好地梳理后疫情时代世界旅游创新发展的最新趋势和积极变化，为疫后世界旅游可持续发展提供更多经验分享。

Insight is gained into the mainstream trend and characteristics of recovery, revolution and innovation of world tourism cities in a post-pandemic era. The continued impact induced by the COVID-19 pandemic has underpinned the full application of the Internet, digitization and intelligent technologies in pandemic management and provision of tourism services. World tourism has entered into a cycle of rapid transformation and innovation. This comprehensive analysis aims to clarify the latest trends and positive changes in the innovation and development of world tourism in a post-pandemic era by analyzing and assessing digital and intelligent transformation of tourism cities. It offers more experience for the sustainability of world tourism after the pandemic.

世界旅游城市发展情况 (2020) 综合评价的方法

Approaches to the Comprehensive Evaluation on the Development for World Tourism Cities (2020)

(一) 评价城市

Cities under Evaluation

2020 世界旅游城市发展情况评价城市，从世界旅游城市联合会 100 个观察城市选取 40 个节点城市作为评价对象。40 个节点城市覆盖世界 34 个国家和地区及欧洲、美洲、亚太、中东和非洲五大旅游板块。《世界旅游城市发展报告 2020》评价城市中，世界旅游城市联合会会员城市 25 个，占 40 个评价城市的 62.5%，非世界旅游城市会员城市 15 个，占 40 个评价城市的 37.5%。

World tourism cities under evaluation on development refer to 40 node cities selected from 100 city observed in WTCF. 40 node cities are from 34 countries and regions on five tourism blocks including Europe, America, Asia-Pacific region, Middle East and Africa. Among cities under evaluation in the Report, 25 are members to WTCF (62.5%), and 15 are non-members (37.5%).

世界旅游城市发展情况综合评价节点城市（40 个）

40 Node Cities Under the Comprehensive Evaluation on the Development of World Tourism Cities

地区 Region	国家 Country	城市 City	会员城市 Member city or not
欧洲地区 Europe	英国 United Kingdom	伦敦 London	是 Yes
	法国 France	巴黎 Paris	否 No
	西班牙 Spain	巴塞罗那 Barcelona	是 Yes
	意大利 Italy	罗马 Rome	是 Yes
	德国 Germany	柏林 Berlin	是 Yes
	希腊 Greece	雅典 Athens	是 Yes
	荷兰 Netherlands	阿姆斯特丹 Amsterdam	是 Yes
	芬兰 Finland	赫尔辛基 Helsinki	是 Yes
	俄罗斯 Russia	莫斯科 Moscow	是 Yes
	保加利亚 Bulgaria	索非亚 Sophia	是 Yes
美洲地区 America	美国 United States	纽约 New York	否 No
		洛杉矶 Los Angeles	是 Yes
		拉斯维加斯 Las Vegas	否 No
	加拿大 Canada	温哥华 Vancouver	是 Yes

地区 Region	国家 Country	城市 City	会员城市 Member city or not
美洲地区 America	墨西哥 Mexico	墨西哥城 Mexico City	否 No
	哥伦比亚 Columbia	卡塔赫纳 Cartagena	是 Yes
	秘鲁 Peru	利马 Lima	是 Yes
	巴西 Brazil	里约热内卢 Rio de Janeiro	否 No
	阿根廷 Argentina	布宜诺斯艾利斯 Buenos Aires	是 Yes
	乌拉圭 Uruguay	蒙得维利亚 Montevideo	否 No
亚太地区 Asia-Pacific	日本 Japan	东京 Tokyo	否 No
	韩国 South Korea	首尔 Seoul	是 Yes
	中国 China	北京 Beijing	是 Yes
		上海 Shanghai	是 Yes
		香港 Hong Kong	是 Yes
	泰国 Thailand	曼谷 Bangkok	是 Yes
	印度 India	新德里 New Delhi	否 No
	马来西亚 Malaysia	吉隆坡 Kuala Lumpur	否 No
	澳大利亚 Australia	悉尼 Sydney	否 No
	哈萨克斯坦 Kazakhstan	阿拉木图 Alma-Ata	是 Yes

地区 Region	国家 Country	城市 City	会员城市 Member city or not
中东非洲 Middle East and Africa	阿联酋 UAE	迪拜 Dubai	是 Yes
		阿布扎比 Abu Dhabi	否 No
	土耳其 Turkey	伊斯坦布尔 Istanbul	否 No
	卡塔尔 Qatar	多哈 Doha	否 No
	以色列 Israel	特拉维夫雅法 Tel Aviv-Yafo	是 Yes
	埃及 Egypt	开罗 Cairo	是 Yes
	南非 South Africa	开普敦 Cape Town	否 No
	摩洛哥 Morocco	卡萨布兰卡 Casablanca	是 Yes
	突尼斯 Tunisia	突尼斯 Tunisia	否 No
	沙特阿拉伯 Saudi Arabia	麦加 Mecca	否 No

（二）评价指标

Evaluation Indexes

《世界旅游城市发展报告 2020》评价指标由一个综合指数和 10 个单项排名构成。

Evaluation indexes in the World Tourism Cities Development Report (2020) Development of World Tourism Cities (2020) comprise an comprehensive index and 10 individual ranking items.

综合指数为“2020 世界旅游城市发展综合指数”。总体指数突出疫情影响下旅游城市的复苏进程，反应新冠肺炎疫情疫情影响下世界主要游城市的综合发展水平。

The comprehensive index refers to the “Comprehensive Index on the Development for World Tourism Cities in 2020”, highlighting the recovery process of tourism cities and reflecting the comprehensive development level of major world tourism cities in the COVID-19 pandemic.

单项排名由 10 个单项排名构成。单项排名选取与旅游动态发展比较紧密的 10 项指标进行比较，希望更精准地反应 2020 年世界旅游城市复苏发展情况。

There are 10 individual rankings based on 10 indexes closely related to tourism dynamics in an attempt to precisely reflect the recovery of world tourism cities in 2020.

世界旅游城市复苏发展评价指标 Evaluation indexes for the recovery and development of world tourism cities		
1	入境旅游人次	Inbound tourist arrivals
2	国内旅游人次	Domestic tourist arrivals
3	城市旅游 GDP	GDP in tourism cities
4	城市酒店业总收入	Total revenue for hotels in tourism cities
5	城市餐饮业总收入	Total revenue for the catering industry in cities
6	城市旅游投资总额	Total investment amount of tourism cities
7	城市到港航班批次	The number of flight arrivals
8	城市举办国际会议数量	The number of international conferences held in cities
9	城市在线旅游发生率	The occurrence rate of online tourism for cities
10	城市旅游安全保障水平	Guarantee level for city tourism safety

（三）数据来源

Data Sources

世界旅游城市复苏发展综合评价主要数据由欧睿国际信息咨询公司提供。同时参考了联合国世界旅游组织、联合国教科文组织、联合国世界卫生组织、国际大会及会议协会、世界民用航空组织、世界酒店联盟等国际组织公开发布的有关数据。

Data put in this evaluation mainly comes from the Eutomonitor International with reference to statistics released by UNWTO, the United Nations Educational, Scientific, and Cultural Organization (UNESCO), WHO, the International Congress and Convention Association (ICCA), the International Civil Aviation Organization (ICAO), the World Hotel Association (WHA) and other international organizations.

世界旅游城市发展情况 (2020) 综合评价的结果

Comprehensive Evaluation Results for the Development of World Tourism Cities (2020)

（一）世界旅游城市复苏发展（2020）综合评价结果

Comprehensive Evaluation Results for the Recovery and Development for World Tourism Cities (2020)

1. 2020 年世界旅游城市旅游发展水平大幅下滑

Sharp Decline in the Development Level for World Tourism Cities in 2020

通过对 2020 年全球 40 主要旅游节点城市入境旅游人次、国内旅游人次、城市旅游 GDP、城市酒店业总收入等 10 项指标的综合评定，2020 年 40 个节点城市旅游复苏指数为 0.369，也就是说世界旅游城市旅游整体复苏水平只相当于 2019 年的 36.9%。从新冠肺炎疫情对世界旅游城市旅游发展的影响看，2020 年 40 个节点城市旅游发展水平与 2019 年比总体下降 63.1%。

Comprehensive assessment of 10 indexes including inbound tourist arrivals, international tourist arrivals, GDP and total revenue for the hotel industry in 40 world tourism cities reveals that the recovery index stands at 0.369 in 2020, which means that world tourism cities generally speaking recovered itself to 36.9% of the level in 2019. Considering the impact of the COVID-19 pandemic on the development of world tourism cities, the development level for 40 node cities decreased by 63.1% against 2019.

2. 2020 年世界旅游城市区域发展降幅差距不大

Small Disparity in Regional Development Decline for World Tourism Cities in 2020

从全球 40 个节点城市区域发展水平分析，欧洲地区旅游城市复苏指数为 0.423，相当于 2019 年的 42.3%，也就是说 2020 年欧洲地区节点城市旅游发展水平比 2019 年下降 57.7%；美洲地区旅游城市复苏指数为 0.411，相当于 2019 年的 41.1%，也就是说 2020 年欧洲地区节点城市旅游发展水平比 2019 年下降 58.9%；亚太地区旅游城市复苏指数为 0.325，相当于 2019 年的 32.5%，也就是说 2020 年欧洲地区节点城市旅游发展水平比 2019 年下降 67.5%；中东和非洲地区旅游城市复苏指数为 0.463，相当于 2019 年的 46.3%，也就是说 2020 年中东和非洲地区节点城市旅游发展水平比 2019 年下降 53.7%。从世界旅游主要区域看，中东和非洲地区旅游城市复苏程度略高于欧美亚地区，欧美亚地区旅游城市旅游复苏程度总体差距不大。

The analysis of development level for 40 node cities reveals that the recovery index for tourism in Europe is 0.423, or 42.3% of the level in 2019. It also means that tourism development in node cities in Europe declined by 57.7% compared with the level in 2019. The recovery index in America is 0.411, or 41.1% of 2019 level and a decline of 58.9%. The index for Asia-Pacific region stands at 0.325, pointing to 32.5% of the level in 2019, or a decline of 67.5%. The index for Middle East and Africa is 0.463, or 46.3% of the level in 2019 and a drop of 53.7%. In terms of major tourist regions, Middle East and Africa have a slightly higher recovery rate than Europe, America and Asia. Recovery rates in Europe, America and Asia do not differ from each other very much.

3. 2020 年世界旅游城市单体发展存在功能落差

Gaps in Individual Recovery and Development for World Tourism Cities in 2020

2020 年 40 个节点城市中，恢复程度超过 50% 的节点城市有 2 个，占 40 个节点城市的 5%；恢复程度超过 45% 的节点城市有 12 个，占 40 个节点城市的 30%；恢复程度超过 40% 的节点城市多达 19 个，占 40 个节点城市的 47.5%。恢复程度低于 30% 的节点城市有 4 个，占 40 个节点城市的 10%；恢复程度低于 35% 的节点城市有 10 个，占 40 个节点城市的 25%。全球绝大多数旅游城市复苏情况处在较低水平。

Among 40 node cities in 2020, 2 cities registered a recovery rate of over 50% (5%), 12 cities had a rate of more than 45% (30%), 19 cities with a rate of over 40% (47.5%). 4 cities recorded a recovery of less than 30% (10%) and 10 cities with a recovery of less than 35% (25%). Most tourism cities in the world still suffer from low recovery rate.

