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# 3

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(Merit)  
MPAS Awards

## Ctrip starts harvesting Skyscanner synergies

CEO Jane Sun also gives insights how giants, women can be leaders

By Raini Hamdi

Ctrip is running an instant booking trial with Skyscanner, the metasearch site it bought recently, revealed its CEO Jane Jie Sun, in a live Q&A at ITB China Conference on Wednesday.

Interviewed on stage by Phocuswright founder Philip Wolf, Sun said: "We are doing a trial run with Skyscanner...originally, we planned to have the first transaction of direct booking by the end of the year but it has moved faster than expected.

"The reason we can do the test run is because we have invested in Skyscanner; we feel the two companies are one entity. The engineers day in and day out are talking to each other."

Sun said metasearch sites have an advantage in that they can scale quickly, however the absence of a direct booking facility for customers means users need to jump to another site to finish the transaction.

When approached by TTG Show Daily for more details on the trial, Sun said: "It's just a test run, so far it's been positive."

Google is also dabbling in instant bookings where, in the footsteps of TripAdvisor, users can complete a hotel room booking without ever leaving the search giant's desktop interface. Skyscanner in March joined forces with Finnair and Amadeus to enable travellers to book



Sun: positive results so far

Finnair directly with the airline without leaving Skyscanner.

One analyst report said though Ctrip offers metasearch options in China, Skyscanner being a global leader in metasearch will significantly increase Ctrip's international reach. If Skyscanner's capability is provided with Ctrip's booking functionality, the synergy can increase bookings for Ctrip significantly.

But the jury is still out if instant booking on metasearch engines will work, with Wolf pointing out that TripAdvisor's pivot to this is "by all indications a disaster".

He said: "Ctrip manages its own successful future with an uncanny ability to make the right bold moves at the right time. They don't follow anyone else's footsteps. That's the true sign of leadership. And I would keep watching out for pioneering breakthroughs on mobile apps for search/shop/buy/memory in travel."

Ctrip's unaudited financial results for the first quarter ending March shows a 46 per cent year-on-year net revenues increase to RMB6.1 billion (US\$883 million). In a statement, executive chairman James Liang said: "This is the first quarter we consolidated Skyscanner results. By leveraging Skyscanner and other strategic overseas investments, we expect to further strengthen our international product offer-

ings and improve user experiences for both Chinese and international travellers."

Sun also gave insights into Ctrip's culture during the Q&A. "We want the company to have the spirit of innovation and the innocence of a small company, but the discipline and focus of a big company," she said, admitting this is a challenge as Ctrip grows bigger, with 33,000 employees. She said most of them are 25 to 26 years old. "Sometimes I feel we're in a high school," she said.

One way she keeps the innovation spirit up is through a "baby tiger" programme, where all young employees are able to pitch business plans to executive members. To-date, there are more than 30 baby tigers, which run as separate businesses.

On how Ctrip decides what to acquire, Sun said: "We're very disciplined about our investments. First, it must be closely related to our core business, i.e. travel. A lot of people want us to buy a piece of land, for example, we're not interested, even though it may be a good investment. Secondly, the target must be number one or two in its vertical. Thirdly, it must not only be the leader, the valuation must be reasonable."

On what advice she has for females leaders, Sun said: "We women have lots of advantages. We are team players, for one, and we always try and strike win-win (results) in any negotiation. If we focus on our strengths, we will go a long way."



### A BATTLE OF START-UP STARS

Six innovators who made it to the finals of ITB China Startup Award yesterday were given eight minutes to convince a panel of judges how their product will impact the future of the travel industry. Here, Siounex Zhao, founder and CEO of NuanYou, a company specialising in integrated marketing and mobile payment solutions, delivers his pitch.

## Messe Berlin stays modest about ITB China growth

By Raini Hamdi

Messe Berlin is keeping modest about the future growth of ITB China even though the inaugural show this year sold out ahead of the event and early feedback shows some exhibitors want to expand their presence next year.

Interviewed by TTG Show Daily yesterday on how big ITB China could be next year, Messe Berlin's senior vice president-travel & logistics, Martin Buck, said: "Based on demand, we can be hopeful."

But despite analysing accurately a gap for a quality show in China to address the huge outbound market, he prefers to keep jubilation levels down.

ITB China this year fields 600 exhibitors from nearly 70 countries, occupying 12,000m<sup>2</sup> of space, meeting around 600 hosted Chinese buyers and another 100 international buyers who make their own way here, beating other more established shows in China on the first salvo.

Buck explained his cautiousness stems from the fact that global travel and tourism and its players – tradeshow organisers including – are more vulnerable than ever before to geopolitics, safety and security issues, and massive changes in the industry, which have all made it "difficult to forecast growth, even though we are optimistic".

He pointed out how consolidation in the hotel industry, for example, could impact trade shows. "Before you have two or three exhibitors. With consolidation, it's not likely you will have three stands," he said.

Added Buck: "We are living in uncertain times. When we first did our interviews, if you remember, we had only isolated incidents, say, the tsunami, one over 12 months. Now, there is a dramatic increase in frequency

of incidents, be it geopolitical or terrorism, where certain destinations could be out of the picture easily. The world is changing and we have to stay flexible and cautious about capacity and space."

He said he wasn't surprised that ITB China sold out ahead of the event.

"We saw that the Chinese market has incredible potential but the shows available in China left room for improvement, especially when it came to getting professional buyers and the composition of buyers, ie, tour operators, meeting planners, etc. Since launching ITB Asia in Singapore, we have gained a certain proficiency (in the Asian market) and we thought, why not go to China and try it there as well," said Buck who attributed the success in getting buyers to partnerships with local players who are well-connected to the market, such as its tie-up with *Travel Daily China* for this show.

He also said the ITB China conference is another important component for success. At this show, conference speakers such as TUI Group's CEO Fritz Joussen and Ctrip's CEO Jane Jie Sun, for example, showed how both are trying to be active in each other's markets, and how they are different in the way products are defined and distributed.

"It's not imaginable a decade ago. So if we manage to continue this way of presenting current developments, if we are the platform, I think that's another success factor," said Buck.

When asked how ITB China might strengthen ITB Asia and ITB Berlin, he said for many Chinese, ITB China is the "gateway" to the ITB brand and that they could be participating in Berlin and Singapore too now that they have had seen the quality for themselves.



From left: Messe Berlin's Martin Buck and David Axiotis

## News

# A tough new power

Chinese travellers are proving a more resilient bunch than other markets with its fast comeback to once-troubled destinations

By Xinyi Liang-Pholsena

Gone are the days when Chinese travellers are viewed as a sensitive bunch that respond to negative news coverage of a destination with tour cancellations, making them a more resilient customer than Europeans or Japanese, sellers told *TTG Show Daily*.

"They read the news, they discuss the news and then they forget about the news," commented Khaled El Kholy, CEO of Solar Empire Egypt. He added that Chinese travellers are relatively "mature" and "practical", and whose opinions are not easily swayed by the media.

Khaled attributes China's vast size as a contributing factor, which enables Chinese travellers to understand that problems in an area does not mean that whole country is affected.

Following the onset of Arab Spring in early 2011, which crippled the Egyptian tourism sector, the Chinese market was one of the first to make a comeback to the country, said Khaled.

Since 2016, the Chinese market recovery has picked up faster and is expected to surpass its previous peak in 2010 this year,

he noted.

The Egyptian company is seeing such robust demand from China that it now has nine charter flights from eight Chinese cities each week, and will increase the number to 16 weekly flights come July. By end-2016, it is expecting a 300 per cent increase in Chinese business volume.

"Egypt's tourism will shut



## The Chinese market is not at all fragile.

**Tayfun Bayram**

General manager, Flex Tourism & Travel Agency

down if Chinese tourists stop coming to Egypt now, as the Europeans are not back yet," Khaled remarked.

It's also a similar story in Turkey, which saw a sharp plunge in tourism numbers following a series of terror attacks in 2015, but is now propped up by the Chinese market even as Europe arrivals continue to nosedive.

"The Chinese market is not at all fragile," said Flex Tourism &

Travel Agency's general manager Tayfun Bayram. "They are not as influenced by the media unlike the Europeans. The Chinese trust the government, so if no severe travel advisory is issued they will still visit a destination."

Another Turkish tour operator, Alican Aktas, chief representative at Erguvan, shares similar sentiments. "The Chinese are

not easily afraid. Even one week after the bombings, you could still see Chinese groups around, unlike the Japanese."

Kevin Sheng, product executive supervisor, also downplays the impact of the current diplomatic spat between China and South Korea. He said: "We're already seeing a recovery of about 30 to 40 per cent. (The drop) is certainly not as dramatic as reported by the media."

# Yangtze River Airlines takes soft approach

By Daisy Zhou

Shanghai-based Yangtze River Airlines, part of Hainan Airlines, has chosen to compete with fellow Chinese airlines on passenger experiences instead of going head-on on route network.

The airline, which started off in 2003 as a cargo operator, has a fleet of 24 aircraft covering 50 international and domestic routes.

"We prefer not to compete with China's primary airlines," said Ma Ning, general manager for passenger transportation, marketing department.

"We prefer to be an airline that is stylish and offers a fun and entertaining experience."

Some of the unique things Yangtze River Airlines has done



Ma: competing on service quality

to elevate passengers' flight experience include setting aside a family seating zone in the aircraft to enable large families to sit together and offering customised massage treatments for a group of half-marathon athletes flying with the airline between Sanya and Shanghai.

Ma shared that the family zone initiative was tested in summer 2016 and was well received. Encouraged, the airline has decided to activate the family zone year-round now but only on busy flights with several travelling families.

Coming up soon, the airline will announce a partnership with a game developer to offer popular games through its in-flight entertainment system.

## IN BRIEF

### Blacklane expands in Saudi Arabia

Blacklane has added Riyadh and Jeddah in Saudi Arabia to its growing operations network, allowing visitors to the two countries to enjoy quality chauffeur-driven car rental services.

### Royal Caribbean opens year-long programme to Cuba

Royal Caribbean International's newly refreshed Empress of the Seas will sail 58 cruises from January 2018 through March 2019 from Cuba.

# A million bottles of beer on the wall

Kerry Hotel, Pudong Shanghai and TTG Travel Trade Publishing wind down ITB China Day 1 with a fancy beer party at The Brew. Photos by Richard Caleb Lai



## News

# Taking the technology route

Online payment modes, VR destination experiences are offered to the Chinese

By S Puvaneswary

Tourism suppliers are focusing their marketing efforts on a growing new breed of technologically savvy millennial travellers from China, by catering to their needs and making it convenient for them to book and pay on the go, and to experience travel in unique ways.

Sharing their experiences during a panel discussion during ITB China on Tuesday afternoon were senior representatives from Finnair, Genting Cruise Lines and Maritim Hotels.

Robert Ohrnberg, Finnair's general manager for Greater China, said the company uses virtual reality (VR) to promote Finland, allowing customers to visualise the destination through VR headsets.

And when Finnair celebrated the first anniversary of its Helsinki-Shanghai flight in November 2016, it brought Santa Claus – an icon of Finland – onboard and streamed his movements including what he ate in business class, taking a nap and greeting our guests live through the popular Chinese Inke app.

Santa's life onboard the nine-hour



Industry leaders discuss technology approaches to better serve savvy Chinese travellers

flight generated 500,000 views on the app.

Finnair has also made it convenient for Chinese mobile users to make in-flight purchases by providing free Wi-Fi and facilitating payment through Alipay mobile solutions. First introduced on the Shanghai-Helsinki route in January, the service led to a spike in in-flight sales. This prompted Finnair to roll the service out on the Beijing-Helsinki route a month later, and to further introduce it to three more routes from China next month.

