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Turismo Global

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elcome to the sixth edition of the Global
Tourism Economic Forum ("GTEF") in Macao.

As global interaction deepens, and as our cross-region, cross-border digitalized society drives multicultural development, we become a community of common destiny. Our nation's active advocacy of the Belt and Road Initiative and promotion of regional collaboration have created a common platform for the Belt and Road countries to achieve strategic compatibility and complementary advantages, optimizing conditions for global sustainable development. Tourism is highly inclusive and diversified, and offers abundant opportunities for multi-industry cooperation. Through regional collaboration, tourism will generate synergies and further deepen global economic development.

Macao Special Administrative Region plays an important role in the Belt and Road Initiative, has been officially included in our nation's plan for the development of a city cluster in the Guangdong-Hong Kong-Macao Greater Bay Area, and is positioned to build "One Centre One Platform." Having successfully held the first five editions of GTEF and continuing to stay on the pulse of new trends in the global tourism economic development, Macao has gained extensive international attention and high-level acknowledgment and support from the Central Government. This has given significant encouragement to the city in its efforts to become a World Centre of Tourism and Leisure, and to further unleash its strategic functions and unique advantages to create even more opportunities ahead.

Themed as "Regional Collaboration Towards A Better Future", GTEF 2017 wholeheartedly supports our nation's Belt and Road Initiative and fully leverages Macao's role as a platform that connects China and with the rest of the world, facilitating exchanges among stakeholders, inspiring innovations, grasping opportunities from global economic growth opportunities, and sharing mutually beneficial, win-win cooperation results.

My sincere wish for a very successful Global Tourism
Economy Forum · Macao 2017.



ALEXIS TAM CHON WENG 譚俊榮

Secretary for Social Affairs and Culture
of the Macao Special Administrative
Region Government,
Executive Chairman of Global Tourism
Economy Forum

澳門特別行政區政府社會文化司司長、
世界旅遊經濟論壇大會執行主席

Secretário para os Assuntos Sociais e Cultura
do Governo da Região Administrativa
Especial de Macau e Presidente Executivo
do Fórum de Economia de Turismo Global

To all our guests, it is with great pleasure that we welcome you to the sixth edition of the Global Tourism Economy Forum. I would like to extend my sincerest thanks to each and every one of you for your kindest support and participation.

Thanks to the collaborative efforts of different entities, Macao has presented five remarkable editions of the Forum with its scale and impact mounting year by year. To respond to the "16+1" economic framework between China and the Central and Eastern European Countries, we have invited the sixteen Central and Eastern European Countries to the Forum this year as the Partner Countries and Guizhou Province as the Partner Province, with our unyielding dedication to build an advanced platform of regional collaboration for delegates from China and around the world.

Throughout the history, Macao has been a major bridge stretching across East and West, making a myriad of cultural and economic interchanges happen. Our commitment to regional collaboration and integration is pivotal like a compass that guides the navigation of Macao's tourism industry towards sustainable development. Over the years, the Macao Special Administrative Region Government has been actively engaging in the work of international tourism organizations. With the Forum staged in Macao, stakeholders across the global tourism industry can capitalize on this unique platform for exchange and cooperation. We look forward to unfolding new opportunities for delegates worldwide to build closer partnerships and forge regional collaboration towards a better future.

I sincerely wish the Global Tourism Economy Forum · Macao 2017 will accomplish an unparalleled success.



PANSY HO
何超瓊

Vice Chairman & Secretary-General of
Global Tourism Economy Forum

世界旅遊經濟論壇副主席兼秘書長

Vice-Presidente e Secretária-Geral do
Fórum de Economia de Turismo Global



My warmest welcome to the sixth edition of the Global Tourism Economy Forum ("GTEF") in Macao.

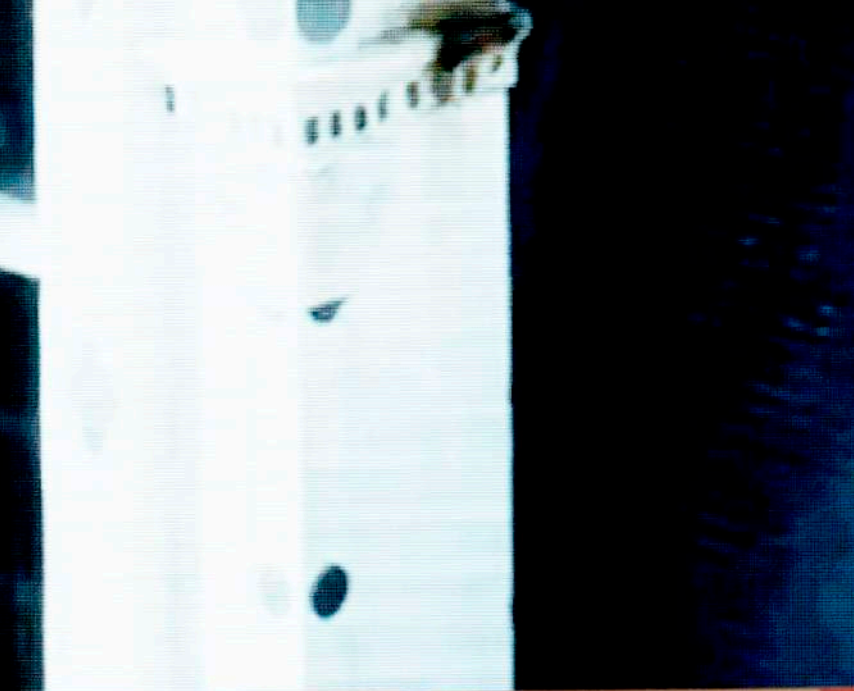
Created to champion sustainable development of global tourism with a focus on China, the Global Tourism Economy Research Centre ("Research Centre") is committed to supporting the spirit and intention of China's Belt and Road Initiative to drive peace and cooperation, openness and inclusiveness, mutual learning and mutual benefit.

Premier Li Keqiang's remarks last year, citing GTEF as one of the 19 major initiatives and undertakings of the Macao SAR Government that the Central Government will grant full support to, has greatly encouraged the Research Centre to continue to use the GTEF platform to gather tourism stakeholders in Macao to examine challenges and opportunities in the global travel economy, and to promote Macao as the city devotes its effort in building a World Centre of Tourism and Leisure.

Inspired by the "16+1" economic framework initiated by China to intensify and expand cooperation with the Central and Eastern European Countries, and under the theme of "Regional Collaboration towards a Better Future," GTEF 2017 will explore how regional collaboration can build bridges, deepen cooperation across and beyond regions, create opportunities and synergies, and advance world peace and prosperity.

As the official sponsor of the 2017 International Year of Sustainable Tourism for Development (IY2017), the Research Centre will also use the GTEF platform to promote sustainable development of tourism.

The Research Centre owes the continued success of its research and GTEF programs to all its supporters, including the Government of Macao Special Administrative Region, the World Tourism Organization, China Chamber of Tourism, All-China Federation of Industry and Commerce, the Liaison Office of the Central People's Government in the Macao Special Administrative Region, Office of the Commissioner of the Ministry of Foreign Affairs of the People's Republic of China in the Macao Special Administrative Region, China National Tourism Administration, World Travel and Tourism Council, Pacific Asia Travel Association, World Tourism Cities Federation, European Travel Commission and Macao Government Tourism Office; its Research Centre and GTEF Advisors; its partners and sponsors; and the entire Macao community. Rest assured that the Research Centre's commitment to the vision and mission is resolute. Thank you.



FORUM INTRODUCTION

論壇簡介

INTRODUÇÃO DO FÓRUM



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論壇簡介

INTRODUÇÃO DO FÓRUM

GLOBAL TOURISM ECONOMY FORUM

The Global Tourism Economy Forum (GTEF) is a leading international exchange platform designed to promote sustainable development of the global tourism industry with a focus on China. Established in 2012 and located in Macao, the southern gateway of China, GTEF takes advantage of Macao's proximity to China, its strategic position in Asia, and its forerunner position in the region's burgeoning tourism economy to connect governments and industry players from Mainland China and around the world to bring about extensive and rewarding opportunities for tourism promotion, investment and cooperation.

A multi-purpose platform, GTEF not only brings together international government and industry leaders, experts, scholars and related industry partners to engage in discussions and debates about opportunities and challenges in the global tourism economy; it also provides the perfect environment for stakeholders in the tourism and related industries to explore the real opportunities that underlie China's international and regional integration policies, to network and to engage in business-matching and privately-scheduled meetings that are conducive to business leads and new partnerships.

世界旅遊經濟論壇

「世界旅遊經濟論壇」（「論壇」）是以中國為焦點、致力推動全球旅遊可持續發展的國際平台。自2012年於澳門首辦至今，「論壇」充分利用澳門作為中國南方門戶的地理優勢、在亞洲地區的戰略位置，以及在區域旅遊經濟發展中的先導地位，擔當連接中國與世界各國政府及業界持份者的橋樑，開拓廣泛、具成效的旅遊推廣、投資和合作機會。

「論壇」建立了多功能平台，不單雲集各國旅遊及相關產業的政府官方領導、業界領袖、專家學者和相關行業夥伴，討論和辯論有關全球旅遊經濟面對的機遇和挑戰；更具備為旅遊及相關行業持份者提供探索和發掘中國的國際和區域合作政策所帶來的機會、進行商務配對、開拓業務，以及締結合作夥伴關係的的實效功能。

GLOBAL TOURISM ECONOMY RESEARCH CENTRE



GLOBAL TOURISM
ECONOMY RESEARCH
CENTRE
世界旅遊經濟研究中心

世界旅遊經濟研究中心

Tourism is playing a pivotal role in the global economy. It is estimated that tourism has contributed a staggering US\$7.6 trillion in 2016, equal to 10.2% of the world's GDP, and is now supporting 292 million people in employment worldwide, that is 1 in 10 jobs on the planet*. With the continued shift of the global economy to Asia, the stable growth of Asia, notably that of China, will be the impetus for universal economic development. To meet the world's needs of analytical insight and research regarding the trends and situations in Asian tourism, the Global Tourism Economy Research Centre was established in Macao.

The decision of the Centre to be headquartered in Macao is only logical, given it is at the forefront of Asia's burgeoning tourism economy. Its unique geographic location advantageously allows the Centre to closely follow Asia's latest development in tourism. As an ideal hub of communication, Macao can effectively disseminate the latest updates in Asian tourism to the world, and conversely present the most recent trends in global tourism to Asia. In its own right, Macao has been elevated in international competitiveness thanks to its flourishing tourism industry, cementing Macao's position as an "international travel and leisure city".

Strategically based in Macao, the Centre is an independent, non-profit international research organization with a special purview on tourism and travel development in Asia. Attuned to what is happening in the region through research and exchange platforms, the Centre shares ideas with government bodies and travel and tourism-related stakeholders on how Asia's development will positively impact the world. The Centre's progressive and unique approach to aggregating and analyzing research from global authoritative bodies seeks to deliver solutions and advance ideas that will lead to the sustainable development of travel and tourism in the region and around the world.

Source 資料來源:

<http://www.wttc.org/research/economic-research/economic-impact-analysis/>

旅遊業在推動全球經濟上，扮演著舉足輕重的角色。僅2016年，旅遊業為全球經濟帶來高達7.6萬億美元的收入，佔全球國民生產總值(GDP)的10.2%，並為世界各地創造了2.92億個就業機會；今天，每10名僱員中，便有1人從事旅遊業。面對全球經濟重心向亞洲轉移，亞洲國家，特別是中國的經濟增長，將成為引領全球經濟發展的動力。「世界旅遊經濟研究中心」(“中心”)的成立，正為響應世界各地對剖析及掌握亞洲旅遊業發展趨勢與局面的殷切訴求。

澳門位處亞洲區域的中心點，立足於區內旅遊經濟發展的最前線，旅遊業蓬勃發展，國際競爭力不斷提升，全面向打造成為「世界旅遊休閒中心」的目標邁進。因此，中心總部選址澳門，以利用特區連繫中西的獨特地理優勢，讓中心能緊貼區內的旅遊發展，掌握亞洲脈搏，成為理想的信息樞紐；一方面向世界發放亞洲旅遊業的最新資訊，另一方面為亞洲剖析世界旅遊業發展的新趨勢。

「世界旅遊經濟研究中心」是一個獨立、非營利國際組織。中心以前瞻和開放的態度，定期綜合分析來自世界權威機構有關旅遊業界的研究報告及數據，剖析中國及全球熾熱的旅遊經濟發展趨勢，協助各地政府、旅遊及相關業界決策者了解旅遊業的最新情況，以製定明確的發展方針。中心將繼續朝著「協調、開放、與時俱進」的定位出發，通過合作、交流及服務三大平台，為促進環球旅遊經濟的健康、可持續發展貢獻。

#GTEF17





GTEF 2017 THEME

2017 論壇主題

TEMA DO GTEF 2017

GTEF 2017 THEME 2017 論壇主題 TEMA DO GTEF 2017

REGIONAL COLLABORATION TOWARDS A BETTER FUTURE

Championing China's visionary Belt and Road Initiative, Global Tourism Economy Forum 2017 explores how tourism collaboration characterized by shared interests and mutual respect is conducive to the building of "a community of common destiny" between nations and regions, creating opportunities and synergies, and advancing world peace and prosperity.

區域合作互聯互通 旅遊經濟共商共建

「世界旅遊經濟論壇2017」響應中國提出建設「一帶一路」這項前所未有且饒富遠見的偉大倡議，探討互惠互重的旅遊合作如何有利於各個國家和地區共建「命運共同體」，創造機遇與協同效應，以及促進世界和平與繁榮穩定發展。

COLABORAÇÃO REGIONAL PARA UM FUTURO MELHOR

Defensor da visionária Iniciativa Uma Faixa, Uma Rota, o Fórum de Economia de Turismo Global 2017 explora o modo como a cooperação no turismo, caracterizada por interesses partilhados e respeito mútuo, é propícia à construção de uma "comunidade com um destino comum" entre nações e regiões, criando oportunidades e sinergias, e contribuindo para a paz mundial e a prosperidade.