世界旅游城市复苏发展（2020）综合评价指数

Comprehensive Evaluation Index for the Recovery and Development of World Tourism Cities (2020)

地区 Region	国家 Country	城市 City	会员城市 Member	综合指数 Integrated
欧洲地区 Europe	英国 United Kingdom	伦敦 London	是 Yes	-0.352
	法国 France	巴黎 Paris	否 No	-0.390
	西班牙 Spain	巴塞罗那 Barcelona	是 Yes	-0.500
	意大利 Italy	罗马 Rome	是 Yes	-0.294
	德国 Germany	柏林 Berlin	是 Yes	-0.373
	希腊 Greece	雅典 Athens	是 Yes	-0.366
	荷兰 Netherlands	阿姆斯特丹 Amsterdam	是 Yes	-0.312
	芬兰 Finland	赫尔辛基 Helsinki	是 Yes	-0.341
	俄罗斯 Russia	莫斯科 Moscow	是 Yes	-0.332
	保加利亚 Bulgaria	索菲亚 Sophia	是 Yes	-0.420
	合计 Total			-0.423
美洲地区 America	美国 United States	纽约 New York	否 No	-0.399
		洛杉矶 Los Angeles	是 Yes	-0.384

地区 Region	国家 Country	城市 City	会员城市 Member	综合指数 Integrated
美洲地区 America	美国 United States	拉斯维加斯 Las Vegas	否 No	-0.490
	加拿大 Canada	温哥华 Vancouver	是 Yes	-0.438
	墨西哥 Mexico	墨西哥城 Mexico City	否 No	-0.394
	哥伦比亚 Columbia	卡塔赫纳 Cartagena	是 Yes	-0.440
	秘鲁 Peru	利马 Lima	是 Yes	-0.458
	巴西 Brazil	里约热内卢 Rio de Janeiro	否 No	-0.463
	阿根廷 Argentina	布宜诺斯艾利斯 Buenos Aires	是 Yes	-0.460
	乌拉圭 Uruguay	蒙得维利亚 Montevideo	否 No	-0.470
	合计 Total			-0.411
亚太地区 Asia-Pacific		东京 Tokyo	否 No	0.361
	韩国 South Korea	首尔 Seoul	是 Yes	0.338
	中国 China	北京 Beijing	是 Yes	0.218
		上海 Shanghai	是 Yes	0.244
		香港 Hong Kong	是 Yes	0.468
	泰国 Thailand	曼谷 Bangkok	是 Yes	0.392
	印度 India	新德里 New Delhi	否 No	0.415

地区 Region	国家 Country	城市 City	会员城市 Member	综合指数 Integrated
亚太地区 Asia-Pacific	马来西亚 Malaysia	吉隆坡 Kuala Lumpur	否 No	0.323
	澳大利亚 Australia	悉尼 Sydney	否 No	0.294
	哈萨克斯坦 Kazakhstan	阿拉木图 Alma-Ata	是 Yes	0.529
	合计 Total			0.325
中东非洲 Middle East and Africa	阿联酋 UAE	迪拜 Dubai	是 Yes	0.364
		阿布扎比 Abu Dhabi	否 No	0.380
	土耳其 Turkey	伊斯坦布尔 Istanbul	否 No	0.348
	卡塔尔 Qatar	多哈 Doha	否 No	0.424
	以色列 Israel	特拉维夫雅法 Tel Aviv-Yafo	是 Yes	0.537
	埃及 Egypt	开罗 Cairo	是 Yes	0.454
	南非 South Africa	开普敦 Cape Town	否 No	0.469
	摩洛哥 Morocco	卡萨布兰卡 Casablanca	是 Yes	0.443
	突尼斯 Tunisia	突尼斯 Tunisia	否 No	0.351

地区 Region	国家 Country	城市 City	会员城市 Member	综合指数 Integrated
	沙特阿拉伯 Saudi Arabia	麦加 Mecca	否 No	0.443
	合计 Total			0.463
	合计 Total			0.369

（二）世界旅游城市复苏发展（2020）单项评价结果

Evaluation Results for Individual Items on the Recovery and Development for World Tourism Cities (2020)

1.2020 年全球入境旅游人次呈现断崖式下降

Cliff Drop in Global Inbound Tourists in 2020

2020 年 40 个样本城市入境旅游复苏程度为 2019 年的 31.8%，也就是说 2020 年世界旅游城市入境旅游水平比 2019 年减少 68.2%。下降最明显的地区是中东和非洲地区，平均下降 96.9%，其次是美洲地区，下降 92.9%。下降最多的城市为摩洛哥的卡萨布兰卡，下降 98.9%；其次为阿根廷的布宜诺斯艾利斯，下降 98.7%，下降幅度超过 80% 的城市达到 23 个，占 40 个观察城市的 57.5%。从游客结构分析，2020 年国际游客中，商务旅游和教育旅游占据很大比例。

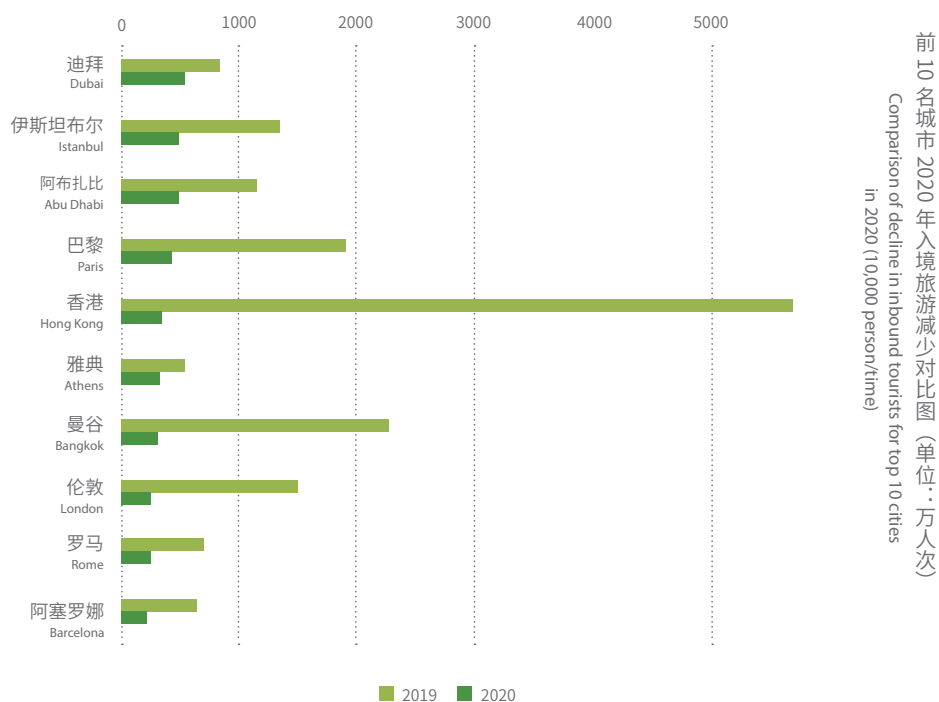
The recovery for inbound tourism in 40 sample cities in 2020 is 31.8% compared with the level in 2019, which means that inbound tourism declined by 68.2% against 2019 for world tourism cities. It is Middle East and Africa that registered the biggest drop averaged at 96.9%, followed by America's 92.9%. The city archived the largest margin of decline is Casablanca in Morocco, 98.9%, followed by Buenos Aires in Argentina by 98.7%. There are 23 cities whose decline rate exceeds 80%, accounting for 57.5% of 40 observed cities. Analysis of the tourist structure shows that business trip and education trip represented a large proportion of international tourists in 2020.

2020 年入境旅游人次前 20 名城市名单

List of Top 20 Cities for Inbound Tourist Arrivals in 2020

排名 Ranking	国家 Country	城市 City	2019 年入境旅游人次(万人) Inbound tourist arrivals in 2019 (10,000 person)	2020 年入境旅游人次(万人) Inbound tourist arrivals in 2020 (10,000 person)
1	阿联酋 UAE	迪拜 Dubai	836	551.0
2	土耳其 Turkey	伊斯坦布尔 Istanbul	1340	500.0
3	阿联酋 UAE	阿布扎比 Abu Dhabi	1135	484.1
4	法国 France	巴黎 Paris	1910	420.2
5	中国 China	香港 Hong Kong	6514.8	357.0
6	希腊 Greece	雅典 Athens	550	336.7
7	泰国 Thailand	曼谷 Bangkok	2278	327.7
8	英国 United Kingdom	伦敦 London	1503.6	271.6
9	意大利 Italy	罗马 Rome	704.6	256.5
10	西班牙 Spain	巴塞罗那 Barcelona	650	228.0
11	马来西亚 Malaysia	吉隆坡 Kuala Lumpur	1380.0	166.7
12	荷兰 Netherlands	阿姆斯特丹 Amsterdam	410.4	151.9
13	日本 Japan	东京 Tokyo	1138.7	125.9

排名 Ranking	国家 Country	城市 City	2019 年入境旅游人次(万人) Inbound tourist arrivals in 2019 (10,000 person)	2020 年入境旅游人次(万人) Inbound tourist arrivals in 2020 (10,000 person)
14	韩国 South Korea	首尔 Seoul	1750.3	124.2
15	中国 China	上海 Shanghai	873	106.0
16	中国 China	北京 Beijing	400.4	99.2
17	以色列 Israel	特拉维夫雅法 Tel Aviv-Yafo	254.3	89
18	保加利亚 Bulgaria	索菲亚 Sophia	165.9	88.7
19	美国 United States	纽约 New York	801.4	66.1
20	南非 South Africa	开普敦 Cape Town	260.0	65.0



2.2020 年全球国内旅游人次恢复超过六成

Domestic Tourist Arrivals Recovered More than 60% across the World in 2020

2020 年 40 个样板城市国内旅游复苏程度为 2019 年的 62.6%，也就是说 2020 年世界旅游城市国内旅游水平与 2019 年同期比只减少 37.4%。2020 年国内旅游恢复最好的前 10 个城市分别为，上海、北京、纽约、东京、新德里、洛杉矶、墨西哥城、巴黎、首尔、曼谷，这些城市所在国家大多都是人口大国，并且具备交通枢纽的功能。通过对 40 个节点城市国内旅游人次的分析可以发现，在疫情得到有效控制以后，最先恢复的是国内旅游，这对于国际和旅游城市尽快实现旅游复苏具有重要意义。

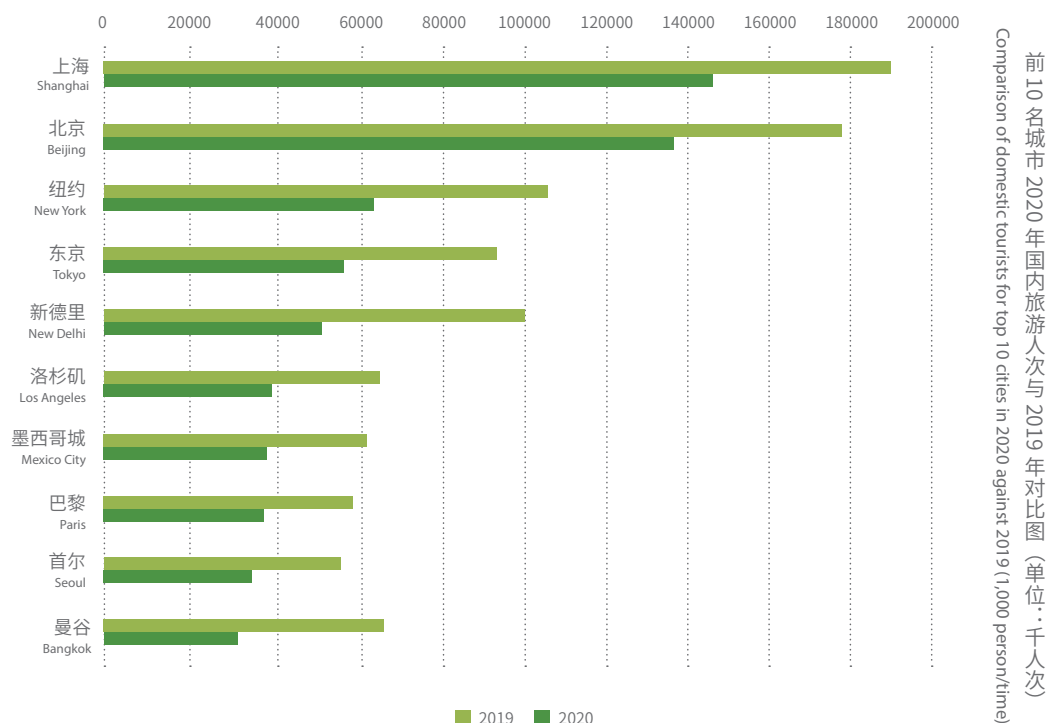
In 2020, tourism in 40 sample cities recovered to 62.6% of the level in 2019, which means that domestic tourism for world tourism cities in 2020 declined by 37.4% on a year-over-year basis. In 2020, the top 10 cities with the best recovery are Shanghai, Beijing, New York, Tokyo, New Delhi, Los Angeles, Mexico City, Paris, Seoul and Bangkok. Most of the countries where these cities locate are populous ones with transport hubs. Analysis of domestic tourists in 40 node cities reveals that it is domestic tourism that recovers first once the pandemic is under effective control. This is significant to the rapid resurrection of global tourism and tourism cities.