Recognising that "millennials cannot live without their mobile phones", Chris-

tine Li, head of marketing senior vice president, Genting Cruise Lines, said her company has brought Alipay and UniPay as payment solutions on board its ships.

Huilian Duan, vice president of sales and marketing Asia with Maritim Hotels, shared that the company has built a large social media marketing team that has seen "huge success" in using WeChat to convert brand awareness into actual bookings made online.

Duan pointed out that studies have shown that mobile bookings incidences are high among the Chinese millennials.

Photo: TTG Asia Media



## NOT LOST IN TRANSLATION

Like Coca-Cola, these Western travel brands got it right when it comes to translating and localising their names for the Chinese market. Tui, whose Chinese name reads as 'tu-yi', not only sounds almost the same in both languages but also conveys a strong meaning ('smooth journey') that matches its products and brand identity. - Xinyi Liang-Pholsena

# Gearing up for Chinese outdoor season

By Xinyi Liang-Pholsena

As the rising income levels increase the exposure of a new Chinese generation to travel and drive the emergence of special interest groups, one Munich-based B2B outdoor and theme tour operator founded by two Chinese expats sees undeveloped potential in China's outdoor tourism market.

"Outdoor travel is particularly becoming more popular among the 30-40 year-olds, who are mid- to high-earning professionals and are able to afford the outdoor equipment and gear. Moreover, they are interested in health and wellness, attend professional classes for business networking or organise activities according to their special interests," noted Ding Nie, co-founder of Fannie Tourism & Outdoor, which offers outdoor programmes like hiking, skiing and canoeing in the Alps region.



Nie: adventurous differentiation

a majority of them focusing on domestic attractions, he noted.

But these discerning travellers have typically visited the famed peaks of China, so the time is ripe to introduce them to foreign mountains, Nie opined.

"The European trekking landscape is very advanced and safe, with routes well-developed, professional guides trained and emergency procedures in place, so it makes a good choice for them," he added.

Not only is Nie seeing strong growth potential for outdoor travel from the Chinese outbound market, he is also getting more requests for experiential programmes from his agency clients in China.

"At ITB China, we get enquiries from Chinese agencies as well as outdoor activity clubs to sell outdoor travel as unique products for their clients," he commented. "As more agencies seek to differentiate themselves from their competitors, we're often regarded as their 'secret ammunition' when it comes to offering specialised,

niche tours."

Besides outdoor travel, another segment that Nie sees potential is education tourism, as increasing wealth have also made Chinese parents more inclined to splurge on meaningful travel programmes abroad for their offspring.

Targeting high school students, Fannie Tourism & Outdoor also organises customised tours to visit Germany's famed educational institutes like Max Planck Institute in Heidelberg or the production plants of BMW and Volkswagen for Chinese youngsters to "discuss, interact and get a clearer direction of their future education or career undertakings", Nie told TTG Show Daily.

Meanwhile, the company has plans to gradually move into the Chinese FIT space too, with the soft launch of its new B2C website in June.

"As a young generation grows up, they no longer look for a full package when they travel overseas, instead preferring to make their own in-destination bookings for attractions and transfers, etc," he concluded.

# Dachstein Salzkammergut sings a winter song

By S Puvaneswary

Austria's Dachstein Salzkammergut region has headed to ITB China to raise awareness of its winter offerings among the Chinese FIT and group segments.



Reiter: endless winter fun

Teresa Reiter, member of the regional office, Dachstein Salzkammergut, said the region's winter offerings, available from December to March/April, are not as well-known to the Chinese as the summer programme.

Reiter said: "There are many experiences in winter. We have operators offering guided ski lessons and snowshoeing (and travellers can enjoy) cross-country skiing, snow hiking, horse-drawn sleigh rides, toboggan runs, ice skating and snowboarding."

Dachstein Salzkammergut which received World Heritage status in 1997 is a three-hour drive from Vienna. Access from Greater China is easy, with Austrian Airlines flying direct from Hong Kong, Beijing and Shanghai to Vienna.

China remains Austria's largest Asian source market, generating around 750,000 visitors in the last two years, said Emanuel Lehner-Telic, regional manager Asia, Austrian National Tourist Office.

Efforts to attract more Chinese visitors to the Dachstein Salzkammergut region and experience its different seasons, include hosting media and bloggers from China. For this, the regional office works closely with Austrian National Tourist Office.

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# ITB brings the world to China

Photo by Richard Caleb Lai



Riu Hotels & Resorts China's Ice Lu, Riu Hotels & Resorts Spain's Oliver Kluth and Riu Hotels & Resorts Singapore's Petra Skopalova



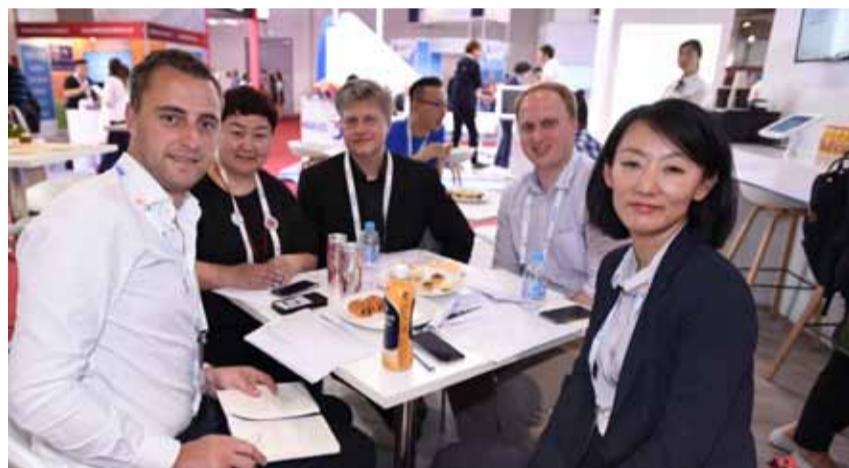
Destination Travel International (Shanghai)'s Yuyang Guo (centre) cheers on the Expedia team



Miki Travel China's Emily Han and Artic Travel Boutique Finland's Eveliina Korhonen



Amadeus China's Amanda Huang and Casey Fu, and Hua Zhu China's Zhu Ming Sheng



Booking.com The Netherlands' Lennart Kok, IHG US's Dannie Feng and Lew Harasymiw, Booking.com US's Benjamin Levine and Derby Soft China's Joice



Cox & Kings India's Nagender Panwar (centre) talks business with partners



Yundijie China's Vanness Lee and FIT Ruums Taiwan's Joseph Shih



Ariva Hospitality Singapore's Pauline Heng (far right) and team



Tania Tours Jordan's Yu Zhou and Anwar Sawalha, and Miquotour Service China's Victor Chen



TUI Germany's Thomas Ellerbeck and Friedrich Joussen with TUI China's Guido Brettschneider



Caissa Travel Management China's Zhou Yan and DCS-Touristik Germany's Phillip Sirtl



Embassy of the Republic of Seychelles Beijing's Jean-Luc Lai-Lam and Seychelles Tourism Board's Sherin Francis

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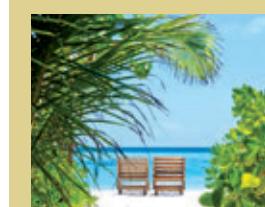
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## Destination Maldives

# It ain't that sunny in paradise

Chinese arrivals are declining due to marginal profits for operators, and the lack of shopping or entertainment. By **Feizal Samath**

**The sun, sand and sea are not enough to draw travellers from China**



Micha Rose with ShutterStock

**W**hile most markets visited by travellers from China have steadily increased, it's the reverse in the Maldives.

Over the years there has been a steady drop in visitors from China, the country's largest source market. There was a 1.1 per cent drop to 359,514 arrivals in 2015, and a further 9.8 per cent drop to 324,336 in 2016. From January to February 2017, there were 54,932, a 4.6 per cent drop as compared to the same time in 2016.

Among the reasons for the decline were Chinese operators, who felt that selling the Maldives only brought about marginal profits, when compared to other more lucrative markets like Sri Lanka or the Seychelles.

Abdulla Ghiyas from Inner Maldives Holidays, said a combination of price wars, undercutting and low yields (two to three per cent) compared to 10 to 20 per cent from other markets led to the decline.

Amjad Thauffeq, director of sales - JA

Manafaru Resort, said he doesn't expect any immediate recovery in the Chinese market, and 2017 was going to be a very challenging year.

He agreed with Ghiyas: "Many charters (from China) have also been cancelled because there are other more attractive destinations and Chinese operators are not making money here."

Hoteliers have also indicated that while there was demand during the Lunar New Year earlier this year, there weren't enough

airline seats. With fewer charters, Chinese travellers had to book their own international flights, which they found cumbersome. Usually, they tend to be attracted to destinations with charters.

Ghiyas, also the president of the Maldives Association for Travel Agents and Tour Operators, added: "(As well), the political turmoil in the country coupled with the outbreak of H1N1 in February has aggravated matter."

The capital Male has been plagued by political unrest, with former president Mohamed Nasheed trying to oust his successor Abdulla Yameen. Nasheed is leading an opposition campaign from the UK where he was given asylum.

In addition, at least five people have died and scores hospitalised with the H1N1 viral flu spreading.

Moreover, Thauffeq added that for travellers from China, who prefer shopping and entertainment, there wasn't much for them to do in the Maldives.

"We need new products to add more flavour to the Maldives apart from the sun, sea and sand. We need large shopping malls and entertainment parks," he said.

Thauffeq also pointed out that he hasn't been seeing any major promotions by the government, other than attending tradeshows and fairs.

"Maldives was once one of the few countries that travellers can obtain a visa on arrival. Not anymore," he said. He further pointed out that many other countries like Dubai have eased on visas in order to attract more Chinese.

## Products to watch

### 5.8 Undersea Restaurant

The largest undersea restaurant in the world is the all-adult Hurawalhi Island Resort, 5.8m below sea level. The resort is a 40-minute seaplane ride from Malé International Airport.

A four-course meal costs US\$280, but it is worth every penny to eat while being surrounded by every imaginable fish variety and ocean life – clownfish, yellowfin tuna, snapper, parrotfish, batfish, octopus – seamlessly floating all around.

The space is also great for an intimate dining experience, with capacity for no more than 16 pax or eight couples.

### LUX South Ari Atoll

LUX Resorts & Hotels has recently opened its latest five-star outpost on the island of Dhidhoofinolhu, Maldives. Perched on stilts above a lagoon are 193 pavilions and villas – of which 46 are Romantic Pool Villas with private 7m-long infinity pools, and three are adults-only Temptation Pool Water Villas with 14m-long pools.

Facilities on the island include the Lux Me spa, a zen wellness pavilion, dive centre, eight restaurants, five bars and an outdoor cinema. The resort will also host workshops with leading practitioners throughout the year such as painting lessons with Jeannine Platz, and photography tutorials with travel shutterbug Michel Freeman.

### Soneva Jani

Soneva Resorts and Residences has opened its newest property, the Soneva Jani, on the

island of Medhufaru in the Maldives' Noonu Atoll. The property features a total of 56 units – 24 overwater villas and 32 on-land villas – ranging from 510m<sup>2</sup> one-bedroom pool villas to a massive 1680m<sup>2</sup> three-bedroom beach villa. Every master bedroom features a retractable roof for skygazing. Other facilities include two restaurants, a scuba and watersports centre, clubhouse, spa, and an outdoor cinema.