EMBRACING REGIONAL COLLABORATION FOR COLLECTIVE GROWTH

Under the Belt and Road Initiative, China has launched numerous collaborative economic frameworks to promote free trade and global cooperation. The “16+1” is a framework between China and the Central and Eastern European Countries. Public and private sector leaders discuss how regional and inter-regional collaboration create positive developments that expand beyond geographic regions.

PROMOTING A SHARED VISION THROUGH REGIONAL COLLABORATION

Three special alliances share the common goal of promoting their distinct region as a single tourism destination. Experts shed light on the historical background of these regional partnerships, and explain how these alliances utilize complementary advantages and regional collaboration to create a sustainable tourism model for their regions.

DRIVING TOURISM ECONOMIC GROWTH THROUGH INNOVATION AND TECHNOLOGY

The dynamics of the tourism economy is driven by an increasing number of tourists who travel within and across their regions. Industry leaders discuss how they continue to create innovation and technology solutions to meet travelers’ wants and needs, and enhance their overall travel experience.

THE GREATER BAY AREA – VISIONARY COLLABORATION IN THE MAKING

The Central Government has drawn up a plan for the development of a city cluster in the Guangdong-Hong Kong-Macao Greater Bay Area to elevate regional development and economic growth of the three regions. Government officials and academics share their views of the Greater Bay Area’s role in regional and global tourism economic supply chain, and how the tourism industry can be benefitted.



CONSUMPTION UPGRADE & MARKET STRATEGIES

Chinese outbound tourism has entered a new phase of transformation and upgrade. Experts evaluate how the industry can adapt to market and policy changes and capitalize on the opportunity of 2018 EU-China Tourism Year to refine outbound tourism business chain, marketing strategies and offerings, and forge productive partnership.

WORLD HERITAGE & REGIONAL COOPERATION

UNESCO supports the protection of exceptional natural and cultural heritage through the World Heritage Convention. Sustainable development and conservation of World Heritage sites create unprecedented opportunities for tourism, local economic development and job creation. Stakeholders address how transnational collaboration can enhance World Heritage conservation.

BUILDING A BRIGHTER FUTURE FOR CITIES THROUGH COLLABORATION

As main destinations, tourist generators and innovation explorers, cities are playing an increasingly important role in global social, economic and tourism development. City tourism experts explore how cities can contribute to regional collaboration and sustainable development through cooperation under different models, and exchange best practices.

消費升級及市場策略

中國出境旅遊已經進入升級轉型的新階段，專家審視如何因應市場和政策的變化，以及「2018年中國—歐盟旅遊年」的機遇，優化出境旅遊業務、市場策略和旅遊產品，以及締結具成效的合作關係。

世界遺產與區域合作

聯合國教科文組織透過舉辦世界遺產大會，推動各地自然文化遺產的保育工作。世界遺產的可持續發展為旅遊業、地區經濟及就業創造空前機遇。各個持分者闡述如何通過跨國合作交流，推動及拓展世遺的保育工作。

城市合作，共建美好未來

城市是重要的目的地、客源地和創新發源地，在環球社會、經濟，及旅遊發展中佔的地位和扮演的角色日趨重要。城市旅遊專家全面探討城市如何通過不同合作的模式，促進區域合作及可持續發展。



PARTNER COUNTRIES

論壇合作國家

PAÍSES PARCEIROS

ALBANIA

阿爾巴尼亞



Covering a total area of 28,748 square kilometres, Albania is distinguished by its spectacular and diverse terrain and historically significant architectural gems. The beauty and unique ambience offered by the highlands, rich with springs, rivers, and streams, is just a short drive away from all that the coast and its Mediterranean-like climate have to offer. The Albanian seashore is an expansive 450 kilometres and includes numerous lagoons and pristine beaches, the sea having long influenced Albanian history and culture through trade and fishing. Albania offers long periods of enjoyable weather; while its summers are warm and sunny, the remainder of the seasons offer pleasant conditions, from cool autumnal days to crisp winter snow.

阿爾巴尼亞全國面積28,748平方公里，以壯觀多樣的地形和歷史悠久的建築聞名。離海岸不遠的阿爾巴尼亞屬地中海氣候，水泉、河流及溪澗遍佈於壯闊的高地上，風貌引人入勝。長達450公里的海岸上盡是風景怡人的瀉湖和沙灘；而海洋貿易及捕魚業，對阿爾巴尼亞的歷史和文化，有著深遠的影響。阿爾巴尼亞全年氣候宜人，夏季和暖且陽光充沛，清涼的秋季與冬季的皚雪，同樣使人心曠神怡。

01 NATURE

From north to south, Albania offers sight-seeing, sea kayaking, trekking, hiking and more. If you are looking for an active holiday, Albania may be small, but what it lacks in size it makes up for in the plethora of activities on offer. Mountain treks, deep valleys, national parks, lakes, archaeological sites, museum cities, castles and the coastline all await your exploration.

自然風貌 從北到南，阿爾巴尼亞提供觀光、駕駛海上皮划艇、徒步旅行或遠足等遊歷選擇，讓旅客樂而忘返。阿爾巴尼亞面積雖小，卻集中了多姿多采的活動，必能滿足享受動感假期的你。山崖、深谷、國家公園、湖泊、考古遺址、城市博物館、城堡和海岸線等等，正待您一一探索！

02 CITY & CULTURE

The traditional city of Gjirokastra, perched on the eastern side of the Wide Mountain, is the most impressive fortress in the whole of Albania, its architecture earning UNESCO World Heritage Site status. Inside this fourth century castle, you can explore the Museum of Weapons to discover armament from ancient times through to the Second World War, attend the National Folk Festival, or listen to local people sing traditional Albanian Iso-polyphonic songs on the streets.

城市文化 屹立在寬山東邊的吉諾卡斯特古城，建築獲聯合國教科文組織納入世界遺產，是阿爾巴尼亞最令人難忘的堡壘。在這個公元四世紀建成的城堡內，你可以參觀展出從古代到第二次世界大戰兵器的武器博物館，同時可參加國家民俗節，或細聽當地人在街上唱出傳統阿爾巴尼亞異和弦歌曲。



03 GASTRONOMY

Albanian cuisine offers a truly unique blend of Mediterranean flavours and diverse and delicious dishes. While meat is the heart of many of the country's signature meals, seafood specialities are common in coastal areas like Durrës, Vlorë, Shkodër, Lezhë and Sarandë. Lunch is the main meal of the day for Albanians and Gjellë, a dish of slowly cooked meat alongside a salad of fresh vegetables, is a dish not to miss.

美食 阿爾巴尼亞菜融合地中海風情，提供種類繁多的美味菜餚。縱然有名的阿爾巴尼亞菜式多為肉類，海鮮特產卻仍是沿海地區如杜勒斯、夫羅勒、斯庫台、列澤和薩蘭達的常見美食。阿爾巴尼亞人非常重視午餐，慢煮燉肉配新鮮蔬菜沙律是不容錯過的佳餚。

04 PEOPLE & HERITAGE

Declared a UNESCO site in 1992, the city of Butrint was one of the most elegant of the Antiquity. Built according to the ancient Trojan style, during its early period, Butrint was the centre of the Kaonic tribes, later to become part of the Kingdom of Epir. Today, the site remains sheltered amidst a typical Mediterranean jungle. A narrow stretch of sea separates the city from the Greek island of Corfu while its grounds boast an impressive array of historically significant archaeological sites.

人文遺澤 於1992年成為聯合國教科文組織世界遺產的布特林特市，是阿爾巴尼亞最優雅的古蹟之一。布特林特根據古代特洛伊風格建造，早期是考恩部落的中心，後來成為伊庇魯斯王國的一部分。布特林特位處地中海叢林中，與遍佈重要歷史考古遺址的希臘科孚島，只有一個狹窄海洋之隔。

05 BERAT

120 kilometres from Tirana, the 2,407-year-old UNESCO-protected city of Berat is the pride of Albanian Antiquity and architecture. The city offers a wonderful combination of Eastern and Western cultures, costumes, traditions and heritage. The city's life began between the 5th and 6th century B.C. as an Illyrian settlement. In the 3rd century B.C., it was turned into a castle city known as Antipatrea.

培拉特 培拉特市是聯合國教科文組織保育的城市，距離地拉那120公里，擁有2,407年歷史，是阿爾巴尼亞引以為傲的古蹟和建築。該市完美揉合東西方文化、服飾、傳統和遺澤精粹，在公元前五至六世紀是伊利里亞人的聚居地，公元前三世紀變成城堡城市，改稱安迪帕特雅。



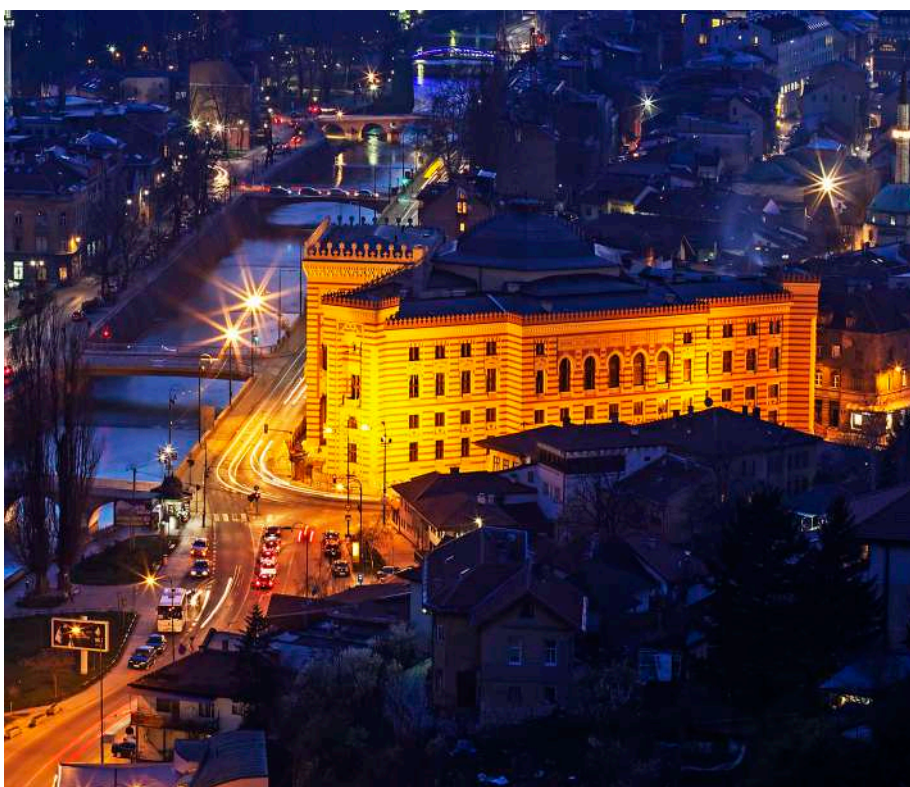
BOSNIA & HERZEGOVINA

波斯尼亞和黑塞哥維那



Located in the heart of Southeast Europe, Bosnia and Herzegovina is a bridge and cross-cultural centre between East and West. Thanks to its historical heritage and extensive natural resources, the last decade has seen the country become a must-visit destination for travellers and tourists. As well as the richness of its gastronomy and the hospitality of its local people, one of Bosnia and Herzegovina's best-kept secrets is the plethora of stunning crystal clear waterfalls that plunge, dive, hop, and meander across some of Europe's most beautiful natural areas.

波斯尼亞和黑塞哥維那位於東南歐心臟地帶，是東西方的橋樑和跨文化中心，歷史遺澤和自然資源豐富，近十年來成為旅客必到的目的地。波斯尼亞和黑塞哥維那除了豐富的美食和熱情好客的民風外，當中最鮮為人知的相信是國土內多個壯麗清澈的瀑布，飛流直下，氣勢磅礴，蜿蜒曲折，跨越不少歐洲最美麗的自然境區。





01 NATURE

Bosnia and Herzegovina is a paradise for nature lovers with soaring mountains, untouched forests and wild rivers. The last European primeval forest, Perucica, the unexplored Rakitnica Canyon, Prenj-Cvrsnica-Cabulja National Park, and the Una River with all its cascades and waterfalls will leave you speechless. Enjoy winter adventure sports in the snow capped rugged mountains 2000 meters above sea level and experience outdoor adventures like hiking, climbing, paragliding, rafting, fishing and hunting.

自然風貌 波斯尼亞和黑塞哥維那擁有高聳的山脈、未開墾的森林和野生河流，堪稱大自然愛好者的天堂。無論是歐洲最後一個原始森林佩魯奇察、保留原貌的拉基尼察峽谷、普雷尼-奇夫爾斯尼察-查布利亞國家公園，以至大小瀑布匯流的烏納河，無不壯觀得令人難以形容。在冬季，你更可以在海拔2,000米高，鋪滿白雪山上進行各式各樣的冒險運動，包括：遠足、攀岩、滑翔傘、漂流、釣魚和狩獵等戶外歷險等，同樣精彩。

02 CITY & CULTURE

Bosnia and Herzegovina offer beautiful towns each displaying elements of its rich history, from the Ottoman and Byzantine empires to Roman, Balkan and Slavic elements. In the bustling capital of Sarajevo, al fresco dining, striking architecture and modern art all await the visitor. Other towns not to miss include Travnik, the central-mountain town with its famous castle, Jahorina, a ski destination and stunning mountain, and the enchanting town of Stolic, declared by many as the most beautiful in the entire country.

城市文化 波斯尼亞和黑塞哥維那美麗的城鎮多不勝數，而且各自充滿豐富的歷史元素，展現奧斯曼帝國、拜占庭帝國以至羅馬帝國、巴爾幹和斯拉夫文化的特質。身處繁華的首都薩拉熱窩，旅客可以體驗戶外用餐、欣賞悅目的建築和現代藝術。波斯尼亞和黑塞哥維那其他城鎮同樣不容錯過，包括以城堡馳名的中部山城特拉夫尼克、滑雪勝地的壯麗山區亞霍里那，以及被譽為全國最綺麗的城鎮斯托拉茨。

03 GASTRONOMY

Bosnia and Herzegovina's food culture is a delectable blend of classic European and Mediterranean gastronomy. Bosnia and Herzegovina is well known for traditional Bosnian coffee and cakes, the irresistible cevapi, a finger-sized grilled meat, as well as famous cheeses and traditional wines. Combining a range of influences, your gastronomic experience in Bosnia and Herzegovina will span cafés, bakeries, tea houses, and street food vendors, as well as top restaurants.