2020 年国内旅游人次前 20 名城市名单

List of Top 20 Cities for Domestic Tourist Arrivals in 2020

排名 Ranking	国家 Country	城市 City	2019 国内旅游人次 (,000) Domestic tourist arrivals in 2019 (1,000 person)	2020 国内旅游人次 (,000) Domestic tourist arrivals in 2020 (1,000 person)
1	中国 China	上海 Shanghai	189656.2	146035.3
2	中国 China	北京 Beijing	177231.5	136468.3
3	美国 United States	纽约 New York	105665.2	63399.1
4	日本 Japan	东京 Tokyo	93322.8	55993.7
5	印度 India	新德里 New Delhi	99943.4	49971.7

排名 Ranking	国家 Country	城市 City	2019 国内旅游人次 (,000) Domestic tourist arrivals in 2019 (1,000 person)	2020 国内旅游人次 (,000) Domestic tourist arrivals in 2020 (1,000 person)
6	美国 United States	洛杉矶 Los Angeles	64469.3	38681.6
7	墨西哥 Mexico	墨西哥城 Mexico City	61401.5	36840.9
8	法国 France	巴黎 Paris	58288.5	36138.9
9	韩国 South Korea	首尔 Seoul	54857.7	32914.6
10	泰国 Thailand	曼谷 Bangkok	65501.2	29475.5
11	俄罗斯 Russia	莫斯科 Moscow	45717.0	28344.5
12	马来西亚 Malaysia	吉隆坡 Kuala Lumpur	48588.0	21864.6
13	英国 United Kingdom	伦敦 London	31519.5	19542.1
14	土耳其 Turkey	伊斯坦布尔 Istanbul	31197.3	19030.3
15	西班牙 Spain	巴塞罗那 Barcelona	20650.6	12803.4
16	巴西 Brazil	里约热内卢 Rio de Janeiro	18834.8	11300.9
17	澳大利亚 Australia	悉尼 Sydney	24179.8	10880.9
18	德国 Germany	柏林 Berlin	13847.0	8585.1
19	阿根廷 Argentina	布宜诺斯艾利斯 Buenos Aires	13677.7	8206.6
20	芬兰 Finland	赫尔辛基 Helsinki	12157.0	7537.4



3.2020 年全球旅游 GDP 比 2019 年减少超过一半

GDP Generated by Global Tourism in 2020 Declined by over 50% Compared with 2019

从 40 个样本城市 2020 年旅游收入分析，城市旅游 GDP 总量比 2019 年总体减少 57.2%。旅游 GDP 恢复最好的节点城市为上海、北京、巴塞罗那、巴黎、伦敦、纽约、东京等世界主要旅游城市，这些城市既是全球旅游的枢纽，也是世界经济交往重镇，承载着世界旅游传送带的功能。这些城市的旅游 GDP 占城市 GDP 的比重较小，对城市经济的影响也十分有限。

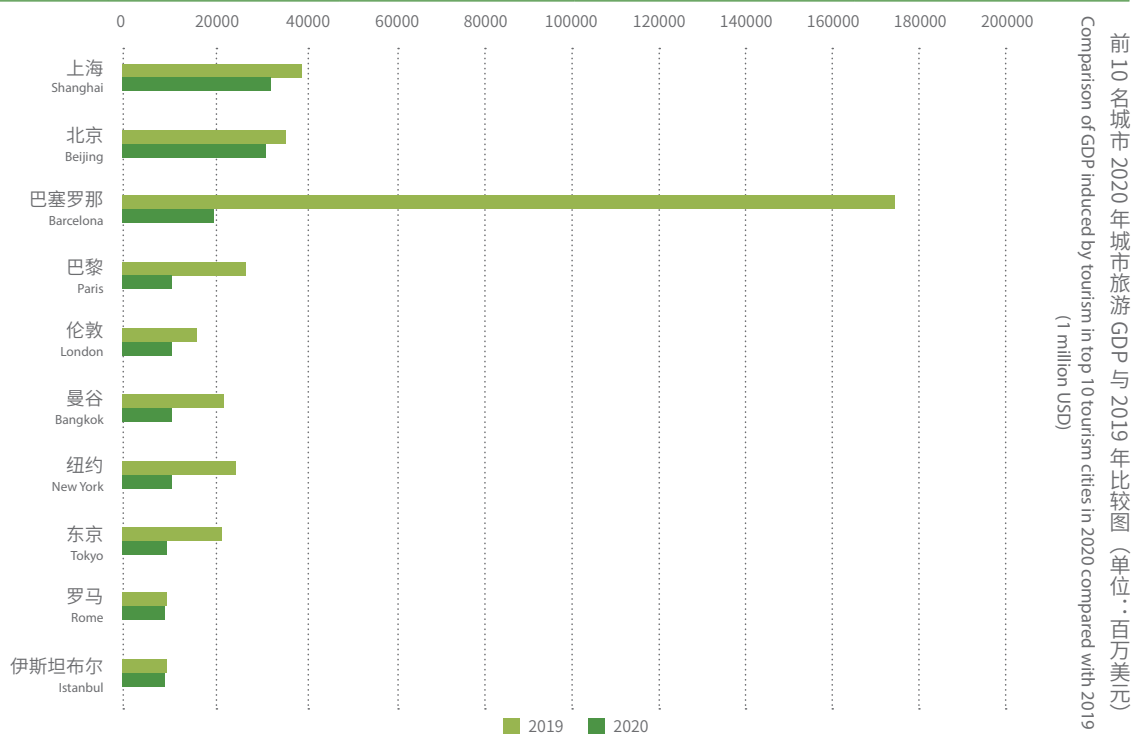
Analysis of tourism revenue in 40 sample cities in 2020 shows that GDP induced by tourism declined by 57.2% compared with 2019. Node tourism cities with the best recovery of GDP are Shanghai, Beijing, Barcelona, Paris, London, New York and Tokyo. They are both hubs for global tourism, and also economic centers in the world, through which world tourism is carried out and realized. Since GDP generated by tourism in these cities accounts for a small proportion, the impact on urban economy is limited.

2020 年城市旅游 GDP 前 20 名城市名单

List of Top 20 Tourism Cities for Tourism-Generated GDP in 2020

排名 Ranking	国家 Country	城市 City	2019 城市旅游 GDP (百万美元) Tourism GDP in 2019 (1 million USD)	2020 城市旅游 GDP (百万美元) Tourism GDP in 2020 (1 million USD)
1	中国 China	上海 Shanghai	39990.1	33500.5
2	中国 China	北京 Beijing	36798.9	32564.5
3	西班牙 Spain	巴塞罗那 Barcelona	175242.9	20845.2
4	法国 France	巴黎 Paris	27665.4	11066.1
5	英国 United Kingdom	伦敦 London	16883.5	11017.0
6	泰国 Thailand	曼谷 Bangkok	22927.6	10932.8
7	美国 United States	纽约 New York	25805.6	10838.4
8	日本 Japan	东京 Tokyo	22254.3	10014.4
9	意大利 Italy	罗马 Rome	9599.3	9319.8
10	土耳其 Turkey	伊斯坦布尔 Istanbul	9736.2	9135.0
11	澳大利亚 Australia	悉尼 Sydney	9459.4	8361.4
12	墨西哥 Mexico	墨西哥城 Mexico City	19177.2	8054.4
13	马来西亚 Malaysia	吉隆坡 Kuala Lumpur	7,042.3	6627.2

排名 Ranking	国家 Country	城市 City	2019 城市旅游 GDP (百万美元) Tourism GDP in 2019 (1 million USD)	2020 城市旅游 GDP (百万美元) Tourism GDP in 2020 (1 million USD)
14	阿根廷 Argentina	布宜诺斯艾利斯 Buenos Aires	13731.5	5767.2
15	中国 China	香港 Hongkong	13650.2	5560.1
16	德国 Germany	柏林 Berlin	7077.0	5347.5
17	俄罗斯 Russia	莫斯科 Moscow	5601.2	5269.9
18	美国 United States	拉斯维加斯 Las Vegas	20464.6	5269.1
19	美国 United States	洛杉矶 Los Angeles	12511.0	5254.6
20	以色列 Israel	特拉维夫雅法 Tel Aviv-Yafo	12723.8	5089.5



4.2020 年全球酒店业总收入下降幅度较大

Relatively Large Decline for the Total Revenue in Global Hotel Industry in 2020

2020 年全球 40 个节点城市中，旅游住宿业收入比 2019 年总体减少 46.3%。40 个节点城市中，住宿业恢复较好的城市分别是纽约、东京、洛杉矶、巴黎、伦敦、曼谷上海等城市，这些城市全部为世界主要枢纽城市，支撑住宿业正常运转的主要客源绝大多数为会议、商务和探亲等非旅游活动，真正以旅游为目的的游客占比很低。

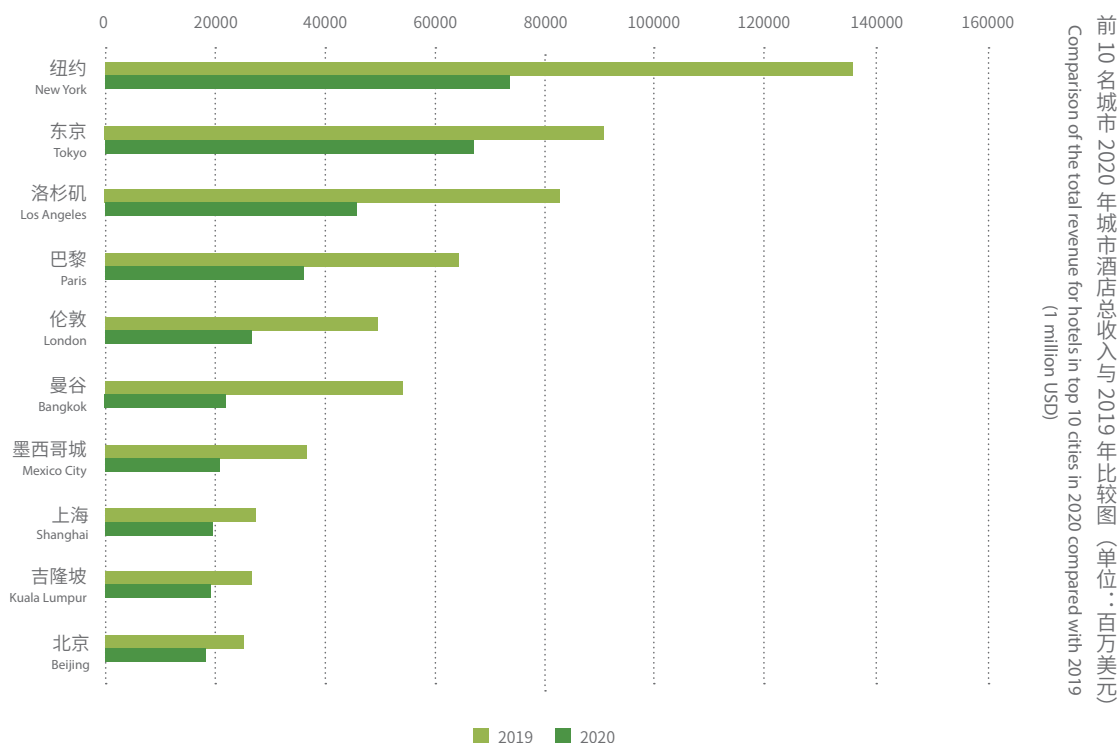
Revenue for lodging industry in 40 node cities declined by 46.3% compared with 2019, among which New York, Tokyo, Los Angeles, Paris, London, Bangkok and Shanghai registered impressive recovery. They are all important hubs in the world in which normal operation of the accommodation sector is mainly supported by non-tourism activities such as conferences, business trips and family visits. The proportion of tourists aiming purely at tour takes for a small proportion.

2020 年城市酒店总收入前 20 名城市名单

List of Top 20 Cities for the Total Revenue in the Hotel Industry in 2020

排名 Ranking	国家 Country	城市 City	2019 城市酒店总收入 (百万美元) Total hotel revenue in cities in 2019 (1 million USD)	2020 城市酒店总收入 (百万美元) Total hotel revenue in cities in 2020 (1 million USD)
1	美国 United States	纽约 New York	13605.9	7372.2
2	日本 Japan	东京 Tokyo	9057.3	6684.4
3	美国 United States	洛杉矶 Los Angeles	8301.3	4545.1
4	法国 France	巴黎 Paris	6386.3	3579.4
5	英国 United Kingdom	伦敦 London	4915.9	2646.1
6	泰国 Thailand	曼谷 Bangkok	5413.2	2223.9

排名 Ranking	国家 Country	城市 City	2019 城市酒店总收入 (百万美元) Total hotel revenue in cities in 2019 (1 million USD)	2020 城市酒店总收入 (百万美元) Total hotel revenue in cities in 2020 (1 million USD)
7	墨西哥 Mexico	墨西哥城 Mexico City	3657.0	2088.6
8	中国 China	上海 Shanghai	2701.6	1917.1
9	马来西亚 Malaysia	吉隆坡 Kuala Lumpur	2655.3	1902.8
10	中国 China	北京 Beijing	2524.6	1793.8
11	希腊 Greece	雅典 Athens	4007.9	1643.3
12	阿联酋 UAE	迪拜 Dubai	3354.8	1515.5
13	意大利 Italy	罗马 Rome	2558.1	1496.1
14	阿联酋 UAE	阿布扎比 Abu Dhabi	3576.8	1328.7
15	中国 China	香港 Hongkong	3743.9	1165.9
16	西班牙 Spain	巴塞罗那 Barcelona	2277.8	1112.7
17	澳大利亚 Australia	悉尼 Sydney	1704.2	1071.7
18	埃及 Egypt	开罗 Cairo	2378.7	993.2
19	德国 Germany	柏林 Berlin	1104.3	858.9
20	以色列 Israel	特拉维夫雅法 Tel Aviv-Yafo	1678.1	637.7



5.2020 年旅游餐饮业收入比 2019 年减少三成

Revenue for Tourism-related Catering Industry Dropped by 30% Compared with 2019

2020 年 40 个节点城市中，旅游餐饮业收入比 2019 年总体减少 28.2%。说明新冠肺炎疫情对餐饮业的影响比住宿业要轻一些。这可能是因为，一个城市餐饮业更多是为本地居民服务的，另外线上订餐、外卖快送、预约就餐等新的就餐模式被广泛运用，对减少新冠肺炎疫情对餐饮业的影响起到了重要的带动作用。

