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Europe hot for emerging SEA markets

Higher disposable income, maturity in travel experience and more affordable products fuelling demand

By TTG reporters

Outbound travel agents in four emerging travel markets in South-east Asia – Indonesia, the Philippines, Cambodia and Vietnam – are reporting strong growth in bookings for Europe this year.

For Sok Sopheaktra, general manager of 2World Travel Cambodia bookings to Europe soared from about 100 last year to more than 300 to date for 2017, as more Cambodians, already familiar with Asia, seek “change in destinations for their holidays”.

Prum Veasna, owner of Golden Travel Cambodia, has also seen a rise in demand for Europe, with Italy, Switzerland, France and Germany being hot favourites. Prum opined that the country’s swelling middle-class and expendable income have led to more of the population being able to afford longhaul holidays.

“Increased access into Europe and more direct flights in the future are expected so

(the region) has great (growth) potential,” he added.

Vietnam’s appetite for Europe is growing too. APT Travel Vietnam has seen a sharp shift in travel demands in 2017, with an increased number of Vietnamese opting for Europe over Asia.

While Binh Terl, APT Travel tour manager, did not specify numbers, she said the increase is “much bigger this year and we think it will get better”.

She added that more clients are trading trips to Russia for Europe too.

BenThanh Tourist Vietnam manager Dung Hoang said France and Italy are popular with clients and predicts that Eastern European will pick up pace in the future.

He credited competitive prices and a stronger desire for longhaul travel for the shift in demand.

For the Indonesian market, a growing national economy, stabilised domestic

political environment and favourable exchange rates have come together to boost demand for Europe.

Yongky Yanwintarko, managing director of Sun Tours and Travel Indonesia, said a healthy domestic environment has “boosted travellers’ confidence in travelling longhaul”. His company has seen a 50 per cent year-on-year growth between April and July this year, with England, Scotland and the Balkans drawing the most interest.

Destination Tour Indonesia has also witnessed a 20 to 30 per cent rise in bookings for Europe, with forward bookings made up to November.

CEO Yento Chen revealed that Norway and Finland are new favourites this year, while North, Central and Eastern Europe have evergreen appeal.

Explaining the stronger interest in Europe, Yento said: “The exchange rates between the rupiah and US dollar have stabilised while the euro and pound are trading better against the rupiah. Further-

more, many airlines are offering promotional rates which make Europe packages more attractive. In fact, some are more affordable than Japan.”

Over in the Philippines, travel agents have been so encouraged by the sales potential of Europe that some have formed a ‘collective’ – a group selling tour packages to specific European destinations – and are attracting both FITs and GITs with tours that take advantage of airline and other promotions, according to Vilma De Claro Mendoza, president, Mart Evers Travel and Tours.

And travellers are benefitting. Affordable Europe tour, for example, covers 12 countries with FIT rates from US\$3,500 to US\$4,000 and GIT rates at US\$2,800. It is also common for travellers to have breakfast in Brussels, lunch in Dusseldorf and dinner in Black Forest.

The low and peak season to Europe has been blurred, Mendoza pointed out, saying that she sends travellers to Europe every month.



Chen: cheaper than Japan tours

Malaysians still buying Europe for coming school holidays

By S Puvaneswary

The poor performing ringgit has proven to be a weak deterrent to longhaul travel plans among middle and upper middle class Malaysians who have continued to book trips to Europe for the coming two-week school holidays, starting May 27.

However, buying habits have changed, noted outbound agents interviewed by *TTG Show Daily*.

The ringgit, which has depreciated by some 8.1 per cent over the euro compared with 23 per cent over the US dollar from two years ago, has made Europe a favoured longhaul destination.

Kerry Tam, director, Parlo Tours Malaysia, said her company has developed more affordable packages to Central Europe, which are selling well for the May school holidays, in addition to exclusive group tour options.

She said both tours have received equal demand but the profile of customers are different. The more affordable tours attract those in their 30s and early-40s, as well as those from outside the cities. Exclusive tour packages attract city-dwellers and consumers in their late-40s and up.

Tam explained: “An example of an exclusive tour is a five-country combination covering France, Belgium, the Netherlands, Germany and Switzerland, costing around RM12,000 (US\$2,756). Such tours attract (older travellers) with big disposable in-

comes. Those with smaller budgets tend to opt for a nine-day/six-night package covering the same countries but costing only RM6,500, inclusive of miscellaneous charges.”

The difference in pricing for tours covering the same destinations comes from the number of sightseeing tours featured, hotel locations and the number of meals.

Mita Lim, managing director of Ice Holidays, a B2B wholesaler in Malaysia, said he was targeting a 15 per cent growth in longhaul sales for this coming school holidays. He said: “Seven-day/four-night all-inclusive tours to Central Europe and nine-day/six-night tours to the Balkans are selling very well as savvy travellers know they can save more by joining a group tour rather than going FIT and paying separately for transport and hotels.”

Desmond Lee, group managing director of Apple Vacations & Conventions, said while demand for Europe this holiday season is projected to rise 15 per cent year on year, FIT travellers on a budget are increasingly taking mono-destination trips and forgoing multiple-destination ones. These travellers are also booking three-star and 3.5-star properties, and going for promotional airfares.

Malaysian parents with children studying in Europe have also cut down on the number of times they visit, coinciding their trips with important occasions.

IN BRIEF

Ski market jumps in Switzerland

The number of guests from foreign markets, including China, is increasing in winter and Enjoy Switzerland has designed a new offer specifically for this group to enjoy snow, winter sports and even learn how to ski within a day.

A ‘one-stop-shop’ offer includes: ski equipment rental, ski ticket and ski lessons for two to four hours.

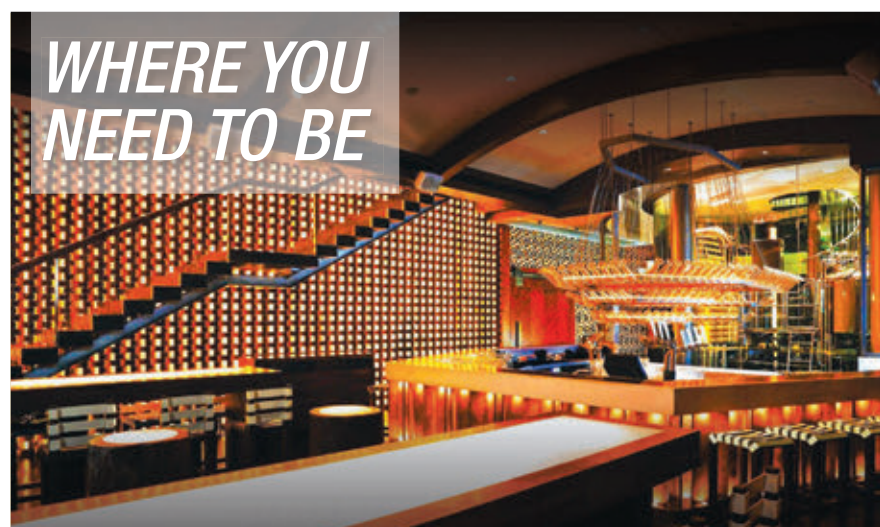
Additionally, 14 ski schools are offering ski lessons in Chinese.

Speed racing on the high seas

Norwegian Cruise Line has partnered Scuderia Ferrari Watches on the first race-track at sea, which will debut on the cruise line’s newest ship designed for China, *Norwegian Joy*, this summer.

The two-level Ferrari-branded race-track will sit on the top deck. Up to 10 drivers at a time will be able to race each other on the course in electric go-carts.

The 3,850-guest *Norwegian Joy* will homeport in Shanghai and Tianjin.



WHERE YOU
NEED TO BE

When you are done with business meetings at ITB China today, throw off your jackets and join us for an easy, merry evening at Kerry Hotel Pudong, Shanghai. Jointly hosted by the hotel and TTG Travel Trade Publishing, the cocktail party kicks off at 17.30 and lasts till 19.30. Entry strictly by RSVP only at TTG Booth #811 on a first-come-first-served basis.

Complimentary one-way transport from Shanghai World Expo Exhibition and Convention Center to Kerry Hotel heads off at 17.00.

Hot hotels coming up

From over water suites in the Maldives to hotels in the big cities, hotel exhibitors at ITB China tell [Karen Yue](#) what new accommodations are in the offing

ARIVA HOSPITALITY

Singapore-based Ariva Hospitality, which manages hotels and serviced residences, has several new openings this year.

M Roof Hotel Ipoh By Ariva in Malaysia opened in February and will be followed by two – one in Singapore and another in Shanghai – come June.

The company's serviced residence portfolio will also be expanded with three properties in Bangkok and Chiang Mai this year and a few more in 2018.

M Roof Hotel Ipoh By Ariva follows the success of sister hotel M Boutique Hotel Ipoh By Ariva, and the 150 rooms it offers makes the hotel a timely arrival "to receive more customers especially with the opening of Movie Animation Park Studios", said marketing & distribution manager, Sarah Tan.

After taking over the management of Santa Grand Hotels in 2016, Ariva is growing the heritage boutique hotel collection with the Santa Grand Hotel Boat Quay in a central location in Singapore.

"(The property) will set the benchmark for other (Santa Grand) hotels across the city that will soon be renovated," Tan added.

The other significant development at Ariva is its partnership with Shanghai's Supercity, one of the largest real estate companies in the country, to birth Ten66.

"We are confident of growing the brand further, following the launch of the 280-unit Ten66 Serviced Residences (in Shanghai)," she said.

Tan believes that Ten66 Serviced Residences will appeal to the Chinese with its option for short and long stays, modern accommodation and accessible location.

Santa Grand Hotel Boat Quay will do well too, among younger Chinese travellers who are adventurous and prefer to explore a destination independently.

To cater to the Chinese market, Ariva's properties outside of China have Mandarin-speakers among its staff and collateral come in Mandarin.

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CARLSON REZIDOR HOTEL GROUP

Carlson Rezidor is painting the town red (and blue) with several highly anticipated openings this year and in 2019.

This year, Radisson Blu Bali Uluwatu and Radisson Medan, Indonesia as well as Radisson Blu Plaza Wuxi, China will mark their debut. In 2019, the company will take its first stride onto Vietnamese soil with Radisson Blu Cam Ranh Bay, and the first Radisson RED in China with Radisson RED Guangzhou South Station.

Spokesperson for China, Sharon Chua, commented on the openings: "We continue to reinforce our presence in Indonesia, our key market in Asia-Pacific. Radisson



Clockwise from above: Hotel RIU Sri Lanka; Amari Yangshuo; Radisson Blu Resort Hua Hin



Blu Bali Uluwatu is an iconic property in a top-tier Indonesian destination, while Radisson Medan is a great addition to our portfolio as Medan is an important destination for domestic business travellers and inbound business events.

