



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



## The 11<sup>th</sup> UNWTO/PATA Forum on TOURISM TRENDS AND OUTLOOK

Guilin, China, 10-12 October 2017

### **GENERAL INFORMATION NOTE**

#### **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 Monday 25 September 2017.**

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 6.7 and one euro equals approximately RMB 8. 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 19°C in Guilin.

The average temperature of October in Guilin is 17°C-29 °C.

## 8. Health

Immunization certificates are not normally required for entry into China.

## 9. Clothing

Business attire are required at official meetings.

## 10. Accommodation

Discounted room rates have been arranged for participants at the following hotel in Guilin:

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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\$ 113, €99)**

**City Comfort Inn**

No.6, Huan Cheng Bei Er Lu, Guilin, Guangxi, 541004, China

Tel: (86-773) 2113888

Standard room: **RMB 168 (around US\$26, €23)**

*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. Forum Coordinators**

<p>UNWTO</p> <p><b>Christine Brew (Ms.)</b> Senior Programme Assistant Regional Programme for Asia and the Pacific World Tourism Organization (UNWTO) Capitán Haya 42, Madrid 28020, Spain Tel: +34 91 567 8192 Email: <a href="mailto:cbrew@unwto.org">cbrew@unwto.org</a></p> <p><b>Hee-Jin Cho (Ms.)</b> Senior Officer Statistics, Trends and Policy World Tourism Organization (UNWTO) Capitán Haya 42, Madrid 28020, Spain Tel: +34 91 567 8205 Email: <a href="mailto:cho@unwto.org">cho@unwto.org</a></p>	<p>PATA</p> <p><b>Prapon Kongsiripipat (Mr.)</b> Manager, Strategic Intelligence Centre Pacific Asia Travel Association (PATA) Unit B1, 28th Floor, Siam Pivat Tower 989 Rama 1 Road, Pathumwan, Bangkok 10330 Thailand Tel: +66 2658-2000 Fax: +66 2658-2010 Email: <a href="mailto:prapon@PATA.org">prapon@PATA.org</a></p>
<p>The Hong Kong Polytechnic University</p> <p><b>Honggen Xiao, PhD</b> School of Hotel and Tourism Management The Hong Kong Polytechnic University Hung Hom, Kowloon Hong Kong SAR P. R. China Tel. (852) 3400 2250 Fax. (852) 2362 9362 Email: <a href="mailto:honggen.xiao@polyu.edu.hk">honggen.xiao@polyu.edu.hk</a></p>	<p>Guilin Municipal Tourism Bureau</p> <p><b>Yan Huang (Ms.)</b> Overseas Marketing Department Guilin Municipal Tourism Bureau 14 Ronghu Northern Road, Guilin, Guangxi P. R. China Tel. (86-773) 2823533 Fax. (86-773) 2829111 Email: <a href="mailto:lisahuang@263.net">lisahuang@263.net</a></p>

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 Commission.

## **15. Social Programme**

The Opening Ceremony & Welcome Dinner 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 19C°. 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 81 regular international and domestic flights to Malaysia, Singapore, Korea, Thailand, Taiwan and Hong Kong, 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.