

# World Tourism Cities Monthly

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**World Tourism Cities Federation**

**世界旅游城市联合会**

## Special Focus

**WTCF is in the process of preparation for “Fragrant Hills Tourism Summit” and constructing the cooperation platform for its members**



Since the establishment of WTCF on September 2012, it has dedicated much effort to providing for its members’ services and promoting the tourism sustainable development. WTCF has 88 city members and 47 non-city members so far. It provides every chance to bring all the members together with in-depth exchange on industrial and market information.

After the World Tourism Cities Federation Council and the Second Beijing Fragrant Hills Tourism Summit in 2012, WTCF city members successfully



made a dialogue on strengthening their collaboration. As a successful example, in June 2014, the city member of Washington cooperated with Air China to operate direct flights between Beijing and Washington. This means the success of cooperation between the city members and non-city members of WTCF. WTCF is continually striving to build the platform

for the cooperation between the members with regards to new business models and chances.

This year's Tourism Summit will be held in September from 4th to 5th in Beijing Riverside Hotel with around 600 participants including WTCF members, the expert committee members and international organization representatives.

In order to promote the cooperation between WTCF members and markets, the World Tourism City Tour and Trade Fair will also be held during the summit in Beijing. The main tourist markets and famous travel companies from all over the world will gather in this Fair. There are 80 cities delegations from 36 countries and 125 members from 45 companies that have registered to attend this year.

Under the new situation, new challenges and new opportunities, WTCF has devoted itself to promote tourism development, cooperate with members to



jointly explore new development model of tourism. This year, impelling resource conformity and effective use of tourism resource by development of new media are the most important subjects of WTCF. The WTCF will launch a “We Media” platform during the summit which

includes official website, magazine, WTCF Info as a comprehensive service platform based on cross-media. Information from 53 city members will go online to present themselves. In future, WTCF will drive the communication between the members and improve the development of tourism industry.

## Special Focus

### **New situations for the tourism development**

Tourism industry as an industry cluster is not only able to steer the economy and promote employment but also related closely to people's leisure life. To tackle the increasing issues in the tourism, it is urgent to upgrade the travel industry by speeding up the standardization works.

The “Market Research Report on Chinese outbound Tourist (city) Consumption” which will be released by WTCF summit forum shows that the number of Chinese tourists in overseas market reaches 98.18 million in 2013. China has become the biggest outbound tourism market in the world. According to the research, many people gave up their vacation plan because of the unavailability of their annual leave. In recent years, family holiday products have been increasingly popular which requires longer time than common public holiday. Besides, the problems such as visa, language barriers and the property safety of tourists also

stifle travel enthusiasm.

WTCF has been focusing on promoting the satisfaction of tourists by building an interactive platform in the tourism industry. This report points out, adding languages into promotional brochures are preferably important to travelers from various countries. WTCF has always been focusing on the construction of the standard as well that needs to be in line with the development of tourism industry itself and the standard that could be satisfied by tourists. WTCF hopes the report can provide references to its members and promote the development of tourism market in a healthy, harmonious and diversified way.

The standardized market environment is the foundation of industry development. Although there are various difficulties and challenges in the sustainable development of global tourism industry, we still can create new perspective as long as the tourism industry concerns more about tourists' benefits, establishes the collaboration and communication platform and cooperates closely with related industries.

## Tourism News



### **UNWTO: UNWTO Awards 2014 Open for Applications**

UNWTO has opened the call for applications for the 11th edition of the UNWTO Awards for Excellence and Innovation in Tourism. Interested candidates can apply until the 31 October 2014. The Award Ceremony will be held during the Madrid International Tourism Trade Fair FITUR in Spain on 28 January 2015. (Reference: UNWTO.org)



### **China: Hong Kong will hold the 2014 Cruise Shipping**

#### **Asia-Pacific Conference**

Cruise Shipping Asia-Pacific presents the most prominent voices in the Asia cruise market to lead the conference, slated for November 20-21, 2014. Royal Caribbean Cruises Limited will open the event with the keynote address. (Reference: Cruise Shipping Events)



### **New Zealand: taps Aussie Chinese market**

Tourism from mainland China has been one of New Zealand's fastest-growing sources of foreign tourists in the past three years and is the second largest source of foreign visitors. The estimated potential from the project targeting Chinese living in Australia, in collaboration with New Zealand Maori Tourism, is a total of \$5 million by 2017.



