

2023—2024

Manual of Member Service

旅游让城市生活更美好
Better City Life through Tourism



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Introduction to the World Tourism Cities Federation

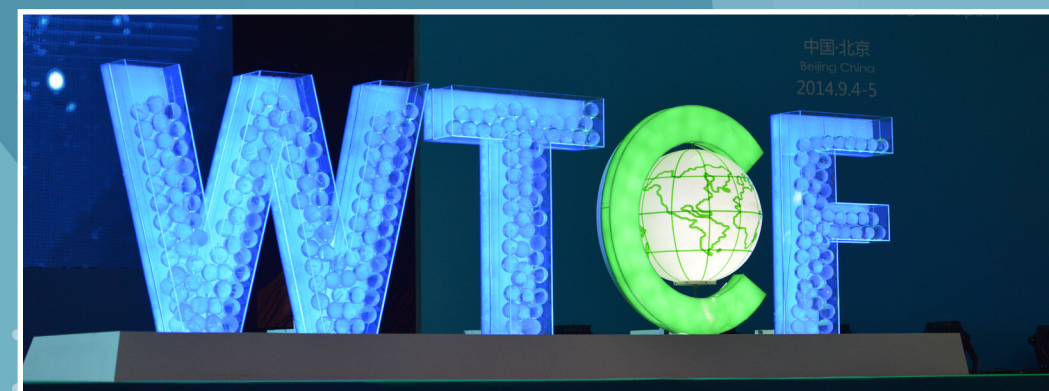
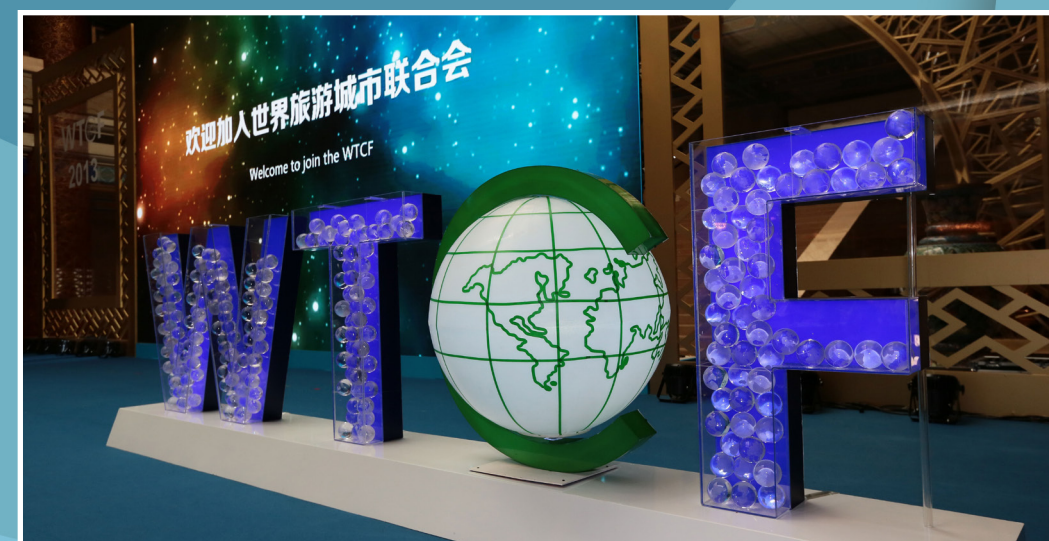
The World Tourism Cities Federation (hereinafter referred to as WTCF) was initiated by Beijing and voluntarily formed by numerous world-famous tourism cities and tourism-related organizations. It is the world's first international tourism organization with cities as its primary focus.

In the year 2012, with the joint witness of 58 founding members, the WTCF was officially established. As of now, the WTCF has grown to encompass 245 members, including 164 city members and 81 institutional members, spanning across 86 countries and regions globally. Additionally, six specialized branches have been established, including experts, civil aviation, tourism-related business, media organizations, cruise industry, and investment, comprising a total of 334 branch members. These members cover the entire tourism industry chain, including travel agencies, media outlets, airports, airlines, hotel groups, cruise companies, and financial enterprises.

Adhering to the core vision of "Better City Life through Tourism," the WTCF continues to strive forward. Through member services such as activity participation, exhibition and presentation, publicity and promotion, industry training, professional consultation, investment and financing services, negotiation services, and business cooperation, the WTCF provides comprehensive support along the entire tourism industry chain for its members. This facilitates Exchanges and cooperation among members, promotes the sharing of development experiences among tourism cities, advertises tourism products and resources, and contributes to the flourishing development of the global tourism industry.

In the future, the WTCF will join hands with world tourism cities to seize opportunities, share wisdom, and collectively create a better quality of life in tourism cities!

For more information, please visit the official website of the WTCF at www.wtcf.org.cn.