"Radisson RED Guangzhou South Station is situated within Guangzhou South Railway Station area, the third growth pole of Guangzhou. The inspiring brand caters to the needs of millennial travellers."

Chua expects Radisson Blu Bali Uluwatu to do particularly well with Chinese travellers, her confidence stemming from Bali's strong appeal among the Chinese.

"The latest statistics from the Indonesia Central Bureau of Statistics showed that Chinese visitors accounted for 32.1 per cent of the total 460,824 foreign tourist arrivals in Bali in January, topping the list of foreign tourist arrivals. With its beautiful landscape and beach atmosphere, Bali is also a popular wedding destination among Chinese visitors," she explained.

Radisson Blu Bali Uluwatu overlooks the Indian Ocean and local farmland, promising amazing views from every room and suite. The resort is equipped with a Ceremonial Pavilion for weddings

and is a choice setting for a dream celebration.

To ensure Chinese travellers feel at home, Andre de Jong, vice president, operations, South East Asia & Pacific, said: "In designated hotels where there are a significant number of Chinese tourists, we have Mandarin-speaking staff. Guests will also find slippers and Chinese TV channel(s) in their rooms and suites; an experience of home away from home. Palate wise, hotels also provide Asian dishes to fulfill their appetite.

"At Radisson Blu Plaza Bangkok, a popular choice of accommodation among Chinese tourists, guests can enjoy authentic Chinese cuisine at China Table. Known to offer one of the best dim sums in Bangkok, China Table features traditional Cantonese flavours with contemporary plating."

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ONYX HOSPITALITY GROUP

ONYX Hospitality Group will fly its first Amari flags in Yangshuo in China, Johor Bahru in Malaysia, Galle in Sri Lanka and Vang Vieng in Laos this year, as well as debut the OZO brand in Hoi An, Vietnam

and expand the Shama portfolio with additions in Chiang Mai, Thailand and Chengdu, China.

According to Peter Henley, president & CEO, there are also plans to open the company's first hotel in Australia come 2019.

Henley said: "As we are a multi-brand regional hotel group, we are excited about the launch of our brands in new locations. With a strong presence in Thailand for many decades, we are now well placed to introduce our brands to new markets and build a stronger regional presence for the continued growth of our key brands – Amari, OZO and Shama, which will also put us well on track towards our objective of having at least 99 hotels open by 2024."

Business sentiments at ONYX is buoyed by expectations of a domestic tourism boom in China.

"Our first Amari hotel in China, Amari Yangshuo, targets domestic travellers who would like to enjoy modern Asian hospitality in the most beautiful location within Guilin. The hotel features 73 rooms and suites that are ideal for individual travellers, couples, friends, and even families," said Henley.

"We have also noticed a growing inter-

est (among Chinese travellers) in Sri Lanka. Just last year, the number of Chinese (arrivals to Sri Lanka grew) 26.4 per cent. As such, Amari Galle, with all rooms and suites featuring direct sea views, will surely be another exciting property for them," he added.

Most of ONYX's properties outside of China have Mandarin-speaking team members to assist Chinese guests. In-room guest service directories are available in Mandarin as are restaurant menus which also feature Chinese dishes alongside local and international favourites.

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PAN PACIFIC HOTELS GROUP

Joining the Pan Pacific Hotels Group family this year are Pan Pacific Melbourne, Pan Pacific Beijing and Pan Pacific Yangon, while Pan Pacific Serviced Suites Puteri Harbour, Johor is slated to welcome first guests in 2018.

According to Kevin Croley, senior vice president, marketing, Pan Pacific Mel-

bourne, opening mid-2017, marks the brand's return to Australia's east coast. Croley noted that Australia is Pan Pacific Hotels Group's third largest market after Singapore and China.

Also significant is Pan Pacific Beijing, the brand's flagship in China.

"We've always wanted to introduce the Pan Pacific brand to Beijing, a first-tier city in China and a global city in its own right," he said.

Pan Pacific Yangon "will be one of the city's most iconic international five-star hotels" when it opens in the third quarter, remarked Croley.

Of the new properties opening outside of China, Croley opined that Pan Pacific Melbourne would be a star performer in the Chinese market.

He explained: "Melbourne is one of the most popular destinations for Chinese business events, and Pan Pacific Melbourne is perfectly located next to the Melbourne Convention and Exhibition Centre. Our hotel is also close to Southbank, Melbourne's bustling waterfront

hub which offers not just art, fashion and culture, but also sightseeing and shopping options – two activities most popular with Chinese travellers."

Pan Pacific Beijing is expected to make fans out of the Chinese too, thanks to its use of "top quality, freshly-sourced local produce, which will appeal to Chinese travellers who are known for their love of good food".

The company's properties are all ready for Chinese travellers. Its websites and brochures are available in Mandarin and have Mandarin-speaking associates.

Croley said: "We are continuously looking at ways to make our Chinese guests feel comfortable when they stay with us, whether it be providing in-house TV channels in Mandarin, or ensuring that there are Chinese items on the daily breakfast menu.

"In Australia for example, we also offer sightseeing tours which complement our services in Mandarin – the wine tasting tours and penguin-watching at Phillip Island are especially popular with our Chinese guests!"

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RIU HOTELS & RESORTS

After opening its first Asian property in Sri Lanka last year, Spanish hotel company, RIU Hotels & Resorts is taking its Asian quest further with two hotels in the Maldives come 2018 and one in Dubai in 2019.

The two hotels in the Maldives will offer a total of 422 rooms, including over water suites, while the property in Dubai will be located on Nakheel's Deira Islands. With 750 rooms, the latter will be the largest hotel built to date in the destination.

Spokesperson for Asia, Virginia Casado, said the destinations were chosen as they were "ideal locations from which to develop RIU's operations in Asia".

"Maldives and Dubai...attract European guests, as well as travellers from India, China and Australia," Casado added.

Beyond Asia, RIU will also open an urban hotel in Madrid in 2019.

When asked which of these new properties would appeal most to Chinese travellers, Casado opined that those in Dubai and the Maldives would score best.

"Dubai receives many Chinese tourists and businessmen but there are also a lot of Chinese people living in the Emirates that could become our future guests. On the other hand, the Maldives is one of the most desired destinations for Chinese tourists, so we hope they choose us for their holidays."

RIU has made good progress in winning Chinese guests over, according to Casado who shared that Riu Creole and Riu Le Morne in Mauritius have been particularly successful.

"Along with the French market, the Chinese is our top second. This is mostly due to the destination, which is a favourite among Chinese honeymooners and is deemed very fashionable in China. The hotels offer one Asian restaurant with a menu in Mandarin, water boilers in guestrooms and even Mandarin shows during Chinese holidays," she said.

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WYNDHAM HOTEL GROUP

Wyndham Hotel Group has been keeping up its global expansion plans, with Wyndham Grand Xiamen, China opening in 2016, Wyndham Grand Phuket Kalim Bay, Thailand in 2017, and three more by

the end of this year – Wyndham Soleil Danang, Vietnam, Wingate by Wyndham in Sanya, China and TRYP by Wyndham in Xi'an, China.

According to Lesley Chen, assistant manager – global sales, Wyndham Hotel Group – Asia Pacific Operations, the Xiamen and Phuket openings are special milestones for the company.

Wyndham Grand Xiamen is adjacent to the international convention centre where the 2017 BRICS Summit will be hosted, while Wyndham Grand Phuket Kalim Bay is the company's first Wyndham Grand hotel in South-east Asia.

A particularly exciting project this year will be Wyndham Soleil Danang, which will stand at 57 storeys at its tallest point and consist of 3,200 apartments, studios and hotel rooms; extensive conference facilities; a retail and dining precinct; and recreation parks.

Chen said: "Wyndham Hotel Group offers more than 8,000 hotels across 77 countries under 18 brands. The diversity of brands and geographic coverage meets various travel needs of Chinese travellers."

"For example, Wyndham Grand Phuket Kalim Bay is located in one of the top Chinese leisure destinations today. Nestled at the cliff edge, the hotel offers luxurious suites and villas each with their own private pool overlooking the sea. The hotel is a convenient 10 minutes' drive from the popular Patong Beach and Jung Ceylon shopping centre."

Not new to the Chinese market, Wyndham Hotel Group properties provide a comfortable environment for Chinese travellers. The company is placing Mandarin-speaking front desk associates at more of its hotels, and equipping guestrooms with Mandarin TV channels. Traditional dishes such as congee and steamed dumplings are served at breakfast to cater to the Asian palate.

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From top: Wyndham Grand Xiamen; Pan Pacific Beijing



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Feature Cruises

What's new in cruising?

From ocean cruises that cross continents to leisure sailings down scenic European rivers, [Karen Yue](#) profiles four companies with new, exciting itineraries



Genting Dream



Superstar Virgo

DREAM CRUISES

Genting Dream, the first vessel of Dream Cruises, has launched her summer itinerary, the five-night Journey to the Island Gems of Japan with port calls at Naha and Miyakojima in Okinawa. A highlight for guests of *Genting Dream* is an opportunity to explore spectacular underwater sights in state-of-the-art submersibles on-board the ship.

According to research by China's CIConsulting, cultural tourism is an emerging trend among Chinese travellers. With the Journey to the Island Gems of Japan itinerary, guests have the opportunity to explore authentic Okinawan culture and iconic landmarks such as Shuri Castle, a UNESCO World Heritage Site.

To cater to the preferences of Chinese cruisers, in addition to authentic Chinese cuisine, *Genting Dream* also offers specialised Asian spa, as well as over 1,000m² of designated area for luxury retail. The majority of guest-facing staff is able to converse in both English and Mandarin.

To market Dream Cruises products and programmes, owner Genting Hong Kong has a plan with five key highlights: monthly thematic programmes such as Voyage of a Golden Era, a Shanghai-themed cruise in March; media fam trips; celebrity attraction through activities such as concerts featuring renowned artistes from Hong Kong, China and Taiwan; strategic collaboration with TV network to reach targeted demographics; and innovative showcase of the

cruise, such as through virtual reality technology.

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STAR CRUISES

SuperStar Virgo, the flagship of Star Cruises will have her first Shanghai homeport deployment, *Golden Sea Route*, from July to November this year.

The seven-night cruise will call at Osaka, Tokyo, Mt. Fuji and Kagoshima and offer highly flexible segmented cruise journeys for guests who wish to customise their experience.

Star Cruises believes the Golden Sea Route will appeal to Chinese families, as 80 per cent of cabins are able to accommodate three to four guests each. With the programme priced at RMB3,500 (US\$508.50) per person for the average lead-in category, a family of four can easily enjoy one of the best value holiday options to some of the most popular destinations in Japan.

