

全球旅游已恢复到疫情前的 80%

近日，联合国世界旅游组织发布的《世界旅游晴雨表》报告称，全球旅游已恢复到疫情前的 80%。报告指出，2023 年第一季度全球旅游人数较 2022 年同期增加一倍多，达 2.35 亿人次。2023 年一季度世界各地的客流快速恢复，中东地区保持领先地位，客流不仅恢复到疫情前的水平，还超过疫情前水平的 15%。此外，欧洲旅游已达到疫情前的 90%，非洲达到 88%，北美和南美达 85%。报告还指出，旅游业的复苏仍然面临一些问题。如高通胀和石油价格上涨导致更高的交通和住宿费用，游客们因此在寻找更加经济的度假方式。

旅游成乡村发展关键元素 多重挑战有待克服

联合国世界旅游组织近日发布了全新关于乡村旅游的报告，以探讨其会员国的乡村旅游市场现状，并从政策角度识别旅游作为乡村发展驱动力的主要挑战和机遇。该计划旨在制定提高乡村旅游规模和影响力的倡议和计划，并在全球各目的地进行监测。报告指出，乡村旅游能够创造重要的经济、社会和环境效益，故可成为各地乡村发展的关键组成部分。但是，基础设施缺口、人力资源不足，以及培训、治理和金融机制的限制等挑战，仍有待克服。



中国新添 4 处“全球重要农业文化遗产地”

近日，联合国粮农组织举行 2023 年全球重要农业文化遗产系统授证仪式，向新认定的 24 个重要农业文化遗产地颁发证书。中国的河北涉县旱作石堰梯田系统、福建安溪铁观音茶文化系统、伊朗的乔赞峡谷葡萄种植系统、巴西的米纳斯吉拉斯州南埃斯皮尼亚苏山脉的传统农业系统、墨西哥的尤卡坦半岛玛雅混作系统、西班牙的塞尼亚地区古橄榄树农业系统等农业遗产地被授予证书。

“永远旧金山”旅游营销活动启动

近日，美国旧金山旅游协会发起了一项营销活动——“永远旧金山”。该活动落地于城市特色地标，如金门大桥、唐人街等充满活力的旅游聚集区，以举办丰富多彩的游客体验为主要内容。“永远旧金山”的美国国内宣传活动将持续到 10 月 22 日。在国际上，数字营销活动将在亚太地区、欧洲及印度、加拿大和墨西哥开展。旧金山相关旅游机构预测，2023 年前往旧金山的游客将达到 2390 万人次，游客支出为 89 亿美元，将比 2022 年增加 10 亿美元。



第 43 届澳大利亚旅交会线下举办 吸引 32 个国家 624 位买家

近日，第 43 届澳大利亚旅游交易会于昆士兰州黄金海岸举行。在经过两届线上线下相结合的办会模式后，本届澳大利亚旅交会正式回归了为期 4 天的线下传统举办模式。本届澳大利亚旅游交易会共吸引来自 32 个国家的 564 家旅游企业的 624 位买家在黄金海岸会展中心与多达 576 家澳大利亚旅游产品供应商相聚一堂。通过一对一的商务洽谈，买卖双方针对酒店、航空、餐饮、酒庄、文化机构和国家公园等多领域的澳大利亚旅游产品进行了沟通。

中国市场复苏回暖将会带动 全球旅游业显著提振

世界旅游及旅行理事会日前发布的旅游经济影响力调查报告预测，2023 年，中国旅游及旅行行业对 GDP 的综合贡献有望同比增长 150%，达到人民币 9.9 万亿元。2033 年，中国旅游及旅行行业对 GDP 的综合贡献有望增长至人民币 27 万亿元，并创造 1 亿余个就业岗位。报告指出，2022 年，亚太地区旅游及旅行行业对地区 GDP 的综合贡献为 1.6 万亿美元，但仍比疫情前最高水平低 50%。报告预测，2023 年，亚太地区旅游及旅行行业对地区 GDP 的综合贡献有望达到 2.6 万亿美元，仅比疫情前最高水平低 16%。2024 年，亚太地区旅游及旅行行业就业岗位总数有望恢复至疫情前水平。

