

The 7th TPO

General Assembly

27 May - 31 May 2015,
Sanya, China



Tourism Promotion Organization
for Asia Pacific Cities



TPO Secretariat

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TPO Members

75 city members, 37 industry members



Tourism Promotion Organization
for Asia Pacific Cities

City Members

-
- CHINA**
 - Chengdu
 - Qingyuan
 - Dalian
 - Foshan
 - Guangzhou
 - Hangzhou
 - Qingdao
 - Sanya
 - Shanghai
 - Shaoguan
 - Shenyang
 - Suzhou
 - Tianjin
 - Urumqi
 - Weihai
 - Yantai
 - Zhangjiajie
 - Zhaoqing
 - Zhengzhou
 - RUSSIA**
 - Vladivostok
 - Irkutsk
 - JAPAN**
 - Fukuoka
 - Kagoshima
 - Kitakyushu
 - Kumamoto
 - Miyazaki
 - Osaka
 - Shimonoseki
 - Takeo
 - KOREA**
 - Andong
 - Busan
 - Busan Haeundae-gu
 - Busan Jung-gu
 - Buyeo
 - Changwon
 - Chuncheon
 - Daegu
 - Daejeon
 - Donghae
 - Gangneung
 - Geoje
 - Gimhae
 - Goyang
 - Gunsan
 - Gwangju
 - Gyeongju
 - Hadong
 - Iksan
 - Incheon
 - Jeonju
 - Namhae
 - Pohang
 - Sokcho
 - Tongyeong
 - Ulsan
 - Yeongju
 - CHINESE TAIPEI**
 - Kaohsiung
 - Taichung
 - Tainan
 - THAILAND**
 - Bangkok
 - VIETNAM**
 - Danang
 - Hai Phong
 - Hanoi
 - Ho Chi Minh
 - PHILIPPINES**
 - Manila
 - MALAYSIA**
 - Georgetown
 - Ipoh
 - Kota Bharu
 - Kota Kinabalu
 - Kuala Lumpur
 - Melaka
 - Taiping
 - INDONESIA**
 - Jakarta
 - Surabaya
 - Yogyakarta

TPO, a Network of Asia Pacific Cities

Industry Members

- CHINA**
 - Guangzhou Garden Hotel
 - Guangzhou Star Cruises Co., Ltd.
 - GZL International Travel Service Ltd.
 - Shandong Channel International Travel Service Co., Ltd.
 - China Travel International (Xinjiang) Ltd.
 - China Comfort Xi'an International Travel Service Co., Ltd.
 - Dalian Gulian International Travel Service
 - CITS Guangdong
 - China Travel International Sanya Co., Ltd.
- JAPAN**
 - Kagoshima Convention & Visitors Bureau
 - Fukuoka Convention & Visitors Bureau
 - JTB Corp. Fukuoka Office
- KOREA**
 - BEXCO
 - Busan Tourism Association
 - Arum Travel Service Co., Ltd.
 - Cheongsong Travel Service Co., Ltd.
 - Road ABC Media Co., Ltd.
 - TourJapan Co., Ltd.
 - Intravel Ltd.
 - Haeundae Centum Hotel
 - Daegu Tourism Association
 - Lee Convention
 - Busan Tourism High School
 - The Korea Academic Society of Tourism and Leisure
 - Solar Travel Agency
 - BS FunTour
 - Benikea Jeonju Hansung Tourist Hotel
 - Sky Tour
 - JB Tour
 - PANWORLD Dream
- MALAYSIA**
 - Taiping Tourist Association
- MONGOLIA**
 - Ancient Nomads Tour Agency
- RUSSIA**
 - Gavan Tour-center Co. Ltd
- U.S.A**
 - MCM Group Holdings Ltd.
- VIETNAM**
 - Haiphong Vanhoa One Member Limited Corporation
 - Haiphong Vocational College of Tourism

TPO is a network of Asia Pacific cities and an international organization in the field of tourism. Since its inception in 2002, it has served as a center of marketing, information, and communication for its member cities. Currently its membership includes 75 city governments and 37 non-government members representing tourism businesses, educational institutions, and other tourism authorities. The organization is committed to the common prosperity of the Asia Pacific cities through sustainable tourism development.