美食 波斯尼亞和黑塞哥維那的飲食文化揉合經典的歐洲和地中海美食，馳名食品包括：傳統的波斯尼亞咖啡和蛋糕、令人難以抗拒的烤肉卷切巴契契，還有著名的奶酪和葡萄酒。波斯尼亞和黑塞哥維那飲食文化集不同菜系於一身，無論於咖啡室、麵包店、茶館、街頭攤檔和頂級餐廳均能飽嘗非一般的美食體驗。

04 PEOPLE & HERITAGE

Thanks to centuries of cultural diversity, the traveller's experience in Bosnia and Herzegovina spans from the Roman times to the reign of the Bosnian Kings; from the Ottoman Period, the Austro-Hungarian Empire and the Yugoslavian era. The visitor to Bosnia and Herzegovina will enjoy learning about interesting periods in history and the welcoming hosting of its residents.

人文遺產 千百年來，波斯尼亞和黑塞哥維那深受多元文化影響，旅客可以體驗羅馬帝國時代到波斯尼亞王國，以至奧斯曼帝國時期、奧匈帝國和南斯拉夫時代的歷史遺蹟，從而了解波斯尼亞和黑塞哥維那歷史上有趣的時期，以及享受當地居民的熱情款待。

05 FAMOUS SPAS

In Roman times, many areas of Bosnia and Herzegovina became spa sites which have been welcoming visitors for centuries. Today, there are mineral and thermal springs used in more than 15 spas. With health and recreational functions, mineral and thermal springs are the perfect places to rejuvenate after a full day, or spend your hours relaxing with a great massage and aromatic therapies.

知名溫泉 在羅馬帝國時期，波斯尼亞和黑塞哥維那已有許多地區成為旅客慕名而來的水療勝地。時至今日，全國逾15個溫泉區設有礦物泉和溫泉，各具不同的保健和休閒功效；你更可以花上幾小時享受舒暢的按摩和香薰療法，放鬆身心，是忙碌一天後提振精神的理想地點。

BULGARIA

保加利亞



A wonderful combination of nature, ancient culture, healing springs and warm seas await the visitor in Bulgaria. One of the most stable and secure countries in Europe, Bulgaria welcomes around 8.2 million foreign tourists annually. Take in the colourful life offered by the Balkans, from the magical atmosphere and national costumes of the Koukers Festival to songs from the Rhodope Mountains to the astonishing beauty of Bulgarian nature. Bulgaria is a country unlike any other.

保加利亞揉合自然景觀、古老文化、養生溫泉和溫暖海洋，讓旅客暢遊美好國度。保加利亞是歐洲最穩定和安全的國家之一，每年接待約820萬名外國旅客。保加利亞的巴爾幹半島生活豐富多彩，融合充滿奇妙氣氛和民族服飾的面具節、羅多彼山脈的民歌，以及令人驚嘆的大自然美景。保加利亞的魅力實在獨一無二。





01 NATURE

Though small in territory, Bulgaria ranks third in Europe in biodiversity, with a number of rare and endemic species. With exceptional national parks, unique natural landmarks, impressive caves, canyons and glacial lakes, it is difficult to describe the multi-faced Bulgarian nature let alone choose which adventure to take.

自然風貌 保加利亞的領土幅員不大，生物多樣性卻在歐洲排名第三，擁有多種罕見和特有物種。保加利亞的自然景致豐富多樣，涵蓋錦繡的國家公園、獨特的自然地標、令人難忘的洞穴、峽谷和冰川湖泊，不單非筆墨所能形容，更叫人難以取捨。

02 CITY & CULTURE

Bulgaria is rated third in Europe for its quantity of important cultural historical monuments. It is a country with thousands of years of history and a cultural heritage that embraces ancient civilizations. The city of Plovdiv is the oldest continuously inhabited city in Europe and European Capital of Culture 2019.

城市文化 作為擁有數千年歷史和古代文化遺產的國家，保加利亞的重要文化古蹟數目在歐洲排名第三。其中普羅夫迪夫市是歐洲歷史最悠久的城市，更成為歐盟2019年指定的歐洲文化之都。

03 GASTRONOMY

The country is famous for the traditional Bulgarian yoghurt, made using old-world techniques. Grape growing and wine production is a thousand-year long tradition in Bulgaria. Nowadays, Bulgaria is a proud producer of fine quality wines, some of which are made from unique sorts of vine, impressing wine connoisseurs worldwide.

美食 保加利亞以採用傳統工藝製造的酸奶聞名於世，而種植葡萄和生產葡萄酒的傳統更達千年之久。時至今日，保加利亞以生產優質葡萄酒享譽全球，部分更以獨特的藤蔓釀製，讓全球葡萄酒鑑賞家一試難忘。

04 HOSPITALITY

A proper adventurer needs proper rest and in Bulgaria, you will definitely enjoy the hospitality of the local people. Visitors are guaranteed a warm welcome and great quality service in all kinds of accommodation, from five-star hotels to cosy family owned guesthouses and all at a very reasonable price.

款待 遊客在旅程中需要適當的休息；前往保加利亞觀光，定能享受當地人的熱情款待。無論是五星級酒店還是溫馨的家庭賓館，旅客保證獲得熱烈歡迎和優質服務，而且收費合理。

05 ROSE VALLEY

The Rose Valley region is famous for its rose-growing industry. Cultivated for centuries, the region produces 85% of the world's rose oil. The centre of the rose oil industry is the town of Kazanlak which hosts a festival celebrating roses and rose oil each year.

玫瑰谷 玫瑰谷地區以玫瑰種植業聞名。該地區種植玫瑰已有幾百年歷史，所出產的玫瑰油總量目前佔全球產量達85%。卡贊勒克是保加利亞的玫瑰油提煉中心，每年都會舉辦玫瑰和玫瑰油的慶典。

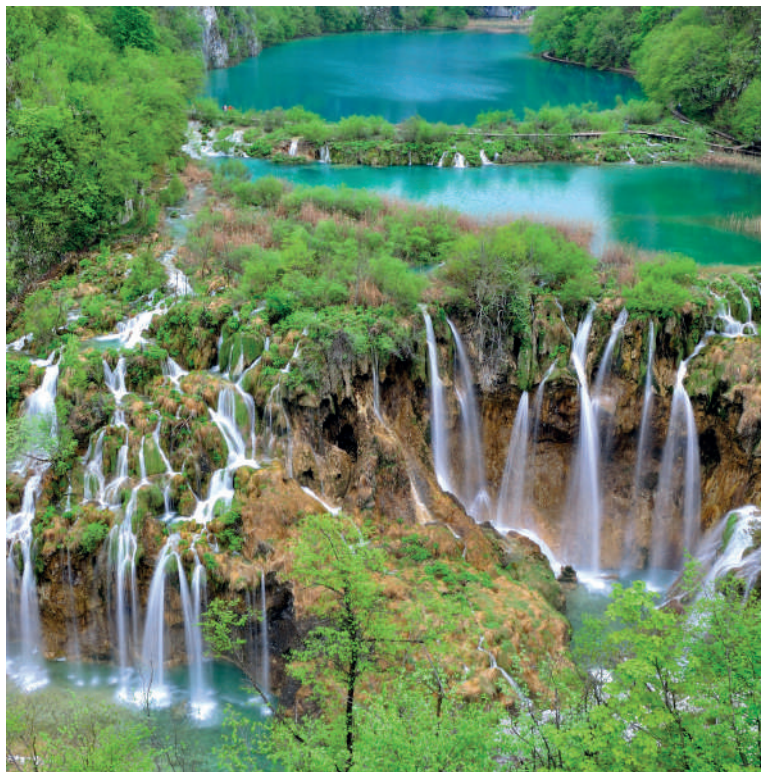
CROATIA

克羅地亞



Stretching along the Adriatic, just a stone's throw from Central Europe, Croatia is defined by a rich cultural legacy. Combining history with a youthful spirit and vibrant energy, Croatia proves irresistible to those seeking diversity. Breathtaking nature, endless coastlines, diverse gastronomy, adventure, sports and wellness can be enjoyed year-round. Whether exploring Dubrovnik, a UNESCO World Heritage Site, island-hopping around the Split archipelago, truffle hunting in Istria, paragliding across the Plitvice Lakes, delving into Zagreb's streets and hidden passages, birdwatching in Kopacki Rit, partying at Zrce beach or taking time out with the family on Zlatni Rat, there is something for everyone in Croatia.

克羅地亞位處亞得里亞海一帶，跟中歐只有一箭之遙，坐擁豐富的文化遺產，既有濃厚的歷史氛圍，又有年青活潑的氣息，是嚮往多元文化的旅客夢寐以求的目的地。克羅地亞的自然景色宏偉壯觀，海岸線延綿不斷，美食豐富多樣，冒險、體育和休閒活動全年無休。無論是探索聯合國教科文組織世界遺產杜布羅夫尼克、遊走斯普利特群島、到伊斯特拉採摘松露、滑雪越過十六湖，以至探索薩格勒布的特色街道和小巷、到克拉斯基利特自然公園觀鳥、參加瑟薩海灘派對，或與一家老少在尖角海灘偷得浮生，克羅地亞總有令人神往的體驗。





01 NATURE

Croatia is a growing adventure and sports destination and paradise for lovers of nature and adrenaline. Fly high above the clouds, dive into the deep sea or practice any activity you can imagine in-between. Croatia is also one of Europe's sunniest spots with pristine beaches lapped by crystal clear water. Whether a paradise of beaches for families, remote locations for the bold and adventurous, seaside activities for those who don't want to stay put, or private destinations for relaxation and meditation, there's a beach to suit everyone.

自然風貌 克羅地亞是愛好自然、喜歡冒險遊憩及體育運動的人士的天堂，無論是飛越高聳的雲層、潛入深海，或是任何您可以想像得到的活動，在這裡都可滿足您的願望。克羅地亞也是歐洲最陽光充沛的國家之一，純樸的海灘與清澈的海水可謂天作之合，無論是專為一家老少而設的海灘天堂，專讓大膽冒險人士發掘的偏遠海灘，教人躍動不息的海邊活動，還是讓人放鬆和冥想的私家海灘，總有一個滿足您的要求。

02 CITY & CULTURE

Croatia boasts a contemporary urban culture with more cities than any other Mediterranean country. The vibrant metropolis of Zagreb, the historic Roman ruins of Pula, the archipelago of Rovinj or the world-famous Dubrovnik and Hvar, each of Croatia's cities offers a delightful mix of activities. Croatia is also a land with the longest list of protected cultural heritage sites in Europe, with fourteen cultural phenomena added to the UNESCO list.

城市文化 克羅地亞是擁有最多城市的地中海國家，現代都市文化無可比擬，無論是充滿活力的薩格勒布大都會、羅馬帝國古城普拉的歷史遺址、羅維尼群島，或是世界著名的杜布羅夫尼克及赫瓦爾，每個克羅地亞城市均有令人流連忘返的活動。克羅地亞也是歐洲擁有最多文化遺產的國家，共有14個文化古蹟被列入聯合國教科文組織世界遺產名錄。

03 GASTRONOMY

Croatia is a food and wine lover's paradise and recently joined the best of the best internationally, supported by excellent results achieved by Croatian wine makers and chefs at numerous competitions. Each region has its own culinary personality, from the fresh oysters and muscles of the Dalmatia coast to the meats and vegetables of the valleys of Slavonia, take your taste buds across centuries of tradition with inspired specialities.

美食 克羅地亞是美食和葡萄酒愛好者的天堂，近年該國釀酒商和廚師更在國際大賽屢創佳績，帶領克羅地亞美食佳餚達至國際頂尖水平。克羅地亞各地區的美食均自成一格，無論是達爾馬提亞海岸的新鮮生蠔和青口，還是斯拉沃尼亞山谷的肉類和蔬菜，您可以飽嘗傳承百年傳統的風味特色菜。

04 PEOPLE & HERITAGE

Croatia is unique in its interwoven mixture of four different cultural influences – East and West, Mid-European and South Mediterranean. The Croatian way of life very much focuses on family, friends and extended family, as a visitor to Croatia, you're sure to experience this deep hospitality for yourself.

人文遺澤 克羅地亞是東西方、中歐和南地中海四種不同文化的匯萃之地，人們非常重視家庭、朋友生活，因此每位旅客均能深刻體會克羅地亞的熱情好客之道。

05 ADRIATIC SAILING

Croatia's beautiful coast is made for sailing. The extremely indented coastline is home to over a thousand islands and islets and an incredible number of natural phenomena. Few know the Croatian coast well, but there are many that return to discover more every year.

揚帆亞得里亞 克羅地亞的美麗海岸可說是為揚帆出海而設，逾千個大小島嶼散落在狹長優美的海岸線上，亦有眾多令人驚嘆的自然景觀，難怪每年有很多旅客再訪克羅地亞，務求發掘更多美景。

CZECH REPUBLIC

捷克共和國



Despite its small size of 30,000 square miles and population of just 10.5 million, the Czech Republic offers a great wealth of fascinating activities, sites and natural and cultural treasures to discover. From castles and UNESCO Monuments to stunning landscapes and forests to the fascinating atmosphere of ancient cities and the famous Czech Spas. Located in the heart of Europe, the Czech Republic is the perfect place to pamper your mind, body and spirit.

捷克全國面積只有30,000平方英里，人口僅1,050萬，但精彩活動、遺澤和自然文化瑰寶卻是多不勝數。無論是雄偉的城堡及聯合國教科文組織的世界遺產，到迷人的風景和森林，以至引人入勝的古老城市及舉世知名的捷克溫泉，探索其中不亦樂乎。捷克位處歐洲心臟地帶，是讓您滋養身心的理想目的地。



01 NATURE

A short distance from its cities, a beautiful and varied countryside lies waiting to be discovered. Explore the fairytale landscape of the Bohemian Switzerland National Park, the gorges of the Adršpach Rock City or Punkevní Cave in the Moravian Karst. Home to a number of unique climates, the northern character of the Boubín Forest in Šumava is contrasted by the Mediterranean landscape of the Dolní Morava Biosphere Reserve.