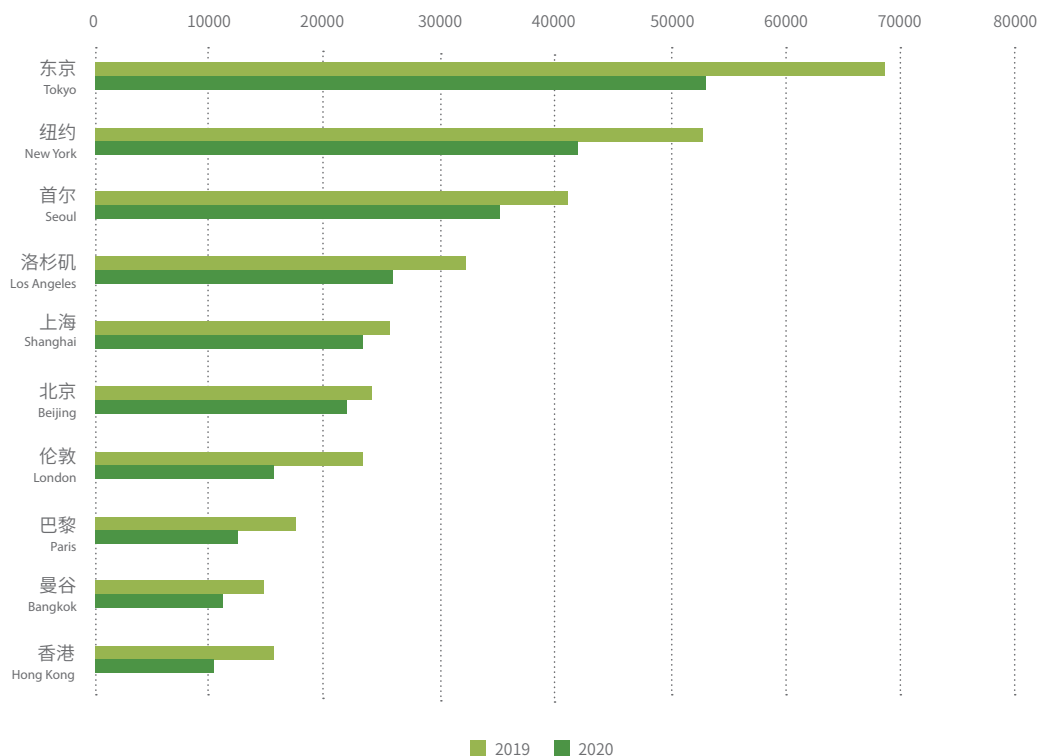
In 40 node cities in 2020, the revenue of tourism-related catering industry dropped by 28.2% compared with 2019, pointing to the fact that the COVID-19 pandemic exerts less impact on catering industry than accommodation industry. This is probably because catering industry in one city mainly serves local residents. Besides, online ordering of foods, fast delivery and restaurant appointment have been widely applied, contributing to lessening the impact of the COVID-19 pandemic on catering industry.

2020 年城市酒店总收入前 20 名城市名单

List of Top 20 Cities for the Total Revenue in the Hotel Industry in 2020

排名 Ranking	国家 Country	城市 City	2019 城市餐饮业收入 (百万美元) Revenue of catering in cities in 2019 (1 million USD)	2020 城市餐饮业收入 (百万美元) Revenue of catering in cities in 2020 (1 million USD)
1	日本 Japan	东京 Tokyo	68553.8	53131.4
2	美国 United States	纽约 New York	53004.0	41984.7
3	韩国 South Korea	首尔 Seoul	40984.1	35223.4
4	美国 United States	洛杉矶 Los Angeles	32339.2	25884.6
5	中国 China	上海 Shanghai	25682.7	23348.7
6	中国 China	北京 Beijing	24000.1	21846.3
7	英国 United Kingdom	伦敦 London	23396.0	15487.8
8	法国 France	巴黎 Paris	17433.1	12216.7
9	泰国 Thailand	曼谷 Bangkok	14638.4	11218.3
10	中国 China	香港 Hong Kong	15454.4	10184.5
11	澳大利亚 Australia	悉尼 Sydney	8818.0	8446.8
12	西班牙 Spain	巴塞罗那 Barcelona	34739.7	7249.9
13	墨西哥 Mexico	墨西哥城 Mexico City	11810.7	7133.2
14	意大利 Italy	罗马 Rome	7956.9	5632.6

排名 Ranking	国家 Country	城市 City	2019 城市餐饮业收入 (百万美元) Revenue of catering in cities in 2019 (1 million USD)	2020 城市餐饮业收入 (百万美元) Revenue of catering in cities in 2020 (1 million USD)
15	巴西 Brazil	里约热内卢 Rio de Janeiro	8639.7	4372.8
16	希腊 Greece	雅典 Athens	5639.8	3965.4
17	阿联酋 UAE	迪拜 UAE	4814.7	3929.3
18	阿联酋 UAE	阿布扎比 Abu Dhabi	5133.3	3445.0
19	马来西亚 Malaysia	吉隆坡 Kuala Lumpur	4,241.7	3350.9
20	俄罗斯 Russia	莫斯科 Moscow	5031.2	3057.7



前10名城市2020年城市餐饮业收入与2019年比较图 (单位: 百万美元)
Comparison of catering revenue in top 10 cities in 2020 against 2019 (1 million USD)

6.2020 年全球节点城市旅游投资热情受到抑制

Enthusiasm for Making Tourism-Related Investment in Node Cities Was Dampened in 2020

2020 年 40 个节点城市旅游投资总额比 2019 年总体下降 29.3%。近年来，全球旅游投入持续高速增长，特别是亚太地区旅游投资持续保持两位数增长。受新冠肺炎疫情影响，国际旅游投资热情收到明显抑制，旅游投入更多流向旅游产业本体和旅游安全保障方面，这些投入对于实现后疫情时代世界旅游的可持续发展具有重要作用。

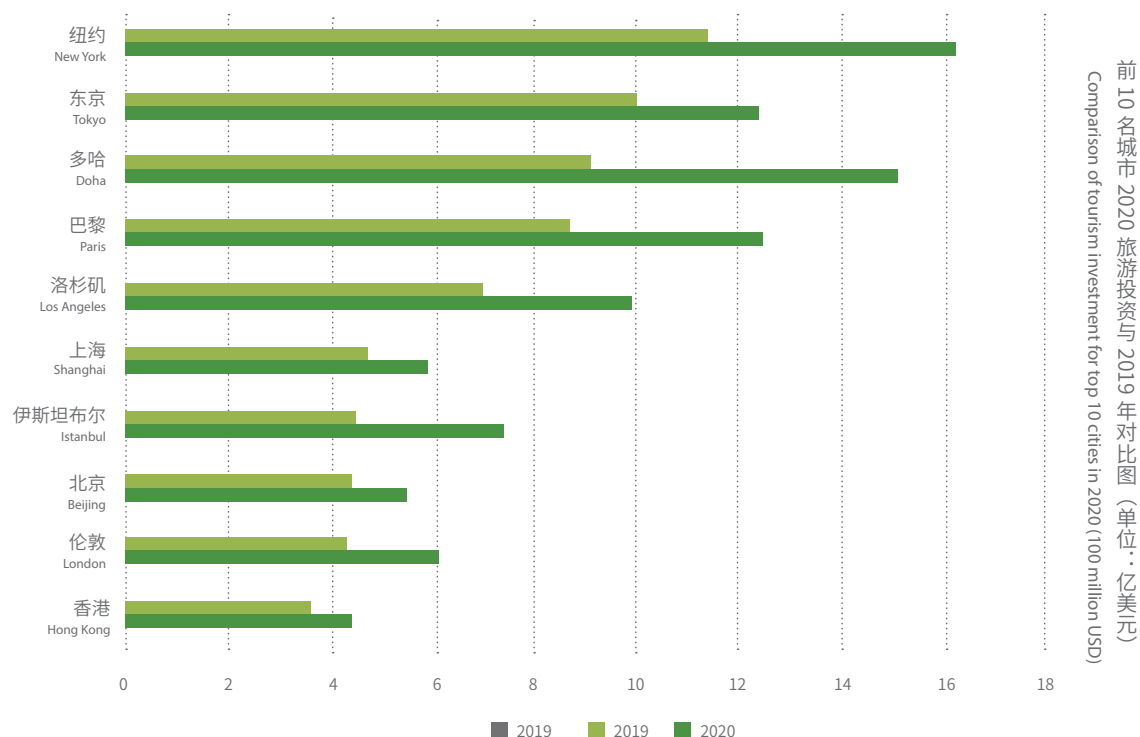
The aggregate of tourism-related investment in 40 node cities dropped by 29.3% compared with 2019. In recent years, global investment in tourism kept a rapid growth rate, especially in Asia-Pacific region that maintained a double-digit growth rate. Due to the COVID-19 pandemic, enthusiasm for making investment in tourism in the world has been curbed and more input flew to the tourism sector itself and tourism safety guarantees. These inputs are significant to the sustainability of world tourism in the post-pandemic era.

2020 年城市旅游投资前 20 名城市名单

List of Top 20 Cities for Tourism-Related Investment in 2020

排名 Ranking	国家 Country	城市 City	2019 城市旅游投资 (亿美元) Tourism investment in 2019 (100 million USD)	2020 城市旅游投资 (亿美元) Tourism investment in 2020 (100 million USD)
1	美国 United States	纽约 New York	16.3	11.4
2	日本 Japan	东京 Tokyo	12.4	10
3	卡塔尔 Qatar	多哈 Doha	15.2	9.1
4	法国 France	巴黎 Paris	12.5	8.7
5	美国 United States	洛杉矶 Los Angeles	9.9	7
6	中国 China	上海 Shanghai	5.9	4.7

排名 Ranking	国家 Country	城市 City	2019 城市旅游投资 (亿美元) Tourism investment in 2019 (100 million USD)	2020 城市旅游投资 (亿美元) Tourism investment in 2020 (100 million USD)
7	韩国 South Korea	首尔 Seoul	5.7	4.6
8	土耳其 Turkey	伊斯坦布尔 Istanbul	7.4	4.5
9	中国 China	北京 Beijing	5.5	4.4
10	英国 United Kingdom	伦敦 London	6.1	4.3
11	中国 China	香港 Hong Kong	4.4	3.5
12	泰国 Thailand	曼谷 Bangkok	4.0	3.2
13	澳大利亚 Australia	悉尼 Sydney	3.9	3.1
14	墨西哥 Mexico	墨西哥城 Mexico City	2.9	2
15	西班牙 Spain	巴塞罗那 Barcelona	2.7	1.9
16	阿根廷 Argentina	布宜诺斯艾利斯 Buenos Aires	2.7	1.9
17	阿联酋 UAE	迪拜 Dubai	2.7	1.6
18	马来西亚 Malaysia	吉隆坡 Kuala Lumpur	2.1	1.6
19	以色列 Israel	特拉维夫雅法 Tel Aviv-Yafo	2.0	1.5
20	阿联酋 UAE	阿布扎比 Abu Dhabi	2.3	1.4



7.2020 年全球节点城市到港航班比 2019 年减少两成

Arrivals of Flights in Global Node Cities Decreased by 20% Against 2019

2020 年 40 个节点旅游城市航班到港数量比 2019 年总体减少 19.4%。随着疫情防控的阶段性变化，航空业采取了与疫情防控要求相适应的管理模式，国际航空的总体运力比 2019 年减少 50% 以上，但全球航班到港班次比 2019 年减少只有 19%，其中国内航班占 70% 以上。

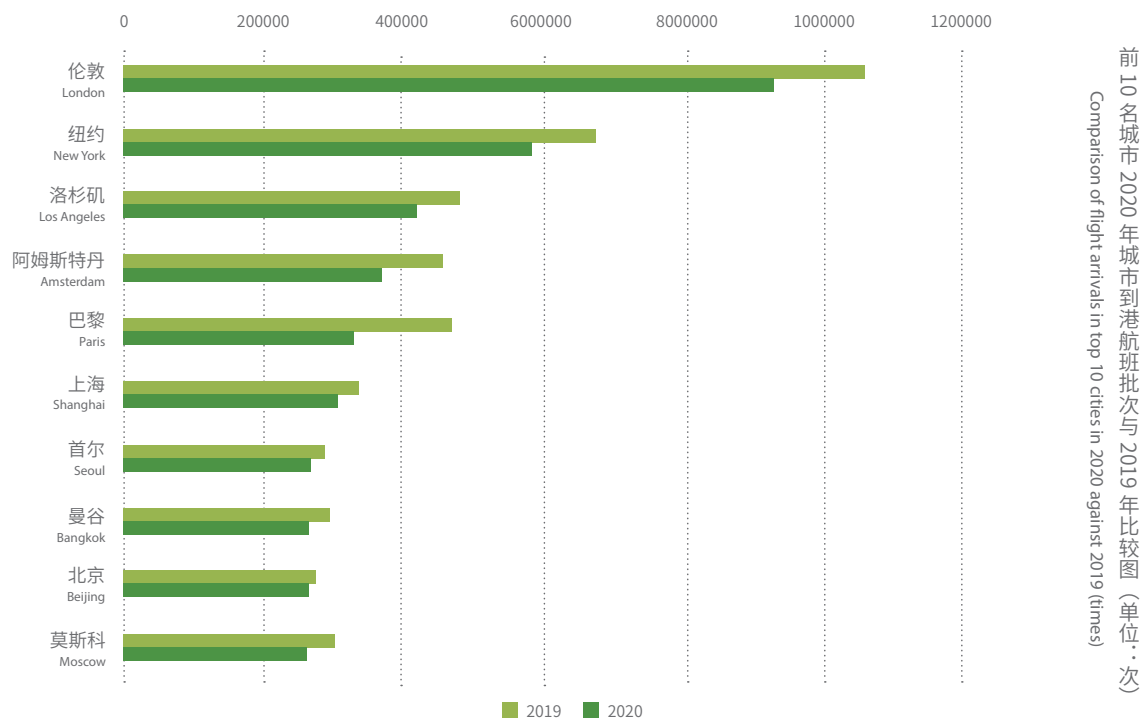
The arrivals of flights in 40 node tourism cities decreased by 19.4% against 2019. The aviation industry has introduced corresponding management models in accordance with changes in the process of pandemic prevention. International aviation capacity declined by over 50% against 2019 whereas the arrivals of flights dropped by only 19%, among which domestic flights accounted for over 70%.

