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China

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(Merit)  
MPAS Awards

## TUI takes contrarian strategy

Steering a slow and steady boat is the best course to China for the prudent Germans

By Raini Hamdi

Rather than jumping headlong into the huge China market, Germany's TUI Group is taking the contrarian approach, going for slow but steady growth in a three-pronged policy which its CEO Fritz Joussen revealed to the *TTG Show Daily* in a one-on-one interview yesterday.

"One of the issues with China is that it is so big. Therefore it is risky to build your brand too rapidly, plus you will need to spend millions of dollars to do so. That's not what we want. We want to build a direct relationship with satisfied customers," he said.

TUI China, which since 2011 has an outbound travel licence, has recently inked a partnership with Viking Cruises, which operates over 62 river cruise ships, to target China outbound market. Joussen foresees TUI's role in handling the sales and visas, etc, will enable its expansion of the China outbound pie. "We believe

cruises, particularly river cruises, is a big segment today for Chinese clients. We can dedicate full ships to them to sail, say, up and down the Rhine River where they can experience sights and culture while also feeling at home in a dedicated ship," said Joussen.

TUI China, whose joint venture partner is CTS, is only one of three foreign companies with an outbound travel licence, the other two being JTB and American Express. CTS owns the largest travel agency network in China with about 350 outlets.

Secondly, TUI Group has bought an equity in Dusseldorf-based Peakwork, a digital leisure travel solutions firm, which it aims to use as a means to develop dynamic packaging with Chinese partners. "We believe over time the integrated holiday experience, combined with individual demand, will



Joussen: no longer just a tour operator

come to China as the market matures. For that, you need software that can do dynamic packaging, and B2C, B2B and B2B2C (reach)," he said, adding the Chinese travel market is far more digitally-driven than the German market.

Thirdly, Joussen views China as the backyard market for South-east Asia, the way the US market is for the Caribbean and fills up all of TUI Group's hotels in the Caribbean. TUI Group is therefore identifying new destinations in South-east Asia for hotel development while working with China partners such as Alibaba's subsidiary Fliggy to

inspire Chinese travellers to book holidays with TUI across the globe with a focus on South-east Asia, as well as its new hotels in the Maldives.

"A third of our guests in our hotels in the Maldives are Chinese guests," said

Joussen. "We thought, let's build more hotels in South-east Asia, the Maldives, Sri Lanka and Mauritius. We're looking into Thailand, Indonesia (Bali), Vietnam and so on." TUI Group operates two resort brands, RIU and Robinson Club.

TUI Group now has more than 300 hotels in operation and is planning to open around 10-12 new hotels per year worldwide. It owns or manages the hotels, and is also investing in its own cruise ships (13 in operation now).

Since becoming TUI Group CEO in 2012, Joussen has been repositioning the company from a tour operator to a tourism player.

"For the first time last year, we made more profit from hotels and cruises than from tour operating. It was also the highest-ever profit we had ever made, more than half of it from hotels and cruises, less from tour operating," he said.

*Full report, TTG Asia, soon*

## Embracing the dragon

By Xinyi Liang-Pholsena

Understanding will be a key theme that the Europe Travel Commission (ETC) will adopt as it rolls out stronger efforts to grow Europe's success as a destination for the Chinese, which has risen to become the continent's second largest source market after the US.

Buoyed by easier visa process and increasing flight connectivity, Chinese numbers to Europe have shot up "like a rocket" in the last five years, said Eduardo Santander, executive director of ETC. Last year, China sent about 12 million visitors to the continent, which Santander acknowledges is still a far cry from Chinese arrival numbers to South-east Asia, for example.

"But we want quality over quantity," emphasised Santander, when asked if the non-profit organisation, which has 32 NTO members, has set any arrival goals for the fast-growing market.

"Certain destinations like Venice and Barcelona are already seeing capacity problems, so we want to spread Chinese tourists to second-tier cities in Europe, which has a lot of heritage, shopping, wine and culture," he added.

In particular, the Europe-China Tourism Year 2018 has been deemed a high-priority initiative by both the European Commission and Chinese government to not just attract the Chinese to Europe but to enhance their understanding of Europe.

Santander is quick to point out that the understanding will work in a two-way di-



Santander: two-way education

rection, as training and education will be provided to European operators to better cater to Chinese travellers, whether it's making sure that there's availability of hot water, Mandarin-speaking staff and CCTV channel at hotels.

More research and analysis will be undertaken with UNWTO, WTTC and European Tour Operators Association (ETOA) to better understand what Chinese travellers are seeking in Europe, he elaborated.

More attention will be devoted to the FIT market from China, especially as a new class of Chinese traveller no longer wants the traditional experiences in Europe, he added.

"(They are) trying to discover the hidden tracks in Europe," he remarked.

Emphasis will also be placed on fostering partnerships with craftsmanship industries like fashion and watch-making, which are "good magnets" for the Chinese to visit Europe to buy original products where they are produced, said Santander.

"We sell Europe as a collection of experiences – the history, wine, gastronomy, music, shopping, and so forth," he added.

At ITB China 2017, where Europe is the official partner destination, ETC – together with ETOA, Welcome Chinese and China Outbound Tourism Research Institute – have come together to match 150 European tourism suppliers with the corresponding number of Chinese buyers with the World Bridge Tourism project.

## An interplay of heritage, golf

By Karen Yue

Dominican Republic's tourism ministry is banking on new developments and the destination's PGA Tour golf tournament to keep Chinese travellers coming.

New developments include the renovated heart of the UNESCO World Heritage Site Colonial City in Santo Domingo, which has been given a slew of new infrastructure including 5,000m<sup>2</sup> of new, wider sidewalks, 1,200 new lights, and a 24-hour security system. Visitors can also look forward to 325 new businesses such as cafes, shops and attractions that have opened since 2012.

According to Evelyn Paiewonsky, e-marketing director at the Ministry of Tourism, 127 businesses are in the process of getting quality certification.

Indira Jose, director, department of international promotion, added that the Dominican Republic has also received continued infrastructure improvement, such as new roads that enable quicker access to key tourism locations and 5,400 new hotel rooms in 2016. This year 6,000 rooms are in construction and 2,500 are being remodelled.

The PGA Tour taking place in the Dominican Republic at PuntaCana Resort & Club in March 2018 is also expected to lure Chinese travellers who can stay on to play on one of the country's 26 courses.

However, Jose concedes that Chinese arrivals would only truly grow with direct flights and easier visa procedures. Currently, Chinese travellers can only access Dominican Republic via transit flights

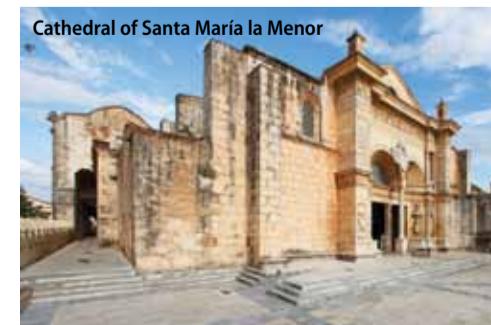
through main gateways like Madrid, Vancouver and New York, where frequent onwards connections are available daily.

Paiewonsky explained that Chinese nationals need a visa to visit but the process is made easier should travellers hold a valid visa from the US, the UK, Canada or a Schengen visa, which then allows them to enter with a US\$10 Tourist Card purchased upon arrival at the airport.

According to Jose, the country attracted about six million arrivals in 2016 but Chinese travellers number only around 2,000 every year.

Paiewonsky added that efforts are also being made to prepare the destination for future Chinese arrival growth, specifically through private sector-led Mandarin-language courses for tourism students and practitioners. The ministry also has a Mandarin website with destination information.

As well, she shared that meetings are being held with major Chinese OTAs to explore opportunities that would help attract more Chinese footfalls.



## News

# Los Angeles soars on new direct flights from Chengdu

New packages for the Chinese, trade partner appreciation initiative in the pipeline

By Raini Hamdi

Los Angeles Tourism & Convention Board will be opening its fourth office in China in Chengdu next week, on the back of new direct services by Hainan Airlines.

Hainan Airlines in March launched non-stop flights from Chengdu, capital of Sichuan province, and Chongqing. Both flights operate twice-weekly.

Although there are flights from Chengdu to Los Angeles, the direct flights present new opportunities. "Before it's a bit tough for these travellers as they have to go via Beijing, Shanghai, Hong Kong and other hubs," said Kate Chang, the board's regional director-China.

Last October, Chengdu-based Sichuan Airlines launched its first intercontinental services from Chengdu to Los Angeles via Jinan and Hangzhou, both twice weekly. Thrice-weekly Chengdu-Nanjing-Los Angeles flight operated by China Eastern Airlines have been in the air since 2015.

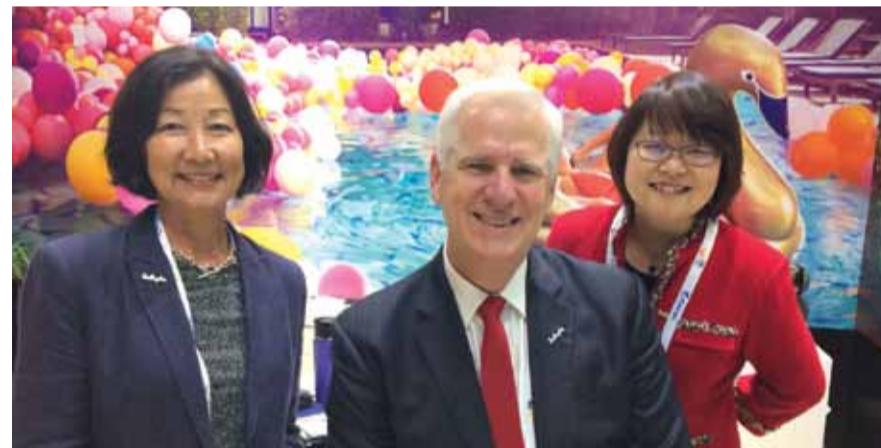
With Hainan's direct flights and the new Sichuan Airlines services via Jinan and Hangzhou, Los Angeles is keen to tap the China outbound market from Chengdu and beyond, such as the Chongqing market, added Chang.

The Chengdu office will be Los Angeles' fourth tourism office in China after Beijing, which opened last year, Guangzhou (2015) and Shanghai (2013). It will be headed by a newly-appointed director, Vincent Tang, who was a tour operator and most recently Brand USA representa-

tive in China.

Stephanie Nakasone, the board's senior director-tourism, said last year was significant as Los Angeles became the first US city to receive over one million Chinese travellers. The number of Chinese visitors had been growing at an average rate of around 20 per cent per year for the last seven years, she said.

"With four direct services, we're very excited, and we'll be working with the tour operators in Chengdu and Chongqing on (devising) packages that will bring out the real Los Angeles for Chinese clients. We're leading the Los Angeles delegation here on a sales mission to Chengdu (after ITB China) to connect to the tour operators, also to learn what the needs of the Chinese travellers are," said Nakasone.



From left: Stephanie Nakasone, Michael Czarcinski and Kate Chang at ITB China

## A vast market fit for growth

By Xinyi Liang-Pholensa

Despite the waves of consolidation currently seizing the marketplace, Daryl Lee, director of WebBeds FZ – which owns B2B travel distributor Fit Ruums – thinks the landscape is still characterised by fragmentation and complexity while vast markets like China has hardly seen any penetration.

"We see Fit Ruums as an alternative to global players. There's no true alternative to the big players, so we see ourselves as filling in the gap, not so much to disrupt but to connect the dots," said Lee.



Lee: filling in gaps

"We still see a lot of demand for travel products and hotels, and for the travel trade to operate more efficiently... with our robust platform, rather than a one-size-fits-all approach of the big players," he added.

Since launching in October 2016, Lee said Fit Ruums has been seeing a "quick buildup" from its initial core markets of Singapore, Hong Kong, South Korea and Taiwan to now India, Indonesia, Malaysia and Thailand.

Also, it would be impossible for the Singapore-based Fit Ruums to ignore the "dynamic" growth potential that China presents as both an inbound and outbound market, as Fit Ruums now has its sights set on establishing a China office by

third quarter this year to tap the synergy of its partnership with Dida Travel Technology inked late last year.

Despite being the largest travel aggregator in China, Dida does not even have one per cent of the domestic market cornered, Lee pointed out, highlighting the immense room for development in the Chinese travel distribution space.

Fit Ruums' data-driven approach to travel distribution will hence enable agents to better understand the workings and nuances of this fast-changing Chinese market, said Lee, especially as the Chinese are now showing an increasing preference for last-minute travel and taking more holidays frequently throughout the year than during the major holidays.

To highlight his point, Lee revealed that 30 per cent of Fit Ruums' latest bookings from the Chinese market are for travel within the next 72 hours – and not just confined to domestic destinations but across Asia-Pacific.

Likewise, plenty of opportunities lie untapped for the inbound market into China, Lee opined, seeing room for growth for the bleisure sector as well as lesser-known provinces like Guizhou, Tibet and Inner Mongolia if information and accessibility improve.

According to Michael Czarcinski, managing director of The Westin Bonaventure Hotel and Suites, the largest hotel in Los Angeles with 1,358 rooms, China market has transformed over the years. "Before, the travellers stayed outside of Los Angeles then visited the city, now it's the reverse; they stay in Los Angeles then visit Hollywood, Downtown, Universal Studios, Disneyland, etc," he said.

Los Angeles Tourism & Convention Board has also launched a 'Welcome' initiative, thanking its trade supporters and the travelling public and also reminding them that Los Angeles remains welcoming and friendly to visitors, according to Nakasone when asked if Trump's immigration policies have had any impact on the image of the US as being open to visitors.

## China booms for Sharjah

By S Puvaneswary

Sharjah is on a roll with Chinese arrivals, having benefitted from Dubai's air connectivity and proximity, the UAE's visa-on-arrival for Chinese visitors introduced in September 2016, AirArabia's four weekly direct flights from Urumqi launched last year, and Sharjah Commerce and Tourism Development's new representative office in Beijing opened in early 2016.

These development lifted the number of Chinese hotel guests in Sharjah by 63 per cent over 2015 to reach 86,069.

Sharjah expects the numbers to grow to 200,000 in 2021.

Khalid Jasim Al Midfa, chairman, Sharjah Commerce and Tourism Development, said most Chinese visiting Sharjah were group travellers and the remaining 10 per cent were FITs. In 2015 and 2016, both India and China compensated for the decline in Russian arrivals when the ruble devaluated.