“茶和天下”·雅集活动在 42 国举办

5 月 21 日“国际茶日”前后，中国文化和旅游部联动国际组织、中国驻外使领馆、使团，依托海外中国文化中心和驻外旅游办事处，在全球 42 个国家举办“茶和天下”·雅集活动，通过实物、图片、影像、非遗展示、文艺表演等多种形式，吸引海外民众体验丰富多彩的中国茶文化，以茶为媒，跨越国界，拉近友谊。



“相约法国”旅业沙龙巴黎登场 提倡“大梦想，慢生活”

近日，法国旅游发展署借着 2023“相约法国”国际旅游行业沙龙在法国巴黎举办之际，介绍全新“探索法国 2023”宣传计划。该计划根据游客对可持续旅游敏感性的研究结果而设计，目的是通过宣传意想不到的法国让游客惊喜连连，不但致力于确立目的地的可持续定位，宣传鲜为人知的小众目的地，鼓励游客遍布法国全境，同时，以“大梦想，慢生活”为口号，提倡一种更慢、更可持续和更真实的旅游方式，邀请游客旅游时追求温和、环保的探索方式，花时间深入参观，探索当地风土、手工艺、村庄和美食，并期望游客大胆梦想，让“法国最好的旅行”成真。

都柏林推出 100 天主题活动

近日，都柏林市议会宣布了一项新的每周集市计划，在该市最古老的摩尔街集市上举办 100 多天的主题活动。主题活动包括复活节、欧洲歌唱大赛、比尔坦节、女足世界杯、非洲日和遗产周。此外，还将举办一个新的夜间街头美食节，名为“街头盛宴”。



本刊收集整理。
图 / 全景视觉

Global Tourism Recovers to 80% of Pre-Pandemic Levels

According to the recent *World Tourism Barometer report* released by the United Nations World Tourism Organization (UNWTO), global tourism has recovered to 80% of pre-pandemic levels. The report indicates that global tourist arrivals in the first quarter of 2023 have more than doubled compared to the same period in 2022, reaching a total of 235 million. During the first quarter of 2023, tourist flows around the world have rapidly rebounded, with the Middle East maintaining a leading position. Not only have tourist flows recovered to pre-pandemic levels, but they have also exceeded those levels by 15%. Furthermore, European tourism has reached 90% of pre-pandemic levels, Africa has reached 88%, and North and South America has reached 85%. The report also highlights that the recovery of the tourism industry still faces some challenges, such as higher transportation and accommodation costs due to inflation and rising oil prices. As a result, tourists are seeking more cost-effective vacation options.

Tourism: Key for Rural Development Amid Multiple Challenges

The United Nations World Tourism Organization (UNWTO) recently published a new report on rural tourism, aiming to explore the current state of rural tourism markets in its member countries. The report identifies key challenges and opportunities for tourism as a driver of rural development from a policy perspective. The initiative aims to develop initiatives and plans to enhance the scale and impact of rural tourism while monitoring destinations worldwide. According to the report, rural tourism has the potential to generate significant economic, social, and environmental benefits, making it a crucial component of rural development. However, challenges such as infrastructure gaps, limited human resources, and constraints in training, governance, and financial mechanisms still need to be overcome.



Four new "globally important agricultural heritage systems" added in China

Recently, the Food and Agriculture Organization of the United Nations held the certification ceremony for the 2023 Global Important Agricultural Heritage Systems, issuing certificates to 24 newly recognized sites. Among them, China's Shexian Dryland Terraced System in Hebei Province, Anxi Tie Guan Yin Tea Culture System in Fujian Province, Iran's Grape Production System in Jowzan Valley, Minas Gerais Southern Espinhaço Range Traditional Agricultural System in Brazil, Yucatan Peninsula Maya Mixed Farming System in Mexico, and S nia Region Ancient Olive Tree Agriculture System in Spain were awarded certificates.