SuperStar Virgo provides an all-encompassing cruise experience with deluxe accommodations and a wide variety of entertainment, shopping and dining options, as well as gourmet cuisine prepared by Michelin-starred Hong Kong restaurants.

The onboard experience is complemented by exceptional service infused with a touch of Star Cruises' acclaimed Asian hospitality.

Chinese cruisers will feel at home as the majority of front line staff is able to speak both English and Mandarin.

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PRINCESS CRUISES

Princess Cruises' newest and most luxurious vessel, *Majestic Princess*, is the first international luxury cruise ship tailored uniquely for the China market.

She departed from Italy on March 31 this year for a Mediterranean tour before embarking on a Silk Road Journey on May 21 from Rome, Italy to Shanghai, China. The itinerary will see the *Majestic Princess* calling at 22 ports including Athens, Dubai, Cochin, Singapore, Port Klang, Hong Kong and Xiamen before arriving in Shanghai, her new homeport.

She will then begin her first cruise season from her Shanghai homeport, from July 11, carrying an expected 3,560 guests to a variety of destinations in Japan.

Silk Road Journey will resonate warmly with Chinese cruises, as it was built upon the Chinese government's ongoing One Belt, One Road economic policy. Exploring the ancient silk routes, guests can experience nature and exotic culture in a brand new way, and harvest an unforgettable memory.

Majestic Princess promises the ultimate in international cruise vacation for Chinese travellers through its elegant surroundings, worldwide cuisine, attractive entertainment and the highest service standards.

To maintain its high cruising standards, Princess Cruises depends on its Master Council, made up of a panel of celebrities, to assist the company in creating the best travel experience in China.

Going forward, Cruise+ products, represented by themed cruises, will be one of the priority projects Princess Cruises is working on to customise services for Chinese guests. Themes will cover environmental protection, sports, health and more.

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DCS TOURISTIK

German company DCS Touristik is offering a renowned river cruise programme that takes in spectacular fireworks over river Rhine as well as exciting sightseeing excursions around various destination along the route.

The Rhine in Flames cruise programme is available in three options: the seven-day Rhine In Flames Ruedesheim which starts off at Cologne and calls at Koenigswinter, Koblenz, Ruedesheim, Speyer, Strasbourg, Mainz and Boppard, priced from 649 euros (US\$695.50) for a three-bed cabin; the eight-day Rhine In Flames Koblenz which starts off at Cologne and calls at Cochem, Zell, Bernkastel-Kues, Trier, Koblenz, Ruedesheim and Koenigswinter, priced from 789 euros for a three-bed cabin; and the seven-day Rhine In Flames Oberwesel which starts off at Cologne and calls at Cochem, Zell, Bernkastel-Kues, Oberwesel, Mannheim and Koblenz, priced from 649 euros for a three-bed cabin.

Rhine in Flames series set sail on specific dates between June and September.

DCS Touristik also operates other cruises on the Rhine and Danube using different ship categories of three- and four-star quality.

All cruises depart from a port in Cologne, is a short distance from Cologne Bonn Airport.

Spokesperson Jutta Robinson-Ames believes that DCS Touristik cruises will appeal to Chinese travellers as they "bring European traditions to life" as well as highlight local festivities such as tulip season and Christmas.

To make Chinese guests feel at home, DCS Touristik is able to fulfil dietary and language requirements. For groups of a certain size, free accommodation is offered to the tour leader/translator. The crew is international and a cruise director is available round the clock.

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Majestic Princess



DCS Amethyst Dein Flussschiff

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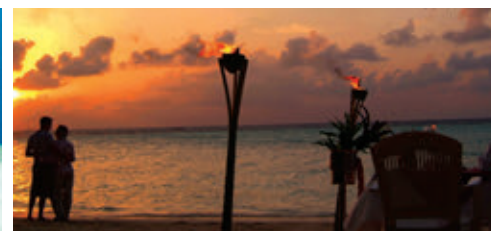


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Destination Finland

Chasing after a different light

Arrivals from China continue to increase, buoyed by numerous initiatives and development of new products. By **S Puvaneswary**

Tourists from China formed the biggest inbound arrivals to Finland from Asia in 2016, and it was the fourth largest source market overall for the country, after travellers from Russia, Sweden and Estonia.

Last year, more than 125,000 Chinese tourists visited Finland as their main holiday destination, which was nearly 65 per cent more than in 2015. Yield has also increased by 56 per cent in 2015 over the previous year.

As such, the market is a very important source market for Finland.

Generally, most Chinese tourists to Finland hail from Beijing, Shanghai and Hong Kong – destinations with direct air accessibility year-round. Traditionally, the peak travel season from China from May to September.

Heli Mende, head of global sales, Visit Finland, explained some initiatives last year which helped boost tourist numbers from China.

She said: “Visit Finland, together with our partners, Visit Rovaniemi and House of Lapland, supported a popular Chinese reality show called *We Are In Love* which was shot in Finnish Lapland.

“In total, three episodes were broadcasted on Chinese television and video sharing sites. A popular reality show, chef Nic, was also shot in the Finnish Lapland early last year and went on air in 3Q2016. Both shows generated positive publicity and interest on the destination.”

Aside from TV shows, Alitrip also ran a campaign which helped to drive Chinese tourist numbers, especially during winter.

Mende elaborated: “Alitrip created the Finland Aurora Project, where it was used in a variety of promotional channels. This successfully brought a large amount of tourists to visit Finland during winter.



The Northern Lights are a big draw for visitors

“It also initiated a successful event and concert in Rovaniemi, the official hometown of Santa Claus, in Finland last October. This was done with the support of Visit Finland and local partners in Rovaniemi.”

For 2017, Visit Finland anticipates that there will be a steady growth of Chinese arrivals.

“We will continue to cooperate closely and communicate with key tour operators in the market. At the same time, we will actively work on identifying new distribu-

tion channels,” Mende said.

“We are also working closely with suppliers in Finland to identify and develop new services for Chinese travellers,” she added.

For instance, one new product could be camping products for children or students in both the summer and winter season, as Finland has ideal locations – such as Lakeland and the Archipelago areas – to conduct such programmes.

As well, Visit Finland is working on developing services and awareness of

winter sport products in Finland as they expect to benefit from the interest in winter sports that will be created by the 2022 Winter Olympics in Beijing.

As for B2B promotions in China this year, Visit Finland and 20 Finnish partners will be participating at the inaugural ITB China in Shanghai.

After which, roadshows and workshops will be organised in Beijing, Chongqing, Guangzhou and Hong Kong to present destination updates and conduct business deals.

Products to watch



Lake Spa

Opened on March 31, 2017, the new-build Lake Spa at the Hotel & Spa Resort Järvisydän will give visitors a new kind of Finnish lake wellness experience. The spa is built in the middle of the area's natural rocks, and comes with large windows overlooking Lake Saimaa. In the middle of the spa, there is a natural pond in the shape of a heart. In addition, the outdoor pools will be ready in summer 2017.

Seaside Glass Villas

Kemi Tourism's new Glass Villas is located in the SnowCastle area, just a few minutes away from Kemi city centre.

Aside from offering an incredible view of the Bay of Bothnia, the villas are a cosy place to snuggle up and enjoy the Northern Lights show from. Winter activities include ice driving or ice fishing while summer activities include kayaking and cycling.

Arctic TreeHouse Hotel

The Arctic TreeHouse Hotel, situated at Rovaniemi Arctic Circle, comprises 32 Arctic TreeHouse suites and five Arctic Glass Houses.

Guests will have the opportunity to experience the Arctic Circle and watch the beauty of the Northern Lights from the comfort of their rooms. With spectacular



views over the treetops, the suites offer an exclusive combination of local tradition, Lappish heritage and modern Scandinavian design.

Moomin Museum

The Moomin Museum is relocating to its new home in Tampere Hall and will be opening to the public on June 17, 2017.

The museum will offer its visitors an even more comprehensive, unique and enchanting overview of its creator, Tove Jansson, through her original art and stories. There will be an exhibition of original Moomin illustrations and paintings by the author, numerous three-dimensional tab-

leaux built by Tuulikki Pietilä, and a library filled with Moomin literature.

Iittala & Arabia Design Centre

Take a deep dive into two of Finland's best-known design and lifestyle brands, Iittala and Arabia at this design centre, the newest addition to Helsinki's dynamic art and design scene.

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Destination **Spain**

Keeping to the beat in China

Spain is maintaining its usual destination promotions in China to keep Chinese travellers and agent partners keen. By **David Ing**



Cadaques on Costa Brava, Catalonia, Spain

Alberto Zamora/Shutterstock

Official tourism figures, at first glance, show that Chinese arrivals had slipped to 374,000 in 2016 from 400,000 in 2015. However, a ministry spokesperson interviewed by *TTG Show Daily* insisted that the numbers do not paint an accurate picture because there was a change in data collection method.

According to the spokesperson, arrival figures up till September 2015 were gathered by the ministry from border controls. Thereafter, the duty was passed on to the

National Statistics Institute.

A more realistic view, according to the spokesperson, can be gleaned from looking at the number of nights that Chinese visitors spent in hotels and the percentage of Chinese against total international arrivals.

In 2016, overnight stays by Chinese travellers numbered 1.3 million, up 23.2 per cent over 2015, while Chinese visitors made up 0.6 per cent of total visitorship.

"These percentages have virtually trebled in five years. In 2011 the contribution

of the Chinese market in both variables was 0.2 per cent," explained the spokesperson.

A ministry visitor survey also showed that 78 per cent of Chinese travellers visit Spain for pleasure, although China is also the third biggest source market for business visitors.

Their favourite destination is Catalonia and its regional capital of Barcelona which attracted 51 per cent of all Chinese visitors, followed by national capital Madrid at 32 per cent and the southernmost

region of mainland Spain, Andalucía, at nine per cent.

It comes at no surprise that 72 per cent of respondents said their main interest in Spain was shopping. Cultural visits came in second place at 65%. Only 26 per cent of respondents were drawn to Spain's beaches.

Looking ahead, the ministry expects growth in Chinese arrivals, drawing its confidence from the rising number of direct flights between China and Spain. In 2016, non-stop services connecting the two countries tripled to six. Two more are scheduled for 2017.

However, the ministry has declined to share its targets for China.

What it would share is Turespaña's destination marketing plans, saying that the NTO would be continuing with its ongoing campaign through its offices in two major Chinese cities, Beijing and Guangzhou.

The spokesperson said more than 200 activities to promote Spanish destinations and products were carried out in the Chinese market between 2015 and 2016.

"That included activities with the press by strengthening the image of Spain among these opinion leaders and keeping them abreast with what is new; with travel agents to improve their knowledge about the destination and supporting them in selling the products; and digital marketing campaigns targeted at the end-consumer," said the spokesperson.