自然風貌 距離捷克各大城市不遠，美麗多樣的郊野景致等待旅客前來探索。無論是波希米亞瑞士國家公園的童話風光、阿德爾什帕赫石城峽谷或摩拉維亞岩溶地區的崩庫瓦洞穴，均是尋幽探秘的好去處。捷克擁有多種獨特氣候，舒馬瓦山區保賓森林的北方氣候，與下摩拉瓦生態保護區的地中海風景相映成趣。

02 CITY & CULTURE

The capital, Prague, is a city of contrasting styles: romantic and successful; ancient and modern. Over 7.07 million international visitors flock to this city each year. Prague is home to many unique sites including the Old Town Hall, the Gothic Charles Bridge and the Church of St. Nicholas in the Lesser Town. Visitors can also experience bustling city life at one of many cafés or boutiques, and a sight-seeing cruise on the Vltava River.

城市文化 捷克首都布拉格兼容不同風格，揉合浪漫與昌盛、傳統與現代的特質，每年吸引逾707萬國際旅客到訪觀光。布拉格獨特的景點繁多，包括舊市政廳、哥德式建築查理大橋，以及小城區的聖尼古拉斯教堂。旅客更可在市內眾多的咖啡室或精品店體驗繁華的城市生活，以及在伏爾塔瓦河觀光遊覽。

03 GASTRONOMY

The Czech Republic is the perfect place for a culinary adventure. Restaurants, local markets, wine and beer tastings are ready to delight your taste buds. No trip is complete without sampling Trdelník, a sweet, warm pastry and one of Prague's most popular street foods, or Guláš, a hearty beef stew perfect for the winter months. The Czech Republic is famous for its beer. Why not sample a craft offering, or alternatively, a shot of plum brandy or the herbal liqueur Becherovka?

美食 捷克是讓人大快朵頤的國度，無論是餐廳及本地市場，還是本地釀製的葡萄酒和啤酒，保證令您大飽口福。品嚐過大受歡迎的街頭食品、香甜溫暖的肉桂卷，或是窩心的冬季時令美食燉牛肉，才算得上度過圓滿的布拉格之旅。布拉格啤酒聞名於世，何不順道挑選手工啤酒、品嚐梅子白蘭地或草藥苦酒？

04 PEOPLE & HERITAGE

Czech people are known for their polite, hospitable and welcoming nature as well as their love of sports. Several traditions represent the Czech Republic on the UNESCO list of intangible cultural heritage. These include falconry, the colourful Shrovetide processions, the men's folk dance Verbuňk and the unique festival known as the Ride of the Kings.

人文遺澤 捷克人以彬彬有禮、熱情好客的性格，以及熱愛運動見稱。一眾捷克傳統如馴鷹、色彩繽紛的懺悔節巡遊、男子民族舞蹈新兵舞，以及別樹一幟的節慶（如國王遊行之路），均入選聯合國教科文組織非物質文化遺產名錄。

05 HEALTH & SPA

Czech spas are a tradition dating back many centuries. Thanks to their healing mineral springs and natural therapeutic benefits, Czech spas are some of the most popular in the world. Guests can look forward to superb high-quality spa care with unparalleled comfort and services.

養生溫泉 捷克的溫泉傳統可追溯至幾個世紀前。捷克溫泉是全球最受歡迎的溫泉勝地之一，以礦泉療效和天然益處見稱，賓客更可享受優質水療護理、無與倫比的舒適環境和服務。



ESTONIA

愛沙尼亞



Estonia is a country of seemingly contradictory characteristics: Untouched nature co-exists with an innovative digital society; Its historic and medieval ambience serves to complement its surprisingly modern cities. Tallinn is the capital city of Estonia and a perfect holiday destination if you want to combine the comforts of the modern world with a historical setting. Tallinn Old Town is one of the best preserved Hanseatic town centres in the world. As little distance separates cities and nature, Estonia's full natural diversity is always just a short ride away.

愛沙尼亞是個對比鮮明卻毫不衝突的國家：保留原貌的自然景觀與創新的數碼社會共存；歷史悠久的中世紀氛圍與現代化的城市完美融合。如果您想兼得現代世界的舒適和歷史悠久的氛圍，愛沙尼亞首都塔林就是完美的度假勝地。塔林古城是世界上保存最完好的漢薩同盟中心之一，而且愛沙尼亞的城市和大自然景觀只是咫尺之遙，只需很短的車程便能擁抱多姿多彩的大自然。





01 NATURE

The wetlands of southeast Estonia flood every year at the end of winter and the start of spring. Known by locals as the “fifth season,” this is a popular time to explore the water by canoe or its surrounding area along roads, forests, past farmhouses and over fields. Estonia’s air is among the cleanest in the world, and the freedom to roam is codified in law. Pick berries, mushrooms, or herbs. Go hiking. Or sit still and take inspiration from the sounds of nature and discover its diversity in every season.

自然風貌 每年冬季完結至春季開始期間，愛沙尼亞東南部的濕地都會洪水氾濫，本地人稱之為「第五季」，亦是划獨木舟或沿著周邊的道路、森林、舊農舍和田野探索的旺季。愛沙尼亞擁有世界上最乾淨的空氣，無論是採摘漿果、蘑菇或草藥、出外遠足、坐下來細聽大自然的聲音啟迪心靈，以至四處漫遊發掘不同季節的多樣性，保證能令旅客盡興而回。

02 CITY & CULTURE

Estonia’s capital, Tallinn, mixes old traditions with modern-day values. Medieval Tallinn, a UNESCO world heritage site, is the best preserved medieval city in Northern Europe boasting Gothic spires, cobblestone streets and enchanting architecture. Next to the medieval sights, modern skyscrapers have been integrated into the Tallinn skyline, gracefully combining old and new.

城市文化 愛沙尼亞首都塔林結合舊有傳統與現代價值。塔林舊城被聯合國教科文組織列為世界遺產，是在北歐國家中保存得最完好的中世紀城市，哥特式尖塔、鵝卵石街道和迷人建築隨處可見。舊城與旁邊的現代摩天大樓優雅地新舊融合，勾勒成為塔林最具吸引力的天際風景。

03 GASTRONOMY

Estonian gastronomy boasts strong traditions and each region flourishes with its own gastronomic identity. From the coastal cuisines of fish and seafood to the staple home-made black rye-bread to preserved jams and pickles to its famous fruit wines. Estonia takes pride in its culinary customs and heritage, which remain closely connected to nature and the seasons.

美食 愛沙尼亞美食擁有久遠的傳統，無論是沿海地區的魚類和海鮮菜餚、自家製的黑麥麵包，以至果醬、酸瓜和著名的水果葡萄酒，每個地區的菜餚各具特色。愛沙尼亞的飲食文化跟大自然和季節關係密切，其飲食習俗和文化令當地人引以自豪。

04 PEOPLE & HERITAGE

The Estonian cultural scene is very much centred on music. Here you can find yourself enjoying classical concerts led by the world famous conductor Neeme Järvi, with music composed by world famous composer Arvo Pärt, and it all happens by the picturesque Lake Leigo on a romantic summer’s evening.

人文遺產 愛沙尼亞的文化氛圍環繞音樂而起。在浪漫的夏夜，您可以在風景如畫的萊戈湖上，欣賞世界著名指揮家尼姆·雅爾維領銜演奏的古典音樂會，奏出世界著名作曲家阿沃·帕特譜寫的作品。

05 e-ESTONIA

“e-Estonia” has become the go-to phrase to describe Estonia’s immensely successful love affair with all things networked and digitised. Estonia has declared Internet access a human right, possesses a thriving IT start up culture and has digitally streamlined an unprecedented number of public services for its citizens and businesses.

愛沙尼亞科技 「愛沙尼亞科技」已經成為描述愛沙尼亞數碼化發展得非常成功的關鍵詞。愛沙尼亞宣稱使用互聯網是基本人權，擁有蓬勃的科技初創企業文化，更通過數碼化簡化大量向公民和企業提供的公共服務的程序。

HUNGARY

匈牙利



Hungary lies in the centre of Europe with the culturally vibrant capital of Budapest as its heart. Budapest is often called the “City of Baths” and has more thermal and medicinal water springs than any other capital in the world. Historical bath houses and world-class spas attract many visitors all year round, just like Lake Hévíz, which is the largest thermal lake in Europe. The passion for Hungarian wine is just as tempting as the water, and Hungary is home to many wine regions where sipping Tokaji, Furmint or Bikavér is an unforgettable experience.

匈牙利位於歐洲的中心，以文化氣息濃厚的首都布達佩斯為中心。布達佩斯素有「溫泉之都」之稱，擁有的溫泉和藥泉數目冠絕全球首都城市。歷史悠久的浴場和世界級溫泉，如歐洲最大的溫泉湖黑維茲湖，長年吸引大量旅客到訪。匈牙利人熱愛葡萄酒，而匈牙利更擁有許多葡萄酒產區，身處其中品嚐托卡伊、福爾明或公牛血佳釀，絕對是難忘的體驗。



01 NATURE

There are so many ways to enjoy Hungary's untouched and breath-taking landscapes. Whether you take a sightseeing cruise along the Danube in the blossoming spring, cycle around Lake Fertő or Balaton during the summer months, or follow a hiking trail in the eastern mountains on a colourful autumn day. The air is clear, the water is healthy and forests are magnificent.

自然風貌 匈牙利的原始風景讓人讚嘆不已，而欣賞的方法亦多不勝數。您可在花開盛放的春季暢遊多瑙河，在夏季以單車環遊費爾特湖或巴拉頓湖，或是在色彩斑斕的秋季在東部山區沿行山徑郊遊；享受清澈空氣、健康水質和茂盛森林，絕對是賞心樂事。

02 CITY & CULTURE

Hungary is famous for its classical musicians and composers like Kodály, Bartók or Liszt and its cities boast a variety of music-related institutions and celebrations. The Budapest Spring Festival is an annual celebration, and the Hungarian State Opera, Franz Liszt Academy of Music, or MŰPA Budapest are the best-known modern cultural institutes of the capital. The summer festivals in the city of Szeged and Veszprém are just a couple of the many events in Hungary celebrating theatre and music.

城市文化 匈牙利以孕育古典音樂家和作曲家如高大宜、巴爾托克和李斯特而著名，不少匈牙利城市更設有各種與音樂有關的機構和慶典：布達佩斯春季藝術節是一年一度的節慶活動；匈牙利國家歌劇院、弗朗茨·李斯特音樂學院或布達佩斯藝術宮，均是首都最著名的現代文化機構；匈牙利亦有眾多戲劇和音樂節慶活動，包括塞格德和維斯普雷姆的夏日藝術節。

03 GASTRONOMY

Hungary offers a great selection of eateries, food trucks, revolutionary bistros, fine dining and Michelin Star restaurants. Sitting on a rooftop bar with a great goulash and admiring the architectural beauties of Budapest or eating local fish on a cosy wine terrace next to the sparkling Lake Balaton is a real pampering for the senses.

美食 匈牙利的餐飲選擇多不勝數，有各式各樣的美食車、特色小餐館、高級餐廳和米芝蓮星級餐廳。身處天台酒吧，一邊品嚐美味可口的燉牛肉，一邊欣賞布達佩斯的美麗建築，或於閃閃發光的巴拉頓湖旁，在舒適的露天葡萄酒館細味當地魚產，體驗多重感官享受。

04 PEOPLE & HERITAGE

Besides being friendly and welcoming, Hungarians are known as intellectual, creative and hard-working people. But above all, they are inventive. A lot of inventions that helped the world move forward are Hungarian. You may have heard of Albert Szentgyörgyi, László Bíró or Ernő Rubik, inventor of the Rubik's Cube.

人文遺澤 匈牙利人不單熱情友善，更以睿智、創新和勤奮見稱。更重要的是，匈牙利人擅長創造，曾創出不少推動世界進步的發明。發明家阿爾伯特·山特吉爾吉、拉斯洛·比羅或「魔術方塊」發明家厄爾諾·魯比克這些名字，可能您已略有聽聞。

05 HEALING THERMAL WATER

Hungary is a land of thermal water due to its advantageous geographical location. There are approximately 1,500 thermal springs all over the country and you can visit 450 public baths. They have numerous health benefits and are perfect for relaxation. We highly recommend Gellért Bath with its stunning architecture.

養生泉水 優越的地理位置，讓匈牙利成為溫泉之地，全國約有1,500個溫泉，其中450個為公共浴泉。溫泉對健康有很多好處，也是完美的放鬆方式。我們非常推薦旅客到訪擁有壯觀建築的蓋勒特浴泉。



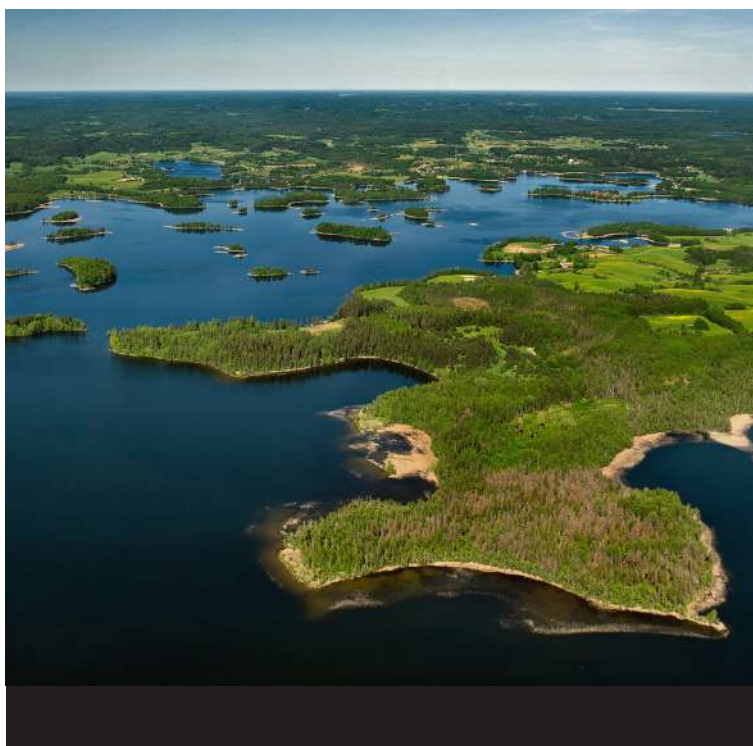
LATVIA

拉脫維亞



Latvia, a country where you can ski along the Baltic Sea coast in winter and watch fish fly across Europe's widest waterfall in spring. On a trip to Latvia, visitors can admire Rothko paintings in a former fortress, witness years of history or soak in a beer bath in one of its cities. Its rural areas offer much to experience, and farms open their doors to visitors who wish to experience local life; whether you partake in a sauna ritual, bake traditional bread, smoke fish or make your own souvenirs such as a clay pot or blend herbal teas. Latvia is also known as a nation of foragers, and seasonal forest bounty features heavily on menus from late summer through autumn.

