

2nd China-New Zealand Mayoral Forum

ENHANCE TOURISM
COOPERATION
TO CO-CREATE
A WONDERFUL FUTURE

加强旅游合作 共创美好未来

BIAN Xianghui VICE MAYOR OF QINGDAO

边祥慧 青岛市副市长





THIS IS
QINGDAO

这是 青岛

RED ROOFS AMONG GREEN TREES BLUE SEA AGAINST AZURE SKY

红瓦绿树 碧海蓝天

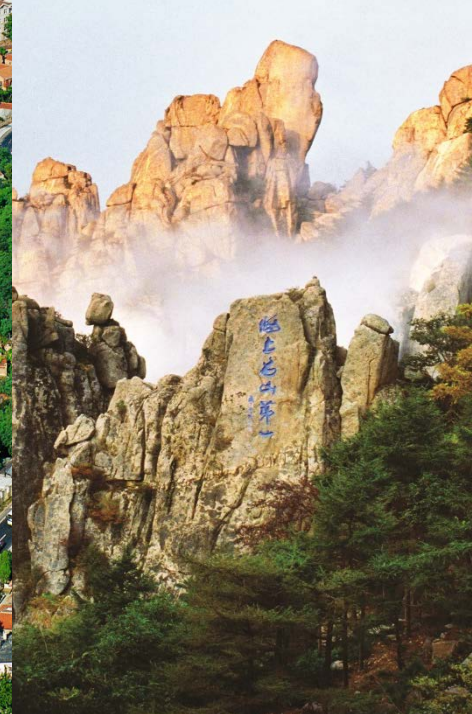


ON THE INAUGURAL LIST OF CHINA OUTSTANDING TOURISM CITIES

中国首批优秀旅游城市

A COASTAL CENTER CITY
AND SEASIDE TOURISM DESTINATION IN CHINA

中国沿海重要中心城市 & 滨海度假旅游城市



THE MOST DYNAMIC CITY AND CAPITAL OF BRANDS OF CHINA

中国最具活力的城市和品牌之都

QINGDAO IS HOME TO WORLD-RENOWNED BRANDS AND ENTERPRISES, SUCH AS TSINGTAO BEER, HAIER, HISENSE AND THE HIGH-SPEED TRAIN PRODUCER CRRC SIFANG

Haier

Hisense



中国中车
CRRC



CHINA'S CITY OF MUSIC UNESCO CITY OF FILM

中国音乐之岛 世界电影之都



QINGDAO IS THE HOMETOWN OF MANY WORLD RENOWNED MUSICIANS

成长出众多国际知名音乐家



KNOWN AS THE CRADLE OF MOVIE STARS AND THE BEST OUTDOOR SHOOTING LOCATION QINGDAO HAS JOINED THE UNESCO CREATIVE CITIES NETWORK AS CITY OF FILM

影视人才辈出，最佳影视外景地，成就“世界电影之都”

CHINA'S CAPITAL OF SAILING FAMOUS CITY OF MARINE SCIENCE AND INDUSTRY IN CHINA

中国帆船之都 中国海洋名城

QINGDAO HAS HOSTED THE SAILING EVENT
OF THE BEIJING 2008 OLYMPIC GAMES
AND ORGANIZES INTERNATIONAL SAILING WEEK PERIODICALLY