### **Sri Lanka: launches taxi advertising campaign in UK**

‘Visit Sri Lanka’ is the latest marketing strategy by the country’s official tourism bureau and will promote the website, [www.srilanka.travel](http://www.srilanka.travel) on taxis across three of the UK’s biggest cities: Manchester, Birmingham and London. A massive fleet of 300 cabs (100 in each city) will display 600 Taxi Super sides with stunning visual imagery and the tagline, ‘Sri Lanka 2014, A journey awaits.’ (Reference: Travel Daily News)



### **Thailand: launches ‘Travel with Mom in August’ promotion**

Thailand has held a tourism promotion ‘Travel with Mom in August’ on the occasion of Mother’s Day 2014 which is a celebration in honor of Her Majesty Queen Sirikit’s birthday on August 12. The activities included a display of classic cars, Thai cuisine sales, enjoying Thai music, and Thai performances, with cooking and handcraft demonstrations.

(Reference: eTurbo News)



### **France: remains world's favourite holiday destination**

France has kept its top spot as the world’s most visited country, according to new figures from the French government. France welcomed almost 85

million tourists last year - 15 million more than its nearest rival, the United States. (Reference: france24.com)



### **Mexico: Tourism Industry Rebounds in 2014**

Mexico's tourism industry appears to be recovering dramatically after several worrisome years. Some travelers may be staying away because they're afraid for their safety, thinking drug cartels are wreaking havoc from coast to coast. But Mexico received 23.7 million visitors in 2013, 18 percent more than in 2012. (Reference: The Yucatan Times)



### **Greece: New markets for tourism**

Attracting visitors from Asia is seen as the biggest challenge for destinations around the world, including Greece. The Chinese are projected to make 1.7 billion trips up to 2030 in the intervening period and their spending is seen shooting up to US\$1.8 trillion.

(Reference: Neoskosmos.com)



### **PATA: Young Asian Travelers' Dream Destinations Revealed in New Report**

The Rise of the Young Asian Traveller, released on August 11 by the Pacific Asia Travel Association (PATA), explains how and why it is



predominantly young people that are fuelling this growth, looking to explore the world beyond their country's borders. (Reference: PATA.org)

## City News

### **Hamburg: Cruise Days 2014**

The second day of Hamburg Cruise Days 2014 has drawn approximately 350,000 people to the port of Hamburg. The main attractions on the water were the



Hamburg Cruise Night on August 1 evening with a fleet of party boats and the great Hamburg Cruise Days Parade on August 2 evening. Five cruise liners were accompanied by a fleet of ships and fireworks.

(Reference: Hamburg Torism)

### **Dalian: the international road race kicked off**

The northeastern Chinese coastal city of Dalian hosted an international road cycling race on August 2 in Yingna River reservoir. The 26-km race, that features



over 10 climbs and as many sharp turns, will attract over 300 bikers from the United States, France, Italy, Belgium, Japan, South Korea, Russia, Iceland and China. (Reference: Dalian Tour)

### **Wellington: Visa Wellington On a Plate kicks off on August**

New Zealand's largest culinary festival, Visa Wellington On a Plate, makes Wellington a foodie paradise on 15th to 31st August 2014. The creations of the city's chefs and the regional producers overdrive for a fortnight of



spectacular menus, competitions and events. (Reference: Wellington.com)

### **Geneva: takes city break crown at World Travel Awards**

Geneva, the cosmopolitan and fascinating city of Switzerland, has been named Europe's Leading City Break Destination 2014 at the World Travel Awards. The award victory was witnessed by some of the most prominent figures in the global travel industry, including key decision makers and the leading trade and consumer media. (Reference: Breaking Travel News)



