1. **Venue**

   Shangri-La Hotel  
   Guilin, China  
   111 Huan Cheng Bei Er Lu, Guilin, Guangxi, 541004, China  
   Tel: (86 773) 269 8888  
   Fax: (86 773) 269 8887  
   Website: [www.shangri-la.com/guilin/shangrila](http://www.shangri-la.com/guilin/shangrila)

2. **Transport Arrangement and Airport Meeting Service**

   Transport will be provided to participants from Guilin Liangjiang International Airport to the hotel and back. However, in order to arrange immediate transfer to the hotel, participants should communicate their flight details in the enclosed Registration Form **on or before 10 October 2015**.

   A special conference counter at Liangjiang International Airport will receive and welcome all participants as well as provide them with an information kit.

   Transport will also be provided for participants to attend social functions.

3. **Visa Requirement**

   All visitors who hold valid passports need to request entry visas for China. Visa can be obtained from the Chinese embassies and consulates located overseas.

4. **Exchange Rate**

   Chinese currency is the Renminbi (RMB) or Yuan. Bank notes are available in denominations...
of 1, 5, 10, 20, 50 and 100. One US dollar equals approximately RMB 6.1 and one euro equals approximately RMB 8.3. Please check latest rates before leaving for China. International credit cards and travelers cheques are accepted in major establishments. Most banks are open from 8:30 to 16:00hrs from Monday to Friday and some banks are open at the weekends.

5. **Time Zone**
China is eight hours ahead of Greenwich Mean Time (GMT+ 8)

6. **Voltage**
Electric power is supplied at 220-240 volts, 50 cycles A.C.

7. **Climate**
The climate is agreeable throughout the year with an average temperature of 19ºC in Guilin. The average temperature of October in Guilin is 17ºC-29 ºC.

8. **Health**
Immunization certificates are not normally required for entry into China.

9. **Clothing**
Business suits are required at official meetings.

10. **Accommodation**
Discounted room rates have been arranged for participants at the following hotel in Guilin:

    **Shangri-La Hotel**
    Guilin, China
    111 Huan Cheng Bei Er Lu, Guilin, Guangxi, 541004, China
    Tel: (86 773) 269 8888
    Fax: (86 773) 269 8887
    Website: [www.shangri-la.com/guilin/shangrila](http://www.shangri-la.com/guilin/shangrila)

    Deluxe Room (King or Twin): RMB 730 (around US$ 119, € 95)

    **Himalayas Hotel**
    Huan Cheng Bei Er Lu, Guilin, Guangxi, 541004, China
    Tel: (86-773) 2197555
    Fax: (86-773) 2260799

    Standard room: RMB 168 (around US$27, € 20)

*All rates include continental breakfast*
11. **Registration**

The Forum is open, free of charge, to member state delegates and affiliate members of UNWTO and PATA, to students currently registered in full-time tourism programs at universities, as well as to academics and practitioners interested in attending and presenting at the Forum. However, delegates are responsible for their own hotel accommodation.