身處拉脫維亞，冬季可以沿著波羅的海沿岸滑雪，春季可以在歐洲最廣闊的瀑布觀賞魚躍。到拉脫維亞旅遊，旅客可在昔日的堡壘欣賞羅斯科的畫作，感受多年的歷史文化氣息，或在任何一個城市盡情享受馳名的啤酒浴。拉脫維亞的郊區體驗更豐富多樣，追求地道生活體驗的旅客更可以到訪當地對外開放的農場，享受傳統桑拿浴、烘烤傳統麵包、炮製煙薰魚類，或是自製陶罐或混合草本茶作紀念品。拉脫維亞也被譽為牧民的國家，由夏季末至秋季都可以在叢林中覓得多樣的時令食材。





01 NATURE

We haven't lost our connection to our roots and our environment. Around 50% of Latvia is covered in forest, and we are proud to have four national parks and numerous nature parks. There's fun to be had any season of the year; taking a boat trip on the Gauja River, enjoying the outdoors blanketed in snow, horse riding across untouched nature, or windsurfing on the spacious coast of the Baltic Sea.

Whatever you do, Latvia is best enjoyed slowly.

自然風貌 拉脫維亞依然保留著豐富的大自然資源，全國約有50%的領土均被森林覆蓋，更擁有四個國家公園和個多自然公園。任何季節到訪拉脫維亞，同樣趣味盎然。您可以乘船暢遊高亞河、在佈滿廣闊白雪的戶外耍樂、在保持原貌的自然環境騎馬，或在寬敞的波羅的海海岸乘風破浪。

無論以什麼方式遊歷，慢活最能感受拉脫維亞之美。

02 CITY & CULTURE

Since 1997, the historical center of Riga has been included on UNESCO's World Heritage List. With its historical feel, luxuries of the medieval period and modern food and entertainment options, the vibrant capital city of Riga is a must-visit destination. A true pearl of architecture, marvel at the heritage of 800-year-old Gothic churches, the medieval buildings in the Old Town and exquisite Art Nouveau facades of Alberta. Riga is also an excellent place for leisurely shopping, particularly amongst the souvenirs shops and art galleries of the Old Town's narrow streets.

城市文化 拉脫維亞首都里加充滿活力，不單洋溢着歷史風情和中世紀奢華風格，更不乏現代美食和娛樂休閒選擇，是個不容錯過的旅遊目的地。在里加可以親睹令人為之讚嘆的歷史建築瑰寶，這裡有800年歷史的哥特式教堂、雲集於舊城的中世紀建築物以及阿爾伯特塔街上精緻的新藝術風格建築外牆。里加亦是休閒購物勝地，穿梭於舊城狹窄街道上的紀念品商店和藝廊之間，體驗與別不同。

03 GASTRONOMY

Riga is gaining a reputation as a foodie destination. The last few years have seen the development of modern Latvian cuisine which is based on local and seasonal products. The modern generation of chefs is reinventing old recipes and creating new ones based on the seasonal availability of fresh local products. Whether Pirāgi rolls straight from the oven, the queen-of-the-table fish dishes or a taste of the national meat, pork, there is variety and abundance in Latvian cooking.

美食 里加傳統菜式逐漸贏得全球饕客的口碑，近年來更發展出以本地時令食材創出現代拉脫維亞佳餚。新一代的廚師致力鑽研以創新的烹調手法，配合時令新鮮本地食材，重塑傳統菜式。無論是新鮮烤製的麵包卷、美味一絕的魚類菜餚或民族肉食—豬肉，拉脫維亞的美食色香味堪稱豐富多樣。

04 PEOPLE & HERITAGE

Latvia is a fascinating mix of old and new. Our traditions are well alive, and we still celebrate occasions like solstices and have maintained artisanal skills like weaving, wood carving and pottery. The Latvian Song and Dance Festival brings to life Latvia's vibrant singing tradition. The 26th festival will take place in 2018.

人文遺澤 拉脫維亞是個結合新舊文化的迷人國土，發展同時亦注重傳統文化的保育。例如，夏至慶典活動、編織、木雕和陶器等傳統手藝仍然傳承至今，令人神往。盛大的拉脫維亞歌舞節更加彰顯民族熱愛歌舞的傳統文化的一面，第廿六屆節慶將於2018年舉行。

05 CELEBRATE SUMMER SOLSTICE

Jāņi-Summer Solstice — takes place in June and is celebrated in nature with enchanting folk songs, the picking of wild flowers and homemade delicacies. Markets pop up to supply flower crowns and delicious foods, while women weave flower wreaths. The tradition sees Latvians stay awake all night to await the sunrise.

夏至慶典 每年6月，拉脫維亞均會舉行夏至慶典，人民會以迷人動聽的民歌、採摘野花和自製美食慶祝仲夏來臨。慶典場面十分熱鬧，市集佈滿了供應花冠和各款美食的攤檔，女士們亦忙於編織花圈；國民會按傳統，整夜慶祝至天亮。

LITHUANIA

立陶宛



Lithuania is the official geographical centre of Europe. Located next to the Baltic Sea, it is the largest of the Baltic States, and from a bird's eye view, the country resembles a green heart. Tourists can discover the country's unique Baroque heritage and UNESCO sites. Lithuania is also a natural paradise with more than 6,000 lakes, vast expanses of forest covering one-third of the country, and dozens of well-preserved national and regional parks. Whether you enjoy it cycling or canoeing, bird watching, or indulging in a healing mineral water resorts or spa, Lithuania is a country to fall in love with. In 2018 Lithuania will proudly celebrate the 100-year anniversary of the restoration of its independence.

地理上，立陶宛處於歐洲的中心位置。立陶宛是波羅的海三國中最大的國家，毗鄰波羅的海，俯瞰看像個綠色的心臟。旅客在立陶宛能夠探索獨特的巴洛克風格遺跡和聯合國教科文組織世界遺產；這個自然天堂更擁有超過六千個湖泊，其廣闊的森林覆蓋全國三分之一領土，更有數十個保育得宜的國家和地區公園。無論您喜歡騎單車、划獨木舟、觀鳥，或盡情享受礦物溫泉度假村或水療設施，立陶宛都會令您傾心。2018年，立陶宛更將會隆重慶祝恢復獨立百週年。



01 NATURE

"Lithuania. Real is beautiful." As the tourism slogan of Lithuania, these words perfectly encapsulate the importance Lithuanian citizens place on nature. Lithuania is a real discovery for tourists who have forgotten what it means to pick mushrooms or berries in the forests or to experience the diversity offered by the year's four seasons.

自然風貌 「立陶宛，真實就是美」是立陶宛的旅遊口號，完全突顯立陶宛公民對大自然的重視。假如旅客已經忘記在森林裏採摘蘑菇或漿果，或體驗一年四季交替的真正意義，到訪立陶宛保證能找到答案。

02 CITY & CULTURE

Vilnius, Lithuania's capital, is known as the Baroque beauty of the Baltic. Its Old Town is a UNESCO World Heritage Site; its cosy narrow streets, towers of numerous Baroque churches and vibrant cultural life will enchant any visitor. Vilnius is also one of the few capitals in Europe that can be admired from a hot air balloon.

城市文化 立陶宛首都維爾紐斯被稱為波羅的海的巴洛克風華，其舊城區是聯合國教科文組織世界遺產，區內的街道狹窄卻舒適，而且巴洛克式教堂林立，加上富有活力和文化氣息，令旅客無一不為之著迷。維爾紐斯也是歐洲少數可以乘坐熱氣球的首都城市。

03 GASTRONOMY

Lithuanians excel at taking the best of every season and turning it into wonderful meals. You find this everywhere, from household kitchens to fancy restaurants run by famous chefs. More Lithuanian gastronomic experiences are to be found on the Beer Route, the Milk Route, which includes milk baths, and the Bread Route. Along each you can meet with villagers to hear their stories, learn traditional production methods and sample delicious products and produce.

美食 無論是家庭廚房，還是由著名廚師主理的華麗餐廳，您會發現立陶宛人都擅長把每季的時令食材製作成一道道佳餚。若以啤酒、牛奶（包括牛奶浴）和麵包為主題享受立陶宛美食，將別有一番體會，更可細聽村民訴說自己的故事，學習傳統的製作方式，以及品嚐美味的食品和農產品。

04 PEOPLE & HERITAGE

Lithuanian theatres, galleries and concert halls are vivid with artistic life and represent Lithuania's rich heritage. Even the Old Town of Vilnius can be treated as a cosy Baroque art gallery under the open sky. In 2018, the Song and Dance Festival will take place in Lithuania; an event included in the UNESCO World Heritage List.

人文遺澤 立陶宛的劇院、藝廊和演奏廳充滿藝術氛圍，象徵立陶宛擁有豐厚的文化歷史；維爾紐斯舊城本身已可被視為舒適的露天巴洛克風格藝廊。作為聯合國教科文組織世界遺產名錄活動的歌舞節，將於2018年在立陶宛舉行。

05 THE AMBER SEASIDE

The Lithuanian seaside is cloaked with legends about the amber that washed up on the shore. Visitors can go on amber hunting sea trips, enjoy amber amulet craft workshops or visit an amber spa. The Curonian Spit, a 98 km-long, curved sand-dune separating the Curonian Lagoon from the Baltic Sea coast is among the top beaches in the world according to the Lonely Planet.

琥珀海濱 立陶宛的海邊蘊藏著種種關於琥珀被沖上岸邊的傳說，旅客可以參與海上打撈琥珀之旅、參加琥珀護身符工藝坊或享受琥珀溫泉。根據《孤獨星球》，庫爾斯沙嘴為全長98公里的弧形沙丘，把波羅的海海岸和庫爾斯潟湖分開，是世界上的頂級海灘之一。



MACEDONIA

馬其頓



The undiscovered touristic treasure of Macedonia is a small but beautiful country in the heart of the Balkan Peninsula in Southeastern Europe.

An indicator of its size, in just an hour's drive you can trade skis for a swimming suit. Stretching over 25,800 thousand square kilometres, it encompasses 38 mountains with 20 pristine peaks over 2000 meters high. It's rich in natural reserves with three national parks, 43 endlessly blue lakes and the famous Vrelo cave—the country's deepest at over 212 metres. Travelling through the country, nature will surprise you at every turn offering an unexpected multitude of colours and amazing landscapes.

馬其頓位於歐洲東南部，巴爾幹半島心臟地帶，是個細小而美麗的國家，眾多旅遊寶藏有待發現；若以車程作為領土面積的指標，只需一小時車程即可從雪山跑到海邊。馬其頓面積超過25,800平方公里，包括38個山脈、20個高度超過2,000米的雄偉山峰，更擁有豐富的自然資源，包括3個國家公園、43個蔚藍的湖泊，以及洞深超過212米的著名的維洛溶洞。每次遊歷馬其頓均讓您感受到大自然的驚喜，其意想不到的自然色彩和令人驚嘆的風光，總是教人目不暇給。





01 NATURE

Macedonia offers ideal conditions for various sports and recreational activities such as mountain climbing, mountain biking, rock climbing, paragliding, kayaking, hunting, fishing and skiing. The country is the perfect choice for lovers of extreme sports. Travelling by bike is an ideal way to see the country at a slower pace, all you need is the thirst for a challenge!

自然風貌 馬其頓是進行各種體育和休閒活動的理想地點，更是極限運動愛好者的最佳選擇，登山、越野單車、攀岩、滑翔傘、皮划艇、狩獵、釣魚和滑雪等豐富的活動令人躍躍欲試。若您渴望接受挑戰，騎單車遊覽馬其頓是理想的觀光方式！

02 CITY & CULTURE

Skopje, the capital city, presents its 2000-year historical heritage alongside a bustling modern metropolis. The capital paints a vibrant contrast between old and new and in just a few steps you'll be taken back in time. Take a walking tour through its Old Bazar, stroll the sixth century stone bridge on a sunny day, or explore Kale fortress. Skopje is a charming city and a perfect place to pass the time.

城市文化 馬其頓首都斯科普里既有二千年的悠久歷史，又有現代大都會的繁華。斯科普里的新舊建築形成鮮明對比，新舊轉變只是幾步之遙。斯科普里是個迷人的城市，無論是沿著舊市集步行遊覽、在陽光燦爛的日子漫步建於公元六世紀的石橋，或是探索凱勒城堡，美好時光讓人回味無窮。

03 GASTRONOMY

Macedonia is a country of gourmands and exclusive gastronomy. Experience an amazing range of flavours that will increase your appetite from the first bite. Different foods have been prepared and served during various periods of time, but traditional fish dishes such as the Ohrid trout remain a firm favourite today. A country of pristine wines from the time of Alexander the Great, one thing that has not changed for thousands of years is that the best homemade wine in the Balkans is always from Macedonia!