### The St Regis Maldives Vommuli Resort

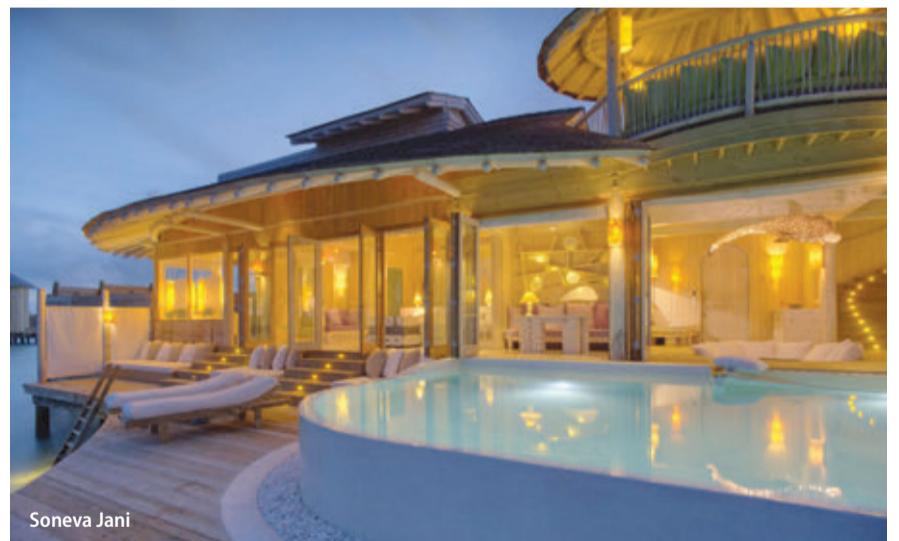
Just a 45-minute flight by seaplane from Malé, the capital, lies the newest member of the St Regis portfolio. Set on the nine hectare Vommuli Island, there are a total of 77 suites and villas. Amenities include an outdoor infinity pool, fitness centre, a dive and water sports centre, children's club, spa, tennis court, library and six F&B options.

### Kanuhura

After a year of renovations, Kanuhura in Lhaviyani Atoll – one of the first luxury resorts in the Maldives which began in 1999 – re-opened in December 2016.

A 35-minute seaplane flight away from Male International Airport, Kanuhura offers 110 luxury villas and suites. Recreational facilities on the island include a fresh water swimming pool, two floodlit tennis courts, an air-conditioned squash court, spa and gym.

As well, there are 10 F&B options – one of which is onboard a traditional Maldivian Dhoni – ranging from Brazilian to Italian cuisine.



Soneva Jani



The St Regis Maldives Vommuli Resort



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## Destination Germany

# Heart of Bavaria perseveres

Munich shows it has much to offer in and around the city to keep Chinese vacationers coming. **Yixin Ng** reports

**D**espite the resurgence of security concerns last year, Munich's tourism assets appears to have had a stronger sway over Chinese vacationers, and the Munich Tourist Office (MTO) is now working to encourage longer stays as well as appeal to a "second wave of Chinese tourists".

While many tourists chose to stay away from Munich following the attacks in Bavarian cities of Würzburg and Ansbach and the July shooting in Munich last year, China proved to be one of the more resilient source markets, according to the tourism office.

Chinese arrivals took a hit (down 20.5 per cent year-on-year in August 2016), but the number rebounded to 45.5 per cent and 23.7 per cent in November and December respectively.

For the whole of 2016, the market achieved 3.2 per cent growth in bednights, compared to the 3.7 per cent decline in Asia and 4.9 per cent fall internationally.

Corinna Born, spokesperson of Munich Airport, added: "I'm not sure if travellers are reluctant (to visit Germany) due to the terror situation (in Europe) but I personally feel safe and well-guarded... Traffic may have lowered slightly but will pick up in the next year with more demand from Asia. We believe most growth comes from Asia."

On China's recovery in November and December, MTO's Karin Baedeker said this happened within Munich's touristic peak with many drawn to its Christmas Market tradition. The period is also peak for shopping, which ranks high in Chinese travel preferences.

"Chinese guests love coming to Munich – after Frankfurt, Munich is the second most popular destination in Germany for Chinese visitors, even managing to beat Berlin."

A winning factor, industry players say, is Munich's gateway strengths, a large draw for those visiting from afar and looking to make the most out of a single Euro-trip.

Munich is attractive not only for business, but also for tourism in and around the city. "Frankfurt on the other hand has much more transit passengers and isn't (part of) a big tourist region," Born pointed out.

According to Baedeker, Chinese tourists are spending more time in Munich and its surroundings than before.

Baedeker told *TTG Show Daily*:

"München Tourismus wants to strengthen the trend by promoting Munich and surrounding attractions. In cooperation with our touristic partners from Jewels of Romantic Europe, we promote Munich as gateway combining overnight stays in the city and day trips to the castles and the surrounding mountains."

For those wanting to do self-drive, cross-border holidays, Munich is a great starting point, Born opined. "It's three hours to Prague, 3.5 to Vienna, two to the Italian border and three to Zurich, so they can (easily) combine other countries."

Such holidays could well be part of a larger trend coming from China, as Baedeker said that the "second wave of Chinese tourists – the FITs – are gaining importance".

To reach out to Chinese FITs, the MTO will launch on Sina Weibo (weibo.com/munichtourismchina) this month, before extending its presence to WeChat (munichtourismchina).

"We will announce the go-live date and the QR codes through press releases to the Chinese travel media," Baedeker told *TTG Show Daily*.

Munich offers much draws within and in its surroundings



## Products to watch

Elbphilharmonie



### Elbphilharmonie

A spectacle on the river Elbe in Hamburg, the Elbphilharmonie concert hall opened to the public in January revealing two auditoriums, a hotel, private apartments and a public viewing area. The Herzog &

de Meuron-designed project cost nearly US\$1 billion to get up and running and has unsurprisingly become a big touristic and cultural attraction. Forming the centrepiece is the Grand Hall auditorium, which seats over 2,100 pax. The Westin Hamburg hotel

opened in the upper sections of the edifice last November, offering 244 rooms and suites across nine categories.

### 7 Days Premium Hotel Munich Sendling

China's Plateno Group is expected to have its first hotel in Bavaria by 4Q2017 when the 7 Days Premium Hotel Munich Sendling opens through the company's Berlin-based European subsidiary. Located within walking distance to Mittersendling Munich S-Bahn station, the hotel will offer 91 rooms and cater to leisure and business travellers. Leipzig will also get a 7 Days Premium Hotel with 150 keys at the Leipzig/Halle Airport.

### Museum of Urban and Contemporary Art

The Museum of Urban and Contemporary Art (MUCA) opened in Munich last December as Germany's first museum dedicated to urban art. Occupying a former substation a stone's throw from the city's main square of Marienplatz, the institution hopes to bring street art to the fore and "build a bridge between the international art scene, artists and the public".

### InterContinental Hotels Group

After three consecutive record years of signings, InterContinental Hotels Group in March announced eight confirmed hotels

in Germany, all under its Holiday Inn brand family.

Located a few kilometres from the Allianz Arena and BMW Museum, Holiday Inn Munich – North will feature 156 rooms, a gym, 11 meeting rooms and four smaller meeting spaces, while next door the Holiday Inn Express Munich North will feature 235 rooms.

Other confirmed hotels include the 177-room Holiday Inn Express Berlin - City Kurfuerstendamm; 168-room Holiday Inn Express Leipzig – City Hauptbahnhof (Brandenburgerstr); Holiday Inn Express Fürth; 163-room Holiday Inn Express Saarbrücken; 186-room Holiday Inn Express Erlangen; and 86-room Holiday Inn Express Merzig.

### Sportalm

Sportalm is the newest restaurant at Munich Airport's Terminal 2 that offers an experience akin to being in an Alpine ski resort (think an actual gondola in the middle of the restaurant).

While boasting 800m<sup>2</sup> of space over two storeys, it manages to keep a cozy vibe with rustic elements like an old cabin door, while the upper floor features a sun terrace, love seats and lounge chairs.

The restaurant also screens live sports events, which patrons can enjoy over *kaiserschmarrn*, pastas, salads and sandwiches.



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## Destination Hong Kong

# Chinese numbers on the wane

Trade players urge diversified attractions and special festivals to curb falling arrivals from across the border, writes **Prudence Lui**

While most destinations are celebrating strong arrivals from China, Hong Kong has not been able to claim the same. Arrivals from across the border fell 6.7 per cent in 2016 to reach 42,778,842, while per capita spending by overnight visitors was also dismal, with an 8.7 per cent decline to HK\$6,602 (US\$849.40).

Various factors – depreciation of the Chinese yuan, China's "one trip per week" policy as well as relaxed visa requirements for Chinese visitors by competing destinations – were blamed for the poor showing in Hong Kong.

Despite all that, China continues to be Hong Kong's largest visitor source market and the Hong Kong Tourism Board (HKTB) is not about to give up on it.

A HKTB spokesperson told *TTG Show Daily*: "In 2017/18, we will continue to focus on attracting overnight arrivals to increase Hong Kong's tourism receipts from this important market. As over half of the overnight arrivals are from Guangdong province, HKTB will invest more resources there, with a focus on Guangzhou, Dongguan and Foshan. Besides investing in tier-one cities like Beijing and Shanghai, HKTB will also step up promotion in tier-two and three cities to attract first timers."

Other initiatives include promoting the city's hospitable image and quality service culture by inviting high-rating mainland reality shows to film in Hong Kong; broadcasting the *Best of All, It's in Hong Kong* branding videos on on-



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line media; and collaborating with major Hong Kong-based mainland media on special news feature commemorating the 20th anniversary of the Hong Kong SAR establishment. Partnerships will also be forged with popular online platforms that specialise in travel products such as Fliggy.com, as well as payment platforms such as Alipay to push special offers.

Legislative Council member and director of China Travel Service, Wayne Yiu Si-wing, noted that half of the arrivals from China were in Hong Kong for same-day

trips. He believes that "grabbing the attention of the younger generation through mobile technology and social media platforms, then packaging Hong Kong's colourful events with attractive hotel deals" would entice more overnight stays.

Regal Hotels International, vice president, sales, Dora Liu, urged for "more new attractions or tourist-oriented mega events in order to increase the competing power of Hong Kong".

Liu has anticipated a slight growth in 2017 due to an uncertain global economy,

strong Hong Kong dollar and intensifying competition for travellers in the region.

While she recognises that the Chinese leisure market is an important one for Hong Kong, she said Regal Hotels International will maintain its balanced stance in courting both Chinese and non-Chinese markets.

Offering a more positive outlook is Christina Cheng, general manager of Harbour 8 Degree. The hotel has recorded an increase in Chinese leisure FITs through bookings from its own website, travel agents and OTAs.

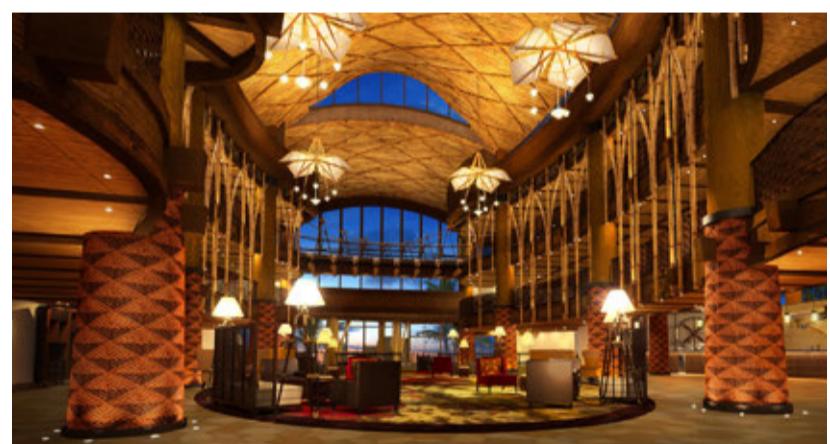
Cheng said: "We expect arrivals from China to rise this year as a result of the Hong Kong SAR 20th anniversary. The Hong Kong government and tourism partners have prepared a series of celebrations and special packages which include some very popular events."