Sharjah attracts the Chinese with authentic cultural and heritage experiences and outdoor activities such as wildlife spotting, trekking, mountain biking, dune bashing and desert safari.

It has also been observed that Chinese families are drawn to Sharjah's eco-tourism attractions, such as the Al Noor Island butterfly park and the Mleiha Archaeological Centre. A new safari park slated to open by the end of this year will add to Sharjah's eco-tourism lures.

Meanwhile, the Heart of Sharjah development is being registered as a UNESCO World Heritage Site, said Khalid Jasim, who expects the status within the next two years. The development will include Al-bait Hotel, a luxury heritage hotel.

## IN BRIEF

### Oman to open eco-friendly mall

Middle East's first eco-friendly luxury mall Al Araimi Boulevard is set to open in 2018 in Oman. Al Raid Group is behind the 127 million pound (US\$ million) development in Al Khoud. With a strong commitment to using sustainable energy sources, Al Araimi Boulevard's large glass ceiling makes use of photovoltaic technology which will generate clean and free solar power.

### Alpine hut booking now made easy

Many guests dream of spending a holiday in a solitary, romantic alpine hut. There are hundreds of alpine huts in Switzerland, but it has been almost impossible to find, compare and book them. Many owners could only be contacted by telephone. A new online platform (<http://alp.holidaybooking.ch/?language=en>) solves the problem.

### Accor arrives on Canary Wharf

AccorHotels has opened its new flagship Novotel in London's Canary Wharf. The hotel stands 127m tall at 40 Marsh Street, making it one of the tallest buildings in the area. On offer are 313 guest rooms including 26 individually-designed suites, offers nine meeting rooms, various F&B destinations, a state-of-the-art gym, swimming pool and sauna on the lower ground floor and free Wi-Fi throughout. It also boasts its own vegetable garden.

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## News/Gallery

### TAcentre takes tours into digital realm

In addition, the company has new destination wedding and chartered flight packages, and special trade player deals up its sleeves

By Xinyi Liang-Pholsena

Online B2B travel platform [Asiatravel.com](http://Asiatravel.com) is getting ready to roll out digital tours using the latest technology to offer a unique travel experience.

Asiatravel.com, together with its US strategic partner, Yalla Digital, will develop and operate digital tours in Asia in 2H2017, according to Fred Seow, president of TAcentre.com, the leisure wholesale arm. These tours will kick off in Singapore before expanding throughout Asia from next year.

In Singapore, Asiatravel will collaborate with local bodies like the National Heritage Board to produce multiple language videos that are synchronised with the tour itinerary. In addition, each tour will also consist of live enactments of interesting historical stories through a live skit or play.

"Such tours utilise augmented reality and object recognition technologies to enhance the tourist's overall experience," Seow said.

"All these will translate into a much stronger, deeper and even emotional experience of the des-



Seow: debuting many new products

tination's history and culture for the travellers... (giving) tours a new meaning and purpose in this region."

As well, [Asiatravel.com](http://Asiatravel.com) will from mid-July launch a digital tour to Israel, focusing on Israel's strong cultural heritage to appeal to the Chinese market, he added.

"Since TAcentre.cn's (TAcentre.com's localised name in China) launch last October, we have been working closely with various major online (partners) through our B2B

API while over 6,000 traditional agents have subscribed to our Chinese web version. We are working hard to develop new products and theme packages for the Chinese market," he said.

Recognising the increasingly sophisticated Chinese travel market's hunger for "adventure and new experiences", TAcentre.cn will at ITB China this week launch a new wedding group tour package to Asian beach destinations, which allows Chinese travellers to experience a wedding solemnisation ceremony and celebration with their family and friends in a foreign locale,

Seow told *TTG Show Daily*.

TAcentre.cn will also roll out its own chartered flights and packages to destinations not well served by scheduled flights from China. One such charter will connect Nanjing, Xi'an and Tianjin to the twin destinations of Vientiane (Laos)/Udon Thani (Thailand) and Vientiane/Luang Prabang or Savannakhet, all in Laos.

In addition, TAcentre.cn will introduce the Travel Trade Alliance Club (TTAC), a professionals club programme offering a host of membership benefits, including a professional network for resource sharing, training and enrichment, for sales and marketing personnel in the travel trade sector.

A key benefit of TTAC will be travel packages at special prices for members, said Seow.

"We believe one of the best forms of training for travel trade sales and marketing personnel is for them to visit the destination that they are promoting and to experience it like a customer. These packages will be for their own personal travel with subsidy for both the member and a companion of up to 80 per cent," he revealed.

### Philippines pushes for more direct China flights

By Rosa Ocampo

More flights from various parts of China are being mounted in support of the Philippines' target to bring in a million Chinese tourists this year, nearly 50 per cent higher than 2016's 675,000.

Erwin Balane, routes development head at the Department of Tourism (DoT), said "more China-based airlines are launching commercial flights and more charter flights are being converted into (scheduled ones)".

He added that "from only four last year, nearly all Chinese carriers are flying to and from the Philippines", owing to improved political relations between Manila and Beijing since mid-2016.

Another DoT source said the destination can cope with the surge in Chinese arrivals as there is an existing 825,000 seat ca-

pacity on the China-Philippine route and numbers are rising.

New destinations will be opened, Balane said, including the expanded airport in Kalibo – the gateway to Boracay, a favourite haunt among the Chinese – which can now accommodate bigger aircraft like Airbus A320.

This May, Xiamen Airlines will mount two new regular routes to Kalibo from Xiamen and Fuzhou. Other airlines are expected to follow suit.

Balane said his department will also be courting West Air in Chongqing, Chongqing Airlines, Kunming Airlines and Lucky Air to mount services to the Philippines. Sichuan Airlines and Shenzhen Airlines will soon fly to the destination while Juneyao Airlines has applied to fly to Cebu from Shanghai.

#### ■ IN BRIEF

##### ITB China is "fully booked"

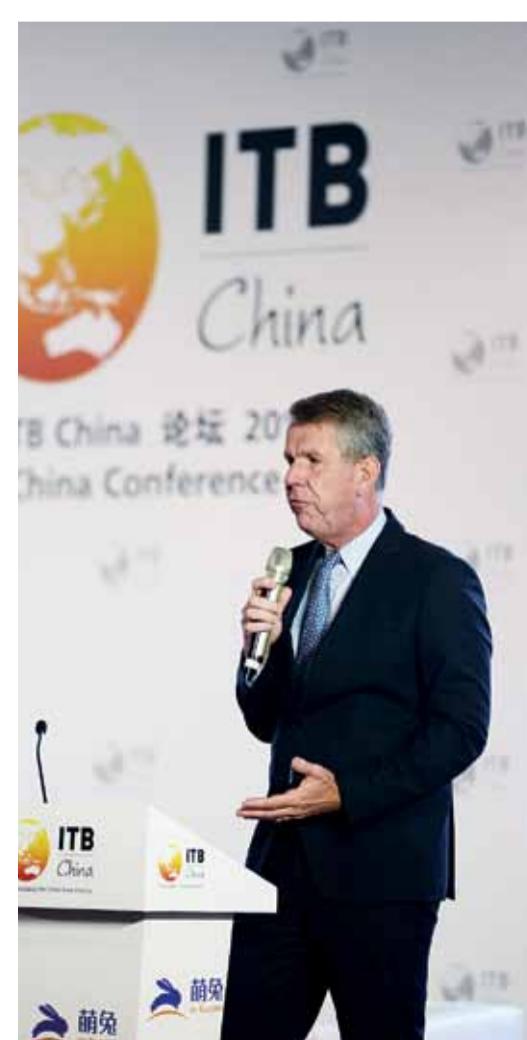
The inaugural three-day ITB China has secured more than 10,000 pre-scheduled appointments between exhibitors and hosted Chinese buyers. Exhibitors are promised interactions with 600 top-quality buyers from more than 180 different companies in China.

##### Norwegian, Expedia join up

Low-cost airline Norwegian has partnered with Expedia Affiliate Network (EAN), giving passengers access to exclusive rates at a broader range of hotels while earning savings on their flights. The exclusive agreement is made through EAN's Hotels.com for Partners product.

## Knowledge exchanges in full swing

Keynote sessions, destination presentations get ITB China delegates thinking. Photos by Richard Caleb Lai



## News

# Serbia gets big break from visa ease

Chinese travellers no longer need a visa to visit Serbia, lending new hopes of an arrival boom

By S Puvaneswary

Serbian exhibitors believe the government's recent move this year to remove visa requirements for the Chinese tourist will help grow arrivals from China.

Vladimir Koricanac, planning and coordination manager at Serbia Tour Operator in Belgrade, said: "Visa requirements for the Chinese were a deterrent in the past as getting a tourist visa used to take 20 days or more and the documents had to be submitted to Serbia for processing."

"Chinese travellers also had to submit personal documents including their bank and employment documents, and it cost around 50 euros (US\$54.40)."



Koricanac: banking on direct flights

"With the removal of visa requirements, we expect to see a boom in the Chinese FIT market."

Koricanac is also encouraged by a tip-off from a reliable tourism official that a Chinese airline will start flying from Beijing to Belgrade four times weekly from this summer".

Details are lacking at press time, as official announcements have yet to be made.

This will be a timely development as there are currently no direct connections between Chinese cities to Serbia and visitors have to make a one-stop transit before getting to Belgrade.

Darko Kuzeljevic, project manager at Serbia Tour Operator, added: "We think

the 10- to 15-night Balkan Tours combining Serbia, Bosnia, Croatia and Montenegro, will appeal to the FIT segment from China as the scenery is very pretty. After we develop the leisure segment, we will go after the Chinese MICE business."

China is the first North Asian market that Serbia Tour Operator is targeting, by building contacts with Chinese outbound operators and wholesalers at ITB China.

Another Serbian tour operator, Gregor Levic, owner and general manager of iDMC Travel based in Belgrade, is also eyeing the Chinese FIT segment, which is new for the company. However, the company is ready to receive Chinese visitors as it has



Levic: whole new market for Serbia

Mandarin-speaking guides, translators and a sales staff.

Levic said: "We want to target Chinese travellers who have already been to Central Europe and are now looking for a new destination. We have much to offer in terms of unspoilt nature, architecture and historical sites."

"Accommodation is cheaper than in Western Europe. A five-star accommodation in Belgrade can cost between 100 to 300 euros a night, which is cheaper than in Western Europe."

"Besides being a mono destination, Serbia can also be combined with Austria and Hungary, or Slovenia and Croatia, or with Montenegro and Macedonia."

## Chasing Chinese with Chic shopping

By Xinyi Liang-Pholsena

The average spend of Chinese shoppers, at 330 euros (US\$360), may just be half of that of the Middle Easterners (600 euros), but the former's prolific numbers and sheer growth certainly makes both markets, in addition to Russia, key ones for Value Retail, the creator and operator of Chic Outlet Shopping Villages in Europe and China.

The Chinese market, in fact, has been nothing short of "fantastic", registering double-digit growth in gross sales each year, according to Desirée Bollier, chair, Value Retail Management.

"(Growth for) England and Italy are skyrocketing, while others are seeing good double-digit growth," she remarked. England is always "a success" with Chinese consumers while in Italy, a relatively new destination for this market, growth has soared to "triple digits".

Value Retail has no intention to open new Villages in Europe but will expand and upgrade its current nine outlets in the continent. "We change 25 per cent of our retail space each year to give customers reasons to come back," said Bollier.



Bollier: agent partners get perks

The flagship Bicester Village in the UK last year welcomed its own train station, with direct services from London, and will soon see 30 additional boutiques, while Fidenza Village, just outside Milan, recently underwent a 30 million euros expansion.

But opportunities to tap the lucrative Chinese market doesn't lie just on European shores.

Within China, Suzhou Village – its first outside Europe and launched in 2014 – is undergoing a second phase of expansion, as part of a government-sponsored masterplan that also features luxury hotels and resorts including a Banyan Tree, a film studio themed park by the Huayi Brothers, among other facilities.

Shanghai Village opened its doors in May 2016, and now a third location in China is expected to be confirmed within this year, according to Bollier.

Value Retail also has many partnerships inked with Chinese companies, including Air China, China Eastern Airlines, Ctrip and UnionPay, to offer exclusive privileges for its Chinese clients.

The combined presence in Europe

and China helps to reinforce the awareness of Chic Outlet among Chinese consumers. "The Chinese discover us in Shanghai and Suzhou and then visit us in Europe or vice versa – there's cross fertilisation."

While one tier of Chinese shoppers is relatively immature in expenditure and seeks just traditional luxury brands to satisfy cravings, Bollier notes on the other hand the rise of the sophisticated set who has been to Europe several times and looks towards novel experiences and undiscovered brands.

"The Chinese learn and adapt very fast, and are disruptors in many ways," she observed, citing key opinion leaders that the company engages as marketing ambassadors – "basically rainmakers" who can influence the Chinese masses.

And even as FITs increasingly make up a bigger share of its Chinese market than tour groups, Value Retail still sees the importance of travel agents by dangling benefits such as private sales and gift vouchers for them.

"Seeing the need for education (among agents and operators on Chic Outlet), we have 70 tourism officers educating agents and working closely with NTOs for promotion," Bollier said.

## Young hotel player Ariva to triple key count by 2020

By Karen Yue

Ariva Hospitality's acquisition by Singapore-listed real estate and investment company Rowsley in March has allowed both parties to expand their hotel business towards a target of 20,000 keys by 2020.

While Ariva Hospitality's executive chairman Cameron Ong – an industry veteran who was last CEO and managing director of The Ascott Group – admitted that the target is a "tall order" but it is also one that is achievable considering his company's track record.

"Ariva was founded in 2008 but within these few years we've built a portfolio of more than 7,500 keys," he remarked.

Ariva has been tasked with taking Rowsley's Hotel Football brand – the first and only property sits across Old Trafford stadium and is developed in partnership with former Manchester United footballers – further in Asia and Europe while being given the financial backing through equity funds to grow Ariva's own brands.

Ong aims to bring Ariva "deeper into South-east Asia". The company's brands

include Ariva Hotels, Ariva Serviced Residences, by Ariva, as well as two created through partnerships with real estate firms – Super City by Ariva in China and Louis Kienne Hotels & Services Residences in Indonesia.