美食 馬其頓是美食家的國度，獨具特色的佳餚令人一試難忘、胃口大開。在烹調方面，馬其頓人會按季節時令而炮製菜式，當中傳統魚類菜餚如奧赫里德鱒魚最受歡迎。馬其頓自亞歷山大大帝時代起已是原始葡萄酒國家，擁有巴爾幹地區最上乘的自製葡萄酒，至今千年不變！

04 PEOPLE & HERITAGE

Macedonia tells a story that takes you from the ancient period to the present day. It is a crossroads of different cultures and civilisations and home to over 4000 attractive archaeological sites. The archaeological site Plaosnik is the heart of ancient Ohrid and one of the holiest places in Macedonia. It is also home to the first Slavic University in Europe, built in the tenth century.

人文遺澤 馬其頓古今歷史悠長，是不同文化和文明的交匯點，擁有超過4,000個各具吸引力的考古遺址，聖潘泰來盟教堂考古遺址是昔日奧赫里德的心臟地帶，也是馬其頓最神聖的地方之一，更是公元十世紀歐洲首家斯拉夫大學的所在地。

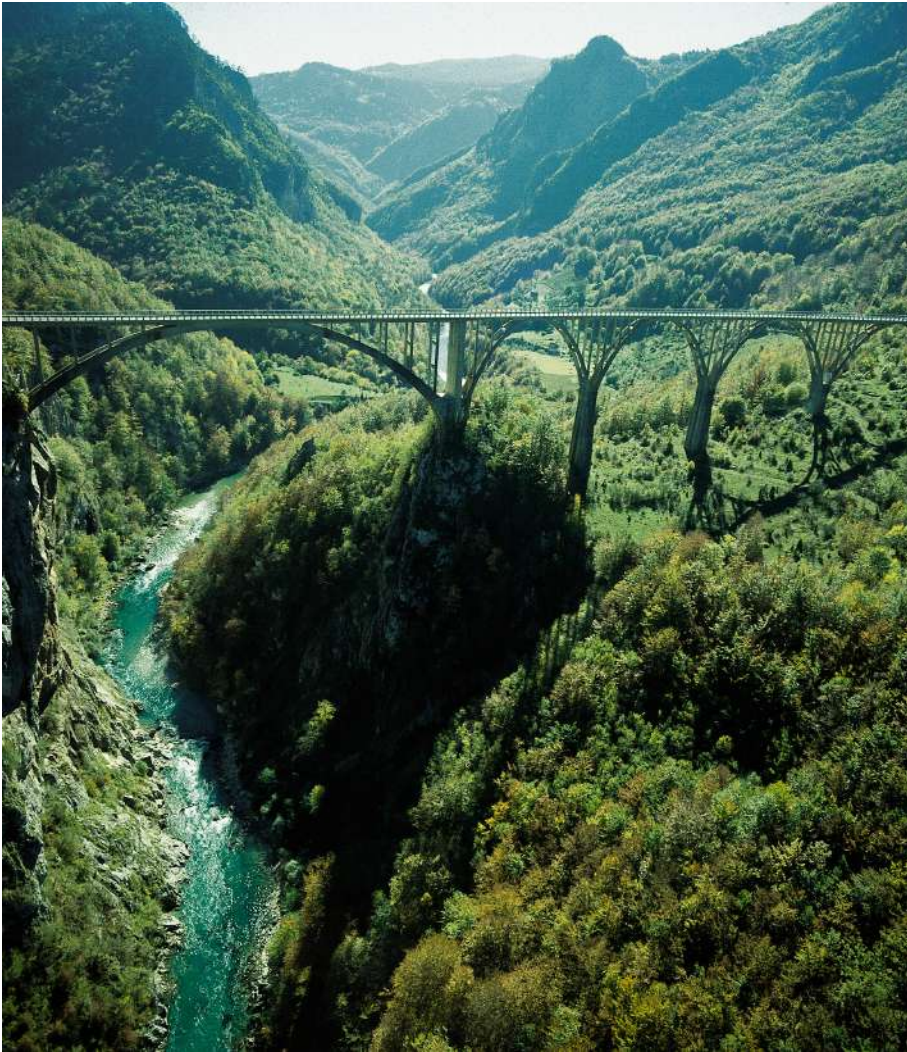
05 LAKE OHRID

Witness the beauty of the 4-million-year old Lake Ohrid, protected by UNESCO as a natural heritage site. Its unique ecosystem is home to over 200 endemic water species, including the famous Ohrid trout. As well as catching sight of this blue pearl, the city of Ohrid – known as The City of Light—is home to 365 churches (one for every day of the year!) from the 17th and 19th centuries. This has earned it the moniker “Jerusalem of the Balkans”.

奧赫里德湖 奧赫里德湖的美景已有400萬年歷史，是聯合國教科文組織致力保育的自然遺產，擁有獨特的生態系統，是超過200種特有水生物種的棲息地，包括著名的奧赫里德鱒魚。奧赫里德有「光之城」的稱號，除了擁有瑰麗的湖泊瑰寶外，市內共有365個在17至19世紀期間建成的教堂，需時一年才能遊遍，這使奧赫里德贏得「巴爾幹半島的耶路撒冷」稱號。

MONTENEGRO

黑山

01
NATURE

Experience Montenegro's wild beauty and take a deep breath, as some 3,000 kilometres of biking trails are mapped out and waiting to be explored. Montenegro has five national parks of widely contrasting characteristics: Lovćen; Skadar Lake; Durmitor; Biogradska Gora; and Prokletije. These parks represent almost 10% of the whole territory of Montenegro and are perfect for various nature tours. The jagged Montenegrin coast, with more than 70 beaches and a length of around 290 km, offers much more than just a beach vacation.

自然風貌 騎自行車遊走境內3,000多公里的單車道尋幽探秘，是體驗黑山自然美景的最佳方式。黑山擁有五大各具特色的國家公園，包括洛夫琴、斯卡達爾湖、杜米托爾、比奧格拉德斯卡山和普羅萊蒂耶，佔黑山全國面積接近10%，是各類自然之旅的理想目的地。黑山的海岸呈不規則形態，全長約290公里，涵蓋超過70個海灘，美態遠超海灘度假勝地。

Montenegro's stunning mountain landscapes and transparent blue sea welcome travel enthusiasts to one of Europe's most exciting destinations. This is a place where travellers can escape the crowds and feel a true sense of freedom. Rugged mountains, medieval relics and pristine beaches edging the Adriatic all await the visitor. The rich cultural icons of its fortresses, minarets and churches each lend clues to its rich and fascinating history. Montenegro is bordered by Serbia, to the southeast Kosovo and Albania, Croatia and Bosnia and Herzegovina to the west and separated from Italy by the Adriatic Sea.

黑山擁有壯麗山景和清澈蔚藍的海洋，是歐洲最令人期待的目的地之一。這裡是旅遊愛好者遠離繁囂、感受真正自由的地方，旅客可盡情體驗崎嶇的山脈、中世紀遺跡，以及亞得里亞海沿岸純樸的海灘；堡壘、尖塔和教堂更是黑山的文化圖標，蘊含黑山源遠流長的歷史。黑山與塞爾維亞接壤，東南部連接科索沃及阿爾巴尼亞，西南部連接克羅地亞及波斯尼亞和黑塞哥維那，而亞得里亞海彼岸就是意大利。

02 CITY & CULTURE

Montenegro's several medieval towns seduce their visitors with a picturesque setting and a warm Mediterranean atmosphere, wrapped up in charming historic surroundings: Ulcinj, a former pirate town; The seaport of Bar in the south; Budva, known for its sandy beaches and nightlife; The fortified town of Kotor, a UNESCO World Cultural Heritage site; The coastal town of Herceg Novi. Whichever city you explore, there's plenty to discover.

城市文化 黑山多個中世紀城鎮以迷人的歷史氛圍、風景如畫的環境和溫暖的地中海風情，吸引旅客前來朝聖。包括昔日的海盜城鎮烏爾齊尼、南部海港巴爾、以沙灘和夜生活見稱的布德瓦、聯合國教科文組織世界文化遺產科托爾要塞城，以及沿海城鎮新海爾采格。只要盡情探索，你會發現眾城的獨特之處。

03 GASTRONOMY

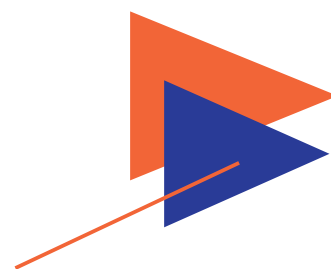
Don't miss any of the tastes of Montenegrin cuisine from the coast to the north. A taste of the Mediterranean lies Montenegro's holy trinity— fish, wine and olive oil. The cuisine of highlanders can be found in the north: cream cheese, kačamak, and prosciutto all served on wooden trays. This is all perfectly followed by rakija, the country's homemade brandy. Nothing compares to the simple pleasure of tasting Montenegrin cuisine on terraces overlooking its sea or lake shores.

美食 無論是沿岸地區還是北部菜式，黑山美食實在不容錯過。黑山充滿地中海風味的三大美食包括魚類、葡萄酒和橄欖油，而北方高地居民的美食計有一律以木製托盤奉上的奶油奶酪、玉米糰和醃火腿；配上黑山國酒自製蒸餾白蘭地，可謂相得益彰。在露台一邊品嚐黑山菜餚，一邊俯瞰海岸或湖畔，是無可比擬的簡單享受。

04 PEOPLE & HERITAGE

Whether you experience Montenegrin hospitality on the beach or its highlands, you're sure to meet its charming and convivial residents. The citizens of Montenegro are known to be generous, particularly in regards to food, and if you are invited for a meal expect to be fed until you cannot move!

人文遺澤 當您在海灘或高地體驗黑山人的好客之道，肯定遇到充滿魅力和歡樂的黑山居民。他們對公認在食物方面尤其慷慨，如果您有幸獲邀晉餐，將會吃至飽得不能動！



05 MUST-SEE MUSIC FESTIVALS

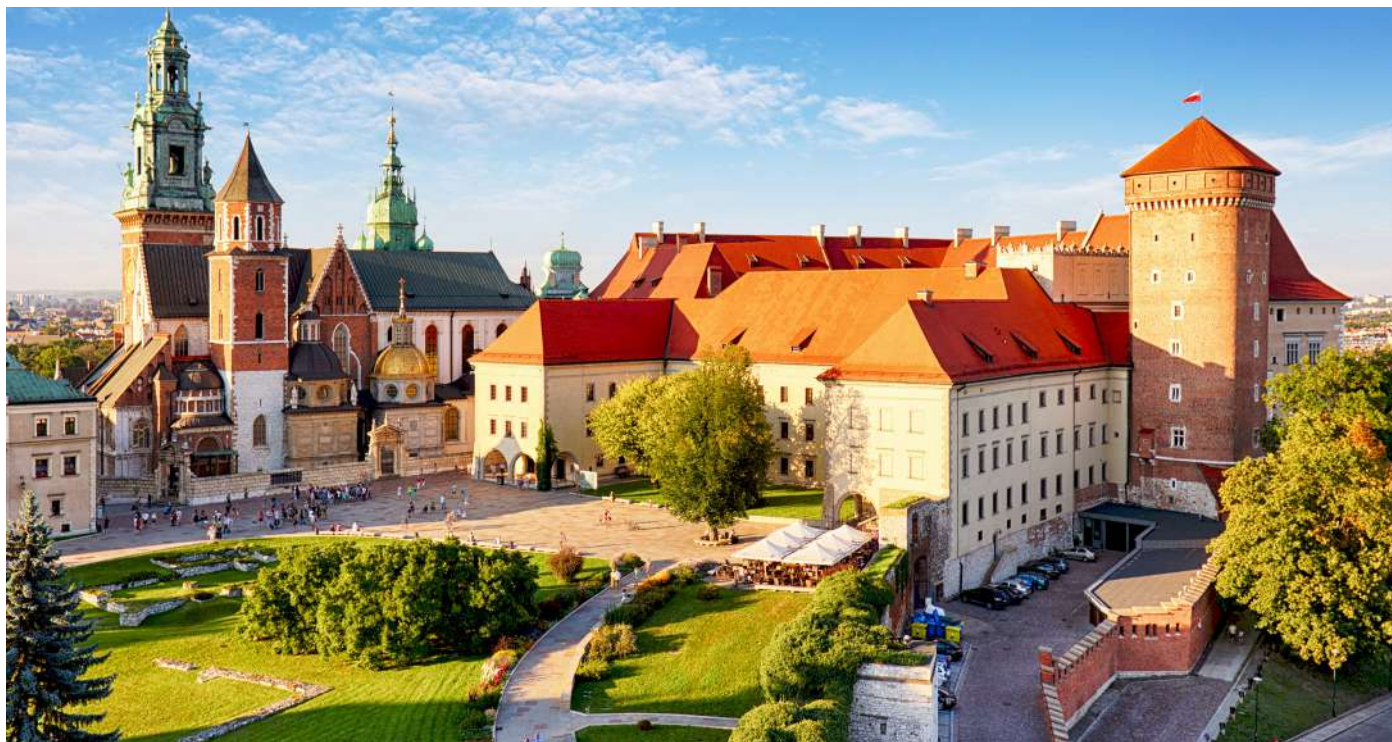
Apart from the benefits of being able to enjoy the sunny weather, cultural monuments and natural beauties, summer in Montenegro also offers a prime opportunity to visit its famous music festivals. Whether an admirer of jazz, lover of classical, a rock fanatic, or folk music enthusiast, unforgettable festival experiences for all ears are waiting in Montenegro.

必到音樂節 在黑山，除可享受晴朗天氣、文化遺跡和自然美景外，夏季更是參與當地著名音樂節的絕佳時機。無論您喜愛爵士、古典、搖滾音樂或民謠，定必難忘黑山音節盛事的妙韻體驗。



POLAND

波蘭



Poland is a country of mixed cultures and numerous attractions. One can find everything here: alpine style landscapes; wide beaches; clean lakes; deep forests; and world-class historic monuments. Poland's natural environment makes sporting activities accessible throughout the entire year. Poland is a country capable of meeting the expectations of the most discerning visitor, whether the museum explorer, gallery pursuer, concert-hall goer; culinary foodie, or modern shopper. In many regions of Poland, there are natural sites preserved in their primeval state rarely encountered in other parts of Europe. The numerous activities, unique facilities and great value for money definitely make Poland a country worth considering for your next visit, meeting or incentive trip.