12. **Meeting Coordinators**

<table>
<thead>
<tr>
<th>UNWTO</th>
<th>PATA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Baeho Kim Mr. (Barry)</strong></td>
<td><strong>Prapon Kongsiripipat (Mr.)</strong></td>
</tr>
<tr>
<td>Senior Officer</td>
<td>Strategic Intelligence Centre</td>
</tr>
<tr>
<td>Tourism Market Trends Programme</td>
<td>Pacific Asia Travel Association (PATA)</td>
</tr>
<tr>
<td>World Tourism Organization (UNWTO)</td>
<td>Unit B1, 28th Floor, Siam Tower</td>
</tr>
<tr>
<td>Capitán Haya 42, Madrid 28020, Spain</td>
<td>989 Rama 1 Road, Pathumwan, Bangkok 10330</td>
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<tr>
<td>Tel: +34 91 567 8100 (ext.205)</td>
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<td>Email: <a href="mailto:bkim@unwto.org">bkim@unwto.org</a></td>
<td>Fax: +66 2 658-2010</td>
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<thead>
<tr>
<th>The Hong Kong Polytechnic University</th>
<th>Guilin Municipal Tourism Bureau</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Honggen Xiao, PhD</strong></td>
<td><strong>Yan Huang (Ms.)</strong></td>
</tr>
<tr>
<td>School of Hotel and Tourism Management</td>
<td>Overseas Marketing Department</td>
</tr>
<tr>
<td>The Hong Kong Polytechnic University</td>
<td>Guilin Municipal Tourism Bureau</td>
</tr>
<tr>
<td>Hung Hom, Kowloon</td>
<td>14 Ronghu Northern Road, Guilin, Guangxi</td>
</tr>
<tr>
<td>Hong Kong SAR</td>
<td>P. R. China</td>
</tr>
<tr>
<td>Tel. (852) 3400 2250</td>
<td>Tel. (86-773) 2823533</td>
</tr>
<tr>
<td>Fax. (852) 2362 9362</td>
<td>Fax. (86-773) 2829111</td>
</tr>
<tr>
<td>Email: <a href="mailto:honggen.xiao@polyu.edu.hk">honggen.xiao@polyu.edu.hk</a></td>
<td>Email: <a href="mailto:lisahuang@263.net">lisahuang@263.net</a></td>
</tr>
</tbody>
</table>

You are welcome to send us any inquiry regarding the Forum.

For hotel reservation and airport transfers, please contact Ms. Yan Huang (Lisa) at the above address.

13. **Official Language**

The official languages of the Forum are English and Chinese. There would be simultaneous interpretation from Chinese into English and vice versa.

14. **Technical Tour**

A technical tour after the Forum will be organized by the Guilin Municipal Tourism Bureau.

15. **Social Programme**

The Opening Ceremony & Welcome Dinner Reception will be hosted for all participants.
16. General Information on the City of Guilin

With a history of 2000 years, Guilin is a famous scenic and historical city in China. Its beautiful landscape is regarded as one of the best in the world. Guilin is located in the northeast part of Guangxi Zhuang Autonomous Region. It is situated in subtropical zone with warm climate and its average temperature is around 19°C downtown area of the city is 50 square kilometers. Its population is 4.76 million with 680,000 ethnic minorities including Zhuang, Yao, Hui, Miao and Dong. The Han nationality is the majority taking 85.2%.

Tourism resources: Guilin city is located at the southwest part of Nanling Mountain, which has an altitude of 150 meters with well-known topography of karst formation. The rocks of this type with wind erosion for several hundred of million years have formed protruding hills. A river circles the city with amazing caves and beautiful stones. The tourism industry in Guilin plays an important role in China’s tourism industry. The beautiful sights make Guilin one of the stops of the golden tourist route (Beijing, Xi’an, Shanghai, Guilin and Hong Kong). Tourism is the main industry in Guilin. In recent years, as a result of the development of the city as a whole, many sightseeing spots have been renovated and beautified. Besides, tourism in the surrounding counties is also fast catching up, making the city more charming and attractive.

Transportation: Guilin has 50 regular international and domestic flights to Hong Kong and Macao, major cities in China as well as some international cities.

The New City: In 1998, with the permission by the State Council, a mega-project called the New Guilin started. The renovation programme lasting three years embarked upon 88 projects. Among them, 59 main projects have been completed. 19 bridges with unique design were built up. These bridges like rainbow connect the west to the east and the south to the north of the city. The renovation has been in harmony with Guilin’s landscape and is attracting more tourists to the city.

Environment protection: With excellent air quality all year round, the city meets the first class level of air standard stipulated by the nation. The green coverage reaches 39.5%. Green land per person is 7 square meters. Guilin’s city environmental quality is continuously awarded the first one among 46 main cities in the National City Environment Quality Evaluation. The environment project - “Two Rivers and Four lakes” has made the entire city itself as an integrated tourist attraction, besides, it has improved Guilin’s ecological environment basically and functionally.