Message from the President of TPO



Chen Jianhua

President of TPO
Mayor of Guangzhou City,
China

First, I'd like to welcome all the representatives attending the 7th General Assembly of the Tourism Promotion Organization for Asia Pacific Cities (TPO), whether you are our city members, industry members or from other industries. I'd also like to congratulate the host city, Sanya, a famous tourist destination in China.

The Asia Pacific region is vibrant and no one has ever doubted the potential in tourism. As a leading international organization, TPO has been committed to strengthening cooperation and exchanges in the tourism industry among cities in the Asia Pacific region. For more than a decade, our organization has been constantly expanding, currently with 75 city members and 37 industry members from 10 countries and regions. Your joint efforts contributed to the development of tourism in the region and greater cooperation among cities.

As the world economy is booming we are facing with huge opportunities in the tourism industry in the Asia Pacific region. The 7th General Assembly will have in-depth discussions on improving the quality of cooperation among members and make tourism an engine for the economic development. I believe that the assembly will enhance better understanding, closer cooperation and better friendship among the members. We are looking forward to greater progress and development.

I wish all of you a nice time in Sanya and the 7th General Assembly a great success!

Welcome Message from the Mayor of Sanya



Wu Yanjun

Mayor of Sanya City,
China

As the mayor of Sanya, I am honored that Sanya can be the host city of the 7th TPO General Assembly. And our gratitude goes to all the member cities for giving us this opportunity. First of all, on behalf of all the Sanya people, I would like to extend the warmest welcome to all the guests. Being the host, we are committed to providing dedicated services to the event. We believe that this would serve as a platform for better cooperation and friendship among member cities.

As a world-renowned tropical coastal tourism city, Sanya is blessed with unique natural environmental resources such as sunshine, sea, beach, forest, hot spring and garden. With an average annual temperature of 25.4°C, more than 2400 hours' annual sunshine and a forest coverage rate of 68%, it is a city without summer and flowers blossom all the year round. It enjoys excellent air quality and is termed as the best livable city in China. In recent years, we focus on international tourism island construction and stick to develop a city with refined quality and high-end taste by continuously improving tourism infrastructure, upgrading overall tourism environment and striving to develop new industrial patterns such as marine recreation, marine sightseeing, cultural performance, low altitude tourism and duty-free shopping. In 2014, the overnight stay tourists in Sanya reached 13.53 million, bringing total tourism revenue of 27 billion RMB.

Currently, along with the proceeding of national project "one belt one road" and the building of Hainan Special Zone of Tourism, Sanya embraces a new round of development opportunities. Based on the key projects like new airport and airport economic zone, we will play an important part in maritime cooperation. What's more, we will aim at the building of Hainan Special Zone of Tourism, attract more and more foreign investment, talents and strength to achieve the international innovation, upgrade the industry chain of "catering, accommodation, transportation, sightseeing, shopping and recreation, regularize the tourism market so as to build an selected international tropical coastal tourism city. We hope that we can strengthen the exchange and collaboration with other member cities in fields like tourism and others by this event and your valuable advice and suggestions are always welcome.

Finally, I wish this event a complete success and all the guests a pleasant stay in Sanya.

Message from the Secretary General of TPO



Hwan Myung JOO

Secretary General, TPO

On behalf of the Tourism Promotion Organization for Asia Pacific Cities (TPO), in the first place, I would like to extend my welcome to all the delegates of the 7th TPO General Assembly, which will be held in Sanya, China from 27th to 31st of May, 2015.