Member Services

Activity Participation

The WTCF hosts three major flagship events annually: the Fragrant Hills Tourism Summit, the World Conference on Tourism Cooperation and Development, and the Forum on World Famous Cultural Tourism Cities. Additionally, regional meetings, trade negotiations and discussions, and other series of activities are held each year in its member cities across major continents.

WTCF members can enjoy the following benefits:

- 1-2 complimentary conference tickets.
- Opportunities to be invited as guest speakers.
- Complimentary accommodation and meals during the conference (subject to the hosting venue's capacity).

Here are specific introductions to the various conference activities:

1 Fragrant Hills Tourism Summit

Date: To be determined

Location: Hosted by WTCF member cities

The Fragrant Hills Tourism Summit (hereinafter referred to as the Summit) is the largest annual flagship event jointly organized by the WTCF and its member cities. To date, it has been held in various cities, including Beijing, Rabat and Fez, Chongqing, Los Angeles, Qingdao, Helsinki, Changsha, and others, totaling ten editions.

Through activities such as keynote speeches, thematic forums, special dialogues, exhibitions, resource presentations, tourism negotiations, investment matching, and more, the Summit, organized by the WTCF, has established a multilateral platform for renowned tourism cities and organizations worldwide to exchange information, promote cooperation, and enhance consensus. It has now become a top-tier event that garners continuous attention and participation from the global tourism industry.

An average of 450 delegates from 40 countries have participated in the Summit yearly. The previous editions of the Summit have seen more than 400 attendees, including heads of international organizations, ministers of national tourism departments and tourism city mayors. During these events, over 30 cooperation



agreements and memorandums of understanding have been signed, resulting in investments totaling more than 159 billion RMB. International mainstream media has consistently covered the key activities and achievements of the Summit over the years.

2 World Conference on Tourism Cooperation and Development

 **Date:** September

 **Location:** Beijing

The World Conference on Tourism Cooperation and Development (hereinafter referred to as the Conference) is a brand event jointly organized by the WTCF and the Beijing Municipal Government during the China International Fair for Trade in Services (CIFTIS). This conference is positioned as the only high-level forum hosted by the International Tourism Organization. Since 2020, the Conference has been successfully held for four sessions, with an average of 350 delegates participating each year from over 30 countries worldwide.

The Conference typically features a range of activities, including an opening ceremony, keynote speeches, the release of research findings, special dialogues, thematic forums, and negotiation sessions, among others.

3 Forum on World Famous Cultural Tourism Cities

 **Date:** To be determined

 **Location:** Hosted by cultural tourism cities

The Forum on World Famous Cultural Tourism Cities (hereinafter referred to as the Forum) is an international brand event jointly organized by the WTCF and its member cities. This event aims to utilize the Forum platform to promote the culture and tourism resources of member cities, and enhance the influence and recognition of tourism cities, particularly the hosting city, in the international tourism industry. It also fosters exchange and mutual learning among cities worldwide and contributes to the development of WTCF member cities into internationally renowned cultural tourism destinations.



The main activities of the Forum typically include an opening ceremony, keynote speeches, thematic forums, workshops on the host city's tourism development, field study tours, and networking sessions. The conference invites participants such as ambassadors and representatives from diplomatic missions in China, representatives from target destination tourism organizations' offices in China, representatives from WTCF member cities, Chinese member city representatives, experts, scholars, media reporters, and senior executives from the tourism industry. They engage in discussions on annual hot topics and key issues while also conducting dedicated discussions and analyses related to the host city's tourism development. On average, each edition of the Forum sees the participation of over 200 representatives from nearly 20 countries and regions worldwide in forum-related activities.

4 Regional Forums

 **Date: To be determined**

 **Location: Hosted by WTCF member cities**

Since 2017, the WTCF has been co-hosting annual regional forums and tourism industry trade negotiation events in collaboration with its member cities across different continents. To date, six editions of regional meetings and a series of trade negotiations have taken place in various locations, including Penang (Malaysia), Casablanca (Morocco), Bogota (Colombia), Seville (Spain), Panama City (Panama), and Samarkand (Uzbekistan). These events have covered regions such as Asia-Pacific, Africa, Latin America, Europe, and Central Asia.

Over the years, the WTCF's regional forums have played a crucial role in increasing regional countries' and cities' understanding of the Chinese tourism market. They have also contributed to enhancing the service levels provided by tourism operators in these regions, especially in the hosting cities and their respective countries, for Chinese tourists. These forums have actively promoted the visibility of regional tourism resources in the Chinese tourism market. They hold significant importance in addressing regional tourism-related issues, exploring the potential of regional tourism resources, fostering international exchange among tourism cities, and boosting the economic development of the regional tourism sector.



Exhibition and Presentation

According to the work plan, the WTCF will participate in 3-5 world-class tourism-related exhibitions in various locations, including Berlin (Germany), London (UK), Shanghai (China), Guilin (China), and Wuhan (China).