According to Ong, Ariva Hotels, Ariva Serviced Residences and by Ariva will be the ones to be taken further into the region, particularly in secondary cities where tourism appeal has yet to be discovered and potential for growth is far stronger.

For Hotel Football, Ariva is considering possibilities of taking it to Shanghai, Beijing and Guangzhou in China. In the near future, Ariva is readying for a signing ceremony for two Hotel Football properties – one in Bangkok and another in Kuala Lumpur.

## Dining for the brave



By Caroline Boey

Monaco is offering high-end travellers the exclusive, once-in-a-lifetime Dinner in the Sky in July where they can experience French haute cuisine and stunning views of the Monte Carlo Casino and the Mediterranean Sea from a 30m-high vantage point.

At press time, 410 of the total 660 seats for the 10-day event between July 7 and 16 are available. For the first time, a Meilleurs Ouvriers de France chef, the highest distinction conferred by the president, will cook with another Michelin Star or Bocuse d'Or chef for 22 people per seating for lunch, at sunset or late dining.

The package which costs 999 euros (US\$1,085) per head includes private transfers, cocktails, a gourmet dinner and drinks.

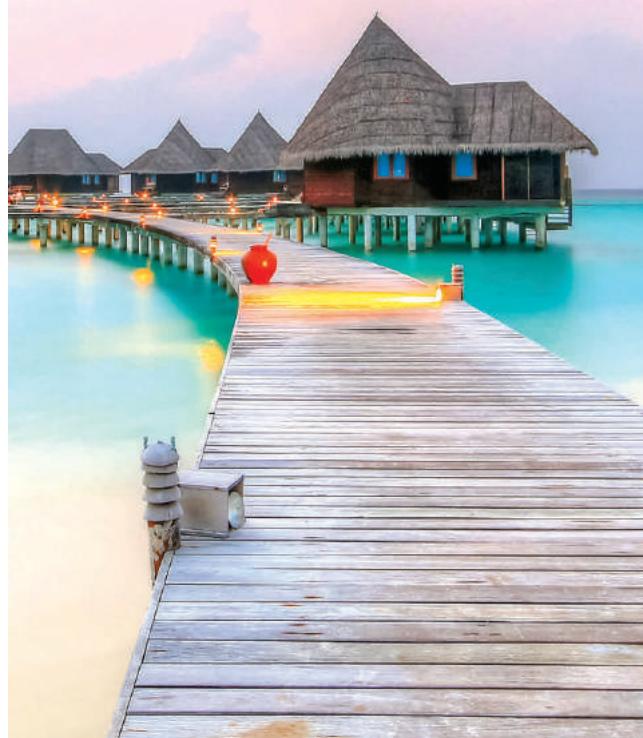
Benoit Badufle, managing director of Monaco Government Tourist Bureau Asia Office, said Just Unlimited, a DMC in Monaco, had acquired the exclusive right to organise Dinner in the Sky – Monaco.

Hôtel Hermitage Monte-Carlo and Monte Carlo Bay Hotel & Resort are extending room deals starting from 680 euros and 389 euros respectively, he added.

Nikki Beach Monte Carlo, located on the rooftop of the Fairmont Monte Carlo with views of the city and the Mediterranean Sea, is also tying up with Dinner in the Sky – Monte Carlo and is offering afternoon drinks priced from 130 euros.



Ariva Ivy Servizio Thonglor Bangkok



**Located at Dhuni Kolhu Island**, part of the Baa Atoll, Coco Palm Dhuni Kolhu is certainly the ultimate hideaway in the Maldives. Set on a beautiful island, the resort is fringed by white sand beaches, dressed with luxurious tropical vegetation, and hosts a lagoon for the enjoyment of a vast range of water sports. Coco Palm Dhuni Kolhu features thatched villas either dotted amongst palm trees in carefully planned tranquility or elevated on stilts in the lagoon.

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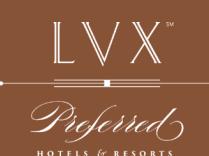
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## Destination France

# Paris lays the charms on China

A true love for all things French has helped Chinese arrivals rebound quickly after security incidents in Europe. By **Rosa Ocampo**

**P**aris mounts its biggest promotion in China, which remains a major source tourism market notwithstanding security concerns about travel in Europe.

The Paris Convention & Visitors Bureau (PCVB) has had two roadshows in primary Chinese cities this year, bringing an impressive contingent of 33 suppliers that met with travel consultants in Shanghai, Chengdu and Beijing on April 10 to 14 and in Guangzhou on May 25 to 29.

"When we work the China market, it's (with) our partners and suppliers," said Patricia Barthelemy, leisure marketing manager with the bureau.

Although there's no fixed target for Chinese arrivals "because it is complicated these days", Barthelemy said the bureau wants to entice them with a long list of activities and attractions.

Arrivals from China dipped 15 per cent last year due to tragic incidents in Europe but has since picked up by October.

While China isn't the biggest arrival contributor to Paris (Japan is), the market takes top spot for Paris and its surrounding areas.

"We get about 400,000 Chinese in Paris, but areas around the city (get) over a million," shared Barthelemy.

Painting an interesting profile of Chinese travellers to France, she said they tend to book accommodation outside Paris and would come into the capital for sightseeing, shopping and other activities.

Paris draws travellers from all parts of China – the major cities of Beijing, Shanghai and Guangzhou as well as secondary and tertiary ones including Chengdu, Xia-



Paris draws Chinese travellers from all over China; Avenue des Champs-Élysées pictured

men, Hangzhou, Chongqing and Wuhan.

They are interested in everything French, be it culture, shopping and gastronomy.

Camile Jullien, sales and development manager, culinary tours, Le Cordon Bleu, noted that the Chinese market is outpacing Japan.

Jullien said the Chinese are showing interest in French gastronomy, especially with the opening of Le Cordon Bleu Paris campus in June 2016 and Le Cordon Bleu

Institute in Shanghai in 2015. Chinese tour groups would include a three-hour course at Le Cordon Bleu while others would specifically include longer courses in their trip. Bestsellers are macaroons tutorial, the art of French cuisine with dishes from specific regions like Burgundy and Provence, and croissant and similar bakery products.

Another source told *TTG Show Daily* Paris is attracting a "very strong" segment of "very high-end" Chinese shoppers who

are drawn to tax-free shopping in Paris. Luxury products in the French capital are also priced lower than in China, yet another lure for shopaholic Chinese travellers.

For Bateaux Mouches, which offers sightseeing tours and has restaurants in Paris, Chinese travellers make up almost 15 per cent of total clientele, placing the market among the company's top three Asian performers, according to Hangmei Jia, chargee de clientele.

### Products to watch



Musée du Louvre, Paris

#### Fashion Weeks

An increasing number of malls are now open seven days a week, true to Paris' repute as fashion and shopping capital. During Fashion Weeks, especially the winter and summer sales in January and July, shops in Haussmann, the Marais, the Champs-Elysées, Montmartre, and Saint-Germain-des-Prés are open on Sundays.

#### Art exhibitions

This year Paris is slated to host a number of prominent art exhibitions, among them Vermeer at the Musée de Louvre, Pissarro at the Musée Marmottan, Monet at the Musée du Luxembourg, Rodin at the Grand Palais, Picasso at the Musée du Quai Branly, Cezanne at the Centre Pompidou, Rubens at the Musée du Luxembourg, and Gauguin at the Grand Palais.

#### Grand Musée du Parfum, Paris

Sniff your way through the art of perfume-making at new Grand Musée du Parfum at the Rue du Faubourg Saint-Honoré in Paris.

#### Vill'Up, Paris

Recently opened Vill'Up at the 19<sup>th</sup> Arrondissement combines retail and leisure facilities and is ideal for groups and families. Among the offerings are concept stores, designer boutiques, gourmet shops, indoor skydiving, iFLY wind tunnel, hyperspace amusement park and Pathe IMAX cinema.

#### Disneyland Paris

In celebration of its 25<sup>th</sup> anniversary, Disneyland Paris is rolling out a full year of exciting activities including a new *Disney Stars on Parade* which features enormous new floats and performers in brand new costumes, a daily



Le Havre city in Normandy

Happy Anniversary Disneyland performance by Mickey, and *Disney Illuminations* light and sound show when night falls. The Star Wars Hyperspace Mountain attraction will also be launched this Spring.

#### Nature Villages, Paris

Debuting in July is Nature Villages, an ecological leisure complex by Disneyland Paris and Pierre & Vacances. Spread over 259 hectares are four villages, 1,730 cottages, 10 lakes, a 9,000m<sup>2</sup> water park, 2,500m<sup>2</sup> outdoor lagoon heated year-round, shops, restaurants, spa and farm.

#### Hôtel de Crillon, Paris

Taken over by Rosewood Hotels & Resorts, Hôtel de Crillon is now being renovated and is due to reopen in July 2017. Its 125 rooms and suites will be redesigned to feature an 18<sup>th</sup> century style, while new facilities such as

a spa, a swimming pool and a wine cellar with tasting area will be added.

#### Le Havre

The UNESCO-listed city and port of Le Havre in Normandy turns 500 years old this year. Celebratory festivities and special events will run from May 27 to November 5. Art exhibitions, theatrical performances and boat races will be held all summer across the city.

#### BW Premier Abbaye des Capucins Spa & Resort, Montauban

Located 50km from Toulouse is the new BW Premier Abbaye des Capucins Spa & Resort, housed in a 17<sup>th</sup> century old abbey. There are 85 guestrooms. Highlights include the Capucins' Spa which comes with a hamman (Turkish bath) and several conference rooms and a ballroom.

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## Destination Switzerland

# Swiss rejoice at China upswing

Chinese visitors to Switzerland are now more sophisticated, spontaneous and adventurous, discovers **Raini Hamdi**

Zermatt is now attracting sophisticated Chinese visitors



**S**witzerland tourism players are heaving a sigh of relief as they note an upswing in Chinese visitors in January and February after the country recorded a drop in arrivals from China last year.

While groups continue to be strong, it is a clear rise in the FIT market that is creating ripples of anticipation as this promises to bring in more yuan, and to more Swiss cantons. FIT travellers are wealthier, more sophisticated, adventurous and experience-seeking compared with groups that are visiting the country for first time.

Swiss Quality Hotels International, which represents 60 hotels in 40 destinations in Switzerland, saw a whopping 144.5 per cent increase in Chinese overnighters in the first two months of 2017, compared with the same period last year,

according to director of sales & marketing Amjad Nashashibi.

Last year, Chinese arrivals (including Hong Kong) fell 20 per cent over 2015 to 1,209,674, Switzerland Tourism data shows. "Terror attacks on European hot spots came together with a market consolidation, in which serial group tourism

was attracted by very low prices and new destinations in Eastern, Northern and Southwestern Europe. This shrank serial group business on the traditional route from Italy over Switzerland to France. The introduction of biometric visa also did not have a positive impact," said Simon Bosshart, Switzerland Tourism's director Asia-Pacific and China.

While serial group business declined, Bosshart said FIT rose 4.7 per cent in 2016, based on sales of Swiss Travel Pass.

The weak Chinese performance impacted Gübelin, maker of exquisite watches and jewellery.

"Last year was a difficult year for the watch and tourism industry in Switzerland," said Gübelin's director-tourism Beat Dreier. "I'm glad to say we had a very good start into 2017, mainly due to the Chinese market and Chinese New Year vacation. Most of the Chinese tour operators seem pretty optimistic and so am I."

Dreier also noted a trend towards "more FIT and small groups", although the mass group market is also increasing at the same time thanks to the huge China population and rising middle class that can afford Europe.

Similarly, Swiss Quality Hotels' Nasashibi saw that 12 per cent of total FIT bookings from China were made on the same day of arrival to the hotel, and more than 20 per cent were within five.

"This indicates that the Chinese travellers who have a Schengen Visa are becoming more independent, spontaneous, go-as-they-please," he said.

"We at Swiss Quality Hotels are observing a shift: Chinese travellers are visiting different, lesser-known regions in Switzerland rather than just ticking off the list

of must-see landmarks."

Destinations such as Zermatt which has for years been loved by the Japanese for its car-free streets and the mesmerising sight of the Matterhorn, are at last getting more Chinese tourists thanks to the FIT movement. Hansjuerg Michel, head of markets of Zermatt Bergbahnen, which is responsible for the mountain lifts in Zermatt and the surrounding areas, believed the time has come for the Matterhorn to cast its spell over Chinese FITs.

Destinations such as Interlaken or Lucerne were the ones that lost overnights from the decline of Chinese arrivals last year, he said, because of the volumes they got from the market. "Zermatt is not on such group itineraries. We do get some groups but the majority of Chinese guests in Zermatt are a second-timer, i.e. they have already travelled to Europe in a group and now want to explore it by themselves, even if it's in a group, but not with the (usual) tour groups. These customers are wealthier and are able to afford Zermatt, which is not a cheap place. We expect to experience a healthy, yearly growth in overnights from China," said Michel.

Michel said money is not the issue anymore with these Chinese travellers, but "outstanding experiences".

Switzerland Tourism expects a moderate single digit growth in the China market this year, compared with the disastrous 20 per cent drop last year.

"But more importantly, we expect a further qualitative shift from serial groups towards individual travellers, from classic itineraries into new destinations and experiences, and not to forget, a continued growth of our Chinese winter guests," said Bosshart.

## Products to watch

### Abbey Library

This is the best-known and most-loved building in the Abbey Precinct in St. Gallen.

Every year thousands of visitors shuffle reverentially in slippers over the wooden floor of the former scriptorium of the Benedictine monks. Here, in one of Switzerland's finest Rococo halls, visitors can marvel at 170,000 printed books and unique examples of the 2,000 medieval hand-written originals.

Other special sights include the Egyptian mummy Schepenese and her sarcophagus, which the library has owned since 1836.

### Grand Tour with Chinese HiGuides

Switzerland Tourism has partnered Chinese driver-guide platform HiGuides to train and certify HiGuides in Switzerland to escort guests along the Grand Tour of Switzerland. The service is available from spring 2017.

The Grand Tour stretches 1,600 km and whiskers clients through the country's most beautiful regions at their own pace and preference. The circuit traverses the four linguistic regions of the country, covering five Alpine passes, 11 UNESCO World Heritage sites, two biosphere reserves and 22 lakes.