成功举办北京奥运会帆船比赛，定期举办帆船周



FAMOUS CITY OF FESTIVALS EXHIBITIONS & CONVENTIONS

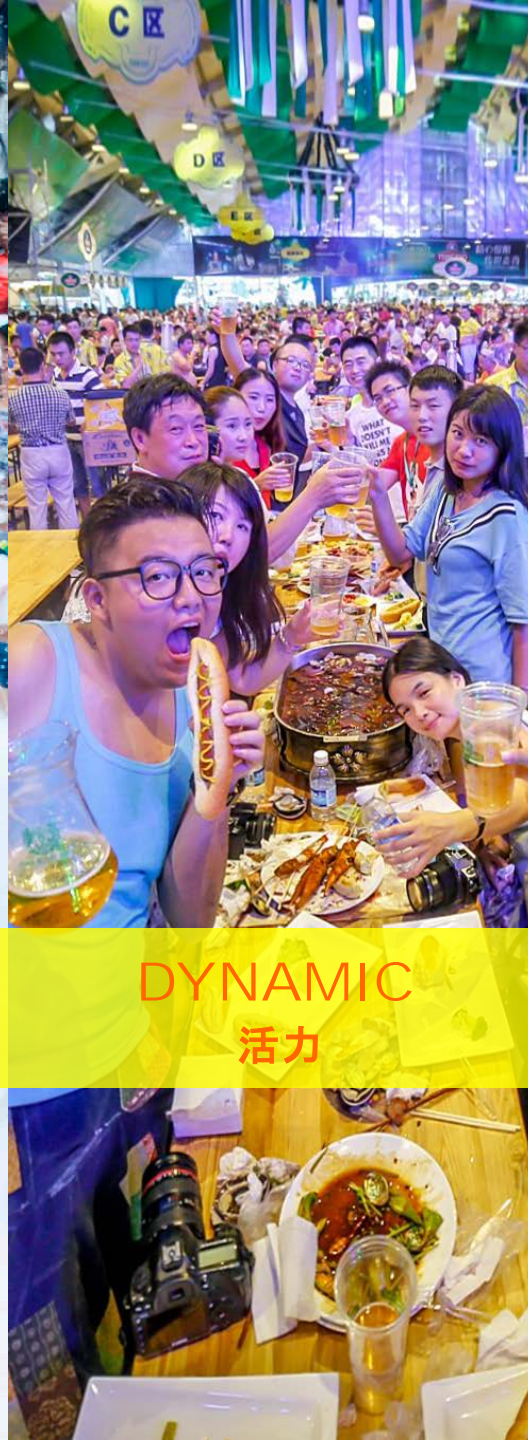
节庆会展名城



CHARMING
魅力



PASSIONATE
激情



DYNAMIC
活力

QINGDAO ENGAGING THE WORLD THROUGH FRIENDLY EXCHANGES

青岛搭起与世界友好交流的平台



IN 2016, QINGDAO RECEIVED 80.81
MILLION VISITORS FROM HOME AND
ABROAD

2016



TOURISM INDUSTRY STANDS AT
MORE THAN
20 BILLION US DOLLARS

2016



QINGDAO AND NEW ZEALAND

青岛与新西兰

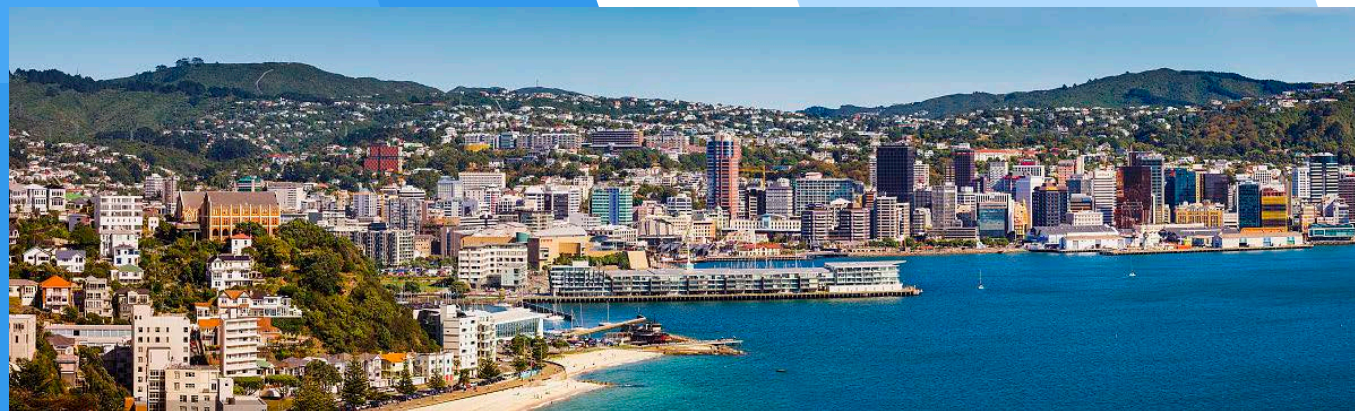
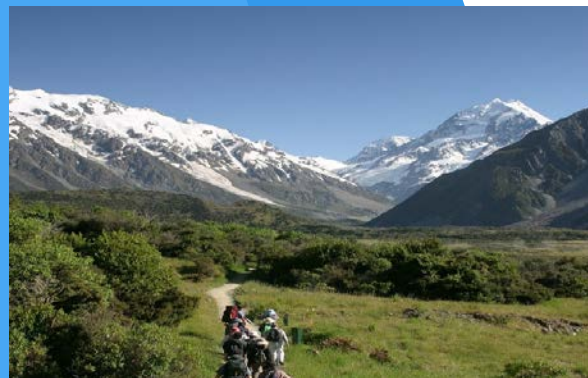
QINGDAO AND NEW ZEALAND

青岛与新西兰

CHINA AND NEW ZEALAND
HAVE ESTABLISHED
COMPREHENSIVE STRATEGIC PARTNERSHIP

中新两国建立“全面战略伙伴关系”