WTCF members may enjoy the following benefits:

- Free distribution of promotional materials (provided by WTCF members).
- Free screening of promotional videos (provided by WTCF members).
- Free assistance in coordinating exhibition matters with the organizers on behalf of WTCF members.
- Free recommendations for WTCF member representatives to participate in forums and other activities.

Here are specific introductions to the various exhibitions:

1 ITB Berlin

 **Date: March**

 **Location: Berlin**

For many years, the WTCF has collaborated with the ITB Berlin, the world's largest tourism exhibition. In the capacity of co-organizers, the WTCF has hosted specialized forums which invited WTCF members to participate in and leveraged the platform of this renowned exhibition to release research reports on the tourism industry. This collaboration has actively promoted the cities and institutional members of the WTCF and facilitated cooperation and exchange among its members.

2 WTM-World Trade Market London

 **Date: November**

 **Location: London**

For many years, the WTCF has served as a content partner for the WTM London, actively promoting the development of its member cities and the WTCF. During this collaboration, the WTCF has released research reports, discussed industry trends, facilitated city-to-city exchanges, built common consensus, and provided guidance for industry development.



3 China International Travel Mart

 **Date: To be determined**

 **Location: Shanghai or Kunming**

The China International Travel Mart (CITM) is currently the largest specialized travel trade fair in the Asia-Pacific region. It is jointly organized by the Ministry of Culture and Tourism of China and others. Since 2001, CITM has been held alternately in Shanghai and Kunming each year. The WTCF has participated in CITM for consecutive years, establishing independent booths, engaging in various related activities, and promoting its member cities and institutions by distributing promotional materials, playing promotional videos, and participating in relevant forum activities. This participation at CITM helps showcase the tourism resources of its member cities.

4 China - ASEAN Expo Tourism Exhibition

 **Date: October**

 **Location: Guilin, China**

The China - ASEAN Expo Tourism Exhibition, jointly organized by the Ministry of Culture and Tourism and the People's Government of Guangxi Zhuang Autonomous Region, has been successfully held for nine editions. It has played a significant role in enhancing cultural and tourism exchanges between China and ASEAN countries and promoting high-quality tourism development. In 2024, the WTCF plans to represent its member cities at the 2024 China - ASEAN Expo Tourism Exhibition. The WTCF will set up independent booths, distribute promotional materials, and actively promote the tourism resources of its member cities and institutions during the exhibition.

5 China (Wuhan) Culture and Tourism Expo

 **Date: To be determined**

 **Location: Wuhan, China**

The China (Wuhan) Culture and Tourism Expo is jointly organized by the Publicity Department of the CPC Central Committee, the Ministry of Culture and Tourism, and the People's Government of Hubei Province. It serves as a high-end platform for industry convergence, comprehensive outreach, brand promotion, and supply-demand integration in the field of culture and tourism. In 2024, the WTCF plans to represent its member cities at the third edition of the expo. The WTCF will set up booths, engage in interactions with domestic and international exhibitors, establish connections with potential WTCF members, and further promote the tourism resources of its members. This participation will also contribute to raising the awareness of the WTCF's brand.



Publicity and Promotion

The WTCF's We-media platform is a comprehensive tourism promotion service platform that integrates the internet, mobile media, social media, print media, and more. It aims to provide multi-channel and multi-angle tourism resource promotion for WTCF members, both in-depth and extensive. It serves as an effective channel for the WTCF and its members to release information, promote tourism products, and build their brands. It also serves as a comprehensive platform for travelers to access tourism information, engage in social sharing, and access consumer services.

Below are the specific contents of the WTCF's We-media platform:

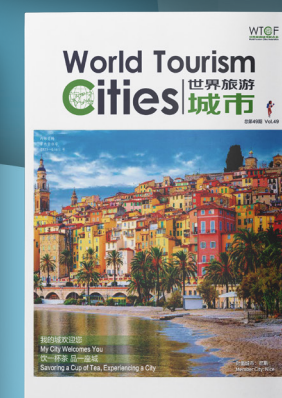
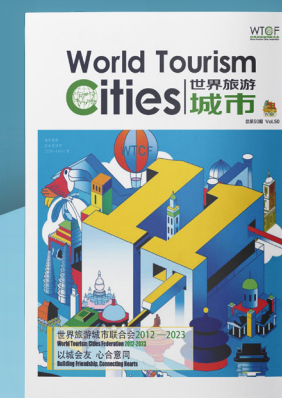
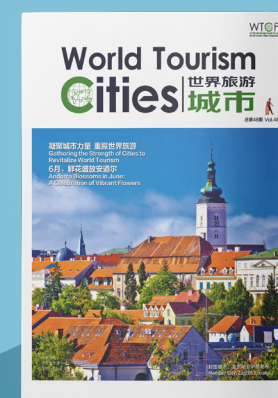
1 Official Website

The WTCF's official website is available in both Chinese and English versions and serves as the primary channel for promoting tourism resources and sharing information for the WTCF and its members. The content published on the website includes Destinations, City Members, Institutional Members, Global News, and more. Additionally, the website provides a platform for WTCF members to publish official and authoritative city tourism content through the We-media platform, showcasing city tourism landscapes, cultural heritage, local customs, and travel guides.