Also new is a Grand Tour Snack Box, designed to connect guests to local people and discover the regions in an emotional way. It starts with an empty box priced at CHF25 (US\$24.80). Guests can then fill the box with

specialities from 43 official bakeries, butcheries, cheese shops, small restaurants or cafés along the route. The Snack Box is also theirs to keep as a souvenir.

### Hotel Eiger, Mürren

Jungfraujoch, the highest train station in Europe, and Schilthorn Piz Gloria, a James Bond film location, remain highlights of a Swiss trip. Hotel Eiger in Mürren is in the middle of it all. Four generations of the Stähli family have been managing the hotel, ensuring an authentic Swiss quality hospitality.

Mürren enjoys the unspoiled nature, clean air and fantastic view of the Alps with old, sun-burned wooden chalets in the narrow streets. Tip: do not miss the Skywalk at Birg half way up the Schilthorn.

### Enjoy Wildlife Watching

Nature lovers will appreciate the project Enjoy Wildlife Watching which brings them up close to wildlife such as the ibex, chamois, deer, marmot, beaver, golden eagle and bearded vulture. This spring, 130 offers will be published online on [www.myswitzerland.com](http://www.myswitzerland.com).

All offers are done by a professional guide and include necessary equipment, with the guarantee of a high chance to see wildlife.

To make the experience more sustainable and responsible, group sizes are kept moderate.



### Chocolarium Maestrani

Founded in 1852 by Aquilino Maestrani, the chocolate of Maestrani still makes people happy. On April 1, it opened a new visitors centre Chocolarium where guests can enjoy an interactive tour, watch chocolate production in action, sample the resulting treats and even make their own chocolate. For groups there are also courses and events available.

### Säntispark

Discover eight new fantastic waterslides in the Säntispark waterworld amounting to over 1,000m of exhilarating sliding adventure. Some of the new slides are unique in Switzer-

land, such as a newly-created mountain/cave world with special light and sound effects. Ideal for families and friends.

### Textilland Explorer Tour

St. Gallen is world-famous as a textile city. Major designers such as Chanel and Christian Dior work with embroidery from St. Gallen. All this textile history of Eastern Switzerland can be explored independently by car on the Textilland Explorer Tour. Two half-day tours feature local handmade textiles as well as regional delicacies. To fit with the theme, guests can stay at selected textile hotel rooms in St. Gallen.



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## Destination Indonesia

# Airlift key to success in China

A commitment to improve air links between Indonesia and China will help grow Chinese footfalls. By **Mimi Hudoyo**



Raja Ampat Islands are being promoted as a 'new' destination for Chinese travellers

Lebre Stoepel/istockphoto

**I**ndonesia is banking on travellers from Greater China to help it achieve its target of 20 million arrivals by 2019. The massive market is expected to contribute half of Indonesia's total tourist arrivals by that year.

In 2016 Greater China contributed 1,746,170 arrivals to Indonesia (up 23.3 per cent YOY), with China alone making up 1.5 million footfalls and overtaking Malaysia as the country's second biggest source market, after Singapore.

Arrivals from Greater China is expected to hit 2.4 million this year and will surpass Singapore to take top spot.

Arief Yahya, Minister of Tourism, remarked that while 2017's targets appear

"high", they are not when compared against arrivals into other South-east Asian destinations. "We are way behind (the achievements of our neighbouring countries). Direct accessibility is one of our major (obstacles)," he said.

According to the Ministry of Tourism, Indonesia is directly connected with 13 cities in China by eight airline companies, providing a total of 1,063,338 seats, as of March 2017. In comparison, Thailand has direct flights from 42 destinations in China while Malaysia is connected with 20.

Recognising the need to grow seat capacity and direct air access between China and Indonesia, Arief said the government is developing 10 new destinations beyond

Bali, and airlines and airport authorities are expected to lend their support by ensuring ease of access.

One of the local airlines that has aligned its corporate goals with the government's plan to develop more tourist destinations is Sriwijaya Airlines. In 2016 it expanded its domestic network with the commencement of flights connecting Jakarta and Bali with various destinations such as Bangka and Belitung (Riau), Ternate (Maluku), Sorong (West Papua), Silangit (near Lake Toba) and Labuan Bajo (Komodo). These new flights lend greater ease to Chinese travellers keen on heading deeper into Indonesia and on taking up combination itineraries, as the airline also operates five

to nine flights between Bali and a number of destinations in China.

In March, the airline inked an MoU with Bintan Resorts to promote Bintan as a tourist destination. It has agreed to deploy some aircraft once the new Bintan Airport is open, and flights will cater to the Chinese market.

Although Bali remains the destination of choice among Chinese travellers, Manado is fast catching up. The latter welcomed 25,230 Chinese travellers in 2016 to Bunaken, a diving hotspot in North Sulawesi, made possible by charter flights operated by Citilink Indonesia, Lion Air and Sriwijaya Air.

During a coordination workshop hosted by Lion Air and the Ministry of Tourism, Daniel Putut, managing director of the airline, said persistent passenger demand for Bali has made promoting new Indonesian destinations challenging.

"What we need to do is educate travellers on what's on offer in these new destinations," he opined.

Rifai Tabrani, director of commercial, Indonesia AirAsia believes that it is important to understand the travel preferences of Chinese travellers in order to successfully promote new destinations like Morotai Island and Raja Ampat Islands. For the Chinese, he gathered that they enjoyed beach resorts.

Bambang Sugiono, director of Gajah Bali Tour, predicted that "Belitung would be the next big thing for the Chinese".

He explained: "It has beautiful beaches and water sports that the China market likes."

## Products to watch

### The Jakarta Aquarium

Jakarta Aquarium is the newest attraction in the Indonesian capital. Promising education and entertainment for the whole family, the aquarium showcases local underwater creatures, such as the exotic leopard whip ray, giant pacific octopus, black-tip reef shark and coconut crab. There is also a penguin themed restaurant.

A theatrical underwater performance inspired by Indonesian folklore and directed by Peter Wilson, is a must-see for all ages.

### Vasa Hotel Surabaya

Indonesian hotel management company Tanly Hospitality has soft-launched Vasa Hotel Surabaya, a 384-room luxury hotel in a prestigious area of Surabaya. Facilities include eight F&B venues, a swimming pool, a spa, as well as eight function and meeting rooms for up to 2,000 people.

Built with top-tier clients in mind, the hotel boasts its own helipad and VIP holding room.

### The Studios @ Alila Seminyak

New to Alila Seminyak, Bali is The Studios @ Alila Seminyak – two independent buildings housing 64 studio units and 35 deluxe studio units.

The 46m<sup>2</sup> deluxe studio units open onto a private terrace, while all rooms on the lobby level have direct access to a private pool in the central courtyard.

The similar sized studio units offers easy



Plataran Menteng



Teras Bromo

access to Seminyak's dining venues and nightspots.

Buggy rides are provided to take guests residing at The Studios to the main hotel building where they can enjoy access to resort facilities, which include infinity pools, restaurants and bars, and Spa Alila.

### Teras Bromo, East Java

The countryside themed 80-seat Teras Bromo restaurant has opened 5km from the iconic Mount Bromo in East Java. Located in the area known for its agriculture products, Teras Bromo's menu features Indonesian-Asian dishes made from locally-sourced ingredients. Diners can catch the sunset in the restaurant's garden.

### Spice by Chris Salans, Sanur

The second Spice by Chris Salans has opened in Sanur (the first being in Ubud). It special-

ises in using French cooking techniques and Indonesian ingredients, all of which are locally-sourced, with an emphasis on flavours and healing properties of aromatic roots, herbs and spices.

The restaurant accommodates 80 people, including 40 outdoor garden seats and 40 indoor seats.

### Swiss-Belhotel Lampung, Bandar Lampung

Swiss-Belhotel International has taken over the management of The 7th Hotel & Convention Center in Bandar Lampung, Indonesia. The rebranded property features 167 guestrooms, with recreational facilities spanning a swimming pool, fitness centre, spa, bar and lounge, and the Swiss-Café restaurant. For events and meetings, the property has a ballroom which can accommodate up to 1,200 guests, and nine meeting rooms for up to 100 people.

### Bumi Surabaya, East Java

The a five-star city resort has opened three new meeting rooms and is planning to add another four this year to better position itself against the competition.

The three meeting rooms with portable screens have a capacity of 50 people theatre-style and offers free Wi-Fi.

Currently, the hotel only has one ballroom – which could be divided into three spaces – and two breakout rooms.

### Plataran Menteng, Jakarta

Located in Jakarta's posh Menteng area is the Plataran Menteng, a restaurant that blends colonial and Javanese architectural styles to create a regal atmosphere where diners can feast on Indonesian and Asian dishes. The three-storey restaurant has a main dining area for 100 to 120 guests, as well as private dining areas.

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## Destination Macau

# Raising the stakes in leisure

Macau is hopeful that leisure products and new transport routes will bring mainland visitors back. By **Prudence Lui**



Tourists and shoppers in central Macau

**A**fter mainland visitor arrivals contracted four per cent in 2015, the Macao Government Tourism Office (MGTO) said the market saw a marginal growth of 0.2 per cent in 2016, hitting 20.45 million amid a flurry of new products and transport infrastructure coming onstream.

Notably, 11 per cent more mainland visitors stayed overnight in Macau. Factors contributing to the growth include an overall increase in tourism products – mainly revitalised heritage attractions, integrated-resorts, an enhanced calendar of events, development of more cultural

and creative offers – along with more new direct flight services available.

MGTO has also intensified promotional efforts, highlighting new resorts, entertainment, mega events, while cooperating with airlines to organise product seminars.

A spokesperson added: "In addition to organising mini-marts, we also held consumer road shows in different provinces. Thanks to the cooperation with popular travel agencies, attractive travel packages were offered... Seeing the upward trend of consumer online purchase, MGTO co-operated with OTAs to offer tailor-made and special package deals targeting high-

end and middle-class Chinese travellers to Macau in 2016."

In 2017, MGTO will dedicate continuous efforts to promote the diversity of Macau tourism products under the theme *Experience Macao Your Own Style*. It will continue to strengthen communication and cooperation with the tourism industry in different ways, including through tourism product seminars, themed fam trips and joint promotions, the spokesperson said.

"Moreover, we will continue to run promotions in those cities along the high speed railways, which can be an effective way to attract more Chinese leisure visitors to Macau this year."

Starting mid-April, the neighbouring Zhuhai was linked by high-speed rail to three more provincial capital cities, namely Zhengzhou (Henan), Kunming (Yunnan) and Nanning (Guangxi), bringing the total high-speed rail connections from Zhuhai to eight.

The upcoming Hong Kong-Zhuhai-Macau bridge is also fuelling optimism among tourism players in Macau.

According to *The Macao Visitor Profile Survey* conducted by IFT Tourism Research Center, 62 per cent of mainland visitors were repeat visitors in 3Q2016, with 92 per cent visiting Macau for leisure and vacation.

Macau is being developed as a City of Events to give visitors more reasons to visit and stay longer.

"Macau will continue to organise signature events, such as the second edition of International Film Festival & Awards Macao, along with the third edition of the Macao Light Festival, among

others. In addition, we will continue to create synergies between tourism, culture, sports and other areas, along with fostering the development of leisure tourism landmarks, such as Anim'Arte Nam Van."

There have also been efforts to strengthen communication, collaboration and destination promotion with Guangdong, Hong Kong, Fujian and other counterparts within the Pan Pearl River Delta, the Belt and Road Initiative and other regional cooperation frameworks.

Mainland China continues to rank top in terms of visitor arrivals, reaching 20.45 million in 2016, up by 0.2 per cent year-on-year and accounting for 66.1 per cent of total arrivals. Among mainland visitors, 50.1 per cent or 10.25 million stayed overnight. The length of stay of overnight visitors reached 2.2 days (+0.1).

Sands China, senior vice president, marketing and brand management, Ruth Boston said: "To spur the growth of Chinese market, the city needs to maintain and expand accessibility for Chinese visitors to Macau, including the high-speed train from key cities such as Wuhan towards Guangzhou, then Macau. More flights from second-tier cities in China into Macau is vital. And by bringing in different international events, Macau can attract Chinese leisure tourists."

MGM vice president of resort sales, Victoria Fuh, believed that China will remain among the top countries for visitation into Macau. "New attractions in Macau... will bring increased visits and attract new and returning customers. As Macau further diversifies through non-gaming offers, it will attract more customers (both first-time and repeat)."

## Products to watch

### Navy Yard No.1

The Navy Yard No.1 completed refurbishment and reopened late last year as a creative and culture venue. Located at Rua de S. Tiago da Barra (near the A-Ma Temple), the venue was formerly the dock mechanical room of government and used for boat building and repairing. As part of Macao Arts Festival, a new exhibition by acclaimed Portuguese urban artist Alexandre Farto aka Vhils will kick off on June 1.

### Macao Giant Panda Pavilion

The public can now see beloved pandas Kai Kai and Xin Xin together with their twin cubs Jian Jian and Kang Kang, born in June last year. They are open to public visits in the Macao Giant Panda Pavilion on Sundays from 14.30 to 16.30.



Carpet exhibition at MGM Cotai

### Kung Fu Panda Adventure Ice World

Kung Fu Panda Adventure Ice World with the DreamWorks All-Stars is returning to The Venetian Macao's Cotai Expo until July. Known for its showcase of multi-coloured ice sculptures, this year's show sees a host of new DreamWorks Animation characters from *Kung Fu Panda*, *Madagascar*, *Shrek*, *How To Train Your Dragon*, *The Croods* and *Trolls* brought to life with lights and sound effects.

### Tourist Police

The Tourist Police under the auspices of the Public Security Police Force commenced operations on March 5 with a total of 40 officers. Their mission includes attending to tourist enquiries and lending support in circumstances such as handling crime reports, giving directions and so on. Some 30 Tourist Police officers will operate on the Macau Peninsula, including in tourist hotspots such as Senado Square, the Ruins of Saint Paul's, the Exhibition Hall of Na Tcha Temple and Saint Lawrence Church. 10 will operate in the islands, including in Rua do Cunha, Rua do Regedor and Estrada do Istmo (Cotai Strip).

### Monkey King show

The Monkey King show by Beijing Hua Yan Group descended on the new 1,700-seat Sands Cotai Theatre at Sands Cotai Central in February. Based on the Tang Dynasty legend better known as *A Journey to the*



Monkey King show

*West*, this 70-minute show is available until December 31, 2017. The audience can expect acrobatics, drama, martial arts and magic together with 3D effects, LED screen projections, video mapping and full surround sound.