Given that China is still regarded as an emerging market, some 37 per cent of the tourism drive is aimed at backing the image of Spain (through the *Marca España* branding), with an emphasis on cultural visits, shopping and gastronomy.

Products to watch

The Soho House, Barcelona

Set in a striking 18th century building in the historic Duc de Medinaceli square and overlooking Port Vell marina, Soho House Barcelona offers 57 luxurious bedrooms, club spaces, a roof terrace, a Cowshed-managed spa, a gym and two pools. The interior adopts an eclectic style that is both elegant and bewilderingly chic.

Park Hyatt Mallorca

The five-star Park Hyatt Mallorca opened last year in a tranquil valley. Guests can choose to stay in one of 142 spacious guestrooms with furnished terraces or 16 suites with views over the valley of Canyamel. Gourmet indulgences can be had at one of four restaurants that source most of its ingredients from neighbouring farms and ports. Serenitas Spa dangles massages and beauty treatments using the island's minerals, herbs and fruits. For high-end incentive and meeting programmes, the hotel offers an array of meeting spaces.

Málaga

Chinese visitors are not normally attracted to beaches but in the port city of Málaga they can get a taste of the Mediterranean Sea while enjoying plenty of night-life, dining and shopping opportunities. Cultural attractions here include the Picasso Museum which



Park Hyatt Mallorca

houses one of the most extensive collections of artworks by the Spanish artist Pablo Picasso, and the Renaissance-styled Cathedral of Málaga. Southwards along Málaga's Costa del Sol is Marbella city, where visitors can visit the famous Puerto Banus marina, head inland for the mountains or play a round of golf on one of the region's courses.

Ibiza

While the island of Ibiza is known in Europe as the ultimate in party islands, it has also seen a surge in the presence of wellness companies. The island has even launched a wellness campaign this year for travellers who want to top up their health while on holiday.

Here's one to start –The Body Camp, a luxury retreat where participants can par-

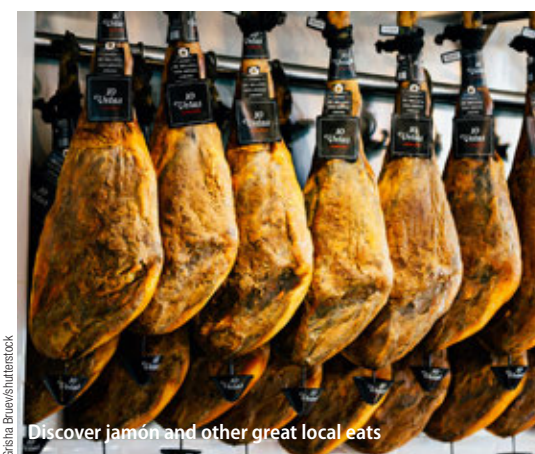
take in weight-loss programmes, meditation and healthy cooking classes.

Active allures

Most sporting enthusiasts are attracted to Spain where golf and water sports can be enjoyed throughout the year in many regions thanks to the lovely climate. For hiking enthusiasts, a trip to the volcanic island of Tenerife, for instance, can include a climb down a steep canyon ending at a small beach backed by 450m high cliffs known simply as Los Gigantes (the Giants) before being picked up by a boat for an onboard lunch.

Miguel Cervantes tours

Spain has a rich history, especially from the



Grisha Buew/Shutterstock

Discover jamón and other great local eats

days of its famous author, Miguel Cervantes, who died in the early 17th century. To help visitors relive those times, several towns arrange tours led by guides dressed in authentic costumes of that time. Tours calls at Alcalá de Henares where Cervantes was born and Chinchón which turns into a bullfight arena in summer.

Gourmet draws

Spain is increasingly recognised for its cuisine, especially those originating from the southernmost region of Andalucía where a variety of produce are grown (strawberries and avocados) and harvested (seafood). Visitors to the regional capital, Seville, can take a tour of traditional shops and winery before ending with a dine-around at a market.



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Destination Japan

Extending the tourism boom

Relaxed visa requirements, diplomatic tensions in South Korea are helping Japan grow Chinese arrivals. By **Julian Ryall**



The Hakone area is especially popular for travellers due to views of Mount Fuji

Across the board, 2016 was a very good year for Japan's inbound tourism industry, with more than 24 million foreign arrivals. That figure was a remarkable rise of 21.9 per cent on the previous year, but that increase was eclipsed by the 27.6 per cent more Chinese who arrived during the year.

If the Japan National Tourism Organi-

zation's (JNTO) statistics for the early months of this year continue their upward trajectory, 2017's arrivals from China is shaping up to be even better. In February alone, Chinese arrivals stand at 509,100, an increase of two per cent year-on-year.

"There have been two main reasons that we have pinpointed for the increase," said Hiromi Watanabe, who focuses on east Asia as assistant manager of the JN-

TO's inbound promotion department.

"Relaxation of visa requirements, or, in some cases, full exemption, have played a part, as has the increase in visitors arriving aboard large cruise ships," she pointed out.

And as Chinese become more seasoned international travellers, their areas of interest are changing, Watanabe suggested.

"The Golden Route of Tokyo, Kyoto and Osaka is still popular among groups of travellers and first-time visitors, although we are also seeing a significant rise in the number of FIT arrivals, with Chinese tending to visit one area but being very thorough about what they see and do," she added.

One particularly popular area seems to be the mountain town of Hakone, famous for its lakes and views of Mount Fuji. That particular figure may be skewed however, by Chinese visitors returning to the town if they are unable to get a glimpse of Japan's most iconic peak, which is notorious for disappearing into the clouds in the summer months.

Chinese travellers are also keen to experience hot springs, Japanese cuisine, history, art and nature. Many want to see the day-to-day lives of local people or seek out a unique experience rather than visiting places that celebrities have been to.

To keep them coming back – particularly younger travellers – the JNTO is making efforts to promote local cultural experiences and Japanese cuisine.

And while the heady days of Chinese tourists going on binges of *bakugai*, meaning explosive shopping, Hiroyasu Shima, director of sales at Triangle Japan, said that a visit to the shops is still a visi-

tors' priority.

"The numbers of Chinese travelling to Japan are increasing steadily for us," he said. Shima further pointed out that Japanese destinations might benefit from the current diplomatic dispute between China and South Korea.

"They may not be buying the big and bulky electrical products that they were snapping up a few years ago, but they're still keen to spend," said Shima. "Now they are buying everyday items, such as cosmetics or household goods to take home."

Okinawa appears to be making the most of its proximity to China, as well as an initiative by the Japanese government that provides a three-year visa waiver for Chinese travellers who visit the prefecture first, and are then permitted to go on to other destinations in mainland Japan.

"Interestingly, this has stimulated quite a lot of repeat visitors from China who might not have come to Okinawa but did so to qualify for the visa but later wanted to come back again," said the general manager of one of the prefecture's most luxurious hotels.

"For Chinese living in Shanghai, Okinawa is closer than Hainan island and the prefecture has been very active in sending out a positive message that Okinawa welcomes Chinese travellers," he said.

Cruise ships are another important and growing source of Chinese arrivals, with plans afoot to expand and upgrade docking facilities at the port of Motobu on the north-west coast of the island. Similarly, work is under way to add a second runway to Naha International Airport to increase capacity.

Products to watch

Legoland Japan

Legoland Japan recently opened in the Nagoya's Kinjofuto district on April 1. The 9.3ha theme park will include a scale replica of Nagoya Castle and other famous buildings from around the world, all made from Lego bricks. The park will also have a merry-go-round and a 50m-tall tower that provides a panoramic view. As well, a Legoland hotel is scheduled to open nearby in 2018.

Rikuzentakata homestay programme

The town of Rikuzentakata has introduced a unique homestay programme for foreign visitors, designed to give them a taste of local residents' lives while learning about the earthquake and tsunami that battered the town six years ago. Visitors are able to stay in the homes of local fishermen, farmers and the owners of small businesses, while witnessing the reconstruction of the town.

Huis Ten Bosch

The operator of the Huis Ten Bosch theme park in Nagasaki Prefecture is developing spherical capsules – which double up as accommodation – that float to an island in Naruma Bay overnight. The capsules will have bedrooms in the upper half and each unit will be able to accommodate four people. Guests will be charged between \$US260 and \$US330 a night.

Train Suite Shiki-Shima

The 10-car Train Suite Shiki-Shima is the latest addition to Japan's selection of luxury trains, with tickets costing around US\$8,000 per person for a three-night trip. The train will travel routes in northern Japan, and visit destinations like Tohoku and Hokkaido.

Operated by East Japan Railways, the company is also offering one-night trips. Travellers will also have access to an exclusive terminal lounge in Tokyo's Ueno Station before the journey.

Duty free shops in Narita International Airport's arrival halls

Revisions to Japan's taxation system – to be introduced this spring – mean that duty free shops could open in the arrival halls of Japanese airports in a few months time.

Officials at Tokyo's Narita International Airport have confirmed that they are exploring areas on the arrivals concourse that could be utilised for duty free outlets, with liquor, cosmetics and tobacco products expected to account for the bulk of the products available.

Ota Ward

Tokyo's Ota Ward is less famous for its tourist attractions than for being the gateway to the city, through Haneda Airport.

To change the district's image, local

authorities have launched a campaign to encourage people killing time between connecting flights or who have arrived early for a flight to take a closer look at the neighbourhood. New leaflets in Chinese, English or Japanese showcase a selection of local restaurants, public baths, temples and shrines, and include discount coupons for patrons.

Tashima

An entire island in Nagasaki Prefecture has been made available to rent by groups for 150,000 yen (US\$1,359) a day or 300,000 yen for an overnight stay.

Tashima is a small, uninhabited island with facilities for camping, fishing and exploring. It is accessible via a five-minute boat trip from the town of Saikai.



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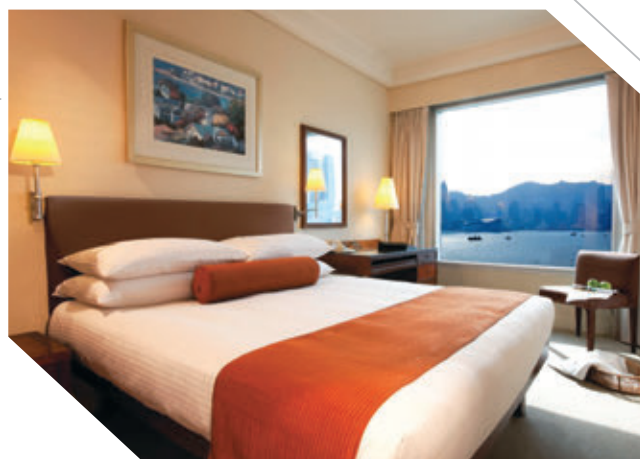
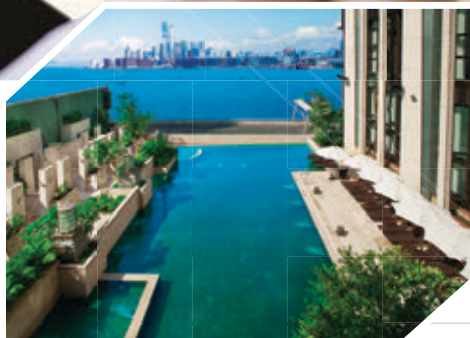
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Destination Malaysia

Malaysia steps in the right way

Friendlier visa policies, better air access deeper into Malaysia a winning recipe for raising Chinese arrivals. By **S Puvaneswary**



AsiaTravel/Shutterstock

in business from China. Many enquiries were for beach resorts in Langkawi and Mersing. Direct flights to Langkawi and Johor cuts travel time and reduces travel cost for his clients.