2 World Tourism Cities Magazine

World Tourism Cities is the only official publication founded by WTCF in 2013. It is published seven times a year, with each issue distributed globally, ranging from 3,000 to 5,000 copies per issue. The magazine is directly sent to 245 WTCF member cities across 86 countries and regions worldwide and is showcased at various international events organized by the WTCF.

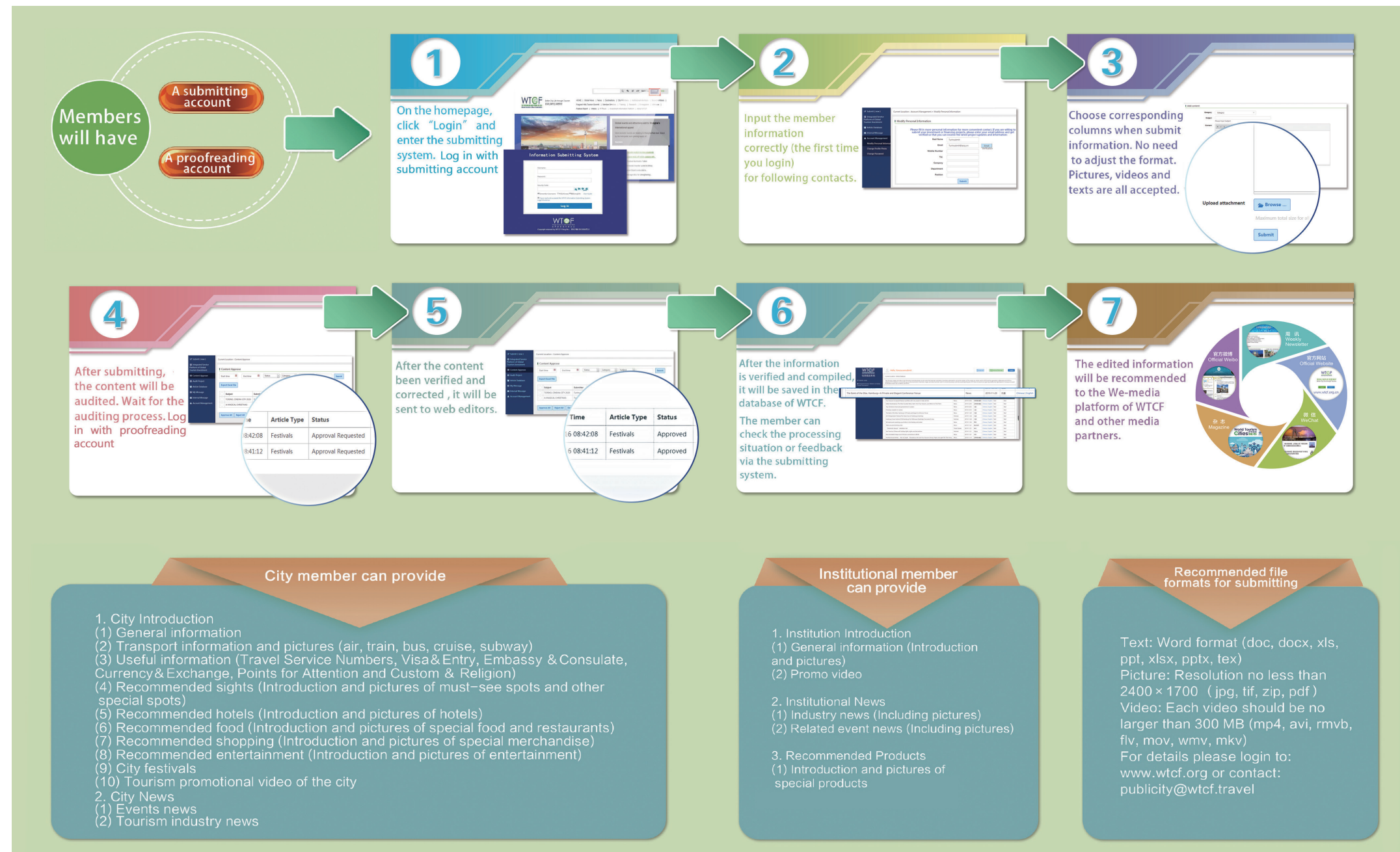
The magazine features several distinctive sections, including global news, frontier trends, special topics, high-level dialogues, expert opinions, and city parade. Its readership includes elite and professionals in the global tourism sector, such as government officials from tourism departments, leaders of prominent tourism businesses, top experts and scholars in the field, and experienced travelers. It serves as a platform for the WTCF members and a source of high-quality information, unique perspectives, and resource information for a broad readership.