She noted that Hong Kong is seen as a desirable destination among the Chinese, as it provides excellent shopping and gourmet experiences as well as theme parks like Ocean Park and Disneyland. But for Hong Kong to remain competitive, it "needs to diversify its attractions by organising different types of events and campaigns, as well as bring new elements into the tourism industry".

Cheng said: "HKTB has developed a series of events to attract tourists, for instance, the Hong Kong Art Month, Hong Kong Summer Fun, and Hong Kong Wine & Dine. These have helped enhance the image of the energetic and sophisticated international city, which appeals to the Chinese leisure market."



From left: Fuk Tak Temple, one of the sights featured in Kowloon Shangri-La's neighbourhood tour; Disney Explorers Lodge



## Products to watch

### Camlux Hotel

Housed in a converted factory space in Hong Kong's Kowloon Bay is the 185-room Camlux Hotel. The retro-modern property boasts 103 Cosy Rooms, 70 Comfy Rooms, 10 Family Rooms and two Studio Rooms, and all come with free Wi-Fi and smart TVs. Facilities on-site include all-day dining eatery Cafe 15, a gym, a meeting room and a conference room. The hotel is within walking distance of Kowloon Bay MTR station, and complimentary shuttle services to Nathan Road are provided.

### Old Town Central

A new programme by the Hong Kong Tourism Board, Old Town Central is a series of thematic walking routes designed to introduce heritage buildings and landmarks, arts and culture, lifestyle as well as dining and entertainment elements in the Central district.

### Hong Kong anniversary offers

In celebration of the 20th anniversary of Hong Kong SAR's establishment, the Hong Kong Tourism Board has collaborated with over 20 local attractions, airlines and related travel trade partners to roll out special offers from April to September 2017, allowing visitors to join in the festivities while enjoying a value-for-money vacation in Hong Kong. The offers are consolidated in a booklet which is distributed by local trade partners, hotels and visitor centres.

### The Crystal Bus

The Crystal Bus combines scenic city tours with specialty lunch or dinner in a double-decker bus. The 2.5-hour journey covers more than 20 hot tourist spots and features a menu including dim sum served by Michelin-star restaurant partners. Commentary on the attractions are available in five languages including Mandarin.

Day departures are offered at 12.30 and 15.15, while night tours start at 18.30 with no designated route. Guests can charter the bus and assign a route according to their preference.

### Café100

sky100 Hong Kong Observation Deck has launched Café 100 by The Ritz-Carlton, Hong Kong. It offers a casual top-notch dining experience. The hotel was chosen as the operator owing to its close cooperation in catering

services for a range of corporate events and wedding banquets in the past. This new café's treats include soft serve ice cream made with fresh milk produced in Hokkaido and a selection of sweet and savoury French crêpes.

### Disney Explorers Lodge

Opened on April 30, the 750-room Disney Explorers Lodge was designed with the motto *ad explorare et somniare* (to explore and dream) in mind. Celebrating the golden age of exploration in the early 1920s, the hotel transports guests to some of the most exotic corners of the world and displays artefacts and memorabilia throughout its premises.

### Pentahotel Tuen Mun

The 298-room pentahotel Tuen Mun debuts this summer. Converted from an industrial high-rise building, it is a stone's throw from

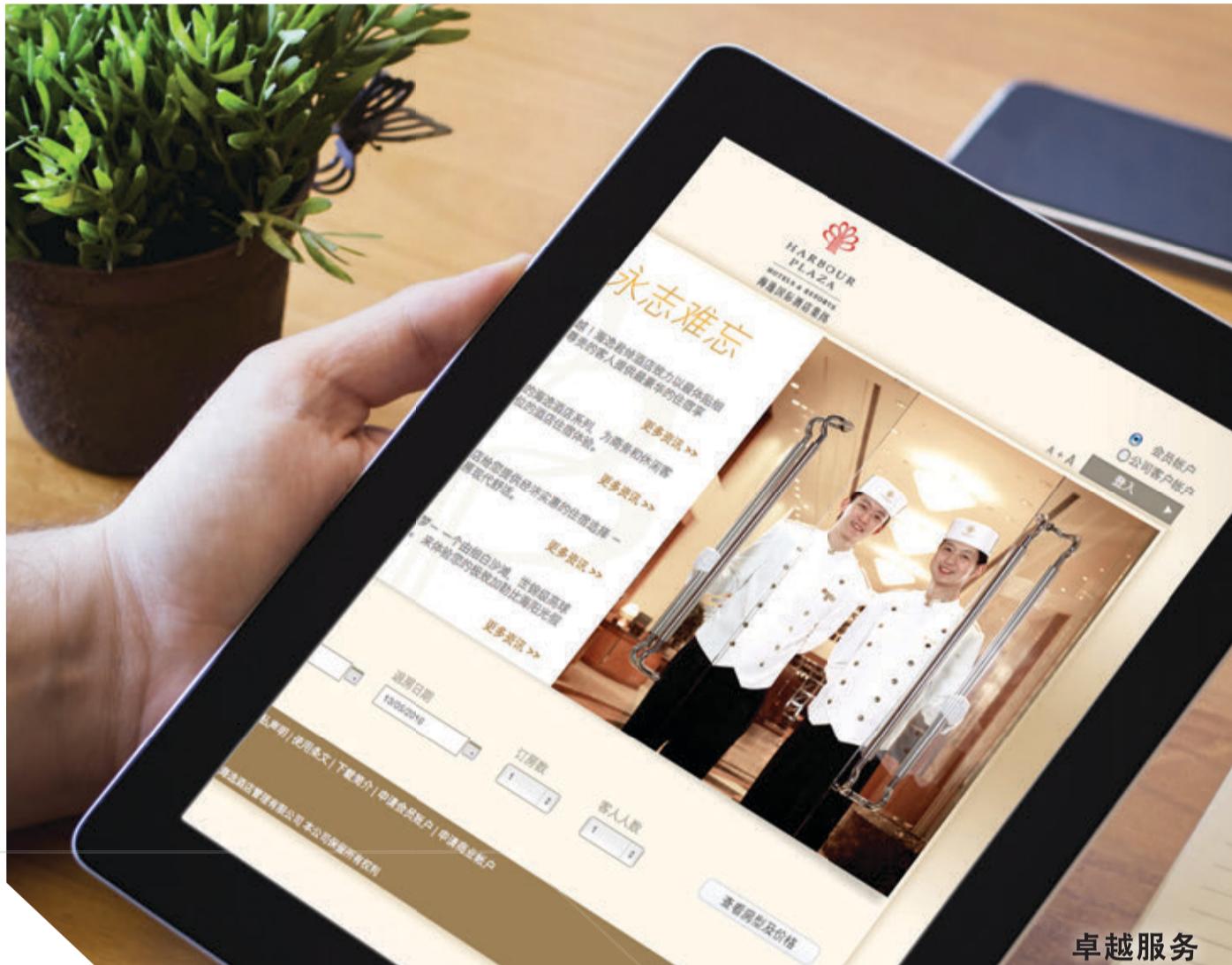
the town centre and Tuen Mun MTR Station. The brand's design-led style and neighbourhood concept aims to appeal to independent-minded business and leisure travellers. At the heart of the hotel is pentalounge, a laidback lounge in the day and a stylish bar at night.

### Kowloon Shangri-La

Kowloon Shangri-La is celebrating its 35th anniversary with a three-hour guided walking tour to introduce its neighbourhood to guests. The itinerary, which retraces the Tsim Sha Tsui story and its hidden gems, is crafted jointly with key local stakeholders. Sights include the city's oldest military facility, the first Catholic church on Kowloon peninsula, the primary school attended by kung fu master Bruce Lee, and UNESCO Asia-Pacific Heritage buildings. The tour is available until the end of 2017.

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## Destination Vietnam

# Chinese explorers go deeper

Coastal cities are gaining popularity and efforts are being made to extend a warmer welcome, writes **Marissa Carruthers**

**A**n increase in direct flights and visa waivers have led to Vietnam enjoying one of the highest growth rates among 2016's top destinations for Chinese travellers.

In 2016, almost 2.7 million Chinese visitors came to Vietnam, compared with 1.8 million in 2015. According to the latest figures from the General Statistics Office, Vietnam enjoyed a 67.9 per cent YoY increase in Chinese travellers in January, accounting for a quarter of international arrivals.

Tong T Le Vang, tourism officer at Vietnam National Administration of Tourism (VNAT), predicts three million Chinese arrivals for 2017.

She said: "China plays a very important part in our inbound market as it always accounts for more than 25 per cent of the market share. It has contributed to improving the economy of some destinations where tourism is the main contributor to revenue."

In a bid to further boost the market, the government has introduced a series of measures to make the country more attractive. These include introducing a visa waiver scheme in Quang Ninh province allowing groups of Chinese travellers to stay for up to three days without a tourist visa.

At the same time, an online visa system for travellers on short holidays and casual



business trips was launched, easing the visa application process.

Jeff Redl, managing director of Diethelm Vietnam, told *TTG Show Daily*: "China is recognised as one of the most important tourist markets of Vietnam. It has come a long way since Chinese tourism took a tumble after the 2014 anti-China protests."

The country offers an affordable alternative to neighbouring Thailand, with a huge increase in direct flights connecting China and Vietnam in 2016 adding to its appeal, according to Redl.

The visa waiver coupled with the north-

eastern province of Quang Ninh – home of Ha Long Bay, one of the oldest tourism brands in the Chinese market – bordering China, has made the region popular with its neighbours. Official figures reveal Chinese tourists account for 40 per cent of foreigners visiting the province annually.

Tong said other popular destinations include the coastal cities of Da Nang and Nha Trang, which boast beach, historic sights and seafood. The southern beach town of Mui Ne is also gaining traction, along with the island Phu Quoc, among the Chinese.

As Vietnam recognises the potential of

the Chinese market, officials are ploughing ahead with plans to make the country more welcoming. Regional University of Foreign Languages, tourist sites and travel agents are working together to provide Chinese language resources at designated tourist attractions, while an etiquette leaflet aimed at Chinese guests has been produced in Da Nang and Nha Trang.

China is one of the top markets for Minor Hotels, and Noel Cameron, Vietnam general manager believes that an increase in domestic flights, as well as direct routes with China, are encouraging more Chinese to explore Vietnam.

## Products to watch



JW Marriott Phu Quoc Turquoise suites

### JW Marriott Phu Quoc, Emerald Bay

Unveiled in March on Phu Quoc, Vietnam's largest island that is developing at a rapid pace, JW Marriott's second Vietnamese venture boasts 244 guestrooms, suites and villas, five restaurants and bars taking in Vietnamese, Cantonese, Japanese and French cuisine, boutiques and cafes. Designed by Bill Bensley, the hotel is also home to a Spa by JW and 1,100m<sup>2</sup> of indoor and outdoor meeting space, including a 715m<sup>2</sup> Grand Ballroom. Daily activities include Vietnamese martial arts, lantern-making, cooking classes and wellness activities.