### **Los Angeles: full moon hike at Franklin Canyon Park**

The innumerable visitors have explored nature by the full moon hike on August 10 6:30pm local time at Franklin Canyon Park. It was the perfect evening to



observe nighttime adaptations and great views. (Reference: Discover Los Angeles.com)

### **Seoul: 2014 Seoul Open Week**

The 2014 Seoul Open Week was the time to enjoy camping, music, and various cultural activities. This year's event was held from August 29 to 30 at Seoul Plaza,



Cheonggye Plaza and Citizens' Hall. The highlight of this year's festival was "Open House Seoul" and "Seoul Music Festival". (Reference: Visit Seoul.net)

### **Jakarta: EAST CANAL FESTIVAL in September**

During the whole September 2014, this huge event is planned to become the iconic festival in Jakarta. This festival includes arts and cultural performances.



Not only that, there is also a parade showcasing the creativity of the youths and school students like band festival, marching band parade and marawis and hadroh performances. (Reference: Jakarta Tourism.go)

## **Lisbon: Summer Festivals 2014**

From July to September, in the height of summer, Lisbon transforms into a giant outdoor stage to host a handful of festivals and summer concerts for all



tastes and musical styles, attracting leading Portuguese and international bands to the region. (Reference: Visit Lisboa.com)

## **Hangzhou: The 1st Jingshan Cool Grape Festival**

August is the season for the harvest of grapes in Shan'guowan Eco and Leisure Farm in Jingshan Town and the time for the 1st Jingshan Cool Grape Festival. Jingshan Cool Grape Festival is a creative combination of the juicy grapes in Jingshan Town and Shuangxi Drifting. Available from early August



to September, the festival has offered visitors an opportunity to enjoy the cool and sweetness of Hangzhou in summer. (Reference: Go to HZ.com)

## **Xiamen: The Mid-Autumn Tourism Festival 2014 kicks off in September**

China-Xiamen of The Mid-Autumn Tourism Festival 2014 will kicks off on



6th of September, 2014 at Egret goddess Plaza in Egret Island Park. This is the third year that Xiamen will hold the festival with the theme of “Happy time in the Mid-Autumn, Good luck in Xiamen”. (Reference: Xiamen Tourism Bureau)

### **Beijing: Palace Museum to Discount Tickets for Afternoon Visitors**

The Palace Museum in Beijing will trial discounted tickets for visitors after 2 pm from Sept 12 to 14. Entry will cost 30 Yuan (\$4.90)—half the usual price—to



tour the imperial palace of the last two feudal dynasties in China. The ticket will not cover entry to specialized exhibitions, however.

(Reference: [visitbeijing.com](http://visitbeijing.com))

### **Los Angeles: welcomes massive rubber duck**

The Port of Los Angeles is welcoming an unusual visitor — the world's biggest bath toy. A 60-foot-tall rubber duck sailed into port on August 20 to kick off the Tall



Ships Festival LA. Dutch artist Florentijn Hofman debuted the duck in 2007 and versions of it have been seen around the world in places including China, Hong Kong and New Zealand. (Reference: [Lowell sun.com](http://Lowell sun.com))

### **Rabat: FIFA confirm Morocco as Club World Cup host**

FIFA has confirmed that this years' Club World Cup will be host in Rabat, Morocco from 10 to 20 December. The health of players is an absolute priority during any FIFA competition. There have not been any recorded cases of Ebola in Morocco, so consequently there is no reason to discuss a possible change of venue. (Reference: Star Africa)

### **Milan: attracting nearly 1 million Chinese tourist to Expo 2015**

Projected attendance is 20 million, and some 145 countries have confirmed their participation. 1 million Chinese visitors expected at World Expo, which will feature three pavilions from their country.



(Reference: China Daily)

## Industry News

### Accommodation



**Kempinski flag now flies in Congo**

Kempinski began its management contract for Kempinski Hotel Fleuve Congo on August 1st following the signing of an eleven-year management agreement in Geneva in January. The hotel's 237 contemporary rooms - including 42 suites, are now bookable on Kempinski.com. (Reference: Kempinski.com)



### **JAL Hotel: Autumn & Winter vacation packages from resort selections**

The JAL Hotel launched promotions of Autumn & Winter vacation packages for customers around the world. At The Kahala Hotel & Resort, Makena Golf & Beach Resort, and Grand Nikko Bali, One Harmony members of the JAL Hotel can take advantage of special stay plans.