波蘭是匯聚多種文化和景點眾多的國家，旅客可在這裡找到一切的景色：高山峻嶺、廣闊海灘、乾淨湖泊、深幽森林以及世界級歷史古蹟。整個自然環境，亦全年適宜進行體育活動。波蘭更能滿足不同旅客的最高期望，不論是博物館、畫廊或演奏廳愛好者，還是美食家或現代的購物者，無不盡興而歸。波蘭不少地區仍能保持原始的大自然風貌，這在歐洲其他地區甚為少見。波蘭的旅遊活動眾多、設施獨特，而且物超所值，確實值得考慮成為下一次旅遊、會議或獎勵之旅的目的地。



01 NATURE

Many sites of nature in Poland are unique, not only to Europe but to the globe. Discover the enchanting beauty of the monadnock in the Owl Mountains or the Bialowieza Forest, where you can encounter the European bison now rescued from extinction. Poland has picturesque rivers and plenty of lakes. Wieliczka Salt Mine's deposits are a natural phenomenon, and the mine itself is a world cultural monument on UNESCO's World Heritage List.

自然風貌 波蘭不少自然景點，在歐洲以至全球均是獨一無二；到貓頭鷹山發掘殘丘的迷人美態，又或者在比亞沃維耶紮森林中，遇見撐過絕種危機的歐洲野牛。波蘭擁有風景如畫的河流和大量湖泊。維利奇卡鹽礦的鹽層是一種自然現象，鹽礦本身也是聯合國教科文組織世界遺產名錄上的世界文化遺產。

04 PEOPLE & HERITAGE

In the homeland of composers Chopin and Penderecki, the enthusiasts of the arts will find a rich calendar of cultural events. The highlights of the Polish music seasons include: the Ludwig van Beethoven Easter Festival in Warsaw; the Krakow Jewish Culture Festival; Warsaw Autumn International Festival of Contemporary Music; and the worldwide known Chopin International Piano Competition. The good-hearted Poles love having guests over. If you visit a Polish home, you'll be treated like a family member straight away.

人文遺澤 身處作曲家蕭邦和彭德雷茨基的故鄉，藝術愛好者在波蘭將會發現不少文化活動。波蘭樂季的精選包括：華沙的路德維希·範·貝多芬復活節、克拉科夫猶太文化節、華沙秋季國際當代音樂節，以及全球知名的蕭邦國際鋼琴比賽。善良的波蘭人素來好客；到訪任何一個波蘭家庭，馬上便成為家中一員，獲熱情款待。

02 CITY & CULTURE

For those wishing to experience Polish urban life, there are many beautiful Polish towns. Krakow, the country's cultural capital, is home to great theatres, galleries, cafes, pubs and restaurants. The maritime city of Gdansk, with its gentle climate and beautiful coast and Gothic churches, is the perfect side-side spot. Or Wroclaw, on the banks of the Oder River, with its not-to-miss Salt Market Square and elegant townhouses.

城市文化 若想體驗波蘭的城市生活，有很多美麗的城鎮可供選擇：例如波蘭文化之都克拉科夫，匯聚一流的劇院、畫廊、咖啡室、酒吧和餐館；海岸城市格但斯克，氣候溫和，更有美麗的海岸和哥特式教堂，是完美的休閒景點；或是位處奧德河畔的弗羅茨瓦夫，市內的鹽市場廣場和優雅的聯排別墅，也是不可錯過。

05 HOME TO 15 UNESCO WORLD HERITAGE SITES

Poland boasts 15 unique UNESCO World Heritage Sites you simply cannot miss. From the ancient Bialowieza Forest to the picturesque historical Old Towns of Warsaw and Krakow and beautiful medieval castle in Malbork, the largest building made of brick in the world. Poland attracts visitors with its unusual outdoor locations, gardens, and the most valuable wooden churches – a testimony to the artistry of old craftsmen and religious sites still bustling with life.

15個聯合國教科文組織世界遺產的所在地 波蘭擁有15個獨特及不可錯過的聯合國教科文組織世界遺產，無論是古老的比亞沃維耶紮森林、風景如畫的華沙和克拉科夫舊城，還是位於馬爾堡全球最大以磚建成的中世紀城堡，一律不能錯過。波蘭以非凡的戶外景點、花園和最為珍貴的木建教堂吸引旅客的注意；作為舊時工匠技藝的見證，這些宗教場所時至今日依然人來人往，絡繹不絕。

03 GASTRONOMY

For many, food is one of the most important reasons to visit Poland. Apart from the classic pierogis, borscht, and bigos, make sure you try some typical Polish sweets such as jam-filled pączki (Polish doughnuts), glaze-topped sernik (Polish cheesecake) or makowiec (poppy seed cake – traditionally served during Christmas).

美食 對不少旅客而言，美食是到訪波蘭最重要的原因之一。除了經典的波蘭餃子、羅宋湯和獵人燉肉外，務必品嚐經典的波蘭糖果，如果醬滿滿的波蘭甜圈、鋪上糖霜的波蘭芝士蛋糕或罌粟籽蛋糕（傳統聖誕食品）。



ROMANIA

羅馬地亞



Countryside, medieval cities, rich cultures and traditions, quaint photogenic villages, Romania is a country with plenty of surprises in store. Romania is home to a distinctive and unspoilt natural scenery. It boasts 27 natural parks and protected natural reserves, as well as the Danube Delta Biosphere Reserve, a UNESCO world heritage site. Home to one-third of Europe's caves, and 35% of Europe's natural springs, adventurous activities are naturally followed by rest and relaxation. Exploring Romania, you'll find everything from rural and adventure tourism to health and wellness to monastery tours and city breaks.

羅馬尼亞是驚喜滿載的國度，鄉野、中世紀城市、豐厚的文化和傳統、精緻如畫的村莊，應有盡有。羅馬尼亞的自然風光非常獨特，而且保育良好，共有27個自然公園和自然保護區，以及聯合國教科文組織世界遺產的多瑙河三角洲生物圈保護區。羅馬尼亞擁有佔全歐洲三分之一的洞穴、百分之三十五的天然噴泉，在羅馬尼亞經歷一番冒險遊蹤，最好休養生息。無論是郊外旅遊與冒險旅程、保健養生、遊覽修道院，抑或在城市偷閒，探索羅馬尼亞可謂各式其適，令人享受。



01 NATURE

A museum of biodiversity, the Biosphere Reserve of the Danube Delta enchants visitors with its thousands of species of plants, trees, birds and fish. This UNESCO World Heritage currently includes seven groups of monuments and sites in Romania, including the Danube Delta.

自然風貌 論生物多樣性，多瑙河三角洲生物圈保護區可謂包羅萬有，區內共有數千種植物、樹木、鳥類和魚類生長和棲息，令旅客目不暇給。目前，羅馬尼亞共有七個古蹟遺址納入聯合國教科文組織世界遺產，多瑙河三角洲正是其中之一。

02 CITY & CULTURE

Known for the Germanic architecture of its old town and its Medieval walls and towers, the town of Sibiu in Transylvania is also home to the International Theatre Festival— ten days of music, parades and emotions, brought together by artists and participants. A celebration of theatre, art, traditional food and joy, the festival is a place where you can make friends from all over the world.

城市文化 錫比烏是特蘭西瓦尼亞的一個城鎮，以舊城的日耳曼建築以及中世紀牆壁和塔樓聞名，也是國際戲劇節的主辦地點。這項盛事為期十日，雲集藝術家和參加者呈獻音樂表演和巡遊，氣氛高漲。作為一個頌揚戲劇、藝術、傳統美食和傳播歡樂的活動，您亦可以結識來自世界各地的朋友。

03 GASTRONOMY

In Romania, you can find vineyards with hundred-year traditions and internationally awarded wines. The continental climate, with hot summers and cold winters, the soil, the exposure to sunlight and the warmth of the Romanian soul are key factors determining the quality of several extremely valuable – and palatable – Romanian wines.

美食 羅馬尼亞不乏百年歷史的傳統葡萄園，盛產蜚聲國際的葡萄酒。「炎夏寒冬」的大陸性氣候，加上肥沃土壤、充沛陽光，以及羅馬尼亞人的熱忱，為釀製物超所值、宜於入口的葡萄酒創造優良條件。

04 PEOPLE & HERITAGE

Romania's true charm comes in meeting its people. The locals not only welcome you into their country but their homes and their lives. Their authentic and warm behaviour helps visitors to get a sense of belonging and discover the true culture and identity of Romania.

人文遺產 當您接觸羅馬尼亞人，才能明白這個國度的真正魅力所在。當地人不單歡迎旅客到訪他們的國家，更歡迎融入他們的家園和生活。他們真摯、溫情的舉動，讓旅客賓至如歸，發掘羅馬尼亞的真實文化和特質。

05 HIGH INTERNET SPEED

In a world where we are one click away from what we want, high-speed Internet is a necessity for each tourist destination in order to make its guests feel at home. That's why nine cities in Romania are among the top 15 cities in the world with the highest download speed of fixed broadband internet connections.

高速互聯網 身處「一按即有」的時代，高速互聯網是每個旅遊目的地讓旅客賓至如歸的必需品。正因如此，在全球固網連線下載速度最快的15個城市中，羅馬尼亞佔有其中9個，體貼旅客所需。



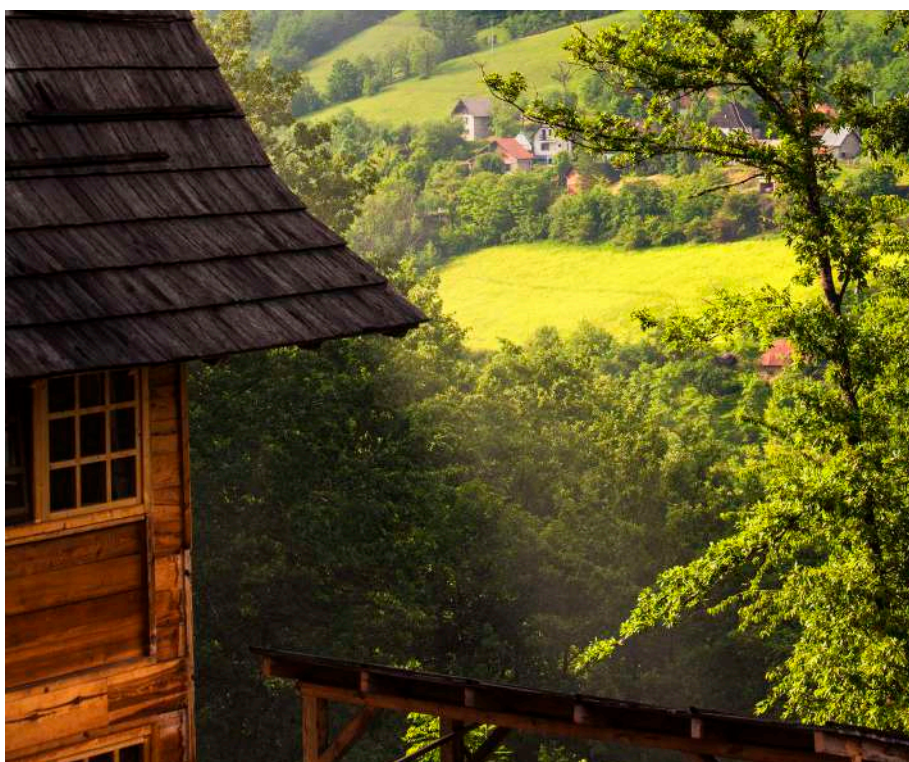
SERBIA

塞爾維亞



Serbia extends over the territory of Southeast Europe, the Danube River basin and the Balkans. The country provides the shortest link connecting Europe, Asia, the Near East and the Mediterranean. Serbia is ancient and contemporary, traditional and exotic, with mountainous scenery contrasting its lowland lying plains. Today, Serbia offers tourists a rich and diverse nature, a variety of valuable cultural-historical monuments, and a mixture of indigenous and global influences reflected in the country's architecture, art and gastronomy.

塞爾維亞領土延伸到東南歐、多瑙河流域和巴爾幹地區，以最短的路程連接著歐洲、亞洲、近東和地中海。塞爾維亞揉合古老和現代、傳統和異國情調，山區風光與低地平原互相輝映。時至今日，塞爾維亞為旅客帶來豐富多樣的自然環境、各具價值的文化歷史古蹟，以及融合本土和全球風格的建築、藝術和美食。





01 NATURE

Serbia is a land of action and adventure. Welcome to the homeland of wavy slopes, fragrant meadows and lush forests. Whether it is the flat north or soaring highlands, you will find beautiful contrasting scenery in every location. Serbia is an all-in-one package for those seeking an adrenalin rush, as well as one of Europe's greatest biodiversity hotspots.

自然風貌 塞爾維亞是動感冒險之地，旅客可暢遊境內蜿蜒的山坡、芬芳的草地和茂密的森林，無論是北部的平原還是聳立的高地，每處均有截然不同的迷人美景。塞爾維亞是喜歡尋險探奇的人士的勝地，也是歐洲生物多樣性最豐富的熱點之一。

02 CITY & CULTURE

Serbia is one of the oldest European countries dating back to the 7th century. During its rich history, the Serbian territory was a land of Neolithic settlements, Roman emperors and Medieval rulers. The treasures that have been found in many archaeological sites can be viewed at various museums around the country.

城市文化 塞爾維亞是歐洲最古老的國家之一，歷史可追溯至公元七世紀。塞爾維亞歷史豐富，曾經是新石器時代的聚居地，也是羅馬帝國君主和中世紀統治者的屬地。全國各地博物館展示了從眾多考古遺址中發現的文物寶藏。

03 GASTRONOMY

Serbia's food is at the heart of its people with an abundance of fresh produce – mostly organic with something for everyone's taste including vegetarians. Each region has its own speciality signature dishes. Viticulture in Serbia goes back over one thousand years, there are eight wine producing regions in Serbia and over 50 varieties of grapes are grown for wine-making.