Chan said: "Three to five years ago, the trend was for Chinese tourists to visit cities such as Kuala Lumpur and Penang for shopping and city stays. Now we are seeing a growing interest for beach stays."

To generate greater interest among the Chinese and help drive business to its members, Malaysian Association of Tour and Travel Agents (MATTA) is organising several sales missions to key Chinese cities this year in collaboration with Tourism Malaysia. Two sales missions were already conducted in March to Shenzhen and Guangzhou, and more will follow in Beijing, Shanghai, Chengdu and Chongqing. Malaysian hoteliers are also doing their bit too.

The Andaman, a Luxury Collection Resort, Langkawi has Mandarin speaking customer-facing staff, while food menus and in-house collaterals are available in Mandarin. During certain periods of the year, the resort extends special room offers specially to the Chinese market, according to Iskandar Zulkarnain, director of sales & marketing at the property.

While leisure bookings from China rose 17 per cent last year over 2015 at Le Méridien Kota Kinabalu, Shona Labasing, director of business development believes that Sabah needs to improve destination awareness and tourism content in China to further grow arrivals for 2017 and the future.

To grow its share of Chinese leisure business, The Westin Kuala Lumpur works with key online wholesalers from China and will continue to support local agents with an eye on the Chinese market by organising familiarisation visits for product managers from China and key decision makers, shared the hotel's director of sales & marketing, Susan Yap.

Improved air access to Malaysian resort destinations is bringing more Chinese footfalls to places like Langkawi (pictured)

Chinese arrivals to Malaysia in 2016 totalled 2.124 million, exceeding the Malaysian government's target of two million and leaping 26.7 per cent over 2015 figures. The strong performance was seen by inbound agents specialising in the Chinese market too, with interviewed agents reporting growth of 10 to 15 per cent.

Chinese interest in Malaysia is partly attributed to the introduction of visa-free entry for Chinese nationals starting from March 2016 as well as improved direct air access between secondary cities in China and Malaysia.

Encouraged by the positive results of the visa-free policy, the Malaysian gov-

ernment has further extended the programme to December 31, 2017.

Low-cost connections, such as AirAsia's commencement of four-weekly Guangzhou-Langkawi services on January 24 and daily Guangzhou-Johor Bahru on May 29 last year, have been credited for boosting China inbound numbers for Malaysian tour operators.

Raaj Navaratnaa, general manager at New Asia Holiday Tours & Travel, Johor Bahru, told *TTG Show Daily*: "With the new services we saw a 10 per cent increase in business from China in 1Q2017 over the corresponding period in 2015."

Tackling the burgeoning Chinese market from a different angle, New Asia pack-

ages are built with millennials keen on soft adventure and culture in mind.

"We offer attractions such as mangrove walks at Tanjung Piai, cycling tours around homestays in Desaru, and an opportunity to watch the Chingay parade in Johor Bahru and Muar as well as Indian fire-walkers at the Arulmigu Sri Rajakalliamman Glass Temple in Johor Bahru during the Indian New Year," said Raaj.

According to Raaj, prior to AirAsia's direct services from Guangzhou, it was a challenge to attract Chinese tourists to Johor Bahru.

John Chan, business development director at Kris International, said his company recorded a 12 per cent increase

Products to watch

Hotel Jen Puteri Harbour, Johor

Hotel Jen Puteri Harbour, Johor has introduced 12 Hello Kitty themed rooms. Designed in partnership with Sanrio, the themed rooms revolve around three themes based on the swashbuckling Sailor, the romantic Pink Series, and the magical Hello Kitty in Oz. The rooms are available in two categories – deluxe and premier. The latter are suites with themed bunk beds adjoining a master bedroom.

The St Regis Langkawi

The St Regis Langkawi is an all-suite luxury resort on Langkawi Island, offering four private overwater villas and 85 luxuriously-appointed suites. All suites offer expansive, unobstructed views of the sea from spacious terraces. The villas offer floor-to-ceiling glass panel windows with living and dining rooms, kitchenette and a spacious walk-in wardrobe. There are also six restaurants and bars.

Movie Animation Park Studios

Movie Animation Park Studios (MAPS) theme park in Perak is scheduled to open in



Design Village

June. It will be the first animation theme park in Asia, featuring over 40 attractions including rides and shows within six themed zones. This includes DreamWorks Adventure Zone and The Smurfs 'live' Animation attractions and a stunt arena, featuring South-east Asia's first Car & Bike 'live' stunt show.

ChinaHouse at the Old CourtHouse

The Old Court House Complex in Kuching, Sarawak, built in 1874, has been converted into a restaurant known as ChinaHouse at the

Old Court House. It serves western fusion and freshly made cakes. The décor is eclectic and keeps to the heritage theme. ChinaHouse is one of the few dining venues in the city with space for more than 300 diners. Outdoor thematic dinners can be arranged as it has a large courtyard area.

Kuching Heritage Trail

Kuching Heritage Trail in Sarawak, showcases the state's historical and cultural legacy of Chinese and Malay architecture and colonial buildings from the Brookes' era in the 19th century.



Hotel Jen Puteri Harbour

At the oldest temples in Kuching along the waterfront, travellers can learn a little about the religion of the first Chinese settlers. The walking trail takes around two hours and a map showing the route can be obtained from Sarawak Tourism Board.

Design Village

Design Village, an outlet mall in Penang, opened in November 2016. The 25-acre mall houses shops carrying international and regional labels at discounted prices. The 150 shops are nestled among lush tropical gardens.

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■刘霁芯=采访报道

据捷克旅游局的统计资料显示，2015年有30万中国游客到捷克旅游，占赴捷克境外旅游人数的1%，2016年中国赴捷克旅游的人数则持续维持高增长。捷克旅游局也趁势向中国市场推广捷克几个历史名城，他们都被收录于联合国教科文组织世界遗产之中，其中最著名、最受游客喜爱且规模最大的景点是四大历史名城，包括布拉格、捷克克鲁姆洛夫、库特纳霍拉和泰尔奇。

捷克旅游局上海办事处局长米德仁先生 (Mr. František Reismüller) 表示，2015年赴捷克的游客人数超2,700万，但超过1,400万人仅在捷克停留一天，虽然多数是德国、波兰、奥地利等邻国游客。但值得注意的是，中国游客2015年已超过28.5万人，每次平均停留2.7天，比邻国游客要长。

他指出，游客可以根据停留时间长短做出不同的旅游计划。若时间有限，布拉格景点较为集



↑克鲁姆洛夫小镇

中，可选择1~2天游遍布拉格。若选择深度游，除布拉格之外，不妨选择这几个世界遗产历史名城。

据其介绍，在布拉格，布拉格城堡有圣维特大教堂，老城有老城广场，以前的犹太人居住区有多座犹太会堂，而小城则有以圣尼古拉斯教堂为代表的巴罗克建筑。捷克克鲁姆洛夫充满了让人难以忘怀的魅力，不仅有蜿蜒曲折的街道、浪漫角落，还有一座宏伟的城堡，内有一个华美的巴罗克剧院。在库特纳霍拉，吸引游客的不仅有其历史中心，还有哥特式的圣芭芭拉大教堂、塞德莱茨区及圣玛利亚教堂。

若选择深度游，除布拉格之外，不妨选择参观南波希米亚和南摩拉维亚地区。捷克境内的第二大城堡就坐落于南波希米亚的克鲁姆洛夫小镇，风景非常独特。在南摩拉维亚则以中世纪古迹和美酒著称，游客在南摩拉维亚可以得到不一样的体验。南摩拉维亚的莱德尼采-瓦尔季采地区，被公认为是欧洲规模最大的一处人造景观，有巴罗克式和新哥特式两座城堡，两座城堡之间建有许多浪漫建筑，四周则是茂密的树林和宽阔的公园，体现出了英式园林风格。此外，在霍拉舍维采这个传统的村庄里，还有几十间建造于18和19世纪的建

筑，体现了原始的南波希米亚民间巴罗克风格。

一位捷克地接社业者表示，虽然目前赴欧旅游，英、法、德、意等旅游大国仍是中国游客首选，但不少已有丰富赴欧旅游经验的出行者，开始转向深度游，北欧、中欧、东南欧这些地区古迹繁多，风景秀美的欧洲二线国家成为强劲的增长点。捷克旅游的热度在迅速上升，首都布拉格是今夏赴欧游客数量增长较快的几个目的地之一。

▶航班

2016年6月，东方航空开通上海至布拉格的直航航班，加上此前已开通的北京至布拉格和成都至布拉格，目前已有三条直飞布拉格的航线，便利中国游客直接

前往以捷克为中心的东欧旅游。

▶签证

在签证方面，为提高中国公民赴捷旅游申请申根签证的便利性，2016年6月，捷克在华新增设5个签证中心，分别位在广州、深圳、昆明、重庆和杭州，加上此前在北京、上海和成都成立的3个签证中心，目前在华共开设8家签证中心。目前旅游签证获签时间约为8天左右，今年还有计划再增加更多签证中心。

▶银联卡

此外，2016年6月中旬，银联国际还与捷克最大商业银行——捷克储蓄银行合作开通所有ATM机受理银联卡，当地ATM的银联卡受理覆盖率将在年内迅速提升到40%，为到访捷克的银联卡持卡人提供便利服务。除捷克储蓄银行的ATM，当地张贴银联标识或捷克商业银行(KB)、Euronet标识的ATM已可用银联卡取款。

中国赴捷克旅游

- 中国游客占捷克境外游客的1%
- 中国游客在捷克平均停留2.7天
- 捷克在华设有8个签证中心

Los Angeles

借势电影带动 洛杉矶盼游客深入市中心

■钟韵=采访报道

到访洛杉矶的游客往往会在主要景点拍完照后，就觉得「任务已完成」，却忽略了洛杉矶市中心真正能体现城市精神的深度资源。借电影爱乐之城的带动，洛杉矶旅游局期望中国游客能顺着新的吸引物的引导，深入洛杉矶市中心，获得更充实的体验。