(Reference: JAL Hotel.com)



### **Shangri-La Hotel: opened in Tianjin, China**

Shangri-La Hotels & Resorts has opened its 85th hotel in China's largest northern port city, Tianjin. The 302-room Shangri-La Hotel, Tianjin sits on the bank of the Haihe River in the new Hedong District, overlooking Tianjin's signature architecture dating from the 19th century.

(Reference: Breaking Travel News)



## **American Express: Plans Live Audio Webcast of Its Fixed Income Investor Conference Call**

American Express Company, a global services company, plans to host a live audio webcast of a fixed income investor conference call at 3:00 p.m. on August 7, 2014. The live audio webcast will be accessible to the general public through the American Express Investor Relations website at <http://ir.americanexpress.com>. (Reference: American Express.com)



## **MasterCard: Security Experts to Discuss Risk Issues, Fraud Mitigation Measures**

MasterCard Academy of Risk Management (ARM) has hosted its annual Global Risk Management Conference Series for the Asia Pacific region in Kuala Lumpur from August 5 to 8. Forum in Kuala Lumpur gathers industry leaders in the security and payments field and focuses on key issues impacting the industry. (Reference: Master Card.com)



## **DFS Group: Hermès Le Bain comes to T Galleria HONG KONG**

DFS Group (DFS), the world's leading luxury travel retailer, will host Hermès Le Bain, which is perfect for sharing, for gifts or personal travel, the house's bath





and body line in the Beauty and Fragrances floor at T Galleria by DFS, Hong Kong, Canton Road. (Reference: DFS Group)



**Costa Cruises: Costa Cruises Features Exclusive ‘Stargazers’ Experience on neo-Collection Ships**

The magical display of the Perseid meteor show from August 10-13, 2014, has been an extra special event for Costa neo-Riviera and Costa neo-Romantica guests with an exclusive “Stargazers” neo-Collection experience. The Stargazers activity is a bonus event in the Costa neo-Collection. (Reference: Costa Cruise.com)



**Cooperation: Ctrip, Priceline ink cross-promotion plan**

Online booking service Priceline Group Inc. has agreed to pay \$500 million as part of a deal that would give it a stake of up to 10% in Chinese travel service provider Ctrip.com International Ltd. The move comes as Priceline and Shanghai-based Ctrip broaden their working partnership, allowing Ctrip's customers to reach Priceline's portfolio of offerings. (Reference: Ctrip.com)



**Cooperation: CYTS Tours launched new offer with ICBC**

China CYTS Tours has cooperated with Industrial and Commercial Bank of China (ICBC) launched newest promotion campaign for credit card users while 18th July to 31st October. Travelers book vacation product which is departure from Beijing to Singapore, Maldives, Mauritius, Seychelles, Fiji and Hawaii on [www.aoyou.com](http://www.aoyou.com), will get extra \$162 off when they pay for fees by credit card of ICBC. (Reference: [CYTS.Aoyou.com](http://CYTS.Aoyou.com))



### **TUI: expands to six ships by 2017 with Royal Caribbean**

TUI AG and Royal Caribbean Cruises are substantiating their expansions plans for their joint venture TUI Cruises. The Mein Schiff fleet shall grow from now three to six ships and then 14,000 beds by 2017. TUI Cruises is strengthening its already sound and dynamic position in the German cruise market. (Reference: [TUI Group.com](http://TUI Group.com))

### **American Tours International: attended in Contact of National Tourism Association 2014**

Portland, Oregon was the 2014 site of Contact, NTA's popular tour operator retreat, and the youthful appeal of this place plays to Contact's operator-to-operator strength. American Tours International attended in this three-day event which was held on August 7-9, 2014. (Reference: [usa-aits.com](http://usa-aits.com))