### Macau Radio Taxi Services

The Macau Radio Taxi Services has been authorised to operate 100 special taxis for eight years. An initial fleet of 50 started operating from April 1 while another 50 will be in service within a year of the first operation. Three types of taxi will be available: 85 six-seater taxis; 10 seven-seater taxis; five barrier-free taxis equipped with ramp, handrails, etc, and can accommodate two

to three people with disabilities or six able-bodied. It charges the same as a normal taxi with MOP\$17 (US\$2.12) flagfall fare, with MOP\$5 charged to order a taxi within one hour of calling. Passengers can choose to pay by cash or by e-payment.

### Art collection at MGM Cotai

The MGM Cotai, scheduled to open in 2H2017, will greet guests with a permanent art collection featuring over 300 items. These include antique carpets dating back to the Qing Dynasty, contemporary Asian paintings, sculptures and works by local and regional up-and-coming talent. Imperial carpets from the 18<sup>th</sup> and 19<sup>th</sup> Century will be exhibited for first time.



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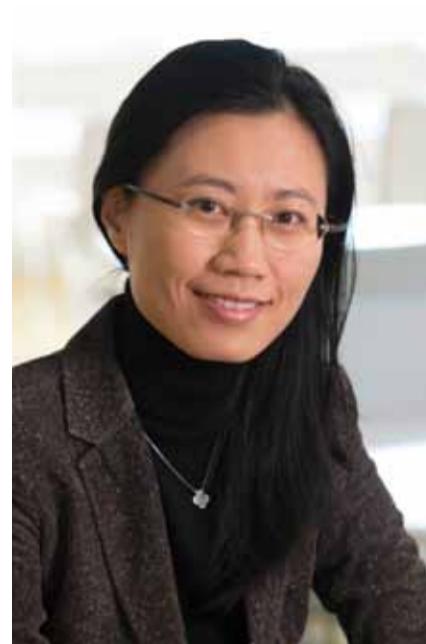
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## Feature China outbound

# A continued thirst for travel

To keep business coming, the trick is to build a product and experience that Chinese travellers favour. By [Caroline Boey](#)



From left: Norwegian Cruise Line Holdings' Alex Xiang; United Airlines' Walter Dias; Delta Airlines' Wong Hong; Marriott International's Jun Lu

**T**he speed of China's outbound travel growth may have slowed due to a less robust economy but the size of the market continues to expand and the China National Tourism Administration has forecasted Chinese outbound to reach 150 million in 2020, increasing at an estimated average annual growth of 5.09 per cent.

Unsurprisingly, China's potential has not gone unnoticed and has resulted in the emergence of Chinese-centric innovations and products like the upcoming launch of a cruise ship custom designed for the market, increased awareness of the importance of mobile shopping and payment methods, and the need to offer more language- and food-friendly options.

Politics aside, US travel companies doing business in China have continued to step up their presence in country.

Norwegian Cruise Line Holdings (NCLH), for example, is launching *Norwegian Joy*, a 3,900-passenger ship built with VIP Chinese passengers and their families in mind. It is expected to launch mid-2017 and reports say NCLH is looking at adding another new ship in China in two years' time.

*Norwegian Joy* offers what the market wants: a wide selection of restaurants, entertainment venues, bars and outdoor space; one-of-a-kind features such as a go-kart race track, laser tag and ride simulators.

Alex Xiang, vice president of sales, NCLH China, noted a huge potential demand in cruising as well as "high repeat purchase among all travel products" sold in China.

Although there is "excessive supply", he said opportunities to grow the segment can be achieved with market education, proper marketing strategies and product differentiation to avoid price wars.

He added: "We are now working with travel partners to formulate strategies targeting high-end customers and are looking for cooperation with companies from other sectors that have the same consumer base, including banks and airlines.

"We are also attracting new customers through WeChat Moments, targeted online and offline promotions and word-of-mouth marketing."

Likewise, United Airlines, which offers 93 weekly flights from China to the US is "continuously looking for opportunities to add capacity", according to Walter Dias, managing director, Greater China and Korea. He said: "Growth is now more dispersed, but Beijing and Shanghai remain integral to our plans. In October 2016 we added a second daily non-stop flight between Shanghai and San Francisco, providing more flight options for Shanghai customers with our daytime and nighttime departures.

"China plays an important part in our growth strategy in Asia-Pacific. In 2016 we signed a multi-year agreement with Air China to strengthen our long-standing strategic partnership. Under the agreement, United and Air China customers will codeshare together on more than 110 routes, offering customers the most comprehensive route network between the US and China."

United also sees huge business potential in tier-two Chinese cities as the business environment continues to improve and purchasing power increases.

United celebrated its 30<sup>th</sup> anniversary in China last year by becoming the first American carrier to serve second-tier cities Xi'an and Hangzhou, along with its existing Chengdu route.

"As we approach the third anniversary of our non-stop route from Chengdu to San Francisco, we will again be increasing the routes from thrice weekly to four during the summer peak season," said Dias.

"In addition, following the successful introduction of the route last year we will relaunch the thrice-weekly nonstop seasonal service between Xi'an and the San Francisco hub during the peak period from May 9 to October 28, 2017.

"We plan to introduce the new Boeing 777-300ER aircraft, outfitted with the all-new United Polaris business class seat to the China market in 2017. United Polaris business class is the airline's most significant product transformation in more than a decade, featuring a reimaged, sleep-enhancing, departure-to-landing experience for intercontinental travellers."

Attesting to China's importance, Delta Air Lines created the new position of president - Greater China in March last

year. Aviation veteran Wong Hong who was appointed to take charge of China, Hong Kong and Taiwan, said the carrier's capacity in China had doubled in the last five years.

Delta operates from Shanghai and Beijing and has connections to Seattle, Detroit, Los Angeles – its latest service launched 18 months ago – and Tokyo's Narita Airport.

Wong said: "Los Angeles sells itself and Seattle is a new market as Chinese travellers are becoming more familiar. It is the first big city where travellers arrive in the US to embark on Alaskan cruises and to connect to many West Coast cities.

"Traffic from Shanghai is growing at double digits, and China overall is growing at 10 per cent. Our outlook is bullish and passenger numbers are expected to increase from 2.5 million in 2015 to 4.5 million up to 2020.

"We are sure China will overtake US numbers in the next five years as outbound demand continues to be fuelled by aggressive online offers on Ctrip, Qunar, Tuniu, etc to the US, and mobile bookings are king."

Delta is the first US carrier to adopt Alipay on its website and has introduced other Chinese-friendly options such as having three to four Mandarin-speaking crew on flights, more than 50 Mandarin-language movies, and authentic Chinese food options.

On the hotel front, Jun Lu, senior director, customer experience advisor, Asia-Pacific, Marriott International, commented that popular brands among Chinese travellers, based on room nights and penetration, are Marriott Hotels and Resorts, JW Marriott, Sheraton and Westin.

"The Chinese are also a major source market for Bulgari and Ritz-Carlton globally. W is particularly popular among post 1980s, 1990s affluent travellers," Lu said.

Lu also noted strong interest in "select brands that offer smart, easy amenities and services" such as Four Points by Sheraton, Aloft, Courtyard by Marriott and also Moxy, which will soon debut in the region.

Lu added: "Today's world is younger and more connected than ever before and with these consumers it is all about the ex-

perience. The select brands, with their innovative design at great rates and presence in many gateway cities in Asia-Pacific, make them a powerful combination."

Meanwhile, Starry Wong, deputy general manager, Shangpin Tour Shenzhen, the outbound arm of Century Holiday International Travel Group, with offices all over China, is expecting demand to increase 20 per cent this year as regional NTOs, in particular those from Malaysia, Singapore and Thailand, have been stepping up promotions.

At press time, Wong said there was an increase in marketing activities in the last three months, and the NTOs of Australia and New Zealand were also actively cooperating with Hongkong Airlines, which has launched new routes.

As for longhaul NTOs, she named Frankfurt, Los Angeles, Florida and the UK as being particularly active.

Wong said: "Shorthaul trips are always popular and for us the top spots are Sabah, with so many airline connections; Thailand, which has always been popular; and Singapore, where the food is a hit especially among southern travellers and although it is getting expensive, is still expected to grow."

She expects AirAsia's new Guangzhou-Manila service, launched April 27, to drive demand for the Philippines. "There were no direct flights before (and) political tension (between the two countries) has also eased. Safety and security appears to have improved and this is very important to Chinese travellers," she remarked.

As well, cruise demand was high in 2016 and Wong expects that to continue rising "as the options to suit every budget keeps on expanding". Itineraries to Singapore, Thailand and Vietnam were found to be most popular.

Wong also observed that when visa requirements are eased, Chinese traffic will surge and among medium and longhaul destinations, New Zealand and the UK are right up there. As for the Middle East and Africa, Wong's view is that demand could change over the next three to five years.

"Chinese tourists want comfort, and demand for adventure travel and special interest tours to these destinations is there but is not growing so fast," she said.

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## Destination Singapore

# Placing new bets

'Touch-and-go' is no longer the all-encompassing style of Chinese visitors to Singapore, as many are now spending more and staying longer in the city. **Yixin Ng** reports



Encouraged by "modernising consumption" patterns in China, the Singapore Tourism Board (STB) wants to continue pushing the idea of mono-destination travel to the Chinese while broadening in-market promotions beyond tier-one cities.

Promoting mono-Singapore has always been the primary focus of STB's strategy for China. We target Chinese visitors who seek unique and in-depth experiences, instead of touch-and-go multi-destination travel packages. These visitors

tend to stay longer to enjoy Singapore's multitude of tourism offerings," Low See Peng, regional director, Greater China at STB, told *TTG Show Daily*.

STB is focusing its courtship on early-career types, families and MICE travellers

Last year, 99,200 mono-Singapore packages were sold by Chinese OTA giant Tuniu (an STB partner), a growth of 52 per cent over 2015.

Mono-Singapore visitors formed about a quarter of the 2.8 million Chinese visitor arrivals to Singapore in 2016, according to

Low.

While China was second to Indonesia in terms of arrivals, it came in tops for visitor spend for the second year running, with Chinese tourism receipts surging 41 per cent year-on-year to more than S\$2.8 million.

STB attributed the increase to "mainly volume-driven growth", but individual spend within particular Chinese traveller profiles could also be on an uptrend.

"Chinese consumers are fast-modernising, where their purchasing focus has

shifted from indiscriminate spend to premium products and lifestyle experiences, including travel," observed Low.

Low shared that Chinese visitors' per capita expenditure (excluding sightseeing, entertainment and gaming) in the city-state was about S\$1,239 in the January-September period.

China has for years been fighting capital flight by controlling its citizens' spending in casinos overseas, which temporarily dented Macau's tourism performance.

Numbers indicating change in Chinese gaming spend in Singapore were not available at press time, but the NTO noted an overall "fall in sightseeing, entertainment and gaming (receipts among global visitors) largely due to a decline in gaming revenue as reported by the integrated resorts" in its 3Q2016 report.

Meanwhile, STB plans to extend its work in China to second-tier cities to "build affinity with and sustain a pipeline of Chinese visitors".

In 2016, it ran a campaign that included the screening of TV commercials in Beijing, Shanghai, Guangzhou, Chengdu, Shenzhen and Hangzhou; complemented with a partnership with more than 20 Chinese travel agents in these cities with the aim of luring Chinese early-career travellers to Singapore, Low said.

This year, on top of partnering 12 "most influential travel agents" from those cities to continue marketing the destination, STB is also "building up a network of travel agents in tier two cities to jointly promote Singapore", Low told the Daily.

STB also has seeds planted in the digital space to reach users across China, having partnered Tuniu and Ctrip in earlier years and curated content on tourism offerings on various platforms such as WeChat, Tencent, Dianping and Mafengwo.

Through STB's Your Singapore WeChat service account, consumers were able to download audio guides through QR codes embedded at various points of interests within five attractions. Over 120,000 audio guides were downloaded by Chinese visitors within the year.

## Products to watch

### Disney festivals

The Singapore Tourism Board has struck a three-year partnership with The Walt Disney Company Southeast Asia which will start this May with a Star Wars festival. In 2018 and 2019, the themes will be Marvel and Disney Animation, and Disney Pixar respectively.

### Chinatown

STB is piloting three digital installations in Chinatown to bring to life local historical icons such as the samsui woman, rickshaw puller and street food hawker. At the end of each interaction with the installations, a map will be dispensed pointing visitors to a recommended Chinatown experience, tailored to the individual's interests as determined during the engagement.

### Mercure Singapore Bugis

The 395-key hotel is set in the heritage enclave of Bugis and Bras Basah.

The hotel provides free Wi-Fi in every guestroom, complimentary access to over 2,000 online publications via the Press-Reader App and a smartphone for free unlimited mobile Internet access, local and IDD calls to ten destinations worldwide and a city guide.

The hotel boasts three F&B concepts and an extensive collection of meeting venues.

As part of an introductory promotion running till September 30, rates start from S\$168++ (US\$120++) per room night.

### Oakwood Premier OUE Singapore

Oakwood Premier OUE Singapore is scheduled to open this year in Singapore's CBD, offering 268 serviced residences in categories of studio apartments to one- and two-bedroom apartments. Facilities and services include private dining, a swimming pool, fitness centre, daily housekeeping and concierge. The property will be part of OUE Downtown, a mixed-use development comprising offices, residences and a mall.

### JW Marriott Hotel Singapore South Beach

Rebranded from the former The South Beach Hotel, the first JW Marriott property in Singapore soft opened last December with 634 rooms, including 47 suites. It features five F&B options – Akira Back, Beach Road Kitchen, Court Martial Bar, Media Bar and Tonic. The hotel is located close to the Suntec Singapore Convention & Exhibition Centre and the Marina Bay business district.



Hotel Mono

### Walk of Fame History Tour

Until August 2017, guides from the National Heritage Board will be on hand to conduct a 45-minute Walk of Fame History Tour on the premises of Raffles Hotel. Priced at S\$20 per person, tours will take place every first Saturday of the month at three timings (10.00, 14.00 and 17.00). Tickets can be bought from the Raffles Gift Shop.

### Hotel Mono

The independent boutique property is housed in a row of conservation shophouses along Singapore's Mosque Street in Chinatown. It has 46 rooms across different configurations from a single room up to a family room for four. All rooms come with complimentary high-speed Wi-Fi, coffee- and tea-making facilities and flatscreen TVs.