加州旅游局内容经理Annie Wang介绍，借势电影爱乐之城(Lala Land)的大红，洛杉矶期望

加强推广其市区观光资源。这符合其原有的推广计划，因为一直以来，从外地游客到业者，对于洛杉矶市中心都有乱和不安全的刻板印象，且由于市中心没有可让业者额外赚钱的特殊景点，旅行社也不愿意把客人往市中心带。而爱乐之城恰好在洛杉矶市中心进行了大量取景，有效带动了影迷和游客市场整体对这座城市深度资源的关注。这包括吸引全球博主前去拍摄的「网红」布



↑天使铁路

洛德博物馆 (The Broad) (该博物馆专攻当代艺术)，及其周边景点如天使铁路(Angels Flight Railway)、中央市场 (Grand Central Market)等等。这些国际

游客原一无所知的景点，经过在爱乐之城电影里的曝光，已开始借「爱乐之城之旅」等新兴线路进入旅游市场。

Annie Wang指出，洛杉矶不仅仅只有「好莱坞标志」；从环球影城、星光大道到比佛利山庄的「完成任务型」传统中国旅游方式，也不免会为其洛杉矶之旅留下太多遗憾，因此洛杉矶旅游局期望新线路的萌生，能吸引游客真正深入洛杉矶这座城市、感受

当地生活，并除了在知名景点面前拍照，更能找到各处「隐藏的宝藏」，了解这座巨大的城市里，每一区的独特个性。

比如体现西岸冲浪文化和次文化、洋溢着嬉皮风的威尼斯海滩，或者在临近的圣塔莫妮卡游览各个精致的精品商店、时尚酒吧和餐厅，抑或是在西好莱坞见识当地人对LGBTQ的开放和接纳。这些资源对于自由行游客来说，都能提供充实的精神满足感，也是洛杉矶旅游局期望未来加强推广的方向。

Sharjah

■张广文=采访报道

沙迦强化双边业者交流活动

阿联酋-沙迦商务和旅游发展局计划自去年起即在中国启动大型旅游推介路演，旨在让更多中国旅游业者在轻松惬意的社交洽谈氛围中，了解阿联酋第三大酋长国沙迦的旅游资源，并视沙迦为潜力巨大的新兴目的地。

沙迦旅游局2021年目标接待游客总数为1,000万人次。沙迦很重视中国市场，中国人懂得欣

赏文化，所以沙迦在机场、导游、酒店等各个方面，都为中国旅行者准备了特殊的服务，让热情友好的沙迦人民欢迎华人到访，也让中国游客可以在快乐的环境中体验沙迦。

在几次的交流活动中，沙迦旅游局邀请当地多家地接社、酒店与度假村、景点业者出席，分享当地的资源、特色、签证、航班等最新旅



游信息，提供对于沙迦旅游吃住行娱购的详尽透彻一站式解答。同时并展示沙迦丰富优秀的旅游资源以及优异的地理环境，从文化、节日和酒店到交通，让人们对这个旅游目的地有了更深入的了解，搭建有效的沟通平台，以利双方业

者就中国出境旅游深度化和优质线路，进行开发。

一名广州旅行社业者表示，沙迦被联合国教科文组织钦点为「阿拉伯世界文化之都」，在文化旅游方面尤为凸显。它还是阿联酋唯一一个拥有2个海岸的酋长国，荒漠与浩瀚的强烈反差造就了奇特的景观。作为「阿拉伯旅游之都」，沙迦包括了首府沙迦市、迪巴、豪尔法坎等城镇，完全能够满足企业、团队、家庭、亲子、蜜月各种类型的游客，而且奢侈品价格比迪拜便宜15%以上，是个隐秘的购物天堂。对旅行社来说，沙迦非常适合作为

阿联酋旅游的起点和住宿点。

据了解，沙迦面积约2,600平方公里，主要部分从波斯湾南岸的狭窄海岸伸向内陆，直到扎伊德绿洲及其以南，由于国土分散，沙迦与联合酋长国其他国都相毗邻。沙迦市距迪拜9公里车程，是当地政治、经济和文化中心，也是酋长国王室及主要政府部门的所在地。目前虽然中国游客还不熟悉其独特性，不过，喜爱尝鲜的中国一线城市游客，一直都在找寻新兴目的地，现在有了沙迦这个选择，旅行社可设计出不一样的体验行程。



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Las Vegas

北京直飞航线开通
拉斯维加斯盼成中国市场美西新门户

■钟鈞=采访报道

海南航空北京—拉斯维加斯航线于去年12月正式开通。此条航线的开通将吸引上百万潜在中国游客赴拉斯维加斯旅行，也将助力拉斯维加斯在未来十年，实现国际游客量增加30%的目标。

这是中国大陆至拉斯维加斯的首条直飞航线。该条航线采用波音787-8豪华宽体客机，每周一、三、五执飞，设有公务舱36座和经济舱177座，全舱配有个人触摸式液晶电视娱乐系统。这是海南航空2016年继长沙—洛杉矶、北京—卡尔加里之后开通的第三条北美航线，使海航北美航线总数达十条。

开航仪式上，海南航空市场营销副总裁侯伟说道，「中美两国具有悠久的历史文化及丰富的旅游资源，为促进两国旅游经济的发展、文化交流及友好往来，中美两国共同举办了“2016中美旅游年”近百项活动。对于跨越太平洋的两国来说，民航是旅游交流的重要方式，北京—拉斯维加斯直飞航线的开通，对中美两国的深度交流有着促进作用。」

内华达州南部最高官员Lawrence Weekly说道，旅游业为拉斯维加斯贡献了 36 万工作岗位和创造了 510 亿美元经济



↑拉斯维加斯麦卡伦国际机场

济收益，是拉斯维加斯经济的重要支柱。「中国被认为是拉斯维加斯游客人次增长最快的市场之一，新航线的推出将吸引上百万潜在游客前来拉斯维加斯旅行。这条新航线也给我们带来更多的潜力，让我们有信心吸引更多的中国游客。」

拉斯维加斯会展和观光局局长Rossi Ralenkotter表示，中国作为拉斯维加斯国际游客的重要市场，近10年来中国游客到访拉斯维加斯的人数增长迅速。此条新航线作为中国至拉斯维加斯的首条直飞航线，将带给国际商务游客和休闲游客更多便捷，也为拉斯维加斯接待更多中国游客提供了有利条件。该航线预计将为内华达州南部地区带来每年3,350万美元的旅游直接收入，同时助力拉斯维加斯年访客量再创新高。

据了解，2015年，拉斯维加斯接待了超过36.3万中国游客，中国是拉斯维加斯第六大海外旅游客源市场。新航线的推出将吸引上百万潜在游客前往拉斯维加斯

旅行，也将大大有助于未来十年拉斯维加斯实现国际游客量增加30%的目标。海南航空波音787梦想客机可容纳289 名乘客，北京至拉斯维加斯每周三个航班。

麦卡伦机场
国际旅客吞吐能力翻番

随着首条中国直飞拉斯维加斯的航线开通，拉斯维加斯麦卡伦国际机场已落实诸多服务中国游客的举措，助力会展和观光局使拉斯维加斯成为美国西部新门户。拉斯维加斯会展和观光局，也将更积极发展中国市场。

拉斯维加斯会展和观光局局长Rossi Ralenkotter介绍，会展和观光局已启动了多项中国市场营销计划，包括邀请中国旅游业界

赴拉斯维加斯进行资源考察、利用传统和社交媒体传播其最新资源和活动动态、透过其中国办公室寻找与旅行社联合营销的机会及一同制定吸引中国游客到访的策略。今年夏季，会展和观光局将携同当地酒店、景点等资源供应商到访中国北京、上海等五个城市进行培训路演，加深业者对个别旅游产品及大峡谷和锡安国家公园等周边景点的认识——2016年12月3日刚正式开业的威龙东方度假村，因专供亚洲市场（尤其中国市场），特别值得瞩目。


2016年，拉斯维加斯接待约4,300万国际游客，其中，中国市场在2015年逾36.3 万的基础上，再增长5%~7%。

为助力拉斯维加斯在直航开通后的2017年于中国市场取得更亮眼的成绩，麦卡伦国际机场也投入了巨大心力，以期「机场」成为中国客人愿意以拉斯维加斯为美国新门户的原因之一。

拉斯维加斯麦卡伦国际机场首席营销官Chris Jones介绍，考虑到未来中国、巴西等全球新航线将陆续开通，麦卡伦国际机场四年前便完成了投资24亿美元的第三航站楼增建计划，新航站楼面积约17.6万平方米、拥有14个登机口。此时，曾专为本地航线服务的另一块区域也正在进行扩张。至今年初，麦卡伦机场的国际旅客吞吐能力较之前翻上一番。

「从机场的角度，」Chris Jones说道，「我们视自己为中国游客到访拉斯维加的第一印象和最终印象。」因此麦卡伦机场不仅建了微信公众号，让中国客人到达之前就能熟悉机场概况，也在机场内全面使用中文指示牌和张贴相关信息的图文介绍（比如提醒客人美国机场有中国不常见的缉毒警犬、为客人指引转乘方向或计程车等候处等），甚至聘请了中文「大使」在机场各处随时为中国客人提供协助。

「如果客人从别的机场入境美国、从拉斯维加斯返家，我们的期望是，客人会因为拉斯维加斯的机场体验更好，而在将来他们回访或亲朋好友初访美国时，都以此为门户。」他表示。



拉斯维加斯

- 旅游业创造了**510亿**美元经济收益
- 海南航空**北京—拉斯维加斯**航线是中国大陆至拉斯维加斯的首条直飞航线，该航线预计将为内华达州南部地区带来每年**3,350万美元**的旅游直接收入
- 2016年接待**4,300万**国际游客，未来十年，目标国际游客量增长**30%**
- 麦卡伦国际机场持续投资，旅客吞吐能力于2017年增长**一倍**

Cruise

■刘露芯=采访报道

公主邮轮盛世公主号 5月开启海上丝绸之旅

专为中国市场量身定制的大师级奢华邮轮「盛世公主号」，于2017年4月正式首航，从意大利罗马出发，在运营七段地中海航线后，将于2017年5月21日开启「海上丝绸之旅」，航线途经古地中海霸主罗马、雅典卫城、古埃及、迪拜、东京和厦门等地。

值得注意的是，盛世公主号的海上丝绸之旅，于5月开始的行程中每个港口都是首次停靠，其中不少备受期待的目的地包括：地中海地区的雅典卫城、爱情海和拥有世界上最美日落和最壮阔海景的圣托里尼；在西亚、中东和南亚地区途经阿联酋、贸易之都现代感的迪拜；海上丝绸之旅继续前往东南亚地区，包括马来西亚吉隆坡、柬埔寨、泰国曼