Member Information Submitting System

The Member Information Submitting System is a part of the WTCF's content database, available in both Chinese and English versions. Members use this system to submit real-time, official, and comprehensive city tourism information to the WTCF. After compilation and organization, the WTCF publishes this information on its We-media

platform and disseminates it to the member branches of the WTCF's Committee of Media Organizations, creating a matrix-style promotional platform for widespread dissemination of tourism information.



3 World Tourism Cities Newsletter

As a WTCF member-exclusive communication channel, the newsletter is dedicated to better serving its members. It provides tourism-related information services to its members and partners. The content is delivered in the form of a weekly electronic publication to WTCF members and industry experts. It is rich in content, published in a timely manner, and receives positive feedback.



4 Social Media Platforms

Facebook

The content primarily in English reaches nearly a million people. Through sections like WTCF City Members News, WTCF City Members Festival, WTCF City Members Tour Series, and Trending Now, we efficiently promote our members' image and tourism resources. This platform provides a comprehensive and multidimensional showcase of our members' excellent cultural and tourism resources.

YouTube

The content is primarily in both Chinese and English and includes sections like WTCF City Members Tour Series, WTCF City Members News, "Check Out! Hidden Travel Gems", and "Fantastic Discovery Series". The "Fantastic Discovery Series" covers such segments as Scenery, Cuisine, Architecture, Art, Vessel and so on, representing creative content produced by the WTCF.

Chinese TikTok

Active in the past two years since its launch, our follower count has continued to grow, with video views reaching nearly a million. We have various sections, including WTCF City Members Tour Series, WTCF Member City Cultural and Tourism Activities, "Check Out! Hidden Travel Gems", and "Fantastic Discovery Series", providing in-depth presentations of our member cities' excellent tourism resources. We welcome active participation from our member cities.



Kwai

Since its launch two years ago, the WTCF follower count has consistently increased, and our videos have been viewed millions of times. The WTCF's Kwai account features a series WTCF City Members Tour Series, WTCF City Members Festival, "Check Out! Hidden Travel Gems", and "Fantastic Discovery Series" to help its member cities better showcase their high-quality cultural and tourism resources to their target audience. This platform helps establish emotional connections between the locals and the travelers.

Weibo

The WTCF's focus is on sharing information from domestic and international tourism bureaus, concurrently with important news from the WTCF. This helps its members stay informed about global tourism trends, changes in industry policies, and the latest updates from various tourism authorities. In addition, the WTCF also share the outcomes of important WTCF events and the latest developments in the global tourism industry with the followers, promoting greater connectivity within the global tourism sector.

WeChat

The WTCF's WeChat official account posts content three times a week, offering members a rich source of global tourism news by selecting and sharing tourism updates from around the world. In addition, it provides followers with the latest developments in the WTCF, its members, and the global tourism industry through engaging visual and textual content.

The WTCF's WeChat service account publishes content four times a month in both visual and textual formats, presenting information about the WTCF's member services, activities, and showcasing members' tourism resources to the global tourism industry while also delivering tourism news.



Industry Training

To further fulfill the WTCF's mission of serving its members and effectively enhance the branding of tourism cities, increase WTCF member cities' understanding of the Chinese tourism market and the demands of Chinese tourists, facilitate their communication and collaboration with Chinese tourism companies and media, and at the same time, improve Chinese member cities' grasp of the global tourism market and assist in their overseas destination marketing efforts, the WTCF has decided to organize an "International Tourist Destination (Cities) Promotion and Marketing Training Program" from May to October 2024. This program aims to provide training services to members.

This training program will utilize various formats such as lectures, discussions, case studies, and field visits. It will invite renowned experts and scholars from the tourism industry, senior executives from tourism companies, and professionals in tourism media to deliver lectures and engage in discussions on various topics, including analysis of international tourism market trends, destination branding, preservation of destination culture and historical heritage, and enhancing the tourist experience at destinations.

During this training program, WTCF members can enjoy multiple benefits, including:

- Enjoy the opportunity to register for this training program at a preferential rate, with training fees lower than those for non-members.
- Engage in in-depth discussions and networking with WTCF institutional members and media members, fostering a deeper understanding of the tourism industry.
- Receive course materials, authoritative data, and industry insights from this training program for future reference in your learning and work.
- The chance to collaborate with the WTCF to collectively drive the development of the tourism industry.
- The WTCF will continue to provide WTCF members with additional services and support, including regular roundtable discussions, seminars, industry exchanges, and access to tourism-related information, materials, and reports. These resources will help members stay informed about industry trends and developments.



