

## The 13<sup>th</sup> UNWTO/PATA Forum on TOURISM TRENDS AND OUTLOOK

Guilin, China, 17-19 October 2019

### GENERAL INFORMATION

#### 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. Transportation Arrangements and Airport Meeting Service

All participants will be provided with transportation from Guilin Liangjiang International Airport to their hotel and back. To arrange immediate transfer to the hotel, participants should submit their flight details using the enclosed Registration Form **on or before Friday 11 October 2019.**

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

Transportation to social functions will also be provided.

#### 3. Visa Requirement

All visitors who hold valid passports must request visas for entry into China. Visas can be obtained overseas from China's embassies and consulates.

#### 4. Exchange Rate

The Chinese currency is the Renminbi (RMB) or yuan. Bank notes are available in denominations of RMB1, 5, 10, 20, 50 and 100. One US dollar equals approximately RMB6.7 and one euro equals approximately RMB8. Please check the latest exchange rates before leaving for China. International credit cards and travellers' cheques are accepted in major

establishments. Most banks are open from 08:30 to 16:00 from Monday to Friday, and some are open on 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 Hz AC.

## **7. Climate**

The climate is agreeable throughout the year, with an average annual temperature of 19°C in Guilin. Guilin's average temperature for October ranges from 17°C to 29°C.

## **8. Health**

Immunisation certificates are not normally required for entry into China.

## **9. Clothing**

Business attire is required at official meetings.

## **10. Accommodation**

Discounted room rates have been arranged for participants at the following hotels in Guilin.

### **Shangri-La Hotel**

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Website: [www.shangri-la.com/guilin/shangrila](http://www.shangri-la.com/guilin/shangrila)

Deluxe Room (King or Twin):

**RMB730 (around US\$113, €99)**

### **City Comfort Inn**

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

Tel.: (86-773) 2113888

Standard room:

**RMB168 (around US\$26, €23)**

***All rates include continental breakfast***

## **11. Registration**

Attendance at the Forum is free of charge to member state delegates and affiliate members of the UNWTO and PATA, university students currently registered on full-time tourism

programmes and academics and practitioners interested in attending or 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>          Technical Coordinator          Regional Department for Asia and the Pacific          World Tourism Organization (UNWTO)          Poeta Joan Maragall 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          Tourism Market Intelligence and          Competitiveness          World Tourism Organization (UNWTO)          Poeta Joan Maragall 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 Kongsiripat (Mr)</b>          Manager, Strategic Intelligence Centre          Pacific Asia Travel Association (PATA)          Unit B1, 28<sup>th</sup> Floor, Siam Piwat 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 (Mr)</b>          School of Hotel and Tourism Management          The Hong Kong Polytechnic University          17 Science Museum Road, TST East,          Kowloon, Hong Kong SAR, PRC          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, PRC          Tel.: (86-773) 2823533          Fax: (86-773) 2829111          Email: <a href="mailto:lisahuang@263.net">lisahuang@263.net</a></p>

Feel free to contact us if you have enquiries regarding the Forum.

For hotel reservations and airport transfers, please contact Ms Yan Huang (Lisa) using the details provided above.

### **13. Official Languages**

The official languages of the Forum will be English and Chinese. Interpreters will carry out simultaneous interpretation from Chinese into English and vice versa.

### **14. Technical Tour**

A technical tour will be held after the Forum, organised by the Guilin Municipal Tourism Bureau.

### **15. Social Programme**

An Opening Ceremony and Welcome Dinner will be hosted for all of the participants.

### **16. General Information on the City of Guilin**

Guilin is a famous Chinese city with a 2,000-year history. Its surrounding landscape is regarded as among the most beautiful in the world. Guilin is located in the northeast of Guangxi Zhuang Autonomous Region. It is situated in a subtropical zone with a warm climate; its average temperature is around 19°C. The city's downtown area covers 50 square kilometres. It has a population of 4.76 million, representing 680,000 ethnic minorities, such as Zhuang, Yao, Hui, Miao and Dong. Han Chinese make up the majority (85.2%) of the population.

**Tourism resources:** Guilin is located in the southwest of the Nanling mountain range, which has an altitude of 150 meters and a typical karst topography. Subjected to wind erosion for several hundred million years, limestone has formed protruding hills. The city is circled by a river with spectacular caves and beautiful rock formations. Guilin's tourism industry makes an important contribution to tourism in China. Tourists travelling the Golden Route (Beijing, Xi'an, Shanghai, Guilin and Hong Kong) stop at Guilin to see its beautiful sights. Tourism is the main industry in Guilin. In recent years, as part of the city's overall development, many sightseeing spots have been renovated and beautified. Tourism in the surrounding counties is catching up quickly, attracting even more interest in the city as a base for exploration.

**Transportation:** Guilin's airport offers 81 regular international and domestic flights to Malaysia, Singapore, Korea, Thailand, Taiwan and Hong Kong, major cities in mainland China and some international cities.

**The New City:** In 1998, with permission from the State Council, a mega-project called "New Guilin" was launched. The renovation programme, lasting three years, comprised a projected

88 projects, of which 59 significant projects were completed. Nineteen uniquely designed bridges were built. Resembling rainbows, they connect the city from west to east and from south to north. The renovations undertaken were in harmony with Guilin's landscape and attracted more tourists to the city.

**Environmental protection:** With excellent air quality all year round, the city meets China's highest national air quality standard. Its green coverage is 39.5%, with 7 square metres of green land per person. Guilin has consistently been awarded first place among 46 main Chinese cities in the National City Environment Quality Evaluation. An environmental protection project undertaken in the city, named "Two Rivers and Four Lakes", has not only improved Guilin's ecological foundation and function but also made the entire city an integrated tourist attraction.