美食 美食於塞爾維亞人來說，佔十分重要的位置。當地盛產新鮮農產品，大多是有機農作物，素食者也能找到符合口味的食材。塞爾維亞各地區均有自己的特色招牌菜，更有超過一千年種植葡萄的歷史，目前有8個葡萄酒產區，種植超過50種葡萄。

04 PEOPLE & HERITAGE

Serbia is a country of passionate open-hearted cheerful people and smiley faces. It does not take long for foreign visitors to Serbia to discover the hospitality, kindness, openness and warmth of the country's residents. They say hospitality is Serbia's number one trademark, encapsulating the great Balkan energy, vibe and friendly people.

人文遺澤 塞爾維亞人充滿熱誠，性格爽朗開心，經常掛著笑臉。外旅客只需短暫逗留塞爾維亞，不難發現當地居民熱情好客、友善坦率、溫情洋溢。塞爾維亞人認為好客之道是該國的第一大商標，彰顯出巴爾幹人活力充沛，積極正面和友善的特質。

05 SERBIAN EVENTS

Serbia is a country of numerous music, theatre and film festivals, literary events, sporting competitions, carnivals and events that cherish and characterise the traditional national creativity of its people. Events throughout the year are varied, and popular festivals include EXIT Festival, Belgrade Beer Fest, Nisville Jazz Festival, and the Guca Trumpet Festival.

塞爾維亞盛事 塞爾維亞主辦許多音樂、戲劇和電影節、文學活動、體育賽事、嘉年華和各式各樣的盛事，重視和彰顯傳統民族創造力。塞爾維亞全年主辦不同類型的活動，如EXIT音樂節、貝爾格萊德啤酒節、尼什爵士音樂節和咕恰小號音樂節均是大受歡迎的盛事。

SLOVAK REPUBLIC

斯洛伐克共和國



Slovakia is truly a unique country—nowhere else can you find just about everything contained within such a relatively small territory—natural wonders, historical monuments, a rich folk culture, unique technical attractions, and entertainment right on the busy city streets. You can admire the most extensive medieval fortress complex in Central Europe; the easternmost Western-style cathedral; the tallest wooden Gothic altar in the world; the largest river island in Europe; the only aragonite cave in Europe; and the only cold water geyser in Slovakia and a rarity in Europe. Holidaying in Slovakia is never a bad idea.

斯洛伐克是真正獨一無二的國家——國土不算遼闊，卻集自然奇觀、歷史遺蹟、濃厚民俗文化於一身，加上獨特的技術景點和多姿夕采的城市娛樂活動，堪稱舉世無雙。斯洛伐克擁有中歐最大的中世紀堡壘群、位於最東邊的西式大教堂、全球最高的木製哥特式祭壇、歐洲最大的河島、唯一的文石洞，以及歐洲罕見、全國唯一的冷水噴泉，絕對是令人樂而忘返的渡假觀光勝地。



01 NATURE

The High Tatras—a UNESCO Biosphere Reserve since 1993—are the smallest High Mountain Range in the World featuring rich fauna containing the Tatra chamois, a goat-antelope species and one of the world's most precious creatures. The area has the highest placed accommodation in Central Europe, with apartments located at 2,634 meters above sea level.

自然風貌 高塔特拉山自1993年起被列為聯合國教科文組織生物圈保護區，是世界上最小的高山脈，擁有豐富的動物群，包括被視為世界上珍稀動物之一的塔特拉羚羊。高塔特拉山位於海拔2,634米，是中歐地勢最高的住處。

02 CITY & CULTURE

In spite of its long, exciting history, Bratislava is one of the world's youngest capitals. In the past, it was the coronation town of 18 Hungarian Kings and Queens, including Maria Theresa. The coronation festival in Bratislava is nowadays an authentic re-enactment of the original ceremony, based on historical records.

城市文化 布拉迪斯拉瓦擁有悠長輝煌的歷史，卻同時是最年輕的首都之一。歷史上，布拉迪斯拉瓦是18位匈牙利國王和皇后加冕的城鎮，當中包括瑪麗亞·特里薩女皇。時至今日，布拉迪斯拉瓦加冕節根據歷史記錄，把原始儀式的盛況重現。

03 GASTRONOMY

Slovak gastronomy is renowned for its excellent sweet poppy seed delicacies. One that must be tasted, is the Bratislava roll with rich poppy seed or walnut fillings. The delicacy has been popular since the 16th century and is protected by the European Union's Traditional Specialty Guaranteed certificate.

美食 斯洛伐克美食以出色的甜罌粟籽菜式馳名。當中，布拉迪斯拉瓦卷是非試不可的美食；卷內釀有濃郁的罌粟籽或核桃餡料，自16世紀以來一直深受歡迎，更得到歐盟傳統特色產品保證書保育。

04 PEOPLE & HERITAGE

In winter, it is possible to experience the Krňáčkové races, where people ride in a traditional wooden sleigh, turning simple sledging into an exhilarating experience. In summer, a haunting atmosphere and good fun is guaranteed at the International Festival of Ghosts and Spirits at Slovakia's most picturesque castle, Bojnice.

人文遺澤 在冬季，旅客可參加雪橇大賽，感受乘坐傳統木製雪橇於雪地飛馳的刺激體驗。在夏季，旅客則可前往斯洛伐克美麗如畫的波耶尼切城堡，參加國際鬼怪節，感受神秘鬼魅的氣氛和樂趣。

05 A CASTLE SUPERPOWER

Slovakia has as many as 220 castles and castle ruins. Not enough? Then add its 425 chateaus to the mix. Spiš Castle is one of the ten largest castles in the world. And the whole world knows the terrifying story of the bloody Countess Elizabeth Bathory from Čachtice Castle.

城堡強國 斯洛伐克擁有多達220個城堡和城堡遺址，加上425個酒莊，陣容鼎盛。斯皮什城堡是世界十大城堡之一，血腥伯爵夫人伊麗莎白·巴托里與恰赫季採城堡的驚悚故事，更是舉世皆知。



SLOVENIA

斯洛文尼亞



Feel SLOVEnia. Welcome to the only country in the world that bears LOVE in its name. Situated in the southern part of central Europe, Slovenia is just two hours away by car from Venice and three from Vienna. Although small, Slovenia is a land of natural beauty and diversity where the warm Mediterranean breeze rolls in towards the Alps and where mountains, rivers and thermal waters combine to create one of the greenest natural playgrounds on earth. This is a country that embraces adventure and discovery in the natural world and one that is committed to sustainable development.

歡迎到訪世界上唯一名字擁有「愛」的國家 (SLOVEnia)，感受斯洛文尼亞。斯洛文尼亞位於中歐南部，距離威尼斯和維也納僅兩小時和三小時車程。領土雖不遼闊，卻充滿自然美景和多樣性，從地中海而來的溫暖微風吹向阿爾卑斯山脈；而山脈、河流和溫泉亦互相結合，形成地球上其中一個最天然的大自然樂園。斯洛文尼亞歡迎大家前往其自然世界歷險和探索，同時致力推動可持續發展。





01 NATURE

Over 60% of Slovenia's lands are covered with forests. There are several natural parks, bright rivers and enchanting lakes; Lake Bled being the most romantic of them all. Beneath the country's surface, the mysterious Karst hides over 10,000 caves; the largest is Postojna Cave. The Slovenian coastal towns have preserved a picturesque mixture of the Mediterranean and inland influences.

自然風貌 斯洛文尼亞有超過六成土地被森林覆蓋。境內有多個自然公園、悅目河流和迷人湖泊，其中布萊德湖更是浪漫之最。斯洛文尼亞的地底是神秘的喀斯特地形，藏有超過10,000個洞穴，又以波斯托伊納溶洞的面積最大。斯洛文尼亞的沿海城鎮，至今亦保留了深受地中海和內陸氣候影響所形成的地貌，非常壯麗。

02 CITY & CULTURE

There are many towns and cities rich in cultural heritage and tradition in Slovenia. The country's capital, Ljubljana, is a romantic yet vibrant city. Its long history dating back more than 2000 years can be discovered by foot or by bike. Maribor, the second-largest city, is a home of the oldest grape vine in the world.

城市文化 斯洛文尼亞的不少城鎮擁有豐富的文化遺產和傳統。其首都盧布雅那，浪漫而充滿活力；不論徒步或騎單車暢遊，都可以發掘感受當地超過二千年的悠久歷史；而第二大城市馬里博爾，則是世界上最古老的葡萄藤之家。

03 GASTRONOMY

From simple plates to complex dishes, contemporary Slovenian cuisine is based on local traditions and several European cultural influences. Some of the best-kept secrets in Slovenia are its natural and artisanal wines. Slovenia is also the home of Ana Roš, World's Best Female Chef 2017.

美食 無論是簡單小吃還是精緻菜餚，斯洛文尼亞的當代菜式，深受當地傳統和歐洲不同文化所影響。當地的天然手工葡萄酒也是鮮為人知的佳品。同時，斯洛文尼亞也是2017年世界最佳女廚師安娜·羅什的家鄉。

04 PEOPLE & HERITAGE

Slovenia is often described as a small country, but Slovenes, inspired by nature and global opportunities, keep pushing boundaries in sport, science, business, art and cutting-edge technologies. It is no surprise that Slovenia is always among countries with the highest number of Olympic medals per capita.

人文遺澤 斯洛文尼亞雖然不時被形容為小國，但斯洛文尼亞人卻深受大自然和全球機遇的啟發，積極在體育、科學、商業、藝術和創新科技領域屢創新猷。因此毫不意外地，斯洛文尼亞往往成為人均奧運獎牌數量最多的國家之一。

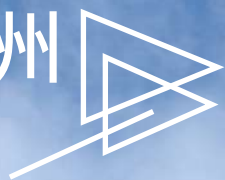
05 HEALING WATERS

Slovenia is rich with thermal mineral water springs. Their healing powers were first discovered by the Romans 2000 years ago. Today 15 certificated natural spa resorts and many wellness centres combine the power of natural healing factors, the tradition of balneology, and contemporary medical approaches in beauty, into health and well-being programs.

養生泉水 斯洛文尼亞擁有大量礦物溫泉，早在二千年前，羅馬人已率先發現其溫泉的療效。時至今日，斯洛文尼亞擁有15個已獲認證的天然溫泉度假村和眾多保健中心，並結合自然療法的力量、浴療學傳統和當代醫學美容療法，創造出不同的保健方案。

GUIZHOU

貴州



A bundant with tourist attractions, Guizhou is rapidly developing its tourism assets and diligently building its tourism brand: Mountain Park, Colorful Guizhou. The province is becoming renowned as a scenic destination for ultimate relaxation among international tourists. Guiyang, the capital of the province, has been credited as “China’s Best Summer Destination” multiple times, with its mild climate and refreshing breezes. All counties in Guizhou’s province are connected by high-speed railway and expressway, making it effortless to travel between Guizhou’s various attractions safely and conveniently.

貴州依托豐富的旅遊資源，加快發展旅遊產業，著力打造「山地公園省·多彩貴州風」旅遊品牌。貴州如今成為世界各國遊客縱情山水之地、放鬆身心之處，省會貴陽市氣候涼爽、冬無嚴寒、夏無酷暑、空氣清新，多次獲評為「中國避暑之都」。貴州實現高速公路和高鐵貫通各縣，遊歷省內名勝之旅更為快捷安全。





01 NATURE

Guizhou is famous for its soaring mountains and beautiful waters. It is also home to three world heritage sites: the Karst landscape in Libo; the Red Cliff in Chishui; and Yuntai Mountain in Shibing County. Fanjing Mountain has been listed in the UN Human and Biological Protection Circle, and other world-famous scenic sites include the Huangguoshu Waterfall, the Hundred-Mile Azalea Forest and ten-thousand hectares of tea Farms.

自然風貌 貴州因山而名、因水而美，既有荔波喀斯特、赤水丹霞、施秉雲台山三處世界自然遺產地，也有聯合國人與生物保護圈成員梵淨山、世界著名大瀑布黃果樹瀑布，百里杜鵑、萬頃茶海等，美不勝收。

02 CITY & CULTURE

Besides its biological diversity rich in fauna and flora, Guizhou is also home to stunning ancient towns, villages and bustling urban centers. Explore the winding pathways and wooden-stilted houses of Xijiang Qianhu Miao Village, the drum towers and traditional singing in the Zhaoxing Dong village near Liping, or Qingyan Ancient town for the ultimate experience of thousand years old Chinese culture.

城市文化 貴州生物多樣性極其豐富，更是壯麗古鎮鄉村和繁華城市中心共存之地。遊歷西江千戶苗寨的風雨橋和吊腳樓，欣賞黎平縣附近肇興侗寨的鼓樓和傳統歌曲，置身青岩古鎮，感受千年中華文化。

03 GASTRONOMY

Guizhou is the homeland of China's national liquor, Moutai. This gourmet paradise offers mountains of luxury food, fresh river fish and specialty snacks. Guizhou is also home to the largest tea farm in China which produces some of the finest quality teas available worldwide.

美食 貴州是中國國酒茅台的故鄉，也是山珍、河鮮、特色小吃俱佳的美食天堂。貴州的茶園面積更位列居全國第一，品質上乘，享譽全球。

04 PEOPLE & HERITAGE

There are 56 ethnic groups living in China. 17 of them are indigenous to Guizhou. Different peoples living in harmony have helped Guizhou earn the titles "Multi-cultural Thousand Island" and "Ethnic Bio-Museum".

人文遺產 中國有56個民族，其中貴州有17個世居少數民族。各族人民和睦相處，享有「文化千島」、「民族生態博物館」的美譽。

05 A TOURIST TREASURE

In 2016, Guizhou completed a comprehensive survey covering all of its tourism resources. Over 82,700 tourist sites were identified with 51,600 pending for development. Tourists can expect to meet mountains, valleys, caves and wetlands. Out of Guizhou's 88 counties, 72 possess high-quality hot springs. Guizhou holds enormous potential and is well positioned to develop all-region tourism.

旅客瑰寶 2016年，貴州在全國率先開展覆蓋全省域的旅遊資源大普查，登記旅遊資源共8.27萬項，其中尚未開發的達5.16萬項，奇峰、異谷、溶洞、濕地遍布全境，全省88個縣有72個縣發現高品質溫泉，發展全域旅遊潛力巨大。