I would like to emphasize the importance of participation of all the members, as well as mayors of all member cities in this event. It is a big honor for us, and we see it as a unique occasion to renew the ties and bonds among our members, which, I strongly believe, will give a new projection to the tourism sector in Asia Pacific Region.

It is thanks to all our members' endeavor and cooperation that TPO has grown into an outstanding organization since its foundation. We have planned various programmes and events in conjunction with the main events of the General Assembly, and we hope that all the delegates will take all the opportunities that will be offered, as well as will bring all their constructive ideas and suggestions.

Lastly, on behalf of TPO, I would like to express my gratitude to our host city, Sanya, for all their effort to prepare this special event. I am so sure that you will enjoy the hospitality and beauty of Sanya.

I heart fully welcome and appreciate your participation, while looking forward to seeing you in Sanya!

Thank you!

History of the TPO General Assembly

The 1st TPO General Assembly:
Busan Metropolitan City, Korea , 2003

The 2nd TPO General Assembly:
Fukuoka City, Japan, 2005

The 3rd TPO General Assembly:
Guangzhou City, China, 2007

The 4th TPO General Assembly:
Kota Kinabalu City, Malaysia, 2009

The 5th TPO General Assembly:
Dalian City, China, 2011

The 6th TPO General Assembly:
Daejeon Metropolitan City, Korea, 2013

The 7th TPO General Assembly:
Sanya City, China, 2015

Program at a Glance



Wednesday, 27 May

09:00 - 18:00

Arrivals & Registration

Venue: Hotel Lobby, Shangri-La's Sanya Resort & Spa
Participants: All participants

18:30 - 20:00

Networking Reception

Venue: Ballroom, 3F, Shangri-La's Sanya Resort & Spa
Participants: All participants
Language: English

Thursday, 28 May

09:30 - 10:20

Opening Ceremony

Venue: Ballroom, 3 F, Shangri-La's Sanya Resort & Spa
Participants: All participants
Language: Simultaneous interpretation (English, Chinese, Korean, Japanese)

10:30 - 12:00

Session I

Venue: Ballroom, 3 F, Shangri-La's Sanya Resort & Spa
Participants: All participants
Theme 1: Plans for the New Leap of TPO
Theme 2: Trends of the Global Tourism Industry and Direction of TPO
Language: Simultaneous interpretation (English, Chinese, Korean, Japanese)

12:30 - 14:00

Luncheon

Venue: ChuyiWutai, 1F, Shangri-La's Sanya Resort & Spa
Participants: All participants

14:00 - 15:30

Session II

Venue: Ballroom, 3 F, Shangri-La's Sanya Resort & Spa
Participants: All participants
Theme: The Case Study on Tourism Marketing Strategies of member cities
Language: Simultaneous interpretation (English, Chinese, Korean, Japanese)

15:50 - 17:10

Session III

Venue: Ballroom, 3 F, Shangri-La's Sanya Resort & Spa
Participants: All participants
Theme: Sustainable Resort Tourism
Language: Simultaneous interpretation (English, Chinese, Korean, Japanese)

17:30 - 18:30

The 26th TPO Executive Committee Meeting

Venue: Houhai, 1 F, Shangri-La's Sanya Resort & Spa
Participants: Executive Members
Language: Simultaneous interpretation (English, Chinese, Korean, Japanese)

19:00 - 21:00

Welcome Reception

Venue: The Lawn
Participants: All participants & invited guests
Language: English

Program at a Glance



Friday, 29 May

- 09:30 - 11:00 **Mayors` Roundtable Discussion**
Venue: Ballroom, 3F, Shangri-La's Sanya Resort & Spa
Participants: Mayors of member cities

- 09:30 - 12:00 **TPO Travel Trade 2015-Sanya**
Venue: Haitang Bay Duty Free Shopping Complex

- 12:00 - 14:00 **Luncheon**
Venue: ChuyiWutai, 1F, Shangri-La's Sanya Resort & Spa
Participants: All participants
* VIP separately: S.E.A or Kon Tiki