## Transportation



### **Air China: Global "1 + 1" vacation packages**

Air China launched a global "1 + 1" vacation packages promotion campaign recently. Passengers choose one destination from Europe, America and Australia, and then select one Asian specified destination as the additional destination to realize buy one get on free. This offer will ended sale on December 31, 2014. (Reference: Air China.com)



### **China Southern: Launches New Direct Service to New York City**

China Southern Airlines, the largest airline in The People's Republic of China, announced the start of direct service between Guangzhou and New York City at 2:37 am on August 6, 2014. The arriving time at JFK International Airport's Terminal 4 was 5:15 am the same day.

(Reference: csair.com)

## Figure Scan



### **5%: Passenger traffic growth remains strong in June**

The International Air Transport Association (IATA) announced global passenger traffic results for June showing a modest deceleration in demand growth compared to the prior month. June capacity (available

seat kilometers or ASKs) increased by 5%, causing load factor to slip 0.2 percentage points to 81.5%. (Reference: eTurbo News)



### **5.3%: Bulgaria Tourism up first half of 2014**

International tourism revenues are on the up in the first half of 2014 in Bulgaria. The tally shows a 5.3% increase year on year over 2013. The World Tourism Organization shows the tourism sector of Bulgaria reached about 13.6% of the country's GDP. (Reference: Argophilia Travel News)



### **6%: International overnights in June best since 1992 in Germany**

Destination Germany registered record incoming tourism values for the first six months of 2014. The month of June takes a growth of 6% for international overnight stays and is therefore the most successful June since records of lodging statistics began in 1992. (Reference: eTurbo News)



### **8%: Inbound British tourism strongest ever**

The latest figures from Britain's Office for National Statistics indicate that the first half of 2014 was the strongest first half of the year in history for inbound British tourism. There were 16.4 million inbound visits to Britain from January to June 2014, setting a new record for this time period and an increase of 8% compared to the first half of 2013.



**19.6%: Foreign Tourism to Mexico Grows 19.6%**

Mexico's international tourism grew 19.6 % in the first half year of 2014, compared to the same period last year. A statement which is released on August 12, that 14.2 million foreigners visited Mexico between January and June and spent \$8.4 billion. (Reference: abc News)



**181,260: Canada remains primary source of visitors to Cuba**

Canada continues to be the primary source of visitors to Cuba. Over 181,260 Canadians visited the island up to June; however, the number was lower than in same period last year, when more than 183,850 Canadians came to the island. (Reference: eTurbo News)



**5.8 million: Chinese tourism to Dubai surges**

Dubai's hotels welcomed more than 5.8 million tourists in the first half of 2014, up around 1% compared to the same period last year. Hoteliers and hotel apartment operators saw total first half revenues reach \$3.18 billion, an increase of 10.9% year-on-year. (Reference: eTurbo News)



**6.75 million: Sanya tourism achieves significant gains in first 6 months of 2014**

Under the strong tourism promotion initiative by the Sanya government of China, Sanya city saw a significant increase in its tourism industry in the first six months of this year. From January to June, Sanya received a total of 6.75 million overnight visitors, up 11.04 % over the same period last year, accounting for 35.79% of the whole province. (Reference: Malaysia Sun)

**Editor's Letter:**

Since the establishment of bilingual “World Tourism Cities Info”, it has already published 5 editions of “Monthly Info” and 26 editions of “Weekly Info” by the end of the August, 2014. “World Tourism Cities Info” always aims at the state of arts in tourism development and sharing the latest information with all the members of all around the world. Our Info is largely supported by many of our members including Beijing, Athens, Air China and China UnionPay with the exclusive information about their marketing or collaboration. We express our sincere appreciation to all the members, and sincerely hope more members could be actively involved in and share more updates and highlight news with other member.

**Contribution Invitation:** We would like to invite you to contribute news or information and propose advise for our publication that we could provide better service for all the members and cooperative partners. Please email us to [newsletter@wtcf.org.cn](mailto:newsletter@wtcf.org.cn) anytime without hesitate.