2020 年城市航班到港批次前 20 名城市名单

List of Top 20 Cities for Arrivals of Flights in 2020

排名 Ranking	国家 Country	城市 City	2019 城市航班到港批次 Arrivals of flights in 2019	2020 城市航班到港批次 Arrivals of flights in 2020
1	英国 United Kingdom	伦敦 London	1062808	930093
2	美国 United States	纽约 New York	679840	583241
3	美国 United States	洛杉矶 Los Angeles	481541	423874
4	荷兰 Netherlands	阿姆斯特丹 Amsterdam	459103	373928
5	法国 France	巴黎 Paris	471015	330875
6	中国 China	上海 Shanghai	337520	308749
7	韩国 South Korea	首尔 Seoul	291517	269687
8	泰国 Thailand	曼谷 Bangkok	298845	267091
9	中国 China	北京 Beijing	277896	265706
10	俄罗斯 Russia	莫斯科 Moscow	303858	263477
11	意大利 Italy	罗马 Rome	301369	221167
12	土耳其 Turkey	伊斯坦布尔 Istanbul	224636	192087
13	印度 India	新德里 New Delhi	223243	190158

排名 Ranking	国家 Country	城市 City	2019 城市航班到港批次 Arrivals of flights in 2019	2020 城市航班到港批次 Arrivals of flights in 2020
14	西班牙 Spain	巴塞罗那 Barcelona	299383	168135
15	日本 Japan	东京 Tokyo	221978	160360
16	马来西亚 Malaysia	吉隆坡 Kuala Lumpur	224944	158364
17	澳大利亚 Australia	悉尼 Sydney	173718	150127
18	阿联酋 UAE	迪拜 Dubai	151280	149984
19	墨西哥 Mexico	墨西哥城 Mexico City	173953	134235
20	美国 United States	拉斯维加斯 Las Vegas	256365	126779



8.2020 年全球节点城市国际会议举办数下降幅度不大

Small Decrease in International Conferences Held in Global Node Cities in 2020

2020 年 40 个节点城市国际会议举办数量比 2019 年总体减少 9.3%。受新冠肺炎疫情影响，召开国际会议的需求反而增加，现场的国际会议有所减少，但线上的国际会议和行业交流活动明显增加。

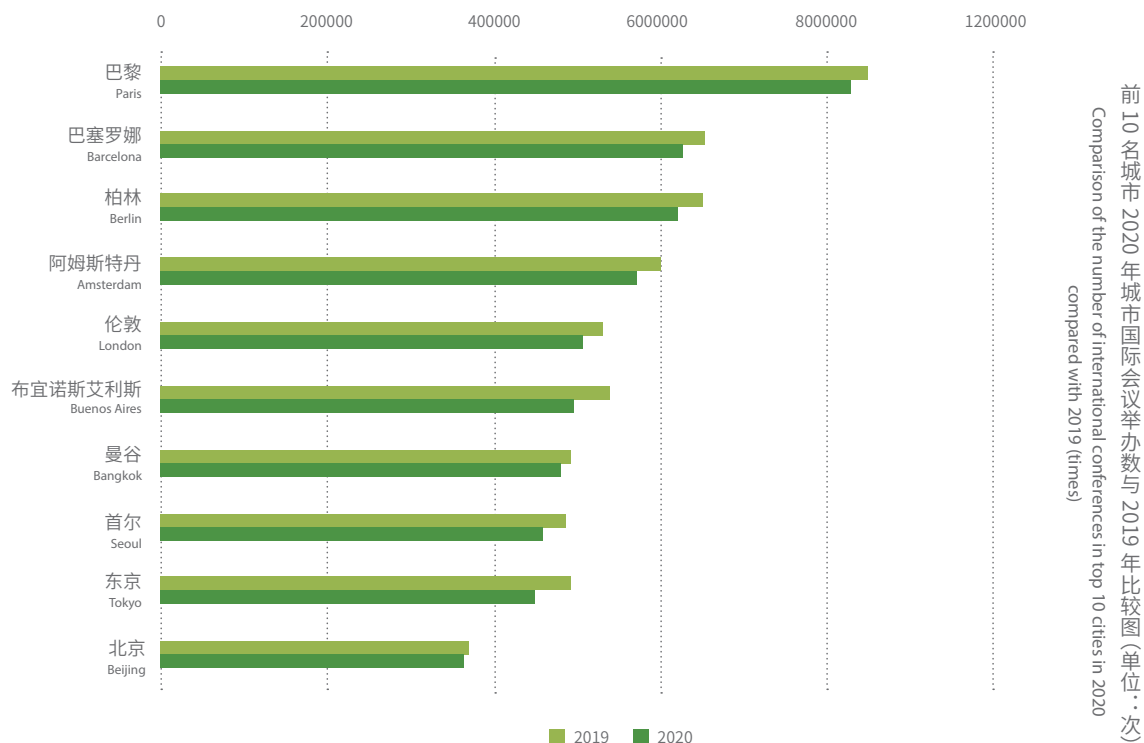
Generally speaking, international conferences held in 40 node cities in 2020 decreased by 9.3% against 2019. With the pandemic came an increased demand of holding international conferences. Even though the number of on-site international conferences dwindled, online ones and industrial exchanges registered a prominent increase.

2020 年城市国际会议举办数前 20 名城市名单

List of Top 20 Cities for the Number of International Conferences in 2020

排名 Ranking	国家 Country	城市 City	2019 国际会议举办数 International conferences in 2019	2020 国际会议举办数 International conferences in 2020
1	法国 France	巴黎 Paris	212	207
2	西班牙 Spain	巴塞罗那 Barcelona	163	156
3	德国 Germany	柏林 Berlin	162	155
4	英国 United Kingdom	伦敦 London	150	143
5	阿根廷 Argentina	布宜诺斯艾利斯 Buenos Aires	133	127
6	泰国 Thailand	曼谷 Bangkok	135	124
7	荷兰 Netherlands	阿姆斯特丹 Amsterdam	123	120
8	韩国 South Korea	首尔 Seoul	122	114

排名 Ranking	国家 Country	城市 City	2019 国际会议举办数 International conferences in 2019	2020 国际会议举办数 International conferences in 2020
9	日本 Japan	东京 Tokyo	123	112
10	中国 China	北京 Beijing	93	91
11	中国 China	香港 Hong Kong	129	91
12	意大利 Italy	罗马 Rome	93	87
13	澳大利亚 Australia	悉尼 Sydney	87	85
14	中国 China	上海 Shanghai	82	81
15	希腊 Greece	雅典 Athens	90	76
16	芬兰 Finland	赫尔辛基 Helsinki	71	66
17	马来西亚 Malaysia	吉隆坡 Kuala Lumpur	68	62
18	秘鲁 Peru	利马 Lima	67	62
19	加拿大 Canada	温哥华 Vancouver	62	59
20	墨西哥 Mexico	墨西哥城 Mexico City	53	50



9.2020 年节点城市在线旅游发生率不降反增

The Occurrence Rate of Online Tourism in Node Cities Increased in 2020

2020 年 40 个节点城市在线旅游发生率比 2019 年提高了 3.7%，在全球旅游出行比例大幅下降和全球旅游收入明显减少的背景下，40 个节点城市在线旅游发生率不降反增，说明互联网、数字化和智慧化旅游在旅游活动中得到更充分的运用。在 40 个节点城市中，游客总量呈现大幅下降态势，国内旅游贡献超过 70%，在已经实现的旅游活动中，网络和数字手段发挥重要作用，成为疫情防控背景影响下开展旅游活动的主要辅助手段。

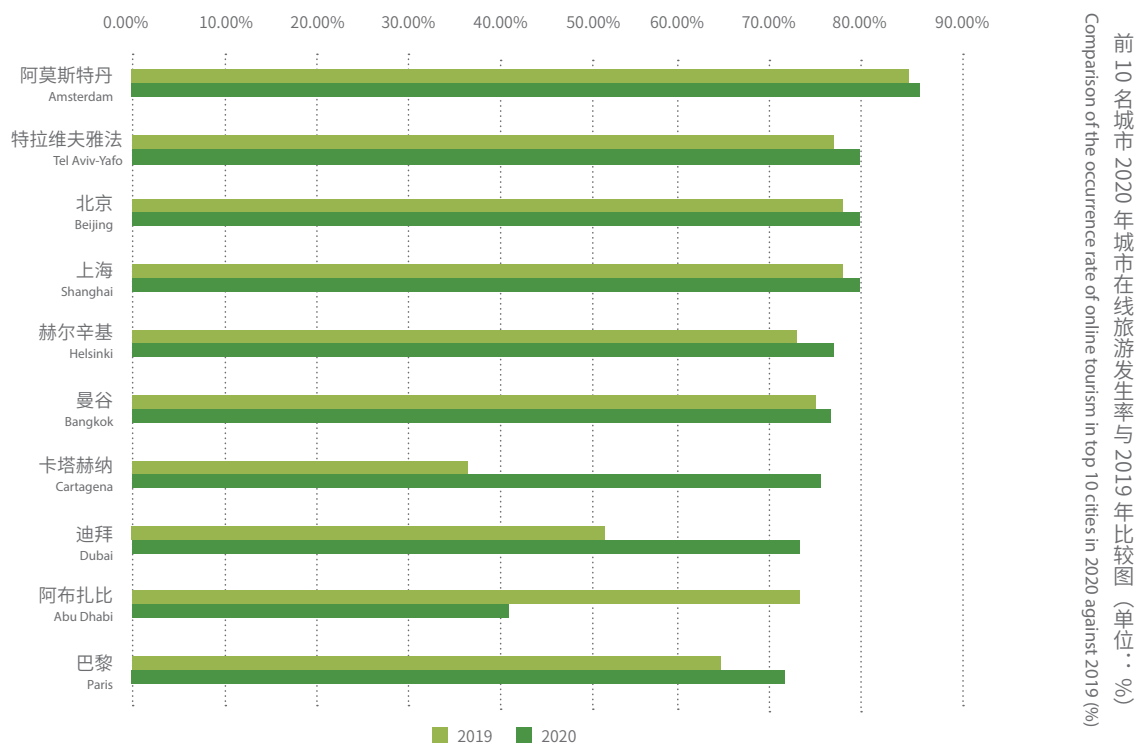
The occurrence rate of online tourism in 40 node cities in 2020 increased by 3.7% against 2019. Against the background of a huge downsized proportion of global travel and a sharp decline in global tourism revenue, the increase of the occurrence rate of online tourism in 40 node cities testifies to the full application and utilization of the Internet, digitization and intelligence in boosting tourism activities. Among 40 node cities, there was a sharply declining trend in the total number of tourists. Domestic tourism accounted for more than 70%. For those tourism activities that have been realized, the Internet and digital tools play a critical role and become the major approach to tourism activities against the backdrop of the prevention and control of COVID-19 pandemic.

2020 年在线旅游发生率前 20 名城市名单

List of Top 20 Cities for the Occurrence Rate of Online Tourism in 2020

排名 Ranking	国家 Country	城市 City	2019 在线旅游发生率 (%) Occurrence rate of online tourism in 2019 (%)	2020 在线旅游发生率 (%) Occurrence rate of online tourism in 2020 (%)
1	荷兰 Netherlands	阿姆斯特丹 Amsterdam	84.8%	86.0%
2	以色列 Israel	特拉维夫雅法 Tel Aviv-Yafo	76.5%	79.2%
3	中国 China	北京 Beijing	77.5%	79.2%
4	中国 China	上海 Shanghai	77.5%	79.2%
5	芬兰 Finland	赫尔辛基 Helsinki	72.4%	76.4%
6	泰国 Thailand	曼谷 Bangkok	74.6%	76.1%
7	哥伦比亚 Columbia	卡塔赫纳 Cartagena	36.8%	75.0%
8	阿联酋 UAE	迪拜 Dubai	51.5%	72.7%
9	阿联酋 UAE	阿布扎比 Abu Dhabi	51.5%	72.7%
10	法国 France	巴黎 Paris	64.1%	71.0%
11	土耳其 Turkey	伊斯坦布尔 Istanbul	40.6%	70.3%
12	美国 United States	纽约 New York	64.8%	69.3%
13	美国 United States	洛杉矶 Los Angeles	64.8%	69.3%

排名 Ranking	国家 Country	城市 City	2019 在线旅游发生率 (%) Occurrence rate of online tourism in 2019 (%)	2020 在线旅游发生率 (%) Occurrence rate of online tourism in 2020 (%)
14	美国 United States	拉斯维加斯 Las Vegas	64.8%	69.3%
15	英国 United Kingdom	伦敦 London	65.9%	68.9%
16	西班牙 Spain	巴塞罗那 Barcelona	63.0%	68.6%
17	韩国 South Korea	首尔 Seoul	64.0%	67.1%
18	中国 China	香港 Hong Kong	60.8%	66.8%
19	巴西 Brazil	里约热内卢 Rio de Janeiro	61.5%	66.8%
20	希腊 Greece	雅典 Athens	59.0%	65.4%





10.2020 年全球节点旅游城市安全保障水平仍需提高

Safety and Preventative Measures in Node Tourism Cities across the World still Needs to be Improved in 2020

40 个节点城市旅游安全保障率比 2019 年平均增加 4.6 个百分点。2020 年由于新冠肺炎疫情，各个国家旅游城市都增加了旅游安全保障措施，这些保障措施增加了部分游客的安检环节，有可能影响了旅游体验，但却有效降低了疫情感染的可能性。在新冠肺炎疫苗广泛接种和全球疫情防控形势根本转变之前，人类与新冠病毒的斗争存在长期化趋势，建立人性化、数字化、便捷化全球性疫情防控体系是后疫情时代全球旅游繁荣发展的必然要求。

The tourism security rate of 40 node cities increased by an average of 4.6 percentage points over 2019. COVID-19 pandemic in 2020 has increased tourism safety measures in various tourism countries. These safeguards have increased the safety check of some tourists, which may affect the tourism experience, but effectively reduce the possibility of infection. Before wide-spread rolling-out of vaccination and a fundamental change in the global prevention campaign, there is a prolonged battle with the COVID-19. The prosperous development of global tourism necessitates a humanized, digitized and convenient global pandemic prevention system in the post-pandemic era.