Launch of the "Always San Francisco" Tourism Marketing Campaign

Recently, the San Francisco Travel Association initiated a marketing campaign called "Always San Francisco." The campaign focuses on the city's iconic landmarks, such as vibrant neighborhoods including the Golden Gate Bridge and Chinatown, and the diverse range of visitor experiences. The domestic promotion of "Always San Francisco" will continue until October 22nd. Internationally, digital marketing activities will be conducted in the Asia-Pacific region, Europe, India, Canada, and Mexico. Tourism entities in San Francisco predict that the number of visitors to the city will reach 23.9 million in 2023, with visitor spending totaling \$8.9 billion, representing an increase of \$1 billion compared to 2022.



The 43rd Australian Tourism Exchange 2023 Resumes Offline, Attracting 624 Buyers from 32 Countries

Recently, the 43rd Australian Tourism Exchange took place on the Gold Coast in Queensland. After a combination of online and offline formats for the past two editions, this year's fair officially returned to its traditional offline format, spanning four days. The event attracted 624 buyers from 32 countries and brought together 564 tourism companies with 576 Australian tourism product suppliers at the Gold Coast Convention Centre. Through one-on-one business negotiations, participants engaged in discussions on various aspects of Australian tourism products, including hotels, airlines, restaurants, wineries, cultural institutions, and national parks.

China's Market Recovery Expected to Significantly Boost Global Tourism Industry

A recent survey report on the economic impact of tourism, released by the World Travel & Tourism Council, forecasts that the comprehensive contribution of China's tourism and travel industry to GDP is expected to increase by 150% YoY, reaching CNY 9.9 trillion in 2023. By 2033, the comprehensive contribution of China's tourism and travel industry to GDP is expected to grow to CNY 27 trillion, creating over 100 million employment opportunities. The report highlights that in 2022, the Asia-Pacific region's tourism and travel industry contributed a comprehensive total of 1.6 trillion US dollars to the regional GDP, which still represents a 50% decline from the pre-pandemic peak. However, the report predicts that in 2023, the comprehensive contribution of the Asia-Pacific region's tourism and travel industry to regional GDP is expected to reach 2.6 trillion US dollars, representing only a 16% decline from the pre-pandemic peak. Furthermore, by 2024, the total number of employment positions in the Asia-Pacific region's tourism and travel industry is expected to recover to pre-pandemic levels.

Tea for Harmony: Yaji Cultural Salon Held in 42 Countries

Around International Tea Day on May 21st, the Ministry of Culture and Tourism of China, in collaboration with international organizations, Chinese embassies and consulates abroad, as well as overseas Chinese cultural centers and tourism offices, organized the Tea for Harmony: Yaji Cultural Salon in 42 countries worldwide. These events featured various forms of presentations, including physical exhibits, images, videos, intangible cultural heritage displays, and artistic performances. Through these diverse activities, it aimed to attract people from overseas to experience the rich and colorful Chinese tea culture, using tea as a medium to transcend borders and foster friendships.

"Rendezvous en France" Le Salon Makes its Debut in Paris, Advocating "Dream Big, Live Slow"

During the recent "Rendezvous en France" Le Salon held in Paris, Atout France unveiled its new promotional campaign, "Explore France 2023." This campaign was designed based on research highlighting tourists' sensitivity toward sustainable tourism. Its objective is to surprise visitors with unexpected experiences in France by promoting sustainable destinations, showcasing lesser-known off-the-beaten-path locations and encouraging tourists to explore the entire country. With the slogan "Dream Big, Live Slow," the campaign advocates for a slower, and more sustainable and authentic style of travel. It invites visitors to embrace a gentle, eco-friendly approach, take their time to immerse themselves in local customs, handicrafts, villages, and cuisine, and encourages them to dream big and turn their best French travel experiences into reality.



Dublin Launches 100-Day Themed Events

The Dublin City Council recently announced a new weekly market plan that features over 100 days of themed events at the city's oldest Moore Street Market. The themed events include Easter, the Eurovision Song Contest, Bealtaine Festival, the FIFA Women's World Cup, Africa Day, and Heritage Week. Additionally, a new nighttime street food festival called "Street Feast" will be organized.

The above information is collated and summarized by our magazine.
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