## Marketplace

### Furama Hotels International commits to green initiatives

Recognising the importance of caring for the environment, Furama Hotels International (FHI), ensures their properties are well supported by eco-friendly and sustainable practices where guests can relax and luxuriate in the best possible environment.

FHI provides over 60 award-winning accommodation choices across the vibrant Asia Pacific region, namely in Australia, China, Indonesia, Malaysia, Singapore, Taiwan and Thailand, with an increasing inventory as the company continues to expand. The three brands under FHI include Furama – four-star business hotels; FuramaXclusive – luxurious boutique hotels, villas and resorts; and FX Hotels – essential service boutique hotels.

The hotel group is committed to pampering leisure and business travellers while providing them a well-appointed backdrop to indulge in restful play and invigorating work.

**Website:** [www.furama.com](http://www.furama.com)



### Buenos Aires launches new meetings tourism marketing plan

The Buenos Aires Tourist Board, together with the Buenos Aires convention bureau, has launched their inaugural meetings tourism plan (2016-2019) in their bid to make MICE a key priority in the city.

This plan aims to position Buenos Aires as the strategic destination for international events in the Latin American region by promoting professionalism in the sector, and prioritising sustainability, quality and innovation.

The plan will also see the creation of a new operations management team that will collaborate with providers in offering assistance with trips to international events, site inspections and fam trips.

**Contact:** [mariaconstanzaibarra@buenosaires.gob.ar](mailto:mariaconstanzaibarra@buenosaires.gob.ar)

### Harbour Plaza Hotels & Resorts offer elegance and luxury

Harbour Plaza Hotels & Resorts is a major player in the Asian hospitality industry providing a distinctive blend of comfortable elegance, understated luxury and value for money in all of its hotels. The company, which is a member of Cheung Kong Property Group, currently manages 11 hotels in Hong Kong and Chongqing in mainland China. The latest addition is the all-suite Kowloon Harbourfront Hotel at Hung Hom Bay in Hong Kong which commenced operations in July 2015 with 240 suite units.

Over in The Bahamas, the hotel group also manages the 1,271-room Grand Lucayan Beach and Golf Resort on Grand Bahama Island.

**Contact:** [sales@harbour-plaza.com](mailto:sales@harbour-plaza.com)



### Chic Outlet Shopping Villages unveil new summer collection

Chic Outlet Shopping Villages, which is operated by Value Retail, will be introducing a host of exciting collections from world-famous brands and exclusive events as part of their summer celebrations, allowing guests to take away an extraordinary experience.

Guests travelling to Paris can revamp their summer wardrobes with an exciting selection of accessories at La Vallée Village. A customisation workshop – L'Atelier – will also be available in the Village's Art Gallery, offering guests the chance to personalise their accessories. Over at the Las Rozas and La Roca Village in Spain, fashion and art come together at the Barcelona Designers' Collective by La Roca Village, a summer pop-up boutique showcasing the talent of local designers and artists.

**Contact:** [dmarin@valueretail.com](mailto:dmarin@valueretail.com)



### A magical island hideaway in Coco Palm Dhuni Kolhu

Located on Dhuni Kolhu Island, Coco Palm Dhuni Kolhu is the ultimate hideaway in the Maldives. Set on a beautiful island, the resort is fringed by white sand beaches, dressed with luxurious tropical vegetation, and hosts a lagoon for the enjoyment of a vast range of water sports.

Coco Palm Dhuni Kolhu features thatched villas either dotted amongst palm trees in carefully planned tranquility or elevated on stilts in the lagoon. Beach villas and deluxe villas also have open-air garden bathrooms for romantic showers under the stars or the sunrise.

**Website:** [www.cocopalm.com](http://www.cocopalm.com)

### Worldhotels welcomes Hongqiao Jin Jiang Hotel into its collection

The newly rebranded Hongqiao Jin Jiang Hotel has been added into Worldhotels' acclaimed collection of independent hotels. Renamed from the former Sheraton Shanghai Hongqiao Hotel, this prestigious hotel now bears the prominent Jin Jiang brand.

The five-star hotel, which is a stone's throw away from the Shanghai International Trade Center and Shanghai International Expo Center, offers 587 rooms which include 100 suites. The main ballroom can accommodate up to 800 persons in a theatre setting, and there are an additional 10 conference rooms which offer state-of-the-art meeting facilities.

**Website:** [www.worldhotels.com/hotel/hongqiao-jin-jiang-hotel](http://www.worldhotels.com/hotel/hongqiao-jin-jiang-hotel)



### Abu Dhabi strengthens tourism ties with China

To capitalise on the emirati destination's growing popularity in Asia, the Abu Dhabi Tourism & Culture Authority embarked on two separate trips to five cities across China in March and May this year.

The first trip saw the authority heading to Beijing for the three-day China Outbound Travel & Tourism Market, and the second trip involved a large delegation of hotels, attractions and tour operators to China with stops in Chengdu, Wuhan, Guangzhou and Nanjing.

Numerous tourist attractions and hotels in Abu Dhabi have received the China Tourism Academy's Welcome Chinese Certification, awarded to distinguished hospitality establishments and destinations that offer high quality services to Chinese visitors, including Mandarin-speaking staff members.

Most destinations and attractions in the emirate, including Abu Dhabi Falcon Hospital, Yas Waterworld, Al Ain's Wadi Adventure, Zayed Sports City and Souk Qaryat Al Beri, as well as all of Yas Island's entertainment destinations and hotels now accept China Union Pay bank cards.

**Contact:** [china@tcaabudhabi.ae](mailto:china@tcaabudhabi.ae)

## Gallery

# A gathering of tourism powerhouses



Star Cruises China's Danson Zuo and Dream Cruises China's William Zhang



Harbour Plaza Hotels & Resorts China's William Wang and Elaine Li



Dachstein Salzkammergut Austria's Teresa Reiter



Furama Hotels International Management Singapore's Shirlena Tan (left) takes the lead



Pan Pacific Hotels Group Singapore's Royston Lim (centre) flanked by his team



A show of power from Wyndham Hotel Group US' Eliot Hamlisch (fourth from left)

# ers in Shanghai

By Richard Caleb Lai



(From left) Messe Berlin's Martin Buck, together with Abu Dhabi Tourism & Culture Authority's Mohamed Sultan Alzaabi and team



Ministry of Tourism & Culture Malaysia's Mohamed Nazri Abdul Aziz and Malaysia Tourism Promotion Board's Abdul Khani Daud



Visit Finland's Paavo Virkkunen and Heli Mende



TAcentre.com Singapore's Philip Gejon (third from left)



Value Retail Management Spain's Diana Marin



Government of Sharjah's Khalid Jasim Al Midfa and Xiuhan Gao



Finnair China's Robert Ohrnberg

Finland

## 赫尔辛基机场目标2020年接待2千万旅客

■钟韵=采访报道

在2020年接待2千万名旅客的目标之下,芬兰机场集团(芬纳维亚公司)除启动投资9亿欧元的赫尔辛基机场扩建计划,也不断提升该机场针对亚洲(尤其中国)市场的各项服务。随着亚洲市场对芬兰北部旅游资源的兴趣与日俱增,芬纳维亚公司也已将目光投向北部机场,未来或有计划为其软硬体进行提升。

**芬纳维亚公司(Finavia)企业**

**传讯副总裁Mikko Saariaho**

介绍,赫尔辛基机场目前有21条长途航线,每周前往亚洲85个航班。得益于其地理位置,赫尔辛基是少数能够24小时内往返欧亚的机场,也因此,它已成为欧洲至中国航线的第五大机场。2016年赫尔辛基机场接待了超过1千7百万名旅客,其中中国在2015年已为其第五大客源市场。为达至2020年接待超过2千万名旅客的目标,赫尔辛基机场已开启了投资9亿欧元的扩建计划,完成后,其航站楼面积将增加45%,使其于2020年达到25万平方米,相当于芬兰的十座议会大厦。

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基机场也朝软实力的提升努力。

**赫尔辛基机场商务总监Elena**

**Stenholm**介绍,2014至2017年间,赫尔辛基机场的商业服务得到了彻底的更新升级,当前该机场拥有41家免税和零售商店,以及30家餐饮店面。

针对核心战略市场中国,为确保旅客旅程顺畅,赫尔辛基机场不但在机场内投入会讲中文的服务人员、客服、导购及中文标示,也为所有机场员工进行了文化培训、开通了中国银联和支付宝等支付管道,并且透过微博和微信等社交媒体与中国消费者沟通。

此外,赫尔辛基机场更与首都机场集团公司签署了合作备忘录,



并派员工与首都机场进行交叉培训。从中, Elena Stenholm表示,赫尔辛基机场对中国企业文化及消费者行为和倾向有了更深的理解,对其服务中国市场起到了极大的帮助。

随着中国客人对芬兰北部旅游资源的兴趣与日俱增,除了持续以「亚洲中转至欧洲各地最便捷的枢纽」定位发展市场,芬纳维亚公司也已将目光投向芬兰北部拉普兰Kittilä和罗瓦涅米以及湖区的Kuopio机场,未来或有计划将这些机场进行扩建或提升适应亚洲尤其中国游客的服务。

### 芬航重新开通直飞西安、广州航线

此外,在中国航线上,芬兰航空近日亦动作频频,为赫尔辛基

机场带来更多中国游客。其中,西安至赫尔辛基直飞夏季航线于3月30日重新开通,西安作为西北地方重要的枢纽,也是芬兰航空在中国市场的重要部署之一。

芬兰航空西安直飞赫尔辛基夏季航线每周2~3班,由空客A330客机执飞,执行时间为8小时40分,该航线将开航至10月底。2013年6月14日,芬兰航空即开通了往返赫尔辛基和西安之间的夏季直飞航线,使西安成为其在中国的第五个目的地,芬航也是第一家提供西安至欧洲直飞航线的航空公司。

另外,2017年4月26日,从芬兰赫尔辛基出发的芬兰航空A330客机顺利抵达广州白云国际机场,这标志着广州—赫尔辛基季节性直飞航线正式复航。

该直飞航线将在2017年4月26



日到10月27日期间运营,由空客A330客机执飞,六月至九月每周4班(五月和十月每周3班)。全程飞行时间为10个小时,该时刻表的安排为搭乘芬航在赫尔辛基机场转机至70余个欧洲目的地而特别设计。2016年5月,为更好地扩展全球航线网路,芬兰航空正式开通赫尔辛基—广州航线,成为继北京、重庆、上海、西安、香港之后,芬航在中国的第六个目的地。

**芬兰航空大中华区总经理Robert Öhrnberg先生**表示,

陕西历史文化悠久,西安是中国西北地方的中心,作为中国市场非常重要的战略部署,芬兰航空希望通过西安航线可以辐射西北乃至大中华地区,让更多的欧洲旅客领略西安古都的风采,同时增强经济文化方面的交流和互通。芬兰已于去年在西安设立了签证机构。且最近,芬兰航空成为全世界第一个在北京和上海直飞航线上开启了机上支付宝试点服务的航空公司,目前回馈良好,还在阿里巴巴旗下的飞猪平台开设官方旗舰店,让便捷的订购流程惠及更多中国消费者。

Greek

## 希腊业者盼增设签证中心 刺激中国游客数量

■钟韵=采访报道

随着自主性、探索心不断上升的中国独立旅行者增加,希腊三大岛之外的数千个值得到访的小岛,也获得了新的发展机遇。但有业者指出,希腊要真正发展中国旅游市场,除了需赖欧洲——尤其土耳其局势安定之外,更应解除的是签证中心过少这个障碍。

**Tour Greece销售经理Phillip Radopoulos**介绍,现阶段对于大部分中国客人来说,地中海是一生难得的一次旅程;游客会希

望尽可能结合周边目的地连线游览,以一次获得丰富度最高的体验,不可能今年夏天到访希腊、明年土耳其、后年再去意大利。因此在中国最畅销的希腊旅游产品近几年一直没有太多变化,比如在圣托里尼搭乘私人游艇观赏浪漫的夕阳景色,从米克诺斯岛到附近无人居住的岛屿参观文化遗产、沉浸于2,500年前的历史生活气息等等,而忽略掉希腊其他1,900余个值得到访的小岛;跟团游的客人一般选择平价住宿,自

由行则会选择中高端酒店住宿。

不过即便在此背景下,也不难看出追求更深度体验的中国旅行者正在增加,而且他们的自主性和独立性越来越显著。这就为扎金索斯岛、斯科派洛斯、凯法劳尼亚、罗德岛等那些尚未被中国游客所熟知的小岛提供了发展机会,而这些岛屿早已有大量且成熟的旅游产品虚席以待,因为希腊对中国而言虽是长线目的地,但对德国和英国等中西欧国家而言却是「传统」目的地,且希腊的

美国、加拿大和拉丁美洲市场也发展已久。可是,正向成熟过渡的中国市场更好的发展却遭到了阻碍,签证是主要问题。

Phillip Radopoulos说道,除了中国政策的限制之外,经济危机之后,希腊由于预算短缺,一直无法在中国开设更多签证受理中心,导致中国各地的客人如果想去希腊旅游,就必须舟车劳顿的先赴一线城市申请签证,到了要出国的时候,再赴主要城市的机场乘机出境。从时间和资金的角度,这

都为客人带来了巨大的压力。

「只要这个问题解决了,希腊肯定会涌入大量的中国客人。」因为,他指出,虽然中国与希腊之间没有直飞航班,但交通早已不是问题:在土耳其事故接连发生导致客人对搭乘土航有所疑虑外,阿联酋航空、阿提哈德航空、卡塔尔航空仍都提供非常便捷的飞行选择。

即便如此,他表示,「过去一年希腊的中国市场表现非常好,对来年我们的期望则更高。但前提是欧洲,尤其是土耳其,能够安稳的度过这个冬季。」

Bintan

■钟韵=采访报道

## 民丹岛中国会奖客源成长

在新加坡的中国MICE市场成长趋缓之际,身为新加坡竞合对象的印尼民丹岛发现自己正成为受益者。**Bintan Lagoon Resort商务拓展和酒店运营副总裁Gerald A. Hendrick**于过去一年观察到,在中国市场,曾经以「适合家庭度假的连线目