谷等地，最后停靠厦门，进入中国的首个停靠港口，之后途经台北、东京、大阪和首尔，并最终抵达上海。

据公主邮轮介绍，公主邮轮凭借旗下17艘现代邮轮的运营经验，已打造自身品牌的大师级奢华邮轮体验和国际化宾客服务。

米其林三星餐厅主厨

举例来说，盛世公主号作为目前在华运营的航线中，是唯一一艘同时由两位米其林星级主厨担纲晚餐功能表设计的邮轮，拥有米其林三星餐厅主厨Emmanuel Renaut打造的La Mer-雷诺的法式餐厅，以及米其林星级主厨Richard Chen担任行政主厨的观澜轩中餐厅；穿上提供服务的船员均来自五星级酒



（提供：公主邮轮）

店、奢华度假村以及全球各大邮轮公司，并再经由公主宾客尊享服务的深入培训。

在硬体设施方面，盛世公主号80%以上的舱房配备私人阳台，所有舱房均配备由睡眠专家迈克尔·布鲁斯（Michael Breus）量身定制的公主奢享睡床，为宾客打造极致舒适的海上睡眠体验；星空影院拥有中国市场上最大的邮轮影幕，而海上水光秀也是公主邮轮业内首

创，更有两场别具风格的拉斯维加斯歌舞秀：爱在游乐园（Fiera）与奇妙旅程（Fantastic Journey）；此外，盛世公主号还设计了国内首创的海上全透明玻璃海景廊桥和海景酒吧。位于邮轮中心的中庭广场则全天上演现场娱乐表演。

为中国游客定制服务

此外，专为中国游客设计的定制服务，从龙虾与点心吧、筷乐面吧、清香阁、海景露台鲜饮吧，到海上豪华KTV包厢，以及设有自动麻将桌的游艺沙龙等。

盛世公主号是在意大利著名船厂芬坎蒂尼船厂（Fincantieri）所建造。2017年4月4日，盛世公主号将正式首航，从意大利罗马出发，运营七段地中海航线，提供为期5天至28天的地中海航次。

2017年5月21日，盛世公主号将从罗马再次启程，执航两段共49天的海上丝绸之旅，访问包括迪拜、新加坡、香港、厦门在内的22个港

口，最终于7月抵达全新母港——上海，随后将开启首个中国航季，前往亚洲众多目的地，探访日韩众多热门港口，为中国宾客带去国际化的奢华邮轮体验。

此外，公主邮轮旗下其他邮轮还提供了64条独特航线，共153个航次，前往27个国家。通过深夜启航（晚上9点之后）、过夜停靠及两日游等方式，延长邮轮在港口的停靠时间，宾客既可以在白天参观岸上景点，也能够体验部分精选目的地的夜生活，比如在欧洲航季深度岸上观光项目的亮点包括在都柏林及圣彼德堡的过夜停靠，以及在超过15个国家的晚间停靠。

为了拓展中国市场，去年下半年，公主邮轮特别举行「盛世公主号欧亚尊享之旅」旅业推介会活动，以上海为首站，先后到访广州、深圳、成都、昆明、北京等城市，邀请旅行社合作伙伴了解最新盛世公主号2017年航程。

Serviced Apartment

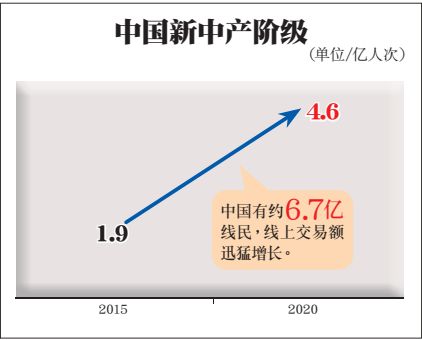
雅诗阁战略合作创新旅游平台 开发年轻化商旅客群

■刘霏芯=采访报道

新加坡综合物业运营商凯德集团旗下服务公寓业主及运营商雅诗阁，近期在大中华区积极创新，持续与互联网及科技巨头展开合作，前瞻性布局，包括战略携手飞猪、途家网等线上平台，拓展线上管道。此外，旗下物业陆续开通支付宝，智慧化便捷服务升级住客体验，也同时不断寻求线上科技服务方面的合作，期望为更多年轻化商旅族群服务。

目前，雅诗阁中国将旗下30余家国内物业已全面登陆飞猪平台雅诗阁官方旗舰店，另外，雅诗阁也精选大约50多个海外物业在飞猪平台上通过套票形式销售，消费者可以再雅诗阁官网进行入住预订；双方还计划利用各自的资源优势，推出各类旅游推广活动和定制化的度假产品。

雅诗阁北亚区董事总经理吴洵杰表示，通过线上旅游平台吸引更多的买家和租客，可消化旗下物业的存量，利用平台流量提升销售，也能够使销售管道更加多元化；另一方面，通过这些平台也可以扩大雅诗阁的受众覆盖，让更多人知道雅诗阁，提升雅诗阁品牌在中国的影响力。随着中国旅游业的快速增长，在国内的客户在出境旅游到国外也会选择雅诗阁物业，在伦敦、新



加坡、马来西亚、泰国等知名旅游目的地都有雅诗阁的产品。虽然在大中华区旗下物业主要还是以企业常住客源为主，但是位于二线城市部分经济开发区的物业，平日住客率高，但是周末和短假期的入住率就可以通过部分短租，提高物业出租率，未尝不是提高物业收入的好方法。

加快雅诗阁发展O2O业务模式

他进一步表示，中国拥有将近6.68亿网民，有世界最多的互联网用户，而实际上，越来越多中国消费者出游方式在转变，越来越倾向于通过社交管道和网页来完成旅游出行的浏览、预定和支付。随着中国游客越来越重视科技与独立性，他们更愿意自己定制旅游计划，2014年70%的出境游客选择自行安排旅行计划，而非加入旅游团。

看到未来自助旅游的增长趋势，雅诗阁品牌2016年开展与阿里旅行和途家的战略合作，估计可加快雅诗阁融入互联网+大潮，发展O2O业务模式，让雅诗阁生活方式借助更多线上管道，惠及更多大众。

有资料指出，2015年中国新中产阶级规模达到1.9亿，到2020年，新中产阶级的人数将增至4.6亿，该群体的扩大将带来旅游人次、旅游交易额、旅游频次的大幅增长。另外据飞猪统计资料，目前飞猪使用者数已超过2亿，App下载量逾1亿，做到了线上旅行全球第四大交易规模。据其预计，飞猪2016年的交易额应超过千亿元。

家庭休闲游客认可服务式公寓

雅诗阁大中国区区域总经理陈志商先生也表示，作为全球最大的服务公寓业主及运营商，雅诗阁致力于发力智慧化手段和数字化平台，以满足持续变化的市场需求。由于服务公寓空间宽敞，私密性好，又能提供星级酒店的服务，更多中国籍家庭休闲游客开始认可服务式公寓产品，并且上升势头强劲，年轻客群更是其中不可忽视的力量。着眼于互联时代的用户需求，雅诗阁不断开拓新的线上预订管道，为顾客带来更多选择。目前，雅诗阁已通过多

元新兴管道，令客户尽享轻松便捷的预订与线上服务。借助飞猪和途家两家极具潜力的数字化平台，满足更多圈层客群的品质住宿需求，让雅诗阁生活方式可影响更多大众。

提供住+行的产品打包模式

另据了解，滴滴出行近日还与雅诗阁品牌母公司凯德集团签署战略合作协议，开展中国地区合作，使智慧出行点对点深入购物中心、办公楼和住宅等便捷服务，计划在凯德集团旗下物业建立滴滴车站，为双方用户提供更加便捷的出行服务。双方将联合探讨打通线上线下营销，举例来说，当用户搭载滴滴前往凯德旗下商场时，将收到滴滴和凯德联合提供的优惠大礼包，包括打车券和商家券等，让用户在购物之前就对促销活动尽在掌握，还可使用打车券以优惠价格结束购物之旅。此外，滴滴专车、滴滴租车将面向全国多个城市为凯德星（凯德旗下O2O平台）会员提供专属用车大礼包。

另外，在服务式公寓方面，滴滴将为凯德集团旗下的雅诗阁公寓住客提供乘车福利，或将提供住+行的产品打包模式，为顾客提供个性化定制出行服务的可能性。

Rail Travel 欧铁集团发布全新线上培训课程 2017年新产品问世

■李佩纯=采访报道

Eurail欧铁集团发布了全新欧铁通票专家线上培训课程，并分享对于中国旅客市场洞察及2017年旅游新产品，借以吸引更多中国自由行旅客。

Eurail欧铁集团亚洲经理丁一女士表示，欧铁集团联合荷兰旅游局和Rail Europe在中国进行共同推广，并发布针对中国代理商和旅行社的全新欧铁通票专家培训课程。欧铁通票专家线上培训课程，按产品知识和亮点系统分类，内容量身制作。

此外，欧铁集团还将定期更新推荐线路及目的地精彩推荐，并向代理商传授销售欧铁通票的技巧。该线上平台采用屏互通，学员可以随时随地浏览及学习课程，并可以邀请同业参与。

欧铁通票专家线上培训课程既适用于将接触欧铁产品的新代理，亦适合于经验丰富的代理们，完成学习并考核通过的学员即可获得丰厚的奖品。所有正在销售，或有兴趣销售欧铁产品的代理商，均可使用此中文平台（www.eurailexpert.com），线上进行欧铁产品的了解与学习。

Eurail欧铁集团市场及公关部经理Nadine Koszler女士表示，欧铁通

票有自由、灵活、多样化、真实及额外福利等五大优势。集团网路涵盖28个国家，与超过35家铁路及邮轮公司合作，线路遍及1万座欧洲城镇和村庄，共有超过25万公里的铁路线，每年服务超过33万旅客。欧铁集团额外福利优惠遍布欧洲每个角落，包括咖啡馆免费甜品、奥特莱斯折扣、酒店及博物馆和景点、电话卡、WIFI及城市卡折扣等优惠。

根据欧铁集团的统计，2016年全球有约30万游客使用欧铁通票，总票面价格约6.3亿人民币。当前，可以看到几大旅游趋势风向是，有越来越多中国游客选择欧铁通票进行深度游，2016年中国市场单国通票整体增长37%，其中，北欧四国和西班牙备受追捧，北欧各国通票平均增长超过50%；西班牙单国通票则增长近2倍。据分