- 14:00 - 16:00 **General Assembly**
Venue: Ballroom, 3 F, Shangri-La's Sanya Resort & Spa
Topic: Revision of TPO Statutes, election of president and co-presidents
Participants: All participants
Language: Simultaneous interpretation (English, Chinese, Korean, Japanese)

- 16:30 - 18:00 **Bilateral Meeting**
Venue: Houhai, Haishan, Yalong, 1F, Shangri-La's Sanya Resort & Spa
Participants: Mayors of member cities

- 18:00 - 20:00 **Farewell Dinner (TPO Best Award)**
Venue: Ballroom, 3 F, Shangri-La's Sanya Resort & Spa
Participants: All participants & invited guests
Language: English

Saturday, 30 May

- 09:00 - 18:00 **Technical Tour**
 - Nanshan Cultural Tourism Zone
 - Yalong Bay Tropical Paradise Forest Park
 Participants: Registered participants

Program by Date

	Mayors Value Program	Seminar	Reception & Ceremonies	PR
27 May (Wed.)			<ul style="list-style-type: none"> • Networking Reception 	
28 May (Thur.)		<ul style="list-style-type: none"> • Session I • Session II • Session III 	<ul style="list-style-type: none"> • Opening Ceremony • Welcome Reception 	<ul style="list-style-type: none"> • TPO Travel Trade 2015-Sanya
29 May (Fri.)	<ul style="list-style-type: none"> • Mayors` Roundtable • General Assembly • Bilateral Meetings 		<ul style="list-style-type: none"> • Farewell Dinner & TPO Best Award 	
30 May (Sat.)		<ul style="list-style-type: none"> • Technical Tour 		

TPO Travel Trade

28 May(Thur.) & 29May(Fri.) **TPO Travel Trade 2015-Sanya**

10:00 - 17:00
Venue: Haitang Bay Duty Free Shopping Complex
Participants: TPO Members
Language: 2 interpreters per member city provided (Chinese – English)

Technical Tour Courses



Yalong Bay Tropical Paradise Forest Park



Nanshan Cultural Tourism Zone

Highlights of the 7th TPO General Assembly

General Assembly

The General Assembly as the top decision-making body composed of all members of TPO, will elect the next president and co-president cities of TPO, the venues for the next TPO Forum - 2016 & TPO General Assembly - 2017.

The 26th Executive Committee Meeting

Executive Members will deliberate on various issues related to the projects and operation of the organization.

Session I · II · III

Session I : - Plans for the New Leap of TPO

- Trends of the Global Tourism Industry and Direction of TPO

Session II : The Case Study on Tourism Marketing Strategies of member cities

Session III: Sustainable Resort Tourism

Mayors` Roundtable Discussion

Mayors will have an opportunity to exchange ideas on development of TPO and will have chance to engage in more personal settings with every mayor in this program.

Bilateral Meetings

Mayors of the participating TPO member cities will have a chance for 1:1 discussions with each other to enhance mutual cooperation and exchanges.

TPO Travel Trade 2015 - Sanya

Promotion of the tourism products and recourses of the TPO member cities to the citizens and international visitors to Sanya, China.

TPO Best Awards

TPO Best Awards will be presented on best performance of destination marketing and management.

Technical Tour

Technical tour to the major tourist attractions in Sanya city will be arranged to all registered participants on complimentary basis on Saturday, 30 May

Getting to know Sanya, China



Brief History

Sanya is located at the confluence of three rivers that flow down from the mountains and jungles of Hainan, the name Sanya (三亚) referring to these rivers. Although the city, having been a small fishing and trading port, has recently developed into a complex resort area, it has a historic settlement. Human settlement goes back to the Stone Age and its relics were unearthed at Luobi Cave in 1992.