COOPERATION BETWEEN QINGDAO AND NEW
ZEALAND CONTINUES TO DEEPEN IN ECONOMY AND
TRADE, TOURISM, CULTURE AND EDUCATION



QINGDAO AND NEW ZEALAND

青岛与新西兰

4.3亿

\$

IN 2016, THE TRADE VOLUME BETWEEN
QINGDAO AND NEW ZEALAND REACHED
430 MILLION US DOLLARS

2016

26.7%

UP BY 26.7%
YEAR-ON-YEAR

QINGDAO AND NEW ZEALAND

青岛与新西兰



AUCKLAND
NEW ZEALAND



DANIDIN
NEW ZEALAND



**QINGDAO AND AUCKLAND –
SISTER CITIES**

青岛与奥克兰——



**QINGDAO AND DUNEDIN –
FRIENDLY COOPERATIVE CITIES**

QINGDAO AND NEW ZEALAND

青岛与新西兰





STAY CONNECTED ACROSS
LONG DISTANCE
AND BUILD LASTING FRIENDSHIP

情系万里 友谊长存

STRENGTHEN COOPERATION IN TOURISM BRAND PROMOTION

加强旅游品牌的推广合作

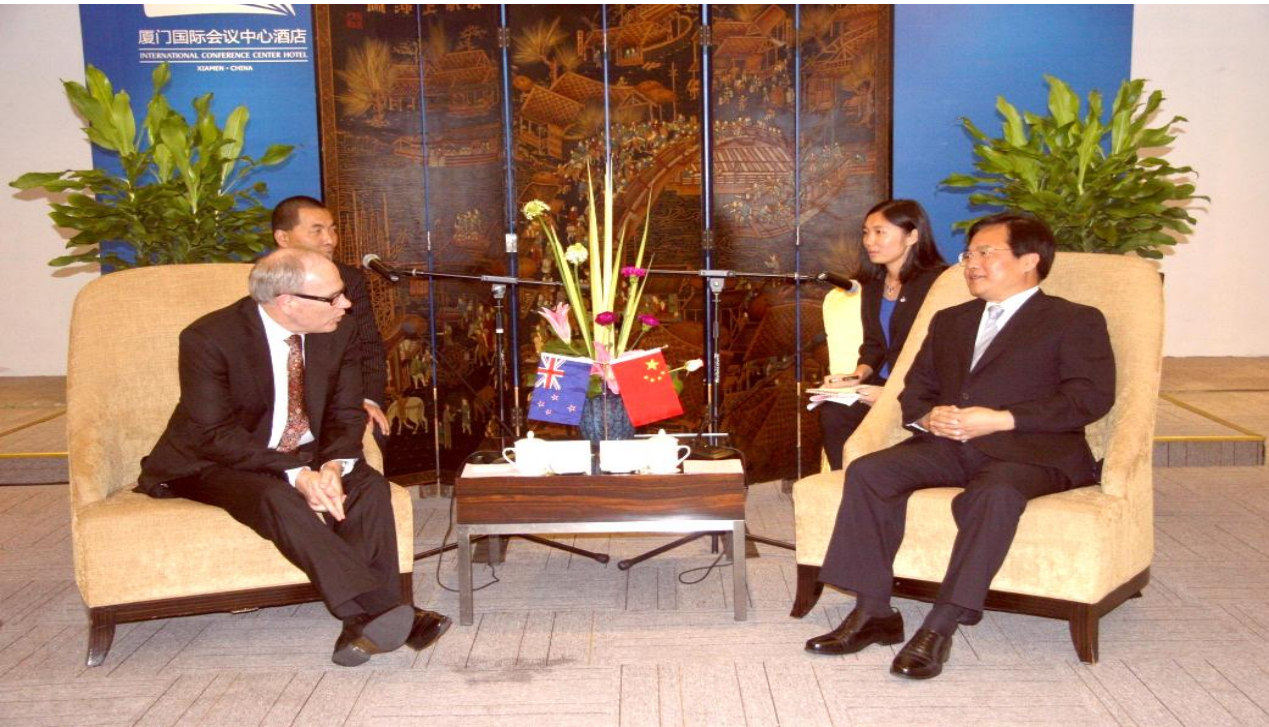


MUTUALLY PROMOTE THE IMAGE AND BRAND OF TOURISM
CITIES THROUGH MULTIPLE CHANNELS AND FORMS

多渠道、多形式相互宣传城市形象和旅游品牌

STRENGTHEN COOPERATION IN TOURISM PRODUCT DEVELOPMENT

加强旅游产品的开发合作



ORGANIZE EXCHANGE OF
VISITS ON A REGULAR BASIS

定期组织城市考察互访团

DEVELOP CUSTOMIZED AND
IN-DEPTH TOURISM PRODUCTS



STRENGTHEN EXCHANGES AND COOPERATION ON TOURISM PROFESSIONALS

加强旅游人才的交流合作

GIVE FULL PLAY TO OUR RESPECTIVE
ADVANTAGES IN TOURISM EDUCATION

发挥城市各自旅游教育优势

WORK TOGETHER TO TRAIN OUTSTANDING TOURISM
MANAGEMENT TALENTS

BUILD AN ALL-DIMENSIONAL COOPERATIVE MECHANISM

完善全方位的合作机制

STRENGTHEN EXCHANGES AND
COOPERATION BETWEEN CITIES IN
MULTIPLE AREAS

加强城市间多方面交流合作

CREATE MORE
OPPORTUNITIES FOR YOUNG PEOPLE'S
INTERACTIONS



FRIENDSHIP DEFIES DISTANCE
OCEANS APART
WE ARE LIKE CLOSE NEIGHBOURS

海内存知己 万里尚为邻

2018 WTCF FRAGRANT HILLS TOURISM
SUMMIT IN QINGDAO

世界旅游城市联合会香山峰会将在青岛举行

RENEW FRIENDSHIP DEEPEN COOPERATION
ENHANCE EXCHANGES



WELCOME TO QINGDAO

—
青岛欢迎您