Professional Consultation

1 Research Reports

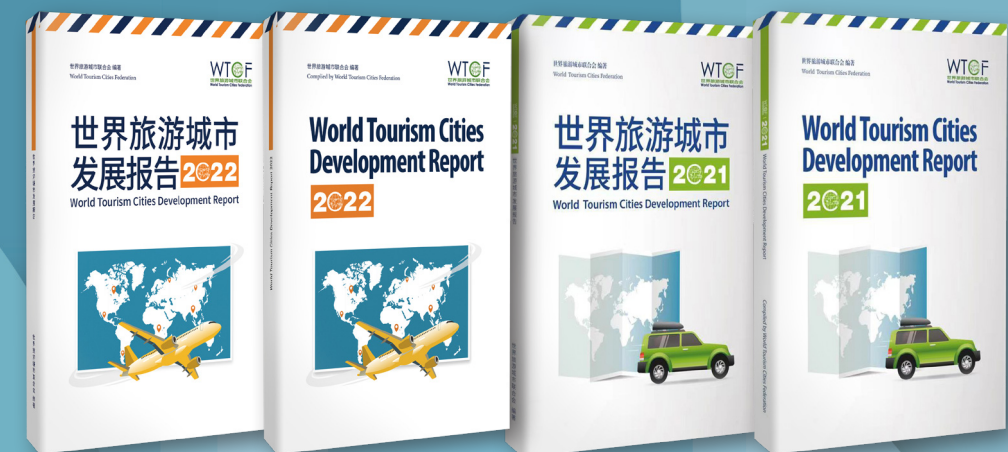
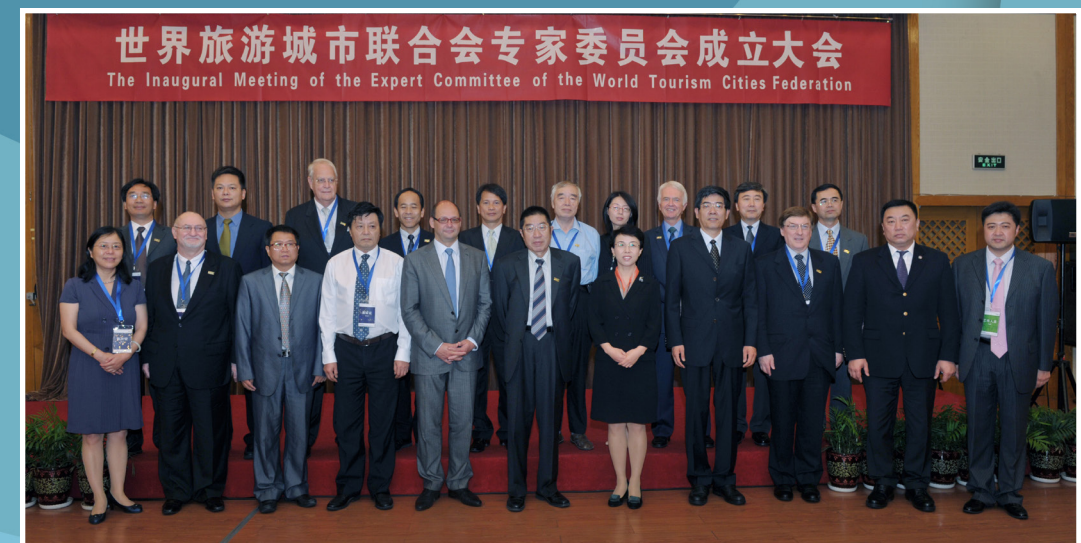
The WTCF, as a renowned global international tourism organization, has access to an extensive network of experts. It has been committed to conducting in-depth exploration and research into the future development of the tourism industry. By integrating the latest developments in the global tourism industry, market data, and on-site investigation materials, it has produced a series of authoritative and influential research reports. These reports not only provide valuable market analysis and trend forecasts for member units but also have a positive impact on enhancing the brand image of tourism cities.

Report on World Tourism Economy Trends

To research into the dynamic trends and future predictions in the development of the world tourism economy, to timely track the annual dynamics of the development of the world tourism economy, and to scientifically forecast the future trends of world tourism development, since 2016, the WTCF has jointly launched the Report on World Tourism Economy Trends in collaboration with the Tourism Research Center of the Chinese Academy of Social Sciences. This report reveals the annual characteristics of global tourism economic development.

World Tourism Cities Development Report

The report analyzes 100 major tourism cities worldwide across six dimensions: city popularity, industry development, city intelligence, tourism safety, economic contribution, and tourist satisfaction. It uses 32 sub-indices and 61 constituent indicators to assess the development of these cities and identify key challenges. The World Tourism Cities Development Report also provides recommendations and strategies to promote tourism city development and includes an annual ranking of the top 20 world tourism cities. It serves as an annual flagship report for the World Tourism Cities Federation, offering valuable insights to support WTCF member cities in formulating tourism development policies.



Research on Leading Tourism Cities in the World

To provide comprehensive guidance and support for the cultural brand building and image communication of tourism cities, tailored to the characteristics of tourism cities in different countries and regions, the WTCF conducts in-depth research and investigation into global tourism city cultural brand building and image communication. Drawing from numerous case studies, it summarizes important experiences and insights regarding the core concepts, key elements, and effective strategies of cultural branding and image dissemination for tourist cities. The WTCF releases the Report on Cultural Brand Building and Image Dissemination of Tourism Cities annually during the Forum on World Famous Cultural Tourism Culture Cities.