### The Anam, Cam Ranh

Opened on April 26, the beachside resort in Cam Ranh boasts 117 villas, 96 guestrooms, a 10-treatment room spa, a 3D movie theatre, three restaurants, two bars, a water sports centre, a yoga room and deck, a tennis court, a kids' club and three swimming pools. There are also event facilities within. The 12-hect-

are property fronts 300m of private beach overlooking the East Sea.

### Ka Lam Retreat Ninh Van Bay

Located in Ninh Van Bay, 20km north of Nha Trang, this luxury retreat, which opened in March, boasts 33 timber villas spread across five configurations, with most featuring a private pool. All villas offer a private bedroom and bathroom with sofa bed, separate vanities and a wooden bathtub. Facilities include a restaurant, two bars, spa, gym, infinity pool on the beach, art museum and a Beach House event space.

### Spa-tacular Vietnam

In a bid to plant the country on South-east Asia's wellness map, five of Vietnam's top hotels, cruises and resorts have joined forces to launch Spa-tacular Vietnam. The package takes in 10 nights and 10 spa treatments in Hanoi (Metropole), Halong Bay (Paradise Elegance cruise), Hue (La Residence Hotel



The Anam

& Spa), Nha Trang (The Anam) and Ho Chi Minh City (The Reverie). The package costs US\$3,346 and includes accommodation with breakfast and treatments for one. It runs until October 31, 2017.

### Kong's Vietnam Tour

Exotic Voyages has launched a 10-day trip to coincide with the release of Hollywood blockbuster, *Kong: Skull Island*. With much of the movie shot in Vietnam, the tour operator has crafted an itinerary that takes in many of the film's locations, from Quang Binh province and its mysterious caverns and caves to Halong Bay, where dramatic limestone karst mountains provide a primeval backdrop for Kong's adventures. Hanoi and Ho Chi Minh City round out the agenda. Runs until December 10, 2018.

### Vietnam Airlines

In January, Vietnam Airlines launched a thrice-weekly service between Ho Chi Minh

City and Chengdu in Sichuan province. This is the national carrier's third Chinese route from Ho Chi Minh City, after Guangzhou and Shanghai Pudong, and is its 25<sup>th</sup> link between the two countries. It operates 13 Chinese routes from Nha Trang, five from Da Nang and four from Hanoi. In July, it will launch thrice-weekly flights connecting Nha Trang with Nanjing and Wuxi. Vietnam Airlines dominates the Vietnam-China market, accounting for 39 per cent of weekly seat capacity.

### Vietjet

Vietnamese low-cost carrier Vietjet launched a direct charter flight between Zhengzhou, capital of central China's Henan province, and the coastal resort of Da Nang in January. The weekly flight is operated on an Airbus 320. This follows from the launch of its thrice-weekly link between Wuhan province in China and the central province of Vietnam, Lam Dong, in December.



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## Destination Thailand

# A key market comes of age

Thailand's determination to groom China into a source of quality tourists is paying off, discovers **Xinyi Liang-Pholensa**

In barely a decade, China has undergone tremendous change as a tourist source market for Thailand, from a mass market once characterised by charter flights and hordes of tourist buses to one that is showing signs of sophistication, higher spending power and eagerness to seek out new experiences.

Sharing insights with *TTG Show Daily*, Yuthasak Supasorn, governor of Tourism Authority of Thailand (TAT), said: "First-time travellers make up most visits for Chinese tourists but repeat visitors are becoming more common as statistics from 2012 to 2015 show. During this time, first-time visitor numbers grew 41 per cent and repeat visitors grew 44 per cent."

While the number of Chinese group tourists surged 101 per cent in 2015, Chinese FIT numbers also made an impressive leap of 54 per cent, he added. Furthermore, Chinese tourists spend an average of eight days in Thailand and their expenditure hit a record 50,000 baht (US\$1,390) per trip per person last year, an average growth of seven per cent.

Although the strong growth in Chinese market in the first eight months of 2016 was tempered by a slight decline in 4Q a result of the Thai government's clampdown on zero-dollar tours, Thailand still welcomed more than 8.8 million Chinese tourists and generated 445.6 billion baht (US\$12.4 billion) last year, posting a year-on-year increase of 10 per cent and 15 per cent respectively.

The Thai inbound trade generally views the crackdown on zero-fee tours as a much-needed move in Thailand's push for quality over quantity tourism, ushering in a more discerning Chinese visitor profile in its wake.

"Our group tour business declined by



about 20 per cent and while this segment is recovering, it has not reached 2015 levels yet," said Chakrawooth Kaewjunthong, deputy general manager of Bangkok-based B2B tour operator Alibaba Group Holding. "But the good side of the clampdown is the growth in FIT business for us – we're seeing more small groups and families from China, especially from the developed cities."

Echoing this sentiment is Lim Boon Kwee, COO of Dusit International, which saw 20 per cent more business from China last year than 2015. "Since the enforcement of the zero tour crackdown, we have

seen overall fewer bookings for Chinese tour groups compared to the same period last year at all lower-tier domestic properties in Thailand. However, the number of Chinese guests in other segments and at our upper-scale hotels have not been affected," he commented.

Furthermore, the growing direct connectivity from China has facilitated the transformation of Thailand into a year-round destination for the Chinese, observed industry members.

Thai Airways in March launched four-times weekly flights between Beijing and Phuket, a service that has been marketed

as 'Phuket Express' by the trade as Chinese visitors can connect straight to the popular island without having to transit in Bangkok.

In fact, the burgeoning numbers of Chinese visitors visiting Thailand during the Lunar New Year has turned the months of January and February into a "high compression" period, which is now "especially challenging" for hoteliers like Banyan Tree Hotels & Resorts Phuket's area director, sales & marketing, Ludovic Gallerne, as the Chinese influx coincides with the peak visitor season for European, Russian and Asian markets into Phuket too.

"(With more direct flights to Phuket), more operators come from different regions (in China) and are now fighting to get availability over the compression dates," Gallerne said.

A maturing Chinese market, meanwhile, also brings with it diversification of business opportunities for Thai tour operators – no longer are Chinese tourists confined to the well-trodden attractions in Bangkok or Pattaya only.

In fact, Chinese demand is so high that Alibaba Group Holding, which was established nearly two years ago, has expanded its operations into southern Thailand with a new office set up in Phuket since March, Chakrawooth revealed.

Looking ahead, industry observers are sanguine that Thailand will remain a popular destination for Chinese tourists in 2017, but the government could certainly do more in its infrastructure development and planning to better cope with the visitor influx from China and elsewhere alike.

Chakrawooth suggested: "What else is needed? Expand the overcrowded Bangkok airports and improve public transport systems like the railway to Chiang Mai."

## Products to watch

### Ananda Hua Hin Resort & Spa

Ananda Hua Hin Resort & Spa opened its doors on April 1 to become Compass Hospitality's newest luxury brand. Located 15 minutes from Hua Hin town, the beach resort offers 162 rooms, 11 suites and 23 pool villas (ranging from 188m<sup>2</sup> to 268m<sup>2</sup> in size). Facilities include a pool, kids' club, spa, a 900m<sup>2</sup> ballroom, as well as four F&B options.



From left: Park Hyatt Bangkok; Ananda Hua Hin Resort & Spa

### Park Hyatt Bangkok

Following several delays, Park Hyatt Bangkok is finally opening on May 12 and is expected to up the ante on the city's F&B options. The signature Penthouse Bar & Grill, which spans the uppermost 34<sup>th</sup>, 35<sup>th</sup> and 36<sup>th</sup> floors of the hotel, will include an international grill restaurant, a cocktail bar with resident DJs, VIP lounge, speakeasy and sky bar, all with spectacular panoramic views.

The 222-room hotel has no fewer than 57 different room configurations and 12 event venues spanning a total of 2,000m<sup>2</sup>.

### Laguna Golf Academy

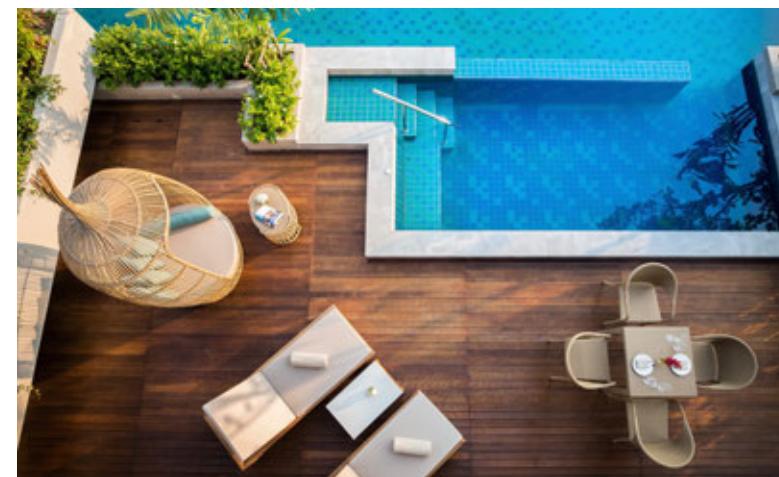
The new Laguna Golf Academy at the award-winning 18-hole Laguna Golf Phuket course has begun offering premium practice facilities including dedicated swing rooms and learning packages that make for fun teambuilding activities. Packages include individual lessons

and *Day with the Pro* experiences, led by PGA golf instructors.

### Alfresco 64 – A Chivas Bar

The Dome at lebua in Bangkok has unveiled Alfresco 64 – A Chivas Bar, on the 64<sup>th</sup> floor of the Tower Club. Offering aerial views of the city and the Chao Phraya River, the bar features the Chivas Exclusive lebua blend, signature blends from Chivas Regal as well as other premium whiskies.

The venue is divided into three sections: an indoor area resembling an opulent yacht



### 137 Pillars Suites Bangkok

Opened on April 2, each of the hotel's 34 suites comes with a balcony, private butler service, maxi bars with wine cellars, walk-in wardrobes, and marble ensuite bathrooms. Facilities include three F&B options, a rooftop infinity pool, spa and a wellness centre.

### Akyra Thonglor Bangkok

Offering 120 units in studio, one-, two- or three-bedroom suites, the new Akyra Thonglor Bangkok also houses meeting spaces, a rooftop swimming pool and restaurant.