的地之一」为定位的民丹岛出现两个变化:一是MICE客源比例正在上升,二是大部分客人虽仍以新加坡为跳板,但在民丹岛的停留时间更长,而且花钱的项目,比如压轴戏「晚宴」,会放到民丹去做。以民丹的条件,这是合理的。就第一点而言,民丹岛的综合度假村

和酒店资源非常丰富且仍在提升;以Bintan Lagoon度假村为例,未来五年内,其客房数量(含套房和别墅)将从470间上升到2,500间。同时,新加坡国内虽也有综合度假村,但民丹的空间更大、与自然相关的团建活动资源也更多,如陆上和水上活动、沙滩及国际标准高尔夫球场等;此外,能容纳上千人的室内会展中心和分会议室及数千人的海滩,对MICE团都是卖点。当地业者也极为重视中国市场的服务能力;从不断增加的中式餐厅

到中文服务人员,中国客人都不必操心。

就第二点而言,直至2年半以前,在民丹都可使用新加坡元消费,但此后民丹只接受印尼卢比,性价比相应提高;Bintan Lagoon甚至在过去一年间把度假村内十余家餐厅的价格全数拉低30%~40%,以强化终端消费者对「民丹岛性价比更高」的观念。如今,他们已能看到,越来越多以新加坡为主要目的地的MICE团,会在民丹岛住宿2晚并举办庆祝晚

宴。毕竟和在新加坡找场地及餐饮、娱乐供应商相比,在一体化度假村内一步到位更方便也更省钱。

巴淡岛虽属于印尼,但距离印尼其他城市却较远,因此一般不会与雅加达或其他印尼城市结合,而是反过来与新加坡产品打包。Gerald A. Hendrick还透露,印尼政府近期正在和相关业者进行沟通,从中国直达民丹岛的包机项目启动,指日可待。

## Abu Dhabi

# 中国市场第一季度飙升48% 阿布扎比朝吸引60万中国游客迈进

■钟韵=采访报道

在阿布扎比旅游与文化发展局(阿布扎比TCA)近年积极推动中国游客前去探索其目的地的努力之下,阿布扎比已经开始收获游客增长的乐观趋势:2016年,中国游客人數较前一年上升了31%,今年前三个月更是同比上升了48%。2017年1至3月,近10万名中国游客在阿布扎比的172家酒店或酒店式公寓住宿了138,747个间夜,使得中国超过印度,成为阿布扎比最大海外客源市场。



**阿布扎比旅游与文化发展局海外办事处及推广总监Mubarak Al Nuaimi**表示,中国作为阿布扎比的关键

市场之一,当前以至未来,都显示着巨大的发展潜力,而今年携手合作伙伴参与首次进入中国的ITB展会,即为阿布扎比TCA借展会加强市场开发的策略性举措之一。除了参加展会之外,今年早些时候,阿布扎比还在全国范围举办了农历新年庆祝活动并在四月份邀请中国首次作为主宾国参加阿布扎比国际书展;作为其全球目的地营销计划的一部分,阿布扎比TCA也针对中国市场推出了更多样化的

营销活动,其中包括正式推出官方微信及微博频道。

「相信这些举措都将促使中国市场的优秀表现进一步加强,使阿布扎比与中国之间的关系更加紧密,」他说到。

关于阿布扎比目前的中国游客接待能力,Mubarak Al Nuaimi指出,包括阿布扎比猎鹰医院、亚斯水世界、艾恩瓦迪探险、扎耶德运动城和亚特沃伯瑞购物中心及亚斯岛上所有娱乐项目和酒店在内的阿布扎比大多数目的地和景点,已都可接受中国银联卡,几处旅游景点和酒店并已取得中国旅游研究院颁发的欢迎中文认证(拥有讲华语的工作人员是获取该认证的标准之一)。

### 客房数量将再增1万间

值得留意的是,在目前172家酒店和酒店式公寓所提供的30,000间客房的基础之上,阿布扎比预计未来五年内客房数量还将再增加10,000间。

阿尔福桑万豪酒店、阿布扎比君悦酒店、阿布扎比艾迪逊酒店和萨迪亚特岛罗塔纳度假村都计划于今年陆续加入2016年便已开业的阿布扎比市中心万豪酒店、阿布扎



比四季酒店和巴布皇宫酒店的阵容。紧邻哈扎·本·扎耶德体育场的阿尔艾茵雅乐轩酒店,已在今年早些时候开幕迎宾,香格里拉、费尔蒙、希尔顿和卓美亚等品牌也都有项目正在进行。

景点方面,阿布扎比也正紧锣密鼓地建设;即将开放的卢浮宫阿布扎比之家「萨迪亚特文化区」和将于明年开放的雅斯岛华纳兄弟主题公园,都在其中。

至于中国市场的持续开发,Mubarak Al Nuaimi介绍,阿布扎比旅游与文化发展局中国办事处作为与该国旅游部门与中国市场直接沟通、确保客户将阿布扎比纳入旅游计划的管道,除了向中国媒体传达该酋长国的旅游目的地信息和研究市场趋势,

也针对中国市场开发定制化产品和方案。与此同时,阿布扎比TCA也会固定组织中国旅游界和旅游媒体代表探索阿布扎比,以此突出阿布扎比的旅游资源、文化遗产、未来的旅游发展计划和探索吸引更多中国游客到访该酋长国的各种合作方式,并在中国媒体上进行各种营销活动及针对中国游客专门制作宣传片和宣传材料;阿布扎比官方目的地网站visitabudhabi.ae也有中文版本。

## 重点放在休闲、文化、MICE

他谈到,阿布扎比的中国入境游客在过去几年增长显着,而阿联酋政府最近面向中国公民推出的阿布扎比国际机场落地签政策结合多元化的产品和旅游套餐,是中国市场显著成长的重要原因。在考虑市场特殊性的前提下,接下来,阿布扎比TCA会把重点放在休闲、文化和MICE旅游,提供满足中国游客需求的高度定制化方案,力求跟上中国出境市场不断加快的脚步。

**「去年迪拜的中国市场成长情况也非常良好,」他表示,「这对阿联酋的整体中国客源发展趋势,有指标性意义。」**

不过,Mubarak Al Nuaimi也坦言,如何说服游客选择阿布扎比而不是其他海湾合作委员会成员目的地,仍是阿布扎比的主要挑战之一;去年底阿布扎比TCA推出全球目的地营销活动,因此对于提高该酋长国的国际形象至关重要。至2021年,阿布扎比TCA期望每年吸引60万中国游客到访阿布扎比。

## Madrid

# 马德里会展旅游实力坚强

■张广文=采访报道

近日,西班牙首都马德里积极向中国旅客招手,除了争取中国游客前往当地游玩,更期待中国企业团体能到访举行各式MICE活动。

记者从马德里会议局了解到,2017年马德里预计将举行七场大型国际会议,预计将产生超过70万个城中过夜住宿,以及1.8亿欧元的直接消费,强化马德里作为世界级知名会议旅游目的地的声誉。其实,近年马德里的会展活动稳定成长。光是二月,马德里就举行了多个不同领域和主题的国家级和世界级的会议,包括:第五届运动、兴奋剂使用和社会国际大会,西班牙社会创伤大会,以及国际教学开放日。

另一方面,西班牙马德里IFEMA展览中心在2016年相比2015年成长8.2%,营业额达1.056亿欧元。目前IFEMA展览中心正在推进一个五年规划策略,透过大范围设计好的举措,刺激展览中心的向上成长,并且加大硬体设施,借此提高收入,同时,在聚焦于成长之余,也驱动活动的演变。展览中心在2022的目标是透过每年12%的

可持续收入,使目前财政收入翻倍。

### 中国游客有望2020年达100万

旅游方面,西班牙是世界旅游大国。2015年,该国旅游收入居全球第三,仅次于美国和中国。近年来,赴西班牙游客数量稳步增加,2015年已达到近35万人次。据西班牙工业、能源和旅游部预计,到2020年,每年将有100万中国游客到访西班牙。当中,马德里地区在每位国际旅客平均消费方面的排名领先。2016年前11月,马德里地区获得了5,320,453位国际旅客,相比去年同期增长12.57%。以马德里地区为主要目的地的国际旅客,消费在去年11月达5.11亿元,相比2015年同月增长12.67%。

特别的是,今年年初携程目的地营销部与西班牙马德里大区达成合作协定,宣布携程将深耕西班牙丰富的目的地旅游资源,进一步推动中国与西班牙之间的旅游交流和产业发展。不久的未来,中国消费者可以在携程旅行网上的马德里官方旗舰店中直接了解到马德里当地旅游信息,

一站式的查找到相关旅游产品、当地美食、旅游游记以及各类旅游局提供的官方资讯。随着西班牙丰富的旅游资源推介到中国,越来越多的中国游客将可了解西班牙、到西班牙旅游。

而西班牙旅游市场的巨大潜力正是吸引众多航空公司开通直飞马德里航线的重要原因。在去年6月,国泰航空开通马德里往返香港、西班牙伊比利亚航空开通了

上海往返马德里航线。去年十二月中旬,首都航空开通成都直飞马德里航线。今年三月,中国国际航空宣布马德里往返北京航线直航10周年之际将更换全新波音787型客机,并于5月5日开通巴塞隆纳往返上海直航。这些新航线能更好地实现西班牙与中国之间的联通,帮助两地游客更方便地前往位于亚洲和欧洲的目的地,促进两地旅游业的发展。

### Dachstein Salzkammergut World Heritage Region

Tradition and breathtaking landscapes  
in the heart of Europe

The heart of the Austrian Salzkammergut is renowned for its spectacular scenery. The Dachstein Salzkammergut World Heritage Region is just a stone's throw from Salzburg – Mozart's birthplace – and has more than 7000 years of salt mining history. The region consists of the four neighbourhoods of Bad Goisern, Gosau, Hallstatt and Obertraun, and is a natural and cultural gem. It was declared a World Heritage Region in 1997. Embedded between the spectacular mountain formations and the crystal clear lakes is a wealth of culture and tradition which have been developed by local people throughout the ages.



**dachstein  
salzkammergut**

[www.dachstein-salzkammergut.at](http://www.dachstein-salzkammergut.at)

## Sweden 瑞典签证申请量三年增长逾200%

■钟韵=采访报道

随着中国公民对瑞典旅游的兴趣持续高涨,瑞典驻华大使馆在去年增设十家签证中心的基础上,也考虑在未来进一步拓展签证中心落户的城市,为中国游客提供更多便利。

### 瑞典驻华大使馆二等秘书芮莲说道,

2013年,瑞典收到了13,000份来自中国游客的签证申请,仅约三年的时间,其签证申请数量就翻了不止两番。2016年一月至十月底,瑞典向中国游客发放了5,5000份申根签证,预计全年签证申请数量较前一年上升至少50%,中国客人对前往瑞典旅游兴趣的高涨,可见一斑。

她介绍,作为申根国家,其签证政策近期并没有与其他申根国家不同的特殊变化;而在多个目的地纷纷推出上门采集指纹、48小时出签等特殊服务之际,瑞典虽未有类似举措,平均4.5天出



↑斯德哥尔摩阿兰达机场深富北欧风情

签,不过,针对几家大型旅行社,瑞典大使馆提供了绿色通道,同时也持续提升办理效率,尽可能缩短申请者的等候时间。

去年春季起,瑞典已先后在西安、重庆、南京、成都、沈阳、武汉、杭州、济南、昆明和长沙开放了10家签证申请中心,便于申请人在其居住地附近递交签证申请;在新的一年,大使馆虽尚未有确定计划,但已在考虑进一步增加签证点。芮莲表示,只要注

意到中国哪座城市客源出现迅猛增长趋势,大使馆便会加快增设签证中心的进程。

### 斯德哥尔摩中国游客间夜数成长100%

在众多目的地中,瑞典首都斯德哥尔摩应相对受到关注。其不止有传统文化和自然美景,更以令人向往的北欧生活方式,呈现充满创意的国际活力。旅游局期望这些以独特方式融合的元素,能吸引更多中国游客到访。

**瑞典斯德哥尔摩旅游局营销经理Lotta Andersson**介绍,赴瑞典旅游的中国游客数量正以惊人速度增长。仅斯德哥尔摩这个城市,过去五年的中国游客间夜数便增长了100%,2015年一年之内更大幅上升了35%;2016年截至十月,间夜数又同比上升了40%;与斯德哥尔摩其他国际客源增长总量10%相比,中国市场

的迅猛表现尤其令人振奋。

为进一步加强中国市场发展,斯德哥尔摩旅游局一方面致力提升中国游客在这座城市旅游的便利度,比如为当地酒店、景点业者举办培训课程,助其有针对性地提供更适合中国客人的旅游环境,让中国客人在斯德哥尔摩旅游时能有最大收获和最好的体验;另一方面,在国航北京—斯德哥尔摩和北欧航空香港—斯德哥尔摩直飞航线的基础上,旅游局也在积极寻找增加两地直飞航班的机会。同时,旅游局也鼓励更多游客利用邮轮从芬兰赫尔辛基到访斯德哥尔摩,但除了日游之外,能再添几晚住宿。

### 斯德哥尔摩以「生活方式」吸引游客

从资源的角度,除了经典景点之外,斯德哥尔摩近年希望提升游客关注的是其城市氛围和生活

方式。Lotta Andersson说道,斯德哥尔摩是个结合摩登都会生活、世界级景点、自然美景、纯净空气和水资源的独特城市,这些元素都能投中国游客所好;文化方面,斯德哥尔摩不仅是诺贝尔奖的家乡,更拥有非常蓬勃的文创产业,而「文创」正是斯德哥尔摩旅游局在为潜在客户描述城市氛围时,最为突出的特点。

她解释,作为瑞典王国的首都,斯德哥尔摩呈现出瑞典悠久的皇家历史和超过100间博物馆,但这并不会让斯德哥尔摩因古老、传统而死气沉沉;相反,斯德哥尔摩充满带着创意的国际活力。因此在与中国旅游业者沟通时,基于对中国客人不仅喜欢纯净大自然和历史文化、更向往北欧「生活方式」的了解,旅游局近年刻意设计了艺术、设计等城市主题线路,鼓励业者带领游客深入体验。

## Denmark

## 2017丹麦旅游年强力发展中国市场

■钟韵=采访报道

2017中国-丹麦旅游年年初于北京正式开幕。以此为契机,丹麦将推动签证简化和直航开通,并积极开展旅游推广活动。本月初,丹麦驻华签证官员在成都宣布,丹麦驻华大使馆已启动「优先计划」,中国公民申请团队旅游签证时有望提速。