2 International Standardization

The WTCF collaborates with the ISO organization's technical committee related to tourism and branding to initiate the development of international standards for "Brand Evaluation - Tourism Destination." This aims to promote the creation of more international standards related to tourism cities. The objective is to establish a range of international standards associated with tourism cities to further enhance city branding and facilitate the sustainable development of these tourist destinations.

3 Expert Consultation

The Experts Committee serves as the high-level advisory and think tank for the WTCF, comprising 35 experts from renowned global tourism organizations and tourism institutions. Its primary purpose is to provide intellectual support to the WTCF through expert academic research activities, offering a platform for academic exchange and information dissemination to its members. The Experts Committee can provide consulting services tailored to the needs of WTCF members, offering intellectual assistance in their planning and development endeavors.

Through the WTCF's activities, such as publishing research reports, participating in the development of international standards, and offering expert consultation, WTCF members can access industry research findings, data, and other informational resources free of charge. Leveraging the resources and expertise of the WTCF's Experts Committee, WTCF members can request customized reports tailored to their specific needs. They can also actively engage in the initiation and development of international standards led by the WTCF. Additionally, WTCF members have the opportunity to collaborate and exchange insights with renowned academic institutions, experts, and scholars in the industry.



Brand Evaluation Tourism City

品牌评价 旅游城市



Investment and Financing Services

WTCF, through resource integration, actively explores investment and financing cooperation channels. WTCF members have the opportunity to participate in investment and financing conferences, investment negotiation meetings, and tourism investment promotion events organized by WTCF. They can also engage in one-on-one discussions with renowned investment fund managers and submit investment and financing projects to WTCF. Furthermore, in response to its member needs, WTCF invites fund managers to provide relevant investment advice. If necessary, WTCF can arrange on-site visits for investors.

Here are the specific components of the investment and financing services:

1 Committee of Investment

The Committee of Investment serves as a platform within the WTCF to facilitate the connection between city members, tourism enterprises, the real economy, and capital markets. Its primary mission is to enhance the financing channels for tourism cities and related businesses, foster the exchange of successful experiences between investors and those seeking financing, and improve the efficiency of allocating tourism resources with financial capital. The members of the Committee of Investment include renowned investment funds and group companies with managed capital exceeding USD 200 billion.

2 Investment and Financing Conference

The WTCF has organized the Investment and Financing Conference several times. This conference typically consists of various segments, including opening remarks, keynote speeches, panel discussions, and investment negotiation sessions. Its primary goal is to facilitate the exchange of global tourism investment development trends and engage in discussions with prominent domestic and international investors for potential investment collaborations. As of 2023, through hosting events such as the Investment and Financing Conference, investment negotiation meetings, and tourism investment promotion events, the WTCF has collectively achieved intended investment commitments nearing RMB 300 billion.



3 Integrated Service System for Global Tourism Equity Investment and Financing

The WTCF has established the "Integrated Service System for Global Tourism Equity Investment and Financing," which serves as a platform to offer a wide range of services to its city and institutional members. These services include disclosing



project supply and demand information, providing price assessment consultations, releasing market statistics, facilitating quick information searches and matches, and promoting successful experiences in the field of tourism equity investment and financing.

Information Submitting Flow Chart of the Committee of Investment

Choose information releasing category

Find corresponding information type under "Information Release" in the function menu.

Auditing

The committee will check the integrity, format and content, etc.

The auditing process will take less than two working days.



Login to the information system

Verified members login to the system.
If you forget the password, please contact the committee to reset.

Click to add information

Click on the icon "Post a New Project" to add full information.

Submit information

After passing the audit, the system will send a note to user's email. If it failed in the auditing process please correct according to the auditing opinion and re-submit.

After the information is officially released, only designated institutions can read it according to the visiting privileges.

Negotiation Services

The WTCF's institutional members cover the entire tourism industry chain. In various events organized by the WTCF, its members have the opportunity for face-to-face negotiations with high-level representatives from prominent Chinese tourism suppliers, airports, cruise lines, financial and insurance institutions, major scenic areas, hotel groups, and other sectors. As of now, the WTCF has facilitated nearly ten thousand rounds of cooperative negotiations among its members.

WTCF members are invited to participate in tourism trade negotiations, tourism promotion events, and tourism exhibitions during various events such as the Fragrant Hills Tourism Summit, Regional Forum, and the Forum on World Famous Cultural Tourism Cities. If needed, the WTCF can also assist its members in organizing specialized tourism trade negotiation meetings.



Business Cooperation

1 Sponsoring Events

The WTCF conducts business activities based on the principles of brand alignment, legality, resource sharing, and mutual cooperation. To achieve the cooperation vision and expand the cooperative resources of WTCF city members, the WTCF's sponsorship activities are not limited to institutional members alone. It also encourages city members to collaborate with local businesses.