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## Serbia 免签政策助力塞尔维亚宣传旅游资源

■张广文=采访报道

免签政策助力塞尔维亚和黑山旅游的发展。2017年1月15日,塞尔维亚与中国签署的互免签证协议正式生效。截止一月底,中国赴塞尔维亚的游客数量跟去年同期相比增加了102%。另据数字显示,2016年赴塞尔维亚的中国游客数量较前一年增加了29%,并且连续五年持续两位数的增长。

2017年,塞尔维亚国家旅游局与黑山国家旅游局将进一步紧密合作,在中国开展更多推广活动,推出适合中国游客的特色产品,让越来越多的中国游客了解和喜爱这两个国家。

**塞尔维亚国家旅游局首席执行官拉博维奇(Marija Labović)**表示,免签为中国游客提供了极大的便利,期待更多游客开启塞尔维亚之旅,深度慢游这个美丽的国家。今年塞尔维亚准备了各项精彩的活动,包括:欧洲最大的音乐节EXIT摇滚音乐节将于7月在诺维撒德迎来第17个年头,今年The Killers, Liam Gallagher, Paul Karkbrenner等歌手和乐队将加入表演行列。其



他活动还包括:古恰小号音乐节、Nisville爵士音乐节、贝尔格勒啤酒节等。

而且「密室逃生」来到塞尔维亚后很快成为十大最受欢迎的景点之一,游客对于定制直升机之旅也相当青睐,可以俯瞰贝尔格勒令人赞叹的美景。

同时,塞尔维亚也积极投入各项基础设施建设,包括:贝尔格勒尼古拉特斯拉机场航站楼扩建即将竣工,年旅客吞吐能力将提高至700万人。建设中的「水上贝尔格勒」综合休闲娱乐中心包括40层高的贝尔格勒塔、大型购物中心、五星级酒店、餐厅、酒吧等各项设施。2021年,塞尔维亚的第二大城市诺维撒德将成为「欧洲文化之都」,围绕这一主题的宣传活动将在未来三年全面展开。贝尔格勒旅游局最新发布了旅游攻略

App,带领游客一起寻找贝尔格勒的历史遗迹。另外,塞尔维亚首都贝尔格勒的主要景点都已经设置了中文指路牌,机场也出现了中文的「欢迎」。

### 邻国黑山 启动旅游业发展战略

特别的是,塞尔维亚的免签政策也让更多的中国游客关注到了其邻国黑山(Montenegro)。黑山的旅游资源非常丰富,包括:巴尔干半岛最大的湖泊斯库台湖、联合国教科文组织世界文化和自然遗产科托尔湾、欧洲最长和最深的峡谷塔拉峡谷、欧洲最高的铁路桥马拉里耶卡高架桥等,都是游客的必到之处。2016年共有12,000名中国游客赴黑山旅游,游客数量呈现不断增长的趋势。目前黑山给予拥有申根、美国、英国和爱尔兰有效签证的中国游客免签证待遇;而且黑山政府正在着手推出更加便利中国游客的签证政策。

另一方面,黑山自2008年启动旅游业发展战略的综合总体规划,预计2020年得以实现。其中,

沿海地区开发价值数十亿欧元的主要国际项目,包括通过建设全新且更高层次的豪华酒店来扩大、改善旅游的多元化。另外,新赫尔采格库姆伯乐的242,000平方英尺营地将改建成旅游度假区。未来几年将投资2.5亿欧元建设高档酒店,打造One&Only品牌在欧洲的第一家度假区;其有接近150间豪华客房和别墅,拥有久负盛名的One&Only住宅元素和它世界级的码头、网球学院、健康水疗中心、餐饮以及零售等。

此外,在Lustica半岛、亚得里亚海岸的Traste湾有一个拥有八家酒店的休闲综合区,共2,200间客房、1,600间公寓、750间别墅、一个会议中心、一个18洞的高尔夫球场、两个游艇码头和一个配备有商场、学校和医疗服务中心的城镇将出炉;投资额预计为10亿欧元。

而位于蒂瓦特的波尔图黑山,是科托尔湾的前军事基地,现已转变成专为豪华游艇停泊的专属码头,并由最初拥有184个泊位,到现如今已经增加到370个泊位数量。除了相关的住宅,套房和

2016

赴塞尔维亚的中国游客数量较前一年增加了29%

共有12,000名中国游客赴黑山旅游

公寓外,Regent Porto Montenegro Hotel and Residenceis也已开业,拥有51间普通客房和35间高级套房,是波尔图黑山第一家、也是唯一一家拥有超级游艇码头的酒店。

值得注意的是,在首都波德戈里察,希尔顿酒店开设了在黑山的第一家酒店,投资成本估计为2,000万欧元,包括:197间普通客房和23间套房、会议中心和九间会议室、水疗中心和购物中心。而位于黑山南部的乌尔齐尼地区也在发展战略中。其中Velika plaza 13公里长、100米宽的海岸地带正在推进度假村建造工程。位于Bojana河的Ada Bojana岛上则有一个3公里长的沙滩,正在筹拟旅游行业发展计划。

## Turkey 土耳其伊斯坦布尔打造全新机场

■张广文=采访报道

据了解,土耳其伊斯坦布尔正在打造位于北面黑海Arnavutköy区域的全新机场。目前30%的工程,也就是第一期工程已经完成,而最具地标的建筑—空中交通管制塔,也已经启动施工工程,预计将于今年年中落成,而全新的机场则计划于2018年六月前开幕。

许多航空公司已经确定将于全新的伊斯坦布尔机场租场地,进一步加强土耳其在未来成为全球航空枢纽的地位。全新机场施工

面积达11,000个足球场的范围,当中,空中交通管理塔的设计尤其令人惊艳。

**IGA机场建设首席执行官Yusuf Akçayoglu**说明到,空中交通管制塔在下一代机场中,具有新的意义,其已经在原有功能基础之上,成为当地建筑设计的地标。96米高的空中交通管制塔,将提供伊斯坦布尔一个新的城市标志,其设计灵感来自郁金香花,也就是土耳其历史和伊斯坦布尔丰富文化遗产的象徵,此空中交通管理塔将展现空气动力学



形状,势必将吸引欧亚旅客的目光。

航站楼的建设亦非常现代化,总建筑面积达130万平方米,启用后将成为世界上最大的机场航站楼。其包括了报到柜台、安检、护照管制设施、零售区域,以及10万平方米的免税店,因此,也将提供世界上最大的免税购物体验。同时,天窗将提供自然光,而天花板将使聚焦的直射阳光扩散。

另一方面,机场城也在日益增长。其将成为机场的经济、文化和社会生活中心,包括了多个酒店、

建筑师和管理者。劳动力每个月都在增加,而且在高峰时期达到三万人次。施工工程白天晚上都在推进中。预计落成后,伊斯坦堡全新机场将提供10万个直接工作机会,以及150万个间接工作机会。

除了机场与周边设施之外,土耳其也在积极提升当地基础设施。Yavuz苏丹塞利姆大桥,近期刚刚开业,其在博斯普鲁斯海峡上延伸1,408米,有八条高速公路和两条铁路车道,预计将减轻现有博斯普鲁斯海峡桥梁的交通量,并将有助于确保从机场到市中心的安全流量。

他表示,约旦本身作为内容多元的旅游目的地,从历史文化遗迹、自然风光、奢华休闲的海岸到美食和购物,旅游业者在产品设计和包装中能运用到的元素相当丰富;而中国FIT落地签和团队免签的利好政策,更能让客人放开心胸选择约旦做为观光或MICE目的地。

中国赴约旦旅游的游客人数正在强劲增长。相关资料显示,2016年1月至7月,赴约旦旅游的中国游客较之2015年同期增长了54%,

达约17,500人次。Adel Amin表示,尽管中国市场的发展趋势非常乐观,但平均2晚的停留时间还是过短;透过更深入的目的地资源介绍,旅游局期望中国与约旦旅游业界能携手研发出更多吸引中国客人的旅游产品,旅游局对旅游产品的行销也会给予充足的支撑。

据悉,约旦皇家航空在香港航线的基础上,今年初已开通了广州至约旦首都安曼的直飞航线,航程约12小时,约旦皇家航空并有计划进一步开通上海和北京直飞

Jordan

■钟韵=采访报道

## 约旦推广文化特色产品

约旦旅游局于2016年4月已正式于中国成立代表处,并将借力与阿联酋航空之战略合作,积极发展中国市场。同时其亦于去年下半年,在中国启动首次路演活动。

**约旦旅游局市场营销总监Adel Amin**说道,目前中国除

华海外并无直飞约旦的航线,但借助阿联酋航空提供的航空解决方案,约旦旅游局将与其进行约旦+埃及、约旦+迪拜、约旦+以色列等一系列适合中国市场的连线产品开发工作;迪拜+约旦是尤能凸显「摩登阿拉伯」和「传统阿拉伯」文化对比的特色产品。

航线;此外,海南航空至以色列的航线也可用于以色列—约旦的连线产品当中。至于约旦旅游局在中国的战略合作伙伴阿联酋航空,其主要航线都覆盖了中国到约旦的行程,阿联酋航空并针对旅游行业推出中国—约旦特殊运价,鼓励业者推广相关产品。

2016年1月至7月,约旦接待中国游客同比增长了54%

## 供应商聚焦提升中国出境游购物体验

■刘需芯=采访报道

中国市场目前已成为全球旅游购物主力消费群,为了更好的为中国出境游客提供贴心的购物旅行体验,全球各地越来越多购物村及相关供应商皆不断推陈出新专享的服务,打造更好购物体验,甚至持续扩张旗下购物村业务。

其中,唯泰集团旗下共有11个购物村,除了在上海国际旅游度假区内新进开幕的奕欧来上海购物村,以及在阳澄湖畔的奕欧来苏州购物村,还有9家遍布欧洲主要城市的精品购物村。

据统计,唯泰集团欧洲九大购物村在2016年已接待游客的数量逾3,500万人,中国消费者与俄罗斯、科威特消费者是花消最大的前三位,就整个集团营收而言,中国市场贡献了24%的份额,名列第一,其中中国游客的退税额占据总退税额的一半,成为购物村的消费主力。

据介绍,集团旗下的巴黎河谷购物村(La Vallée Village Paris\$),中国游客的数量便占据了总游客数量的1/7,中国游客已成为除欧盟国家以外,访客率最高的游客群。

另一个集团旗下也具代表性的伦敦比斯特购物村(Bicester Village London)长期

以来深受中国游客喜爱,中国消费者的强大购买力已是举世公认,在出境旅行的同时得到完美的购物体验,已经是国人出境游最重要的环节之一。

此外,在商旅方面,在西班牙的购物村接待了约6万商旅客人,其中30%是来自中国的商旅团队;而在奕欧来苏州和上海购物村这两个购物村接待了超过1.2万商旅客人,这些都是高消费的旅人,他们在购物村的花费大约是在当地其他消费的4倍之多。

### 全方位布局中国市场战略

面对中国市场庞大消费力,唯泰集团进行全方位布局购物旅行的市场战略,开拓



提供:唯泰集团

中国客源市场。据唯泰集团旅游总监Marcelo Molinari介绍,面对中国客群,唯泰集团在旗下欧洲购物村特别推出中文导购员的专属服务,最大限度地满足中国客人,同时与各大管道紧密合作,致力将奕欧来购物村打造为中国游客购物休闲的绝佳圣地。

● 银联卡作为中国游客最青睐的支付方

式,唯泰集团特别与中国银联达成合作,在欧洲所有购物村内,只要出示银联卡,中国游客便可免费换取一张贵宾卡,可在购买商品时享受到额外折扣。

● 集团旗下的所有购物村都已入驻携程全球购平台,为吸引中国客源提供了大型OTA的强有力后盾。携程会员可享受奕欧来提供的专属礼遇,即9折VIP贵宾卡以及最高1.5%携程返现。

● 此外,集团还分别与国航、东航联合推出消费换里程的活动,国航的凤凰知音会员每在欧洲九大购物村消费1英镑或1欧元时可对应换取6倍的里程积分,东航的东方万里行的会员每在欧洲九大购物村消费1英镑或1欧元,在奕欧来苏州购物村每消费10人民币是便可对应换取三倍的里程积分。

### 斥巨资升级基建 提升购物体验

Marcelo Molinari进一步表示,除了重要客源市场的布局战略合作、为中国客人带

中国消费者为2016年唯泰集团欧洲九大购物村花消第一名之客群,占集团24%营收。

来定制化的礼遇,唯泰也不断完善自身的基建,从交通到村内设施,多维度深挖游客需求,提升购物旅行的体验。

▶ 其中,英国奇尔特恩铁路公司(Chiltern Railway)在伦敦比斯特购物村开幕一周年之际开通了最新线路,将比斯特购物村设立为伦敦前往牛津线路的其中一站,耗资1.3亿英镑开设前往比斯特购物村的全新路线。从伦敦玛丽勒本火车站(Marylebone Station)就能直达比斯特购物村,最快只需46分钟。现在比斯特购物村1/10的游客会选择火车作为自己的出行工具,此比例还在不断增长中。可以看出,新路线的开通为游客打造了更为便捷的购物体验。