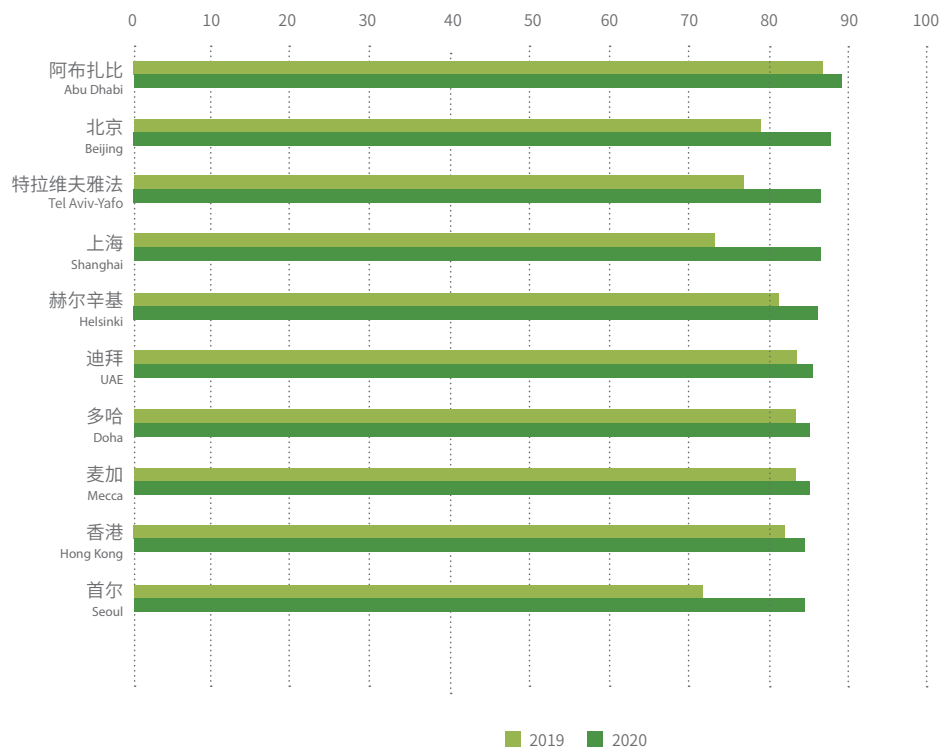
2020 年旅游安全保障率前 20 名城市名单

List of Top 20 Cities for the Total Revenue in the Hotel Industry in 2020

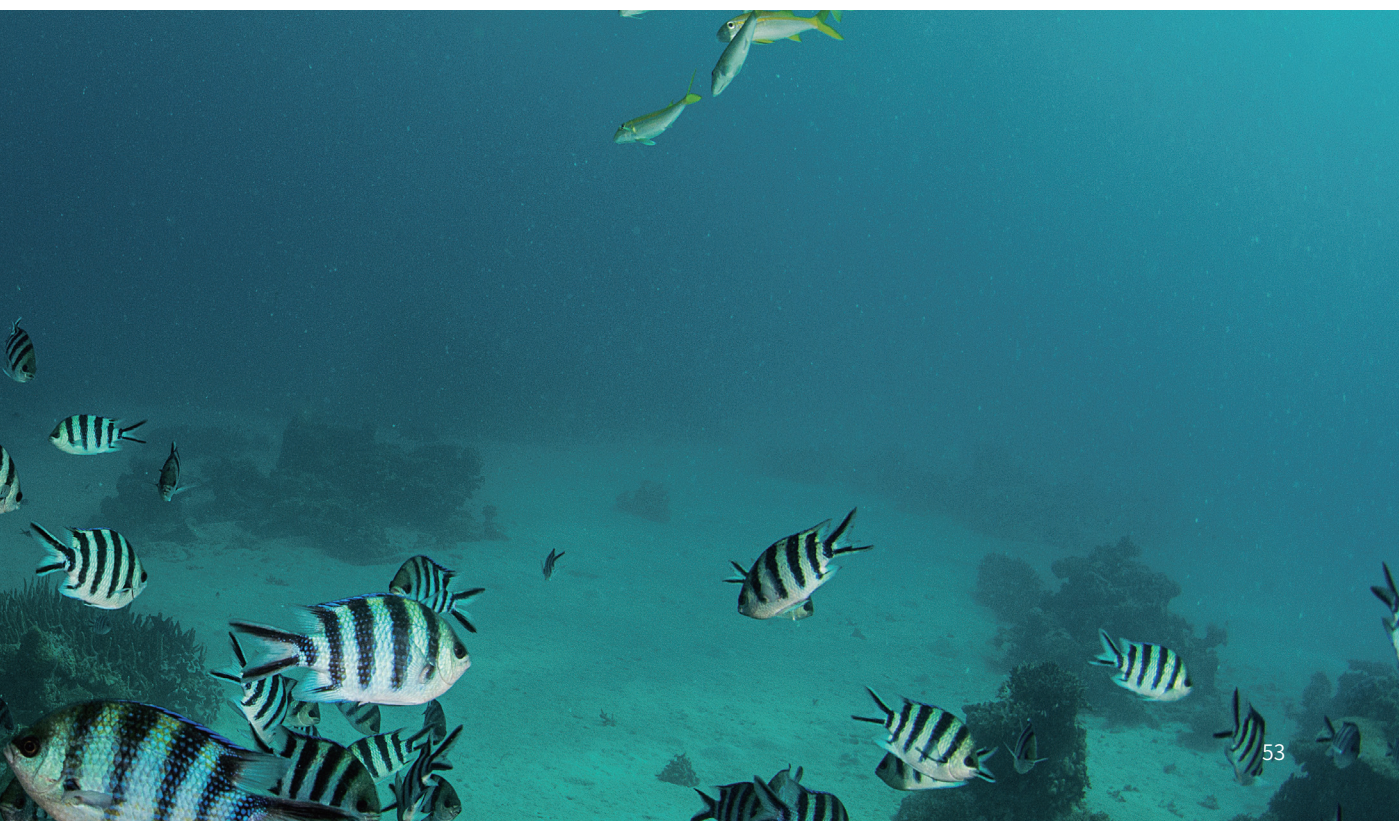
排名 Ranking	国家 Country	城市 City	2019 旅游安全保障率 (%) Tourism safety guarantee rate in 2019	2020 旅游安全保障率 (%) Tourism safety guarantee rate in 2020
1	阿联酋 UAE	阿布扎比 Abu Dhabi	87.2	88.4
2	中国 China	北京 Beijing	78.3	86.5
3	以色列 Israel	特拉维夫雅法 Tel Aviv-Yafo	75.6	85.3
4	中国 China	上海 Shang Hai	72.8	85.2
5	芬兰 Finland	赫尔辛基 Helsinki	80.3	85.1
6	阿联酋 UAE	迪拜 Dubai	83.5	84.6
7	卡塔尔 Qatar	多哈 Doha	83.2	84.2
8	沙特阿拉伯 Saudi Arabia	麦加 Mecca	83.2	84.1
9	中国 China	香港 Hong Kong	82.1	83.5
10	韩国 Korea	首尔 Seoul	71.3	83.4
11	日本 Japan	东京 Tokyo	85.4	81.2
12	荷兰 Netherlands	阿姆斯特丹 Amsterdam	71.4	73.6
13	突尼斯 Tunisia	突尼斯 Tunisia	65.4	73.4

排名 Ranking	国家 Country	城市 City	2019 旅游安全保障率（%） Tourism safety guarantee rate in 2019	2020 旅游安全保障率（%） Tourism safety guarantee rate in 2020
14	加拿大 Canada	温哥华 Vancouver	70.4	72.5
15	澳大利亚 Australia	悉尼 Sydney	67.9	70.2
16	俄罗斯 Russia	莫斯科 Moscow	65.2	70.1
17	保加利亚 Bulgaria	索菲亚 Sofia	61.6	67.6
18	美国 U.S.A	纽约 New York	60.9	67.4
19	德国 Germany	柏林 Berlin	66.3	67.3
20	西班牙 Spain	巴塞罗那 Barcelona	64.3	67.2





前 10 名城市 2020 年城市旅游安全保障率与 2019 年比较图 (单位: %)
Comparison of tourism safety guarantee rate in top 10 cities in 2020 against 2019 (%)



3 2020 世界旅游城市发展情况案例

Cases for the Development of World Tourism Cities in 2020

为更好地总结 2020 世界旅游城市抗击新冠肺炎疫情，实现旅游复苏的经验，我们选取了罗马、洛杉矶、伦敦、巴黎、巴塞罗那、北京、首尔、迪拜等 8 个对全球旅游具有较大影响的旅游城市作为样本，希望通过对这 8 个旅游城市的案例分享，为世界旅游城市疫后复苏提供经验借鉴。

To better summarize and learn from world tourism cities in their fight against the COVID-19 pandemic and pursuit of tourism recovery in 2020, 8 tourism cities with global influence have been selected as samples including Rome, Los Angeles, London, Paris, Barcelona, Beijing, Seoul and Dubai in the hope that their experience would provide references to post-pandemic recovery of world tourism cities.



罗马◎意大利

Rome ◎ Italy

罗马是世界著名的历史文化名城，也是世界最著名的游览地之一。2019 年罗马共接待国际游客 704 万人，国内游客 5751 万人，旅游业 GDP 达到 9.5 亿美元。

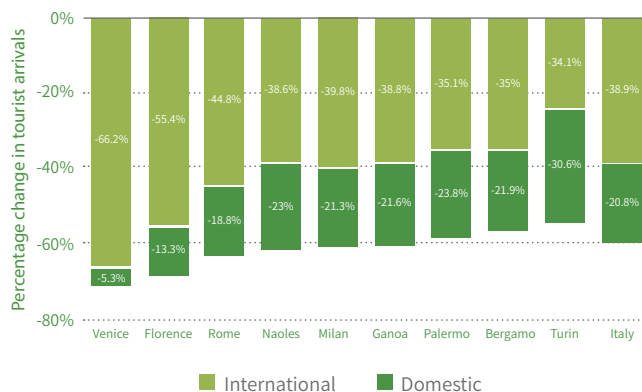
Rome is a reputable historic and cultural city and also one of the most famous tourist sites in the world. In 2019, Rome received 7.04 million international tourists and 57.51 million domestic ones, recording tourism-related GDP of USD 950 million.

意大利是欧洲地区疫情发现较早的国家之一，也是较早采取边境关闭措施的欧洲国家之一。受疫情影响，2020 年赴意大利各大城市的国际游客和国内游客均有不同程度的下降。据意大利国家旅游机构埃尼特（Enit）的统计测，2020 年 6 月到 9 月间，外国游客人数同比减少 2500 万，只有去年的四分之一。2020 年罗马的旅游业收入比 2019 年下降 44%，1200 家酒店中只有 20-30% 左右对外营业。

Italy is one of the first European countries that detected the COVID-19 pandemic and introduced measures to close borders. Due to the impact of the COVID-19 pandemic, the number of international and domestic tourists in big Italian cities decreased to varying degrees. According to statistics of Enit, foreign tourists declined by 25 million year on year from June to September, 2020, accounting for only a quarter of the previous year. Tourism revenue in Rome diminished by 44% against 2019 where only 20-30% of 1,200 hotels are still in normal business.

为减少疫情对旅游的冲击，意大利政府从 2020 年 3 月起已推出三轮总额超 1000 亿欧元的经济救助措施，其中不少针对酒店、航运、餐饮、零售等旅游相关产业。除了对营业额大幅减少的企业提供税费减免和直接补贴外，也推出了“度假券”来刺激旅游消费。

To protect tourism from the pandemic shock, the Italian government has launched three rounds of economic rescues worth of over EUR 100 billion since March, 2020, with a large proportion of efforts targeted at hotels, shipping, catering, retails and other industries related tourism. Apart from tax exemption and reduction, plus direct subsidies for businesses that suffer a lot from a sharp decline in turnover, it also introduced “Holiday Vouchers” to stimulate tourism consumption.