析，享受窗外风景是旅客选择列车旅行的主要动机，搭乘火车比较舒适、体验当地人交通方式及能够快速到达市中心等因素，都是旅客选择火车的原因。

此外，德国、瑞士、意大利是欧铁全境通票持有者最喜爱的国家，意大利的几座城市也深受中国旅客青睐。

在2017年新产品方面，今年 欧铁集团牵

手连接伦敦和欧洲大陆的知名高速列车-欧洲之星，欧铁通票持有者可以使用通票乘坐欧洲之星列车，往返于伦敦与巴黎或伦敦与布鲁塞尔之间。此外，欧铁集团推出了全新一国通票--欧铁法国通票，以及意大利和瑞士欧铁自选通票；欧铁通票现也包含冰川列车，旅客可以从采马特到达沃斯/圣莫里茨。

萨尔茨卡默古特-达赫施泰因世界遗产区
传统以及欧洲中部令人叹为观止的风景

**dachstein
salzkammergut**

位于上奥地利的萨尔茨卡默古特将为您带来终身难忘的体验。具有 7000 多年古老历史的萨尔茨卡默古特-哈尔施塔特-达赫施泰因世界遗产区位于盐矿区附近，距离莫扎特之城萨尔茨堡仅数公里。这一地区由哈尔施塔特、巴德格依斯恩、戈绍和上特劳恩四个部分组成，是真正的自然和文化珍宝。于 1997 年被联合国教科文组织列入自然遗产名录。在壮丽的山峦和闪耀的湖泊之间，您可以发现大自然呈现出的独特风景以及人文和传统在时间的长河中形成的风景。

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Germany 德国旅游年度重点：宗教、城市、文化

■钟韵=采访报道

借今年宗教改革运动 500 周年之机，德国国家旅游局日前宣布将以「路德 2017 – 宗教改革运动 500 周年」为全年推广主题。德国国家旅游局北京办事处首席代表李朝晖介绍，1517年于德国发起的「宗教改革」不仅对西方世界影响深远，从市场角度，以此为推广主题也有其道理：全球新教徒人口目前约有4个亿（相当于全球总人口4.8%），且多数分布于北欧、北美等德国客源国，具有市场开发潜力；在亚洲，韩国的新教徒比例也相当高。

为筹备此主题，2012年起德国国家旅游局便做了大量的研究和准备工作，今年并正式推出追寻



↑马格德堡

宗教改革发起者马丁路德的生活与时代、旅行、愿景和现实等八条主题线路，以此带出柏林、马格德堡、法兰克福、艾森纳赫、阿尔滕堡、莱比锡、德累斯顿等德国各地人文、艺术旅游资源，同时为熟悉德国的游客提供重访德国的新视角。

不过不可否认，对于中国市场来说，「宗教改革」引起的游客反响恐怕不会如欧美市场来得大。因此除了以全年主题唤起对「文化旅游」感兴趣的人群的关注，德国国家旅游局北京办事处针对中国市场也会持续推广近年重点「自驾和购物」，并鼓励游客于安卓或苹果应用商店下载去年德国国家旅游局和德国汉莎航空共同推出的「自驾与购物」手机应

用App。该App可一站式解决各种德国旅行的需求，并内置社交功能。

「城市和文化」会是另一项推广重点；这将主要体现在与「德国魅力名城」合作的推广活动中。

在年度计划中，B2C方面，德国国家旅游局今年首次与爱奇艺合作，开通了「德国频道」，并将持续保持在社交媒体上的活力。

B2B方面，除了日前陆续于南京、

杭州、厦门、重庆和成都举行的春季旅游推广会以及全年于各地举行的签证说明会，还包括5月份在纽伦堡举行的GTM德国旅游交易会及在上海举行的ITB China、10月于北京和上海举行的Franken Event及11月份的年度路演。

据介绍，2015年德国间夜数第六次创纪录，达近8千万总间夜数，同比增长5.4%，然2016年因政治、经济、安全等因素影响，其成长显著放缓，总间夜数同比增长不到2%。尽管如此，据最新资料显示，2016年中国游客在德国度过了258万间夜，增长1.6%；对比邻国，其「正增长」显示德国对中国市场来说具有持久的吸引力，且中国客源结构较为均衡。

● 2016年中国游客在德国度过了258万间夜，增长1.6%

258万

● 德国连续12年位列欧洲会议目的地第一名，全球排名仅次于美国。

欧洲第一

MICE

德国会展强调经济、科学专业品质

众所皆知，德国会展业的实力举世闻名，德国会议促进局 (German Convention Bureau, GCB)去年下半年也携手11家德国会议会奖行业伙伴启动首次中国路演，透过与中国PCO及企业客户洽谈深入了解中国市场和组织者的需求，同时推介其产品和服务。

德国会议促进局在前次活动中特将11 家德国会议会奖行业伙伴介绍给中国业者，包括德累斯顿、杜塞尔多夫、汉诺威、法兰克福和首都柏林等德国 5 大会议目的地，雅高酒店德国公司、玛丽蒂姆酒店集团、法兰克福机场喜来登酒店及会议中心、施泰根博阁酒店和度假村等4 家会议酒店及酒店集团，以及海德曼目的地管理有限公司和优尚旅游管理机构等2家德国DMC。

据了解，科学和经济领域领先国际的专业品质已被GCB确立为德国MICE的独特卖点，近年并已成为市场推广的核心，特别是交通和物流、能源和环境、科技和创新、医学和保健以及化学和制药6个重点行业。据「德国会议和活动晴雨表」调查显示，参与调查问卷的国内外活动策划者中，73.7%的人看中活动举办地工业企业和科研机构与活动主题的相关性，而近半数的德国供应商已注意到此趋势，并积极应对。比如德累斯顿会议促进局即强调，有越来越多微电子学、纳米技术和材料研究、生命科学和生物技术等尖端科学领域的公司于此落户，相应的，科研和经济领域的会议活动在德累斯顿主要来自微电子技术和信息交流技术，新材料、纳米科技和光电技术，以及生命科学和生物科技三个领域。

由此，GCB认为经济和科学领域的专业品质，已经成为德国会议会奖行业在国际竞争中成功定位的基石。

ICCA资料显示，德国连续12年位列欧洲会议目的地第一名，全球排名仅次于美国。对此，德国会议促进局局长马蒂亚斯·舒尔茨表示，「德国拥有优越的基础设施和超高的性价比。除此之外，德国很多城市和地区在经济与科学领域具有世界领先的专业品质，将这些经济和科学方面的优势有机地与各种主题活动结合，就能让在德国举办的会议和会奖活动与众不同。」

Slovenia 斯洛文尼亚向中国企业团体招手

■张广文=采访报道

记者从斯洛文尼亚旅游局了解到，近来斯洛文尼亚旅游局的主要目标是向世界展示，斯洛文尼亚是一个绿色的、有活力和健康的目的地，更是适合中国企业团体的奖励旅游目的地，期待更多中国企业能够在举办活动的同时，前往当地游玩。

根据斯洛文尼亚共和国统计，跟2015年同期相比，2016年前8个月的到访游客增加了8%，过夜游客增加6%，而这个增长趋势还在继续，去年以来斯洛文尼亚境内的国内及国际游客都增加了。其中，国际游客数量增加了10%，过夜数增加了8%，2016年1~8月，71%的国际游客中66%选择在斯洛文尼亚过夜。而这一增长的趋势在著名的旅游地卢布亚纳(Ljubljana)、皮兰(Piran)、伊左拉(Izola)、布莱德(Bled)、克兰斯卡格拉(Kranjska Gora)的数据上都有体

现。可以说，斯洛文尼亚2016年夏季旅游季的结果令人满意，而2016年尾段的旅游表现亦有不俗。

分析其客源，来自奥地利、意大利、德国的游客，是传统旅游市场的代表，且是过夜游客中的最大组成部分。意大利游客同比增加了7%，过夜增加了8%；德国到访游客增加了7%，过夜增加了4%。不少国家的游客都有两位数的突破性增长，其中，中国游客劲增18%。

全世界第一个绿色国家

经济技术发展部部长Zdravko Počivalšek指出，2016年的游客数是创纪录的。自从1991年斯洛文尼亚宣布独立以来，2015年过夜数首次超过了1千万，而因旅游服务流入的资金超过了22亿欧元。2016年则是创造新历史的一年。斯洛文尼亚旅游局推广可持续发展旅游业的决定是正确的抉择。在根据全球目的地标准作出的综合评



(提供：斯洛文尼亚旅游局)

估后，斯洛文尼亚被宣布为全世界第一个绿色国家，其毫无疑问会成为对全球高标准游客更具吸引力的目的地。业者受到鼓励来斯洛文尼亚发展新的、创造性的和可持续性的旅游产品和服务。这些新产品和服务的发展项目被公布在经济和技术部网站上，并通过公开投标进行开发。

斯洛文尼亚旅游局长Maja Pa表示，旅游局未来的目标依旧不变，即增加斯洛文尼亚的知名度、与目的地旅游经济和其他关键合作者建立有效的伙伴关系、在最重要的欧洲市场加强推广、发展新的市场和空间，以及加强数字媒体的市场推广和创新推广策

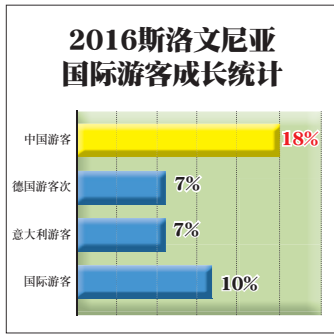
略，并作为刺激和推广可持续性旅游的关键推手。

奖励旅游创造新记忆

多名旅行社业者反映到，斯洛文尼亚有众多亮点适合奖励旅游团体，例如：卢布亚纳、布莱德湖、皮兰、波斯托伊纳溶洞，以及马里博与其周边地区的葡萄酒文化精髓。同时，斯洛文尼亚对健康水质和卢布亚纳给予了特殊关注，就是为了在中国市场推广「我感受斯洛文尼亚」这个品牌，以及其延伸的主题活动「创造新记忆」。中国团体到访除了可以欣赏美丽的自然景色，也能体验Spa旅游、城市旅游和美食。

具备体育旅游目的地条件

另一方面，斯洛文尼亚旅游局也致力于吸引国外市场的目光，展示自己可作为体育旅游目的地的条件，包括具备淳朴的景致及高品



质服务和设施，这意味着可为运动员提供良好的竞技环境，同时，多样化的保健和Spa服务可为康复活动提供支持。未来，斯洛文尼亚将持续打造形象，让更多人了解当地可以作为世界级专业运动员及运动休闲爱好者的最佳目的地。

此外，为加强斯洛文尼亚作为旅游目的地的知名度和美誉度，斯洛文尼亚旅游局准备了一条90秒钟的视频来展示斯洛文尼亚是个提供多种探险活动的国度，其中特别强调了主要目的地卢布亚纳、波斯托伊纳洞、皮兰、布莱德和里皮卡。而新的网站www.slovenia.info并于去年年底正式上线，全速进行宣传。

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