Sanya Overview

The city of Sanya sits on the southern coast of Hainan Island, China's most southerly province. Hainan is the only tropical island in China. Its year-round balmy climate, clean air, pristine waters, beautiful scenery, and friendly service are attractive to beach-lovers around the world. Particularly, Sanya is one of the best tourist destinations to enjoy the leisure.

Ethnic Groups

Sanya's population is a unique mix of several ethnic groups. Han Chinese make up about 67% and the remainder is composed of minority peoples, notably the Li, Miao and Hainan Hui

Sanya's Geography

The administrative area of Sanya covers 1918.37 square kilometers. Its coastline is 258.649km long, 28.2km of which has been developed.

Banks

All major Chinese banks have branches in Sanya. The Bank of China, Bank of Communications and China Construction Bank will all accept cards from international banks for ATM transactions, however it may not be possible to use cards issued overseas in the ATM machines of other Chinese banks. Banks are open for business day - from 08.30 to 17.00 Monday through Friday and 10.00 to 16.00 on weekends.

Language

The official language is Mandarin. English is, however, spoken in the major international hotels and resorts in Sanya.

Currency

The currency used in Mainland China is officially known as the Renminbi (RMB), but commonly referred to as Chinese Yuan (CNY) or just Yuan (¥), and colloquially as Kuai (块). Chinese currency comes in notes of the following denominations: ¥1, ¥5, ¥10, ¥20, ¥50, ¥100.

Credit Card Use

Master Card, Visa, American Express, JCB and other major international credit cards are accepted at major hotels, large restaurants and shopping malls.

Useful Telephone Numbers

The Sanya Government has established formal complaint hotlines for each tourism related department. The multilingual service hotline is +86 898 8888 0000. In case on an emergency, dial 110 for the police, 119 for a fire brigade, and 120 for the ambulance service.

Major Tourist Attractions in Sanya, China

Nanshan Cultural Tourism Zone

南山文化旅游区

It is one of the largest theme parks in Sanya area and is one of the primary tourist destinations on the island. Covering an area of 50 square kilometres, the park is divided into six distinct areas comprised of lushly vegetated parkland, picturesque scenic spots and a series of temples. The Guinness Book of Records recognises the park's gold and jade 108 meter high Guanyin statue as being the largest gold and jade Buddha statue in the world. It is considered by Buddhist authorities around the world to be a significant addition to world Buddhist culture.



Tianya Haijiao

天涯海角

This beautiful scenic spot is literally translated as "Edges of the heaven, corners of the sea," and it is a famous place for tourists to come to see the ocean and rocks. In Chinese literature, the cape is mentioned in many famous poems, such as "I will follow you to Tianya Haijiao," which means the couple will never be separated. Therefore it is a famous romantic spot and is popular with honeymooners.



Sanya Romance Park

宋城千古情景区

This large scale cultural recreation theme park, has proven to be a very popular nightlife site and a must see tourist spot in Sanya. Here you may find performers wearing Song Era costumes, walking around in ancient style streets. You may also immerse yourself in Sanya local colorful culture by participating in manual workshops at the special handiwork street market or watch special acrobatic shows.



Yalong Bay Tropical Paradise Forest Park

亚龙湾热带天堂森林公园

Covering an area of 1.5 square kilometres, this is the first nationally protected park in Hainan. The park has rich tropical and sub-tropical fauna. Footpaths and raised walkways wind through the trees, with lookout spots along the way giving spectacular views of Yalong Bay, Haitang Bay and the surrounding valleys. There is also a range of activities available including climbing, team building, a sightseeing bus and a shopping street with souvenirs.

Dongtian Park Resort District

三亚大小洞天旅游区

Established during the Southern Song dynasty (1187 AD), Dongtian Park is the most southern centre for Taoist culture in China. It has been a major attraction for visitors to Hainan Island for over 800 years. The site incorporates fifty different scenic spots with beautiful beach front and mountain sceneries. There is a restaurant near the main entrance and a boutique beach front hotel within the park.