▶ 毗邻米兰的菲登扎购物村2016年底斥资3千万欧元扩张,购物村里的建筑灵感来源于朱塞佩·威尔第(Giuseppe Verdi)的歌剧,气势恢宏,扩建后的购物村拥有更多精品店和特色餐厅,为络绎不绝的客人提供更舒适的购物体验。

▶ 都柏林可尔代尔购物村(Kildare Village)的扩张工程刚刚完成,数月前,其还刚斥巨资完成了米兰菲登扎购物村的扩张计划,而今年七月,奕欧来苏州购物村的二期工程即将启动。

## Limo Service 专车平台BlackLane主打多点连线商旅出行服务

■刘需芯=采访报道

滴滴出行收购优步中国,似乎从此国内再无敌手。但在商旅市场方面,国外其他网约车平台仍旧持续对中国市场高度关注。德国专车平台BlackLane去年已正式进入中国市场,计划从往返多国的海外商务出行人士市场着手,

BlackLane是一家总部位于德国柏林的专车打车平台,成立于2011年,主要通过智慧手机应用、网站和门户平台连接游客和司机,提供从机场出发,或目的地为机场的接驳服务。已在全球50多个国家的200多个城市和400多个机场展开服务。

BlackLane在全球作为Uber的竞争对手,也一直在关注中国的专车市场,虽没有大举入华,但已开始在国内主要城市包括北京、上海、广州等地试点“Limo service”豪华轿车服务。

BlackLane亚太区区域总监黄顺华向记者表示,BlackLane所主打的安全、固定费率、以及服务方面都是目前中国专车平台做的相对弱势的部分,当前国内专车行业普遍的问题包括乘车安全、司机服务素质参差不齐、以及不透明的动态定价机制等,而BlackLane在海外的服务本身就有一系列的标准化流程。

1. 首先,在安全方面,BlackLane有着非常严格的资质监管,有意成为BlackLane的入驻司机必须经过公司的严格审核,获得许可资质之后才能入驻平台,为使用者服务。而目前国内网约车新政发布之后,还未严格开始实行,这点BlackLane在具体实施上已有一定成效和保障。

2. 其次,与滴滴出行和Uber等主要接入私家车不同,BlackLane则是在每座城市与当地具有运营资格证书的车行合作,符合当地正规经营的网约车,在用户乘车的安全性上多一层保护。

3. 另外,BlackLane在乘车定价方面采用独特的定价和调度演算法,维持一种较低的固定费率价格,来赢取客户的满意度。滴滴Uber等的动态调价机制,虽是一种正常的市场调价行为,但部分时间段超额溢价屡遭用户抱怨也是事实。

BlackLane采用类似于一口价的固定费率模式,在特定时段看合作车行的司机接单决定费率,合作车行派车最终议价超过收取客户的价格都由系统吸收,此外,在任何城市相同距离价格都收取一样价格,价格相对透明。

4. 最后,BlackLane最为标志性的服务举措就是向使用者提供全天候不间断多语种的服务,这对于在华的外国人以

及频繁出差于各主要国家城市的商务出行者,具有极强的吸引力。

黄顺华进一步表示,在欧美地区,相较于当地计程车BlackLane的机场接送服务相对有价格优势;但在中国市场,计程车价格明显低于专车市场,因此BlackLane在中国市场并未将计程车和滴滴出行的快车等作为竞争对手,目前更多著重服务于国内外频繁出行的商务差旅人士为主,随着中国各产业领域的发展,往返国内主要

城市的外籍人士也大幅成长,BlackLane最大优势在于可以提前让用户在网页或App完成差旅行中不同城市的机场接送服务预约,临近出行时间时系统会自动和合作租车公司按费率约车,同时司机的多语种服务也是最受商务差旅人士欢迎的服务。

在中国市场,BlackLane将进一步和国内主要航空公司、线上旅游平台以及大型企业合作,以争取更多商旅客资源。

萨尔茨卡默古特-达赫施泰因世界遗产区  
传统以及欧洲中部令人叹为观止的风景

dachstein  
salzkammergut

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



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Paris

## 巴黎向会奖团队推荐三大特色游览

■刘需芯=采访报道

到一个城市旅游方式无外乎步行、搭乘大众交通工具、自驾或者团队安排游览车点到点活动，对初次到访的游客来说，对城市重要建筑景点和区域有初次印象游览也是认识一个城市的重要方式。故充满历史特色街区、历史建筑和景点的法国巴黎向旅游和会奖活动团队推荐三种别开生面的游览体验，包括法国经典老爷车游巴黎、古董摩托游巴黎和塞纳河上游船晚餐，自由行散客可以自由选择预订外，对会奖活动团队也能视团队人数安排不同时间段体验活动。

### 老爷车游巴黎

风靡一时的巴黎雪铁龙老爷车是九十年代中期到末期巴黎风情的经典体现。40辆法国雪铁龙老爷车组成的队伍，每天带着来自世界各地的游客畅游巴黎。老爷车的颜色包罗万象，从明黄、火

红、宝石蓝到紫色、香槟色等，这些老爷车多出厂于上个世纪50、60年代，甲壳虫般的外形在巴黎街头非常抢眼可爱。散客或者团队都可以单车或组成车队，和热情有趣的地道巴黎司机老先生一起穿梭在巴黎大街小巷，从各大街区到各个名景点，一个半小时到两个小时即能一览巴黎。

在这个敞篷车里可以随时站起来，亦可随时下车拍照，这是观光大巴所不能的，沿路还能与路人热情的互动；巴黎I parapluie公司提供的一个半小时巴黎古董车服务，可以到巴黎市区任何景点接送。他们也有很多旅游主题可以选择，比如巴黎大富翁、巴黎夜晚、浪漫巴黎等，行程30分钟到1个半小时不等，费用也不同。

### 古董摩托游巴黎

经典老电影《飞车党》(The Wild One)里，穿着皮夹克，歪戴白色军帽，斜跨在摩托车的帅气



又反叛的形象，近年也由小众爱好者逐渐发展成为大众娱乐。骑着挎斗摩托穿梭巴黎城区，既能体验巴黎这座城市的韵味，又能感受驾驶摩托的刺激与疯狂，不失为一次别开生面的玩乐体验。

一般经典路线是从协和广场开始，经过使馆街，由凯旋门前穿越著名的香榭丽舍大街和蒙田大道，沿着塞纳河直到埃菲尔铁塔，并由此向东，经过战神广场和荣军院等著名景点；也可以事先与

等，占据整个巴黎游船行业过半的市场份额。巴黎游船公司的码头位置就在埃菲尔铁塔下，观光游船全透明玻璃窗，内有空调，冬暖夏凉。夏季还有外部边座开放。可以选择一小时观光巡游、在塞纳河上享受午餐和晚餐，也可以包下游船举办团队活动。沿着塞纳河畔一次欣赏到巴黎众多风景名胜，如埃菲尔铁塔、卢浮宫、巴黎圣母院、自由女神、圣心教堂等。另据介绍，考虑到中国人的晚餐时间较早，巴黎游船公司还增加了晚上6点半的90分钟精华晚餐游船；而晚上8点半的第二批次则是传统晚餐船行程，同时船上还有乐团演奏助兴。

### 塞纳河游船

塞纳河上有多家公司提供游船及就餐服务，巴黎游船公司(Bateaux Parisiens)是巴黎最大的游船公司，旗下坐拥13艘高品质全景游船，规模在100~320人不

Hotel

## 温德姆引进爵怡、蔚景两大新品牌优化体验

■刘需芯=采访报道

作为首个在华酒店数量突破千家的国际酒店集团，温德姆酒店集团一如既往地视中国为发展战略中的重点。今年旗下两个酒店品牌：爵怡温德姆酒店(TRYP by Wyndham®)与蔚景温德姆酒店(Wingate by Wyndham®)将正式进驻中国，首家爵怡温德姆酒店(TRYP by Wyndham®)选址西安，首家蔚景温德姆酒店(Wingate by Wyndham®)则进驻三亚，两大品牌将于下半年开业。

### 温德姆酒店集团大中华区总裁及董事总经理刘晨军先生

表示，在近期温德姆酒店集团推出的全球战略变革中，温德姆宣导建立「旅行自主化」的理念，致力于为有着各类价格需求的旅客，特别是为千禧一代和全球中产阶级，提供优质且具高性价比的入住体验。

据介绍，爵怡温德姆酒店通过当地的方式让旅客洞悉城市的独到之处，为希望真正了解一座城市的旅客而设计；标榜酒店员工全部为当地居民，他们可向宾

客传授如何更好地亲身感受城市的精髓，帮助游客发现导游手册不曾提及的城市热点，比如新开的餐厅、值得一去购物场所和新潮的夜生活。目前在阿布达比、布里斯班、巴赛隆纳、纽约、巴黎和圣保罗等地都有酒店。

每一座爵怡酒店的标志特征是中心广场(Plaza Central)，这个社交大堂设有情调十足的Tapas风格美食酒吧，是享用开胃酒或睡前小酌一杯的好去处；或者宾客也可以选址在自己舒适的房间里锻炼身体，酒店设有健身房，配

备有健身器材并附赠T恤、短裤等健身套装。

此外，还设有双层床。这一体贴配置可满足现代家庭游客的需要，让孩子和一起旅行的朋友们感到惊喜。家庭套房(Family Room)包括儿童双层床和为父母准备的大床，并为宾客准备了一切必要用品，包括儿童玩具、刷牙用具、奶瓶保温器，甚至包括婴儿衣服。

蔚景温德姆酒店品牌则适合追求工作和生活平衡的旅客；提供一切必要设施，如宽敞的无烟

客房、配备符合人体工程学的工作空间、免费的房内WiFi和平板电视。此外，蔚景还提供大量免费服务，包括氛围轻松的大堂、

舒适的休闲区、热腾腾的自助早餐、设备齐全的健身中心以及灵活的会议空间。蔚景温德姆酒店在海外地区包括迈阿密、纳什维尔、丹佛和纽约城等都有在建项目。

他进一步表示，作为经济型和中端酒店的领导者，温德姆酒店集团著力对这一重要行业领域进行转变升级，将经济型和中型酒店作为开启旅途的大门，改变游戏规则，让每位旅者无论花费多少经费，选择何种旅行方式，都可以拥有优质的入住体验。

## Airlines Updates

### 海南航空陆续开通 成都、重庆 至洛杉矶航线

海南航空于3月15日正式开通成都至洛杉矶直飞航线、3月21日开通重庆至洛杉矶直飞航线。近年来，海南航空持续开拓北美航线网路，现已开通中国大陆至洛杉矶、拉斯维加斯、西雅图、圣约瑟、芝加哥、波士顿、多伦多和卡尔加里在内的八个北美航点。新增成都、重庆至洛杉矶航

线后，海南航空北美航线数量将多达12条，旅客可从成都、重庆、长沙三地直飞洛杉矶，进一步方便中西部旅客的出行，加深中美两国之间的政治、经济、文化交流。

成都-洛杉矶、重庆-洛杉矶航线采用波音B787梦想客机执飞，客舱布局宽敞舒适，公务舱配备180度平躺按摩座椅，BOSE降噪耳机及优质的洗漱包，全舱配备了专属的娱乐点播系统和丰富的东、西、南、北四大洲美食。除此以外，为了方便旅客的出行，海南航空与境外航