Through sponsorship activities, sponsoring entities can participate in the WTCF's Fragrant Hills Tourism Summit and other major events. They may also be invited to become keynote speakers at relevant events or conferences and receive priority access to the WTCF's media promotional resources.

2 Industry Collaboration


The WTCF's industry collaboration serves as a channel for communication between WTCF city members and institutional members. Depending on resources from various branches such as the Committee of Tourism-Related Business, Committee of Civil Aviation, Committee of Investment, Committee of Cruise Industry, Committee of Media Organizations, and Experts Committee, the WTCF is dedicated to promoting collaboration and alignment between government and businesses, policy and implementation, promotion and execution, and across various industries. This collaborative effort aims to turn WTCF members' visions into reality.


Cooperating entities are invited to participate in or host large-scale industry exchange events organized or attended by the WTCF. These events may include tourism exhibitions, tourism trade fairs, tourism promotion events, and more.

The specific contents of industry collaboration include:

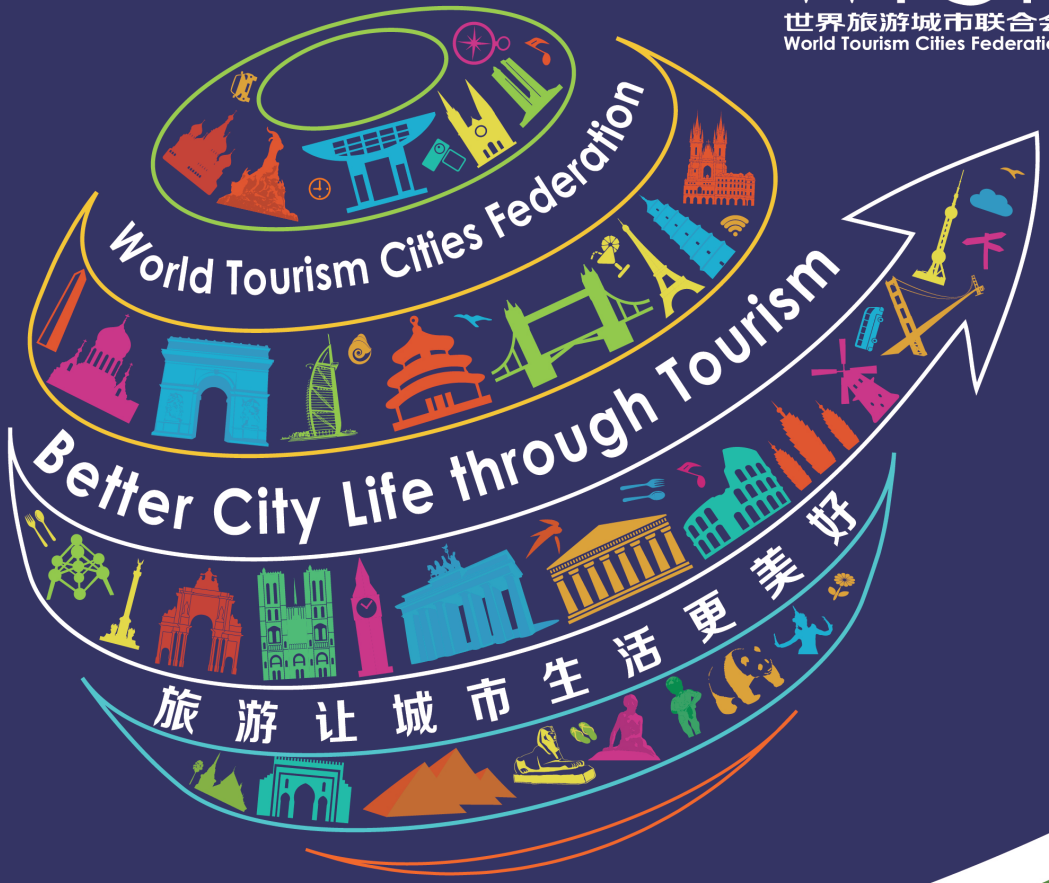
- ① The WTCF may organize activities such as resource inspections, product development, and product promotion among industries based on member needs.
- ② The WTCF may arrange for experts to provide professional consultations or comprehensive planning based on its member requirements.
- ③ The WTCF may conduct destination marketing activities for specific projects upon its member invitation or request.
- ④ The WTCF may facilitate cross-industry tourism cooperation and exchange.
- ⑤ The WTCF may customize specialized research reports for its member.
- ⑥ Other forms of industry collaboration, as needed.









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




www.wtcf.org.cn




官方网站
Official Website




官方微博
Official Weibo




微信服务号
WeChat Service Account




微信订阅号
WeChat Subscription Account




微信视频号
WeChat Channel




快手号
Kuaishou



抖音号
Douyin



油管号
YouTube



脸书号
Facebook

Liaison Department

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Events Department

International Events

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Business Development Department

Institutional Members

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