Yalong Bay Tropical Paradise Forest Park

蜈支洲岛

Wuzhizhou is a small island north of Yalong Bay, with lush tropical fauna, pure white sand beaches, surrounded by crystal clear waters. The sea around the island is protected and has for all sorts of fish and some of the best preserved corals in China. Visitors can enjoy a variety of water sport activities including diving and snorkelling. About 45 minute drive from the centre of Sanya, and a 20 minute ferry ride, Wuzhizhou Island is perfect for day trips or an overnight stay at the island's hotel.





Tourism Promotion Organization
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Li and Miao village (Bing Lang Gu)
黎苗文化旅游区(槟榔谷)

Li and Miao village is located 30 km of the city of Sanya, in this attraction of the Hainan Island, where you may observe the way people of island of Hainan lived hundreds or thousands of years ago. This ancient village on the Hainan island is home to the eponymous tribe. You may be able to see the process of manufacturing, a wide variety of handicrafts, watch shows of traditional dances of Li and Miao nationalities, and listen to their songs, and do a lot more.



Yalong Bay Rose Valley
亚龙湾玫瑰谷

The Valley spans about 2,755 acres of land containing nearly 1,500 species of roses and a wide range of flower species and tropical trees. Some of the main tropical plants that can be spotted here are sunflowers, bougainvillea, orchids, and lilies. The Valley is maintained by an expert team of gardeners and as the largest rose plantation base in Sanya, it is perfect for eco-tourists, botanists, and romantics alike, as there are plenty of flower-related activities to indulge in.



Nantian Hot Spring
南田温泉

It is the biggest open-air hot spring in China and boasts hot mineral water with an average temperature of 57°C. The hot springs here are rich in minerals and trace elements, which can benefit your skin, relieve fatigue and improve health. There are 34 hot spring pools with different aromatherapies ranging from red wine scented pools to coffee, vanilla, medicinal herbs, and coconut milk. The resort offers hot spring holidays, recreation, health care, and beauty treatments.

Travel & Guest Information

Accommodation



Shangri-La's Sanya Resort & Spa, Hainan

"Shangri-La's Sanya Resort and Spa, Hainan" introduces the first luxury resort in Sanya, which is located on the southern part of Hainan Island, and was opened in December 2014. The resort offers 340 elegant and spacious guestrooms, large swimming pool, 3 restaurants, full service spa, bars and other modern facilities. In particular, the world's largest duty-free shop "The Sanya Haitang Bay Duty Free Shopping Complex" is located in about 10 minutes' walk distance from the resort. The experiences and services offered at this resort, as well as around its surrounding area, are some of highest level in China.

Address : North Hai Tang Road, Sanya, Hainan, 572000, China
Tel : (86 898) 8875 8888
Fax : (86 898) 8885 8899
Website : <http://www.shangri-la.com/sanya/>

	Room Type	Normal Rate	TPO Special Rate
Superior Room	• Single	¥ 1,000 CNY (-32%)	¥ 680 CNY
	• Twin		
Deluxe	• Single	¥ 1,100 CNY (-38%)	¥ 680 CNY
	• Twin		
Ocean Suite		¥ 2,900 CNY (-38%)	¥ 1,800 CNY
Deluxe Suite		¥ 3,900 CNY (-36%)	¥ 2,500 CNY

- Special discounted rates are offered to the participants of the 7th TPO General Assembly
- The standard Check-in time is 15:00 and check out time is 12:00 noon.
- Early check-in and/or late check-out are possible, depending on room availability
- Late check-out additional costs: 50% of the room rate will be charged if staying before 18:00, and 100% (full day rate) of the room rate will be charged if staying after 18:00
- The hotel reserves the right to charge a total duration of nights if you cancel your reservation within 1 week prior to the day of your arrival or in case of no-show

Transportation

For your convenience, all transportation during the events will be provided by Sanya City.