



**The 5<sup>th</sup> UNWTO/PATA Forum on TOURISM TRENDS AND OUTLOOK**  
Guilin, China, 26-28 October 2011

**GENERAL INFORMATION NOTE**

**1. Venue**

**Guilin Lijiang Waterfall Hotel**  
1 North Shanhu Road, Guilin, China  
Tel: (86-773) 2822881  
Fax: (86-773) 2822891  
E-mail: ljfd@public.glptt.gx.cn

**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 30 September 2011.**

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 6.4 and one euro equals approximately RMB 9.1. 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 suits are required at official meetings.

## 10. Accommodation

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

**Guilin Lijiang Waterfall Hotel (5\*)**  
1 North Shanhu Road, Guilin,  
Guangxi Autonomous Region, China  
Tel: (86-773) 2822881  
Fax: (86-773) 2822891  
E-mail: ljfd@public.glptt.gx.cn

Deluxe Single Room:	<b>RMB 720 (around US\$ 113, €79)</b>
Standard room:	<b>RMB 680 (around US\$ 106, € 75)</b>
Standard room with river view:	<b>RMB 720 (around US\$ 113, €79)</b>

**Guilin Shan Hu Hotel (3\*)**  
24 Zhong Shan Zhong Road, Guilin,  
Guangxi Autonomous Region, China  
Tel: (86-773) 2890000  
Fax: (86-773) 2890113  
E-mail: glshanhu@21cn.com

Standard room:	<b>RMB 188 (around US\$29, € 21)</b>
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*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 as well as to students currently registered in full-time tourism programs at universities. A registration fee will apply to non-members of UNWTO and PATA. Registration fee includes participation in all Forum sessions, scheduled meal functions and receptions, performance admission and technical tour, and forum material. Hotel accommodation is not included.

- Non-member registration                      EURO 500 / HK\$ 5,000  
 Special rate for academic registration              EURO 250 / HK\$ 2,500

Registration payment can be made by cheque/bank draft, bank transfer, or by credit card.

- Cheque/bank draft payable to: The Hong Kong Polytechnic University
- Bank transfer (Please include a copy of remittance slip together with the registration form)  
Beneficiary: The Hong Kong Polytechnic University  
Bank Name: Hang Seng Bank Limited  
Address: No. 83 Des Voeux Road Central, Hong Kong  
Account No: 024 / 280 / 277476-001  
SWIFT Code: HASEHKHH

- Credit card, please tick the appropriate card type:     MasterCard     Visa

Name printed on card (Please write in CAP letters): \_\_\_\_\_  
Card number: \_\_\_\_\_ (security code) \_\_\_\_\_  
Expiry date: \_\_\_\_\_  
Authorized amount: \_\_\_\_\_  
Cardholder Signature: \_\_\_\_\_

Cancellation Policy: For cancellation received in writing on or before **26 September 2011**, 50% of the registration fee will be refunded. No refund will be made after 26 September 2011.

## 12. Meeting Coordinators

<p>UNWTO</p> <p><b>Young-Hee, Kim (Ms.)</b> Senior Officer of Tourism Trends and Marketing Strategies Programme World Tourism Organization (UNWTO) Capitán Haya 42, Madrid 28020 Spain Tel. (34) 91 567 8100 ext. 203 Fax. (34) 91 571 8217 Email: <a href="mailto:ykim@unwto.org">ykim@unwto.org</a></p>	<p>PATA</p> <p><b>Kornchalee Tantimongkonsakul (Ms.)</b> Pacific Asia Travel Association (PATA) Unit B1, 28th Floor, Siam Tower, 989 Rama 1 Road, Pathumwan, Bangkok, 10330 Thailand Tel. (66) (0)2 658-2000 ext. 105 Fax. (66) (0)2 658-2010 Email: <a href="mailto:kay@PATA.org">kay@PATA.org</a></p>
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<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) 2766 4032  Fax. (852) 2362 9362  Email: <a href="mailto:hmhgxiao@polyu.edu.hk">hmhgxiao@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>
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You are welcome to send us any inquiry regarding the Forum.

In particular

For registration, please contact Dr. Honggen Xiao and Ms. Yan Huang.

For further information on reservation of hotel accommodation and airport/hotel transfers, please contact Ms. Yan Huang

**13. Official Language**

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

**14. Technical Tour**

A Technical Tour to Yangshuo County will be organized by the Guilin Municipal Tourism Bureau.

**15. Social Programme**

The Opening Ceremony & Welcome Dinner Reception will be hosted for all participants on 26 October 2011.

**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<sup>o</sup>. 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 38 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.