空伙伴的合作，推出丰富的联运产品，带领旅客飞抵更多的目的地。同时，海南航空还为公务舱旅客提供车接车送服务，多次往返套票等旅行产品满足不同旅客的出行需求，为旅客打造完美的飞行体验。

### 北京-里斯本 直飞航线7月启航

2017年7月26日，由首都航空执飞的中葡两国间第一条直飞航线「北京-里斯本」即将启航，全新的空客A330双通道宽体机带来舒适旅程体验，每周三、五、日，13小时便捷直达磁砖小路、电车船帆，体验西欧大陆独特的慵懒情调。

首都航空开辟的北京-里斯本直飞航线，全新的空中客车双通道宽体机A330-200执飞，带来242个经济舱及18个公务舱的新鲜与舒适。由里斯本可联运至马德里、波尔图、圣保罗、里昂、南特、图卢兹、巴西利亚等百余城市，辐射欧洲与南美。

### 哈尔滨5月3日 首开布拉格航线

为满足广大旅客的出行需求，5月3日起，俄罗斯乌拉尔航空公司开通哈尔滨-叶卡捷琳堡-布拉格航线。该航线由俄罗斯乌拉尔航空公

司A320机型执行，每周一班，具体时间为，每周四凌晨1点05分从哈尔滨起飞，4点35分抵达叶卡捷琳堡，8点从叶卡捷琳堡起飞，9点40分抵达布拉格；10点30分从布拉格起飞，17点50分抵达叶卡捷琳堡，22点10分从叶卡捷琳堡起飞，周五7点05分抵达哈尔滨。(以上时间均为当地时间)

据悉，过去哈尔滨市民前往捷克，需从北京、上海等地中转，约25小时。航线开通后，哈尔滨前往捷克，市民可直接从哈尔滨、布拉格出入境，全程只需14个小时。

## Swiss

# 瑞士新一季推广主题「回归自然」 加强服务自由行市场

■钟韵=采访报道

瑞士国家旅游局宣布新一季推广主题「回归自然」，并介绍2017中瑞旅游年诸项合作方案。随着瑞士自由行市场持续扩大，瑞士旅游局将进一步完善针对自由行市场的服务和推广措施。

**瑞士驻华大使馆文化媒体处副主任汪正韬**介绍，中国与瑞士双边关系正达到前所未有的高度。除了在不到一年的时间里两国最高领导人相互造访，2017年也被定为中国-瑞士旅游年；带着长城、马特洪峰、熊猫和圣伯纳犬等两国标志性元素的旅游年推广标志日前正式露面。旅游年



期间，中国和瑞士主要围绕山地生态旅游、酒店服务管理和冬季旅游三个领域进行合作。为促进中国游客赴瑞便捷度上升，去年瑞士在中国新开了9家签证中心，使其总数达到目前的15家；瑞士签证平均48小时内出签。

**瑞士国家旅游局亚太区主任包西蒙**介绍，在去年欧洲旅游市场整体下行的情况下，瑞士接待

的中国游客数量仍仅次于历史最高纪录，达1,277,977夜次；值得指出的是，其数量虽未有突破，但市场品质稳步上升。2012年至今，瑞士交通系统在华销售不断增长，显示中国FIT旅游占比正在扩大（2016年瑞士交通系统在华销售较2010年上升了441%，中国游客间夜数较2010年上升了299%），这也正是旅游局的工作目标之一。

为吸引更多自由行游客到访瑞士，瑞士旅游局特意针对B2C市场在官网上推出了700项「可预订」的导览体验（中文版本月上线），并与境外司导供应平台「皇

包车」合作，加强瑞士对中国自由行客人的中文接待能力。而和自由行息息相关的「瑞士环游之路」经过两年的推广，现也逐渐成熟。

去年，该产品吸引了约5万名游客上路（中国市场占了一部分），今年则预计吸引10万游客；其终极目标是成为全世界前五自驾环游路线之一。去年，瑞士环游之路已于其全线1,600公里安装了指示牌和电动汽车充电站，瑞士旅游局官方网站也能找到线路上的所有地图和GPS中文信息，中国自驾客人可以放心按照指示游遍瑞士。

今年，瑞士旅游局夏季推广主题是「回归自然」，其三个关键字是「壮观的自然」、「真实的时刻」和「接触当地人」。围绕这个主题，瑞士旅游局除了针对B2C推出「与农民学做乳酪」、「观察野生动物」等前述官网上700项



可预订体验之外，也预计于2018年推出B2B精选版。

当然，旅游局也不会忽略与旅行社的合作：在华北区，凯撒、众信分别推出了徒步和家庭户外瑞士深度游产品，北青文化、知行合逸等俱乐部也推出了深度骑行、马拉松和铁人三项等有针对性的户外旅游产品。今年是瑞士旅游局在华北区首次与俱乐部合作，旅游局计划未来进一步深入俱乐部市场。

## Norway

# 中挪双边关系正常化 挪威市场飞跃式增长

■钟韵=采访报道

中国和挪威双边关系的正常化，已初步激发中国赴挪威旅游市场潜力。今年，赴挪中国游客预计将突破20万人次。

挪威首相艾尔娜·索尔伯格率领的挪威代表团4月7日至10日来华正式访问，重启挪威与中国在政治及经济各领域的合作，由挪威国家旅游局/斯堪的纳维亚旅游局主办的旅游业分论坛并于北京举行的中国挪威商业峰会间举



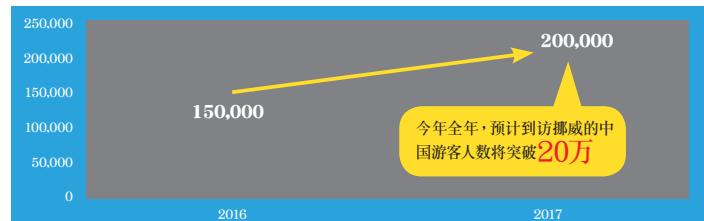
行，借此推介挪威优势旅游资源及中国市场发展新动向。

**挪威国家旅游局局长Bente Bratland Holm**介绍，纯净的自然资源、海产和美食、文化与艺术、户外运动及绚丽极光等，都

是挪威旅游的亮点；挪威今年首度超越丹麦被评为世界幸福指数最高的国家，更进一步提升了它的目的地吸引力。

2016年，到访挪威的中国游客同比增长38%至40万间夜（约15万人），排名北欧之首；随着去年12月中挪双边关系恢复正常化，今年1月份到访挪威的中国游客间夜增长率更高达162%。今年全年，预计到访挪威的中国游客人数将突破20万。

Bente Bratland Holm表示，中挪关系正常化为挪威开发中国出境市场带来了全新机遇，但这只是开端；挪威旅游部门期望与中国业者建立更紧密的关系，携手面对现存问题以及新的商机。据



了解，目前奥斯陆机场正积极开发中国-挪威直飞航线；中国市场进一步攀升指日可待。

**挪威首相艾尔娜·索尔伯格**于峰会间提到，「谚语『如三文鱼般快乐』、『如鱼一般健康』都体现了挪威与『鱼』的亲密关系，期望挪威与中国的关系也能健康、快乐地成长。」她并表示，挪威四季都欢迎中国游客。

## News Clipping

### 2016年 英国入境人数再创新高

据统计，去年前往英国的海外游客再创新高。2016年，英国入境游人数达3,730万人次，较2015年增长了3%，同时游客消费达222亿英镑，同2015年创纪录的消费额相当。

资料还表明，2016年增长最强劲的市场为北美的加拿大和美国，其中美国是英国最具价值的旅游客源市场，访英人数达430万人次，较2015年增长了7%。

2016年，来自欧盟的游客人数达2,530万人次，较2015年增长了4%，刷新了此项资料。和2010年相比，2016年的游客人数增加了750万人次，增长率达25%。

**英国旅游局执行总裁Sally Balcombe**表示，「入境游人数

的强力增长显示出英国旅游业在国际游客市场的竞争力，以及推进英国各地经济发展的能力。我们必须抓住机会巩固上述能力，在各大游客市场，尤其是高消费市场（如中国和美国）和颇具价值的欧洲市场传递英国的欢迎信息和旅游价值，从而刺激游客消费的增长。」

**英国驻广州总领事Matthew Rous（卢墨雪先生）**表示，英国脱欧不会影响游客访问英国，英国签证现在也非常方便。英国在中国设立了15个签证申请中心，华南就有4个，包括广州、深圳、长沙和福州。2016年95%的中国申请者获得了签证。

### 新创建的 马德拉葡萄酒之路

马德拉群岛、大加那利岛、厄尔巴岛、马尔他岛、克里特岛和赛普

勒斯这六岛是位于欧洲南部的岛屿旅游目的地，其中，新创建的马德拉葡萄酒之路值得关注。

葡萄酒之路旨在为该地区的葡萄酒产业带来新的活力，为游客提供独特的体验享受。这些经历可能是简单地参观酒窖、品酒，或体验更多参与性活动，如参与葡萄收获或踩葡萄汁。

考虑马德拉以旅游为经济重点，保护和促进马德拉酒成为一个受到极大关注的重要产品，创建马德拉葡萄酒之路可达到促进目的地发展之宗旨，包括：

- 促进旅游、经济、社会和文化在马德拉自治区的发展，发展葡萄酒的酿酒文化，如景观、酒文化和美食文化；
- 创造新的旅游产品商标：马德拉葡萄酒之路；
- 通过马德拉酒使马德拉作为一个旅游目的地；
- 提高服务品质，以吸引更广泛的葡萄酒行业游客和相关人士；

•开发和提升葡萄酒业及其文化遗产。

### 云顶梦号首个 梦幻夏日航线正式开启

星梦邮轮旗下首艘豪华巨轮「云顶梦号」于4月2日从香港及广州（南沙）联合母港启航，带领四千多名国际旅客及船员首航日本冲绳，成功展开「冲绳之恋」梦幻夏季航程的首个航次。

「云顶梦号」本次夏季航线亮点颇丰，旅客甚至可以乘坐海底观光器探访冲绳绚丽的海底世界。「云顶梦号」特别配备两艘先进的海底观光器，每艘可承载一名驾驶员及4位旅客深入海底，近距离接触稀贵罕见的海洋生物，饱览神秘壮观的深海天地，让眼界突破极限，收获毕生难忘的体验。追求与众不同的旅客更可搭乘海底观光器举办一场别开生面的海底婚礼，为爱人创造一段毕生难忘的甜蜜回忆。

为了令旅客的假期充满启发与互

动，星梦邮轮精心设计并独家呈现了「追梦人生」夏日海上系列，呈现包括海上和服秀、和服的穿着方法等多项活动及讲座，让旅客在尊享丰富娱乐活动及饕餮环球美食的同时，领略日本传统文化的风情，获得难忘的体验。

### 比利时推「中国式品质」 旅游认证标识

据悉，到访欧洲的中国游客不断增多，让不少欧洲国家的旅游业喜笑颜开。为吸引中国游客，比利时瓦隆大区近期推出了名为「中国式品质(Qualité Chine)」的旅游认证标识，这是比利时官方首次针对一个国家的游客采取的举措。

避免安排酒店四楼的房间、确保总有热茶、服务要周到、绿色蔬菜不能少、餐厅酒吧都备有面条等中国食物，这些是比利时瓦隆大区政府为吸引中国游客而向当地业界提出的部分建议。

沙迦  
Sharjah



حكومة الشارقة  
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