开幕式上,中、丹两国政府代表签署了《关于2017“中国-丹麦旅游年”相互支持举办活动的合作谅解备忘录》,标志旅游年活动正式开始。

**丹麦工业、商业和金融事务大臣布莱恩·米克尔森**说道,「旅游年」是强化中国和丹麦合作交往的绝佳机会,尤其是在旅游领

域。随着「中国-丹麦旅游年」开幕,中丹两国将于本年度借景点、文化、生活方式等领域的一系列推广活动刺激双边游客来往,配合旅游年,丹麦政府也将进一步简化中国游客的签证申请程式(去年,丹麦已在中国新开五处签证中心,更多签证中心将会在近期开启);借旅游年之机,丹麦也会积极协商中国至丹麦直飞航线的开通。

除了持续提高丹麦的中国游客友善性,比如发布中文的「丹麦地图」手机APP和「丹麦购物指南」等相关旅游产品,推动当地酒店接受中国市场接待培训、在机场和主要景点提供中文告示和导览等,波罗的海邮轮、美食和绿色

### 近期丹麦签证作业重要发展



工业旅游也会是丹麦接下来的中国市场发展重点——29颗米其林星、在环保方面不断进化的科技,都对崛起的中国青年市场独具吸引力。

当然,丹麦在家庭旅游的优势也不容忽视。其首都哥本哈根和平、安全、景点集中又交通便捷,且景点和餐馆都对欢迎儿童尤其针对性;从购物角度,丹麦本地产品丰富的「故事性」也会令大人的旅程饶有兴趣。

他表示,作为目前唯一与中国

搭建「旅游年」的欧盟国家,丹麦将以此为机遇邀请中国业者、媒体和意见领袖赴丹麦考察及参加B2B对接活动,举办「丹麦日」并在中国积极展示其自然、旅游和文化资源,吸引更多中国公民前往丹麦旅游,促进旅游业发展。

### 赴丹麦旅游签证可望提速

对于深受各界关注的签证作

业,丹麦驻华签证官、丹麦驻广州总领事馆副总领事延森在成都出席丹麦旅游推介会时公布了「优先计划」的启动。符合「优先计划」认证要求的中国旅行社在提交签证申请时,可以提交更少的档材料,并在更短的时间内获得签证。

「目前旅游签证的处理时间通常在5天以上,但对于加入计划的旅行社,我们力争在3天内发放签证。」延森说。

据丹麦大使馆提供的资料,今年3月1日丹麦放宽了对中国自由行旅客的签证要求,把中国公民申请签证的难度从三类降低到一类(低移民风险类型)。据悉,丹麦去年在包括成都在内的5个中国城市新增了签证中心,并将于今年在西安、深圳和福州开办签证中心。

## Airlines Updates

### 南航年内开通 乌鲁木齐直飞伦敦航线

今年南航新疆分公司将开通乌鲁木齐直飞伦敦的航线,旅客将不用再跑冤枉路从广州起飞,而是在乌鲁木齐直飞伦敦,往返全程可缩短约20小时的时间。

据悉,目前南航开通乌鲁木齐

直飞伦敦的航线正紧密筹划之中,计划年内开通,由于南航本身就有飞伦敦的航权,因此面临的主要问题是开通后如何最大限度降低航线亏损的风险,需要加强与政府、企业等多方合作,共同做好航线客流的培育,让该航线不仅为丝绸之路经济带核心区建设以及乌鲁木齐国际化城市发展发挥作用,也

为旅客出行带来便利。

乌鲁木齐直飞伦敦航线采用的是串飞,也就是广州-乌鲁木齐-伦敦,乌鲁木齐位于线路中间,虽然从广州出发的旅客旅行时间会变长,但对于乌鲁木齐来说是直飞,将进一步加强新疆与国际国内东西两个方向的交流。

### 国航五月开通 5条新国际航线

2017年5月起,中国国际航空公

司将陆续开通五条新国际航线,包括北京-苏黎世、北京-阿斯图纳、北京-雅加达、上海浦东-巴塞隆纳、深圳-洛杉矶。在国际航线增速日趋放缓趋稳,公商务出行流量逐渐回升的背景下,此系列新航线的开通,对国航而言,一方面是在航权紧张的现状下,有力抢占优质航线资源,同时也显示了国航对于2017年继续实现稳步良性发展的信心。

今年国际出境游需求持续旺

盛,尤其节中7天,整体出境游人数达到600万人次,而国航占据主导的英国、西班牙、意大利,以及纽约、洛杉矶、夏威夷等目的地均表现不俗,国际客座率实现82.4%,同比提升3.1个百分点。从今年春运整体的流量分布看,旅客错峰出行的意识在逐渐加强,春节举家出游的人群也有明显增长,都对春运需求曲线产生了不小的平滑作用,利好公司的收益升涨。

## Nice 尼斯注力多项建设 进一步吸引国际商务大型活动

■刘需芯=采访报道

位于法国南面蔚蓝海岸第一大城市尼斯,过去一直面向散客休闲旅游为主,近几年,尼斯也进一步扩展自身旅游产业的发展面,未来几个月到几年间完善旅游设施和重要方案,并吸引更多中国游客,是尼斯主要新目标。

据介绍,一个大型商务会展中心将座落在尼斯蔚蓝海岸机场对面,崭新的设备将优化蔚蓝海岸商务旅游的硬体设施条件,其未来可更好和尼斯市中心的卫城会展中心(Acropolis)合作接待更多大型商务会议。此外,尼斯将在机场附近的经济发展园中建设一个7.5万平方米的生态经济村,将使尼斯有更大能力迎接并举办更多具有影响力的大型国际活动,与此同时,也将加速尼斯酒店业的发展速度。

项城市发展项目规划还包括:●尼斯目前已将市区有轨电车1号线向东延伸,同时继续建造从港口途经市中心抵达机场的有轨



电车2号线,其他中期规划还涉及港口和高速火车等。

●此外,尼斯在文化领域也有大力发展,重大项目规划包括将屠宰场改建为艺术家工坊;阿尔邦山堡垒(fort du Mont Alban)将作为加里巴尔迪广场(Place Garibaldi)地下考古发现的博物馆,另外还有在博龙山堡垒(fort du Mont Boron)开辟的让努韦尔建筑中心(centre d'architecture Jean Nouvel)等全新文化项目,也是丰富当地旅游资源的举措。

●在2014年正式对外开放位于尼斯进城处的大型体育场正式投入使用,这也是法国国家足球队主场,可容纳35,000名观众

席看台,同时也一个复合型场地,其中还有多个大小不等的功能室空间可供一般活动会议使用。体育场旁边还有从巴黎搬来的国立体育展览博物馆,也是欧洲地区少数以体育为主题的博物馆,其中亦有数个小型多功能空间可以提供活动举办利用。

### 卫城会展中心

目前在尼斯市中心的卫城会展中心(Acropolis)则是尼斯会议及商务旅游发展领域颇具知名度的场馆,由面积5.4万平方米的卫城会议中心和面积1.7万平方米的围成展览中心组成,可以提供2.1万平方米的室内展览面积,拥有4个座位数量在250至2,500之间的礼堂以及50个会议厅。会展中心具有近乎无限的组合模式,可以根据每项大型活动重新组合空间,包括在展馆里的晚餐和鸡尾酒会。

据会展中心销售经理介绍,Acropolis原意是指古希腊神话

里的雅典卫城,作为欧洲最好的会展中心之一,虽然建于1984年,但其各项功能、设施至今不显得落伍。

尼斯的会展大多在Acropolis会展中心进行的,每年Acropolis主办近200场活动,迎接来自世界各地超过70万参会者,国际性会议、展览和公司奖励旅游已占到70%。

卫城会展中心最大优势就是该会议中心坐落在尼斯市中心,距离机场15分钟车程,对从其他地区或海外的会议活动和展览来说,非常便利。但受限于距离关系,卫城会展中心主要还是以来自欧洲地区的会议活动为主,也有来自北美地区的活动,多数是IT、科技方面的会议。

目前卫城会展中心正在进行一项大型翻建工程,有著名建筑师让-蜜雪儿维尔莫特(Jean-Michel Wilmotte)负责。这也是过去尼斯为法国除了巴黎以外,为数不多能够接待大型会议及展览的

的城市之一。

### 180家各式酒店

此外,另据介绍,尼斯还是继巴黎之后法国拥有酒店数量最多的城市,目前大约有180家酒店,客房数量约为10,000间,酒店类型众多,从豪华五星级到普通经济型酒店、青年旅社、旅游公寓、度假租赁房屋等多养护住宿形式提供非常广泛的住宿服务。此外,尼斯旅游及会议局还创建一套线上预订系统NiceRes,除了预订酒店住宿外,还可以预订出游和参观等活动。

目前尼斯拥有30多家优质服务和全面基础设施闻名的酒店,可以承办15到500人不等的会议、研讨会及大型专题会议;不仅如此,尼斯也还有许多可以成功举办大型活动和晚宴的场地,比如港口的萨莱亚商业广场(Cours Saleya)、凤凰花卉公园(parc floral Phonex)以及一些特色博物馆、天文台(Observatoire)等。

## Berlin 柏林凸显医疗资源抢攻医旅市场

■钟韵=采访报道

随着中国市场对德国首都柏林的旅游兴趣与日俱增,柏林旅游局也开始以新的角度向中国市场进行推广。今年,柏林旅游局将强化消费者对柏林医疗资源的认识,并借同时针对B2B和B2C提供培训的线上平台,增进从业者和大众消费者对柏林的认识。

**柏林旅游局营销总监Ralf Ostendorf**介绍,去年德国首都柏林打出了「柏林365」的口号,强调柏林这个城市一年365天,天天都有新鲜的资源和活动值得游客探索,而且柏林持续在变化,是欧洲最有亮点的城市目的地之一。2016年,即使在欧洲整体

面临安全问题等各种挑战,柏林旅游依然创了新纪录,总计接待国际游客超过3,100万人次,与纽约、伦敦、巴黎等齐肩。其中,来自中国的游客在柏林停留了26.6万间夜,成长9.1%,可见中国市场对柏林的兴趣上升趋势明显。

除了柏林本身的魅力,高性价比也是柏林吸引游客的重要原因。以2016年酒店价格为例,蒙地卡罗平均每晚需319欧元、慕尼黑需133欧元,而柏林仅需101欧元。

性价比优势跨到医疗服务,更使柏林有吸引游客到访的理由,而今年柏林正希望以其优越又不昂贵的医疗资源以及这个城市绿

色健康的生活方式开拓中国市场。

Ralf Ostendorf介绍,柏林以其340万人口的规模虽为德国最大的城市,却保持着非常高的绿化水平,因此非常适合家庭旅游。在孩子参加语言、体育、艺术等各类学习体验营的同时,家长可以放心做其他活动,包括医疗体检和治疗。

作为拥有欧洲顶尖传统医学与先进科技等资源的城市之一,柏林拥有医术精湛的专家、超过90家医院和疗养院和超过9,200名住院医师提供最高级的医学护理,每年有超过21,000万名外国患者前去就医和疗养。

为进一步扩大国际医疗旅游市场,柏林旅游局已专门建立医疗旅游网站,网站中文版也将在近期上线。中国游客可从网站上找到关于医师及其专攻领域、服务项目、如何将医疗和购物、观光、体验做最好的结合等各方面的详尽信息,也可下载内容包含柏林优质专科诊所精选、旅游胜地柏林和柏林住宿购物指南的「柏林医疗旅游指南」。

提到购物, Ralf Ostendorf补充,相对于全球都能找到的国际精品,「柏林原生品牌」正蔚为成势。作为新兴时尚和潮流的温床,柏林的香水、服饰、用品等都使其购物体验越发有魅力。

除了提供城市旅游信息的laibolin.com网站及即将上线的

### ▼柏林医疗旅游优势

- 1.旅游产品具备高性价比
- 2.亲子游条件佳,可全家一同前往
- 3.拥有欧洲顶尖传统医学与先进科技
- 4.已专门建立医疗旅游网站(有中文)

berlin-health-excellence.com医疗旅游网站,柏林旅游局接下来还将推广中文版「VISITBERLIN校园」网站(campus.visitberlin.com)。该网站不仅为旅游行业专家提供线上培训,更将面向大众消费者提供线上学习课程,让终端客人更加了解柏林,故而更有到访意愿,从而促进旅行社柏林旅游产品的销售。

## Ukraine

### 乌克兰签证门槛降低 盼吸引更多中国游客

随着近期中国市场对俄罗斯旅游兴趣上升,文化与俄罗斯相似、同时又拥有鲜明个性的乌克兰也期盼降低的签证门槛、便捷的交通、美丽的景色和特色旅游资源吸引更多中国游客到访。

**Kiyavia企业服务部总监Andriy Vyun**介绍,去年全年,

乌克兰接待了约100,000名中国游客,其中约30%为商务或FIT游客,70%是偏中高年龄层的休闲旅游团,可见乌克兰的休闲旅游资源在中国市场确实有一定的吸引力。且中国至乌克兰除了拥有直飞航线之外,经周边枢纽中转也非常便捷,因此旅游产品的包装很容易。

■钟韵=采访报道

Andriy Vyun介绍道,从资源特色来看,乌克兰首都基辅矗立着许多美丽的大、小教堂,市区也有大量可以放松和购物、享受Spa的地方。从基辅,也可以安排探访周边城市和各地旅游景点的延伸线路和主题产品;比如搭乘军机或坦克,或是到访琥珀工厂了解琥珀

### 2016乌克兰中国游客分布



的出产和加工过程,顺便带点琥珀纪念品回家。若想结合商务与休闲旅游,客人也可安排工厂考察,了解金属及其他材质制品的加工技

术,并在会议过后到郊区钓鱼、打猎。

就旅游优势而言,一来,顺着中国客人近期对俄罗斯兴趣上升,乌克兰尤其值得推入客人的视野,因为两国虽有许多文化相似性,但乌克兰的传统、文化和美食却同时拥有鲜明的独特个性,值得喜欢求新、求变的中国客人前去探索。另一方面,由于乌克兰币值已连年下滑,同样的预算内,中国客人在乌克兰可以获得性价比更高的产品。

沙迦  
Sharjah



حكومة الشارقة  
Government of Sharjah

هيئة الإنماء التجاري  
والسياحي بالشارقة  
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