2020 年 6 月，意大利重新开放了与申根地区国家的边界，欧洲国家前往意大利旅游的人数开始增多，其中到意大利海滨度假的人数占据很大比例，只要疫情防控不出现大面积反弹，意大利旅游业可望在 2022 年得到较大恢复。

Italy reopened its borders with Schengen countries in June 2020, leading to an increase in tourists from other European countries, and a large proportion of them went to sea shores for holidays. As long as there is no large-scale resurgence of infection, tourism in Italy is expected to make a big recovery in 2022.

洛杉矶◎美国

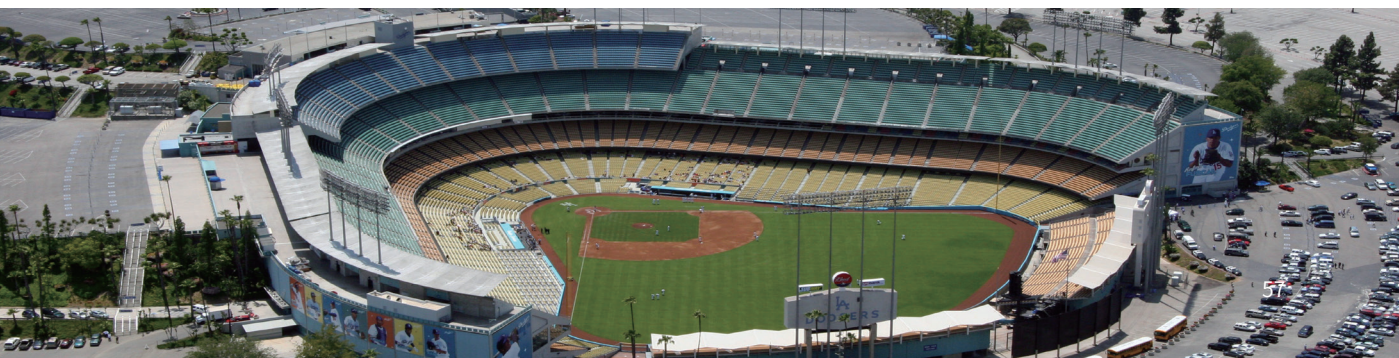
Los Angeles ◎ United States

洛杉矶是美国重要的工商业、国际贸易、科教、娱乐和体育中心之一，被称为“天使之城”（City of Angels）。2019 年，游客在洛杉矶的消费达到了前所未有的高度，消费金额达到了 247 亿美元。在洛杉矶，每 8.4 名员工中即有一人从事与旅游相关的行业，旅游业支撑着洛杉矶 54 万 4700 个休闲与酒店业的工作职位。

Los Angeles is an important center for industry, commerce, international trade, education, entertainment and sports in the United States, also known as City of Angels. In 2019, tourism consumption in Los Angeles made an unprecedented record of USD 24.7 billion. One out of 8.4 employees here is engaged in tourism-related sectors as tourism supports 547,000 jobs in leisure and hotel industry.

新冠疫情暴发后，洛杉矶游客大幅减少。洛杉矶会议与旅游局的一项调查显示，洛杉矶 2020 年共吸引约 2900 万游客，低于新冠疫情暴发前的 5100 万。游客在洛杉矶酒店、餐饮、旅游巴士和纪念品上的消费从 250 亿美元降低到 120 亿美元。

After the outbreak of the COVID-19 pandemic, Los Angeles saw its tourists' large reduction. According to a survey conducted by Los Angeles Tourism & Convention Board (hereinafter, the "Board"), 29 million tourists were attracted to Los Angeles in 2020, lower than 51 million before the outbreak. And the spending in hotels, catering, travel bus and souvenirs declined from USD 25 billion to USD 12 billion.



为抑制疫情增长，洛杉矶市实施了多轮“地区性居家令”。规定除从事必要和准许的活动外，要求所有居民留在家中，避免不必要外出和家庭间的聚集活动。除零售商店等必要行业在遵守洛杉矶相关防疫规定的前提下继续营业外，所有需员工值守的商业活动均被停止。

To curb pandemic progression, Los Angeles introduced many rounds of “Regional Stay-At-Home Orders” that all residents should stay at home except for necessary and permitted activities as well as avoiding unnecessary going-out and family gatherings. Essential businesses like retail stores could proceed with operation only when rules of pandemic control are observed while all other business activities that require person on duty are suspended.

为减少旅游企业由于新冠肺炎疫情大流行而遭受巨大损失，洛杉矶旅游与会议委员会启动了一项名为“LA ♥”的计划，将当地资金带入城市的酒店业和旅游业，酒店可以开放提供过夜住宿，餐厅也可能开放提供户外用餐。植物园也重新开放，一些美术馆仅按预约开放。2020 年后半年，自驾、剧院、喜剧表演、音乐表演在洛杉矶开始出现，洛杉矶的国内旅游得到较好恢复。

To mitigate huge losses caused by the COVID-19 pandemic on tourist companies, the Board initiated a program of “LA ♥” to channel local funds into urban hotel industry and tourism sector. Hotels were allowed to accommodate guests and restaurants could provide outdoor meals. Botanic gardens reopened again but some art galleries were accessible only upon appointment. In the second half of 2020, self-driving, theaters, comedy and music performances began to come back to stage in Los Angeles. Domestic tourism in Los Angeles has regained its lost ground.

伦敦◎英国

London ◎ United Kingdom

在过去十年中，英国旅游业已成为该国增长最快的行业之一，2019 年应该的入境旅游经济产值为 280 亿英镑，如果没有疫情冲击，预计到 2025 年其产值将达到 2570 亿英镑。

In the past decade, tourism in the United Kingdom was one of the fastest growing sectors. In 2019, inbound tourism contributed GBP 28 billion to Britain's economy. Without the pandemic, the value of tourism is projected to reach GBP 257 billion in 2025.

但自新冠疫情暴发以来，英国各大热门景点一扫往日热闹，靠游客为生的商铺也门口罗雀。据英国旅游局（VisitBritain）称，来自国内外的游客人数急剧下降，仅 2020 年旅游业就损失 370 亿英镑。其中，酒店业和休闲业中的中小型企业受到新冠疫情影响最为严重，其每月业务收入损失了一半以上（54%）。”

However, popular tourist sites in the U.K. have been deprived of liveliness and stores relying on tourism consumption could only attract few guests since the outbreak of the COVID-19 pandemic. According to the data from the VisitBritain, there was a sharp decline in inbound and domestic tourists, resulting in a loss of GBP 37 billion in tourism industry in 2020. SMEs in the hotel and leisure industries are the most severely impacted whose losses of monthly business revenue recorded 54%.



在新冠疫情大流行期间，游客减少对伦敦经济造成了严重影响。伦敦市长萨迪克·汗（Sadiq Khan）表示，2020 年旅游消费与上一年相比减少了 109 亿英镑。英国旅游局（VisitBritain）的研究显示，2020 年伦敦市中心国际游客的消费同比减少 74 亿英镑，国内旅游减少 35 亿英镑。大伦敦管理局（Greater London Authority）进行的一项调查发现，约有三分之一的伦敦居民因新冠疫情危机而失业。

During the pandemic, the drop in tourists had a severe impact on London's economy. Sadiq Khan, Mayor of London, indicated that tourism consumption in 2020 decreased by GBP 10.9 billion compared with the previous year. Studies carried out by VisitBritain showed that international tourists' consumption in the center of London City in 2020 met with an annual decrease of GBP 7.4 billion and domestic tourism diminished by GBP 3.5 billion. A survey of Greater London Authority showed that about a third of residents in London were unemployed as a result of the pandemic.

伦敦的品牌对于英国来说是一个了不起的全球资产，它产生的收入对整个国家的经济至关重要。为帮助陷入困境的酒店业，伦敦旅游局发起了一项名为“住久一点”（Stay a Little Longer）的运动，一旦顾客支付了第一晚的住宿费用，“住久一点”计划将支付约 15 家伦敦酒店第二晚的住宿费用。

Brands of London are remarkable assets with global influence for the U.K. whose revenue matters heavily for the national economy. To help the beleaguered hotel industry, the Visit London initiated a campaign of “Stay a Little Longer”. Once a customer pays for stay in hotel for one night, this campaign would cover the accommodation fee for the second night about 15 hotels in London.

2020 年下半年以来，随着新冠疫情城市封锁的缓解，伦敦的主要旅游景点开始重新开放。但由于存在长途旅行的风险，国际游客仍不愿进行海外购物旅行。伦敦政府正在研究制定新的刺激计划，采取分级管理的方法，争取国家进一步放宽对疫情防控较好国家的旅游禁令，以便能够吸引更多国际游客到伦敦旅游。

Since the second half of 2020, major tourist sights in London began to reopen to the public as the lockdown was eased. However, risks in long-distance travel prevent international tourists from going shopping overseas. The government of London City is studying and mapping out new stimulus plans and taking graded management approaches to further ease travel bans on countries where COVID-19 is under relatively effective control, so as to attract more international tourists to visit London.

巴黎◎法国

Paris ◎ France

法国是世界上游客到访量最多的国家之一，2018 年法国游客到访总数达到 8940 万，创下了历史新高。为法国经济贡献了 1983 亿欧元，直接或间接创造了 28 亿个就业岗位。其中，前往巴黎的游客就超过 4000 万，占法国游客到访总数的 44.7%。

France has the largest number of visitors in the world. A new historical record of 89.40 million tourist arrivals to France was set in 2018. Tourism which directly and indirectly created 2.8 billion jobs contributed EUR 19.83 billion to the French economy. Paris received over 40 million tourists, or 44.7% of the total inbound tourists to France.



反复发作的新冠疫情迫使大多数世界国家关闭边境。世界旅行与旅游理事会（WTTC）报告认为，由于新冠疫情大流行，导致国际消费减少 82%，每天损失 1.312 亿欧元，或每周损失 9.18 亿欧元。法国是世界主要旅游目的地国家，由于缺乏游客和其他旅客，2020 年法国旅游蒙受超过 480 亿欧元的经济损失。

Resurgences of the pandemic forced most countries in the world to close borders. The WTTC report revealed that as a result of the pandemic, international consumption decreased by 82%, equivalent to EUR 131.2 million per day, or EUR 918 million per week. As a major tourist destination in the world, France saw its tourism suffering from a loss of EUR 48 billion in 2020 as there were few tourists and travelers.

作为世界旅游的主要目的地之一，巴黎遭受的损失最多。据法国国家旅游住宿联合会发布的数据显示，疫情给巴黎及法兰西岛大区带来了灾难性冲击，2020 年 7 月份至 8 月份旅游旺季期间，

四星级酒店入住率仅为 23%，五星级酒店入住率为 10%，去年同期则分别为 80% 和 90%。在餐饮业方面，尽管法国餐馆已逐步解禁并重新开放，但巴黎餐饮行业重开率仍较预期低 50%，且多数餐馆处于非盈利状态。

Paris, one of the principal tourist destinations in the world, suffered the most. According to statistics released by AHTOP, the pandemic delivered catastrophic shocks to Paris and Ile-de-France, registering only 23% for accommodation rate in Four-Star hotels and 10% in Five-Star hotels during tourism season of July and August in 2020. These two figures during the same period of 2019 were 80% and 90%. Even though bans on restaurants in France are being gradually lifted and reopening to the public is underway, the actual reopening rate of catering in Paris is still lower than the expected 50%. Moreover, most restaurants are not making profits.

2020 年夏季，法国政府推出 180 亿欧元的救助计划，宣布中央政府将与地区政府合作出资，向国民分发夏季旅游“度假券”，鼓励法国居民扩大消费。该计划的受益者由各大区自行决定，会优先分发给有出行愿望的居民。

The French government launched a rescue plan of EUR 18 billion in the summer of 2020, announcing that the national government would cooperate with local governments to distribute “Summer Holiday Vouchers”, encouraging French citizens to expand consumption. Beneficiaries to this program are decided by each arrondissement on their own and those wishing to travel and tour around are prioritized.

巴黎拥有全球最具吸引力的旅游资源，随着新冠疫苗的广泛接种，巴黎旅游能够在较短的时间得以恢复。目前，巴黎市正在积极开通更多国际航线，完善不同国家健康信息互认机制，为国际旅游尽快恢复创造条件。

Boasting the most attractive tourism resources in the world, Paris could regain its tourism development once the coronavirus vaccine is widely rolled out. Presently, the city of Paris is actively commissioning more international air lines and improving the mechanism to recognize health information with other countries so as to create enabling conditions for tourism recovery as soon as possible.

巴塞罗那◎西班牙

Barcelona ◎ Spain

巴塞罗那是享誉世界的地中海风光旅游目的地和世界著名的历史文化名城，素有“伊比利亚半岛的明珠”之称。旅游业是巴塞罗那的支柱产业，2019 年巴塞罗那接待了将近 3000 万国际游客。

旅游业创造了该市 7% 以上的 GDP，几乎有 9% 的工作与旅游业相关。

Praised as a world-renowned tourist destination of Mediterranean landscape and a historical and cultural city, Barcelona is known as the “Pearl of Iberian Peninsula”. Serving as the pillar to Barcelona’s economy, tourism recorded nearly 30 million international tourists accommodated by Barcelona in 2019 and created more than 7% of the city’s GDP and almost 9% of jobs.

随着西班牙加泰罗尼亚自治区新冠疫情的反复暴发，当地的卫生健康状况也影响到了整个西班牙的旅游业。为了防止疫情扩散，加泰罗尼亚政府宣布，2020 年 3 月开始，巴塞罗那郊区伊格拉达、维拉诺瓦德尔卡米、圣玛尔加里塔德蒙特维、奥德纳等四座城市封城，全部禁止出入。全球移动通信系统协会（GSMA）正式宣布，取消原定于 2 月底在巴塞罗那举办的 2020 年世界移动大会（MWC）。

With the virus resurgences in the Autonomous Region of Catalonia, the local sanitation and health conditions have also affected the whole tourism sector in Spain. To prevent the pandemic from spreading, the Catalan government announced that four cities in Barcelona’s suburbs including Igualada, Vilanova del Cami, Santa Margarida de Montbui, and Odena would be put under lockdown and closed from March 2020. GSMA officially announced the cancellation of the 2020 Mobile World Congress (MWC) originally scheduled to be held in Barcelona at the end of February.

受新冠肺炎疫情的影响，巴塞罗那旅游业遭受巨大冲击，全市只有不到三分之一的酒店继续开业，加泰罗尼亚政府曾预计该地区旅游业的损失至少为 150 亿欧元。

The pandemic has delivered enormous shocks to tourism in Barcelona, leaving less than one-third local hotels in operation. The Catalanian government once predicted that tourism losses would be no less than EUR 15 billion.



2020年11月，在“欧洲城市对话”中，巴塞罗那市议会的 Bàrbara Pons-Giner 提出了摆脱危机的“巴塞罗那之路”，该计划强调了使经济多样化并采取分阶段的方法实现经济复苏的重要性，并希望这些措施能够减少巴塞罗那对旅游业的过度依赖。

In the “City Dialogue in Europe” held in November, 2020, Bàrbara Pons-Giner from Barcelona parliament proposed a “Barcelona Way” out of crisis, emphasizing on the importance of economical diversification and staged approaches to economic recovery in the hope that these measures would lessen Barcelona’s overreliance on tourism industry.

北京◎中国

Beijing ◎ China

北京市是世界历史文化名城，也是世界著名旅游胜地。北京具有特殊的城市角色，是中国的政治文化中心，拥有庞大的流动人口群体，又是国际交往中心。多重身份叠加使北京成为多重风险叠加之地，关系着中国乃至全球疫情防控和旅游恢复全局。

Beijing is a renowned historic and cultural city, also a world-famous tourist site. Beijing has many special roles to play as China’s political, economic and cultural center and an international exchange center with a huge mobile population. This makes Beijing a place where multi-pronged risks are overlapping. It matters for the pandemic control and tourism resumption in China, or even in the whole world.

新冠疫情发生后，北京市采取了最坚决、最果敢、最严格的措施，在最短的时间内快、准、狠地控制住了疫情，成为常态化疫情防控的样板。中国疾控中心流行病学首席专家吴尊友将此次北京疫情防控工作特点概括为“快、准、狠”。

Beijing took the most decisive, resolute, strict and targeted measures after the outbreak to stifle pandemic spread within the shortest period, serving as an example for the normalized pandemic prevention campaign. Wu Zunyou, Chief Expert in epidemiology from the Chinese Center for Disease Control and Prevention concluded Beijing’s measures with three words: “fast, targeted and clear-cut”.

北京疫情防控以大数据为支撑，做到了精准施策。新发地疫情发生后，北京市充分地发挥了大数据、信息手段等的支撑作用，“健康码”在常态化疫情防控以及在北京疫情防控的流调等环节都发挥了极大的作用。

The prevention campaign in Beijing is based on big data to enact targeted policies and measures. After the outbreak of the pandemic in Xinfadi, Beijing fully utilized big data, information and other tools and the “Health Code” has played a crucial role in normalized pandemic prevention, epidemiological survey and other links.



新冠肺炎疫情发生以来，在北京市出台 36 项扶持政策，支持企业复工复产。文化和旅游部门全力做好疫情防控、企业帮扶等各项工作，做到了疫情防控与旅游恢复两不误，展现出强大的发展韧性。

After the pandemic broke out, Beijing introduced 36 supportive policies to support businesses in the resumption of work and production. The authority of culture and tourism has made full efforts in pandemic prevention and supporting companies, balancing epidemic control and tourism recovery. Great tenacity of development has been revealed.

未来一个时期，北京将依托北京冬奥会筹办工作，持续优化旅游产品供给，推出系列精品线路，打造“漫步北京”“点亮北京”“畅游京郊”三大品牌；积极推动旅游业与动漫、影视、演艺、体育等产业融合发展；加快推进环球主题公园等重大文化旅游项目建设，打造 100 个文化旅游体验基地，筹备系列文化旅游品牌活动，丰富市民京郊游和国内旅游体验，全面激发后疫情时代北京旅游的发展活力。

For a certain period into the future, Beijing will keep optimizing its provision of tourist products, launching high-quality itineraries and creating three brands of “Promenade in Beijing”, “Lighting Beijing Up”, and “Touring Beijing Suburbs” based on the preparation of the Winter Olympics; actively promoting the integrated development of tourism with animation, TV shows and films, performances and sports; accelerating the construction of major cultural and tourism projects including the Beijing’s Universal Theme Park; creating 100 cultural and tourism experiencing bases and preparing for a series of cultural and tourism brand activities to enrich citizens’ experience of tours in Beijing suburbs and domestic travels. It aims to reinvigorate Beijing tourism in the post-pandemic era.

首尔◎韩国

Seoul ◎ South Korea

首尔是亚太地区重要的旅游门户城市，面对突如其来的新冠肺炎疫情，韩国政府出台各种防控措施，历经两个多月的努力，4月中旬开始韩国国内疫情情况逐渐得到有效控制。5月6日开始，首尔随韩国正式转入日常生活和防疫工作并行的“生活防疫阶段”。

When Seoul, a critical gateway tourism city in Asia-Pacific region, was caught suddenly by the COVID-19 pandemic, the South Korean government introduced various preventative measures. After more than 2 months, pandemic spread in South Korea was gradually under effective control since the middle of April. Starting from May 6th, Seoul and the whole nation entered the “Period of Pandemic Prevention in Daily Life”, balancing pandemic prevention and normal procedures of daily life.

新冠肺炎疫情给韩国出入境旅游人数及政府旅游收入带来非常直观的影响。据韩国旅游发展局2020年5月公布的旅游统计数据显示，2020年第一季度访韩外来游客共计204万人次，较去年同期减少了46.9%。但该数据当中依然包含有韩国疫情暴发之前1月份的旅游数据。单从3月份的旅游数据来看，访韩外来游客仅有8万多次，较去年同期减少了94.6%。

The COVID-19 pandemic imposed a very direct impact on inbound tourists and tourism revenue for the government in South Korea. According to tourist statistics released by the VisitKorea in May, 2020, the number of inbound tourists to South Korea in the first quarter of 2020 were 2.04 million, down by 46.9% on a year-over-year basis. However, this includes data in January before the outbreak of the COVID-19 pandemic in South Korea. Statistics in March alone reveal over 80,000 inbound visits, down by 94.6% on a year-over-year basis.



针对旅游行业遭遇的困难，为帮助企业更好地渡过难关，首尔市政府积极协调相关部门，共同探讨旅游行业疫情应对方案，并最终在金融支援、保障雇佣支援、税务支援等方面出台了详细的支援政策。

Responding to difficulties faced by the tourism sector and striving to help companies to weather through this pandemic, the government of Seoul actively coordinated with relevant authorities to jointly explore countermeasures and solutions, introduced supportive policies in details related to financial supports, secured employment assistance and taxation relief.

金融支援方面，首尔政府投放了高达数亿美元的融资资金，开设各类有利于中小企业及疫情受害企业的融资优惠项目，用以缓解旅游企业经营难的问题；税务方面，不仅对受疫情影响旅游企业放宽了税金的缴纳期限，还与地方政府联合减免财产税；在劳动就业保障方面，政府将旅行社、酒店及旅游运输企业列为旅游行业特别雇佣支援业种，对于受疫情影响直接导致企业停业、员工停职的中小企业给予高达 90% 的人力雇佣成本费用的支援，大企业则给予 66.7%-75% 的支援。

For financial support, the government of Seoul released hundreds of millions of USD to run preferential financing projects of preferential conditions for the benefits of SMEs and pandemic-plagued companies so as to mitigate difficulties in operation. Concerning taxation, it not only loosened the deadline for affected tourist companies to pay tax, but also worked with local governments to reduce tax on properties. When it comes to labor and employment security, it listed travel agencies, hotels and tourism-related transport companies as targets in tourism sector to receive special assistance. In addition, the government of Seoul paid 90% of labor costs for SMEs that suspended business operation and furloughed employees directly owing to the COVID-19 pandemic while it paid 66.7-75% of labor costs for large enterprises.

随着韩国疫情防控进入“生活防疫阶段”，首尔市将工作重点放在了促进消费、激活经济上，配合国家发放旅游“消费券”，并把餐饮、酒店、旅游景区的信用卡及储蓄卡消费的报税比率提升至 80%。

In the stage of distancing in daily life, the priority for Seoul is to spur consumption and vitalize the economy. Echoing the national initiative, it issued tourism consumption vouchers and raised tax declaration rate to 80% if credit and debit cards are used in restaurants, hotels and tourist sites.

目前，首尔市新冠肺炎防控形势持续向好，经济社会秩序逐步恢复。特别是进入“生活防疫阶段”以后，前期因疫情暴发而导致关门的一些文旅设施分阶段陆续开放，人们可以在遵守“生活防疫阶段”准则的前提下聚会或举办活动。

Pandemic control in Seoul shows positive trends on a continued basis as the economy and society gradually recovered themselves. In the “Period of Pandemic Prevention in Daily Life”, some cultural and tourist facilities once closed due to the outbreak are gradually reopened in different stages. People could hold gatherings or activities if they observe rules accordingly.

迪拜◎阿联酋

Dubai ◎ UAE

迪拜是世界主要的交通枢纽和旅游目的地，2019 年迪拜共接待外国游客 1673 万，旅游业占迪拜经济的比重达到 11.5%。2020 年，由于新冠肺炎疫情迫使各国限制国际航班，这一数字降至 550 万人次。在疫情爆发的头几个月，迪拜当局实施了几次封锁，旅游业承受了巨大损失后果。

Dubai is an important transport hub and tourist destination in the world whose tourism sector represents 11.5% of its GDP. It received 16.73 million foreign tourists in 2019. However, this number dropped to 5.5 million due to restricted international flights during COVID-19. In the first months of the outbreak, Dubai authority introduced many rounds of lockdown, leading to huge losses in tourism industry.

从 2020 年 6 月底开始，阿联酋已经允许国民前往疫情低风险的国家 and 地区旅游。2020 年 7 月以后迪拜已经允许外国游客进入，陆续开通伦敦、曼彻斯特、苏黎世、马德里、阿姆斯特丹、哥本哈根、都柏林、纽约、多伦多、吉隆坡、新加坡和香港的航线。这是中东地区中第一个宣布恢复国际旅游业务的城市。

From the end of June, 2020, UAE allowed its citizens to travel to low-risk countries and regions. After July, 2020, Dubai began to open up to foreign tourists and operate air lines to London, Manchester, Zurich, Madrid, Amsterdam, Copenhagen, Dublin, New York, Toronto, Kuala Lumpur, Singapore and Hong Kong. Dubai has become the first city in the Middle East to declare recovery of international tourism.



2020 年底，阿联酋政府为恢复旅游业放出“大招”，阿联酋迪拜旅游部与阿联酋航空联合推出了一项活动，对在 2020 年 12 月 6 日至 2021 年 2 月 28 日乘坐阿联酋航空航班到访迪拜的旅客提供免费酒店住宿。其中经济舱乘客可以获得一晚、头等舱或商务舱乘客将获得 5 星酒店两晚住宿。

At the end of 2020, the UAE government played its trump card to recover tourism: Dubai's Department of Tourism and Commerce Marketing and Emirates Airlines jointly launched a campaign to provide free hotel stays for tourists who took Emirates Airlines to visit Dubai from December 6, 2020 to February 28, 2021. The airline's Economy Class passengers will receive a free night's stay, while passengers flying First or Business Class can enjoy two complimentary nights' stay.

迪拜旅游部总监希拉尔·赛义德·马里表示：“2021 年，迪拜将开放新的旅游设施和景点，重新举办世界一流的会议和活动，包括标志性的迪拜购物节等，继续提高对商务和休闲游客的服务，我们期待着欢迎国际旅行者在今年冬天将迪拜作为他们的首选目的地。”

His Excellency Helal Saeed Almarri, Director General, Dubai's Department of Tourism and Commerce Marketing says: "Going into 2021, Dubai will continue to strengthen its offering for business and leisure visitors with the launch of new facilities and attractions, as well as the return of world-class conferences, events and festivals including the iconic Dubai Shopping Festival...We look forward to welcoming international travelers to make Dubai their destination of choice this winter."



