

世界酒店联盟

World Hotel Association

世界酒店联盟简介

2007年9月27日，世界酒店联盟在香港注册，2008年3月31日在联合国世界旅游组织、原中国国家旅游局等政府部门领导关心和指导下，世界酒店联盟正式在上海宣告成立，2017年8月9日世界酒店联盟被纳入联合国经社部体系成为“非官方国际社团组织”（NGO），它既是世界上第一个酒店旅游行业集团服务平台，又是一个集行业传媒、文化、峰会及论坛、奖项评选、顾问咨询、商业渠道和项目投融资于一体的泛行业权威机构，也是联合国框架体系内唯一一个“世界酒店行业组织”，它以运营总部——北京、海南为双轴心，事业网络已经遍及中国及国际地区，在全球设立有秘书处及分支机构近10个，如：北京、上海、巴黎、佛罗里达、海口、深圳等地。2013年7月9日，经香港特区政府及香港警署和中国政府有关部门审核，世界酒店联盟国际社团执照正式获批颁发，2017年8月9日，经联合国正式批准成为联合国经社部属下国际社团组织，中国政府各级部门对世界酒店联盟的健康成长和全球化发展给予了大力支持。

世界酒店联盟体系拥有文旅杂志社、《世界酒店》杂志、世界酒店网、WHA 官微及泛旅通讯社、世界酒店论坛、文旅国际峰会、世界酒店联盟大会、五洲钻石奖、文旅国际研究院、世界酒店领袖中国会、世界酒店品牌研究中心、五洲钻石酒店组织、酒店及旅游项目设计中心等多个品牌。为文旅行业及酒店旅游和其相关联的旅游地产、金融投资商提供传媒、文化、峰会及论坛、策划顾问咨询、项目投融资等全链条服务，其在大中华地区的投资运营机构为“中爱国际文旅集团”、“泛旅文化集团”，具体执行机构为：上海泛旅文化传播有限公司、泛旅（北京）国际文化传播有限公司。联盟和“联合国经社部国际旅游与酒店联合总会”，以及北京、上海、海南、广东、四川、重庆、河北等有关省政府、市政府有过“世界酒店论坛”、“文旅国际峰会”、“世界酒店联盟大会”、“五洲钻石奖颁奖盛典”等大型活动合作，并为杭州、宁波、青岛、成都、海口、石家庄、三亚、丽江、乐山、余姚、台湾、布鲁塞尔等多个城市帮助引进国际著名文旅及酒店品牌投资合作落户，并为各级地方政府招商引资超过1000亿元人民币。除此之外，联盟同多家国际权威机构和奔驰、宝马、林肯、英菲尼迪、奥迪、丰田、法拉帝、万豪、洲际、希尔顿、温德姆、雅高、中国电信、中国银联、中国金茂集团、中国金融租赁、海航、海尔、万达、慕思、首旅集团、锦江国际集团、金陵饭店集团、开元旅业集团、红杉资本、汉能资本等大型企业集团有过多方面的良好合作。联盟目前已有100多家集团理事会成员，30000多个高星级酒店、旅游投资开发商、金融机构、资本公司及各类配套商会员单位，业务遍布全球。

世界酒店联盟自2008年3月31日正式在上海宣告成立以来，“联盟体系”的整体构思及创建长达十几年，世界酒店联盟利用“传媒驱动、文化支撑、资本运营”进行三结合，在中国打造出一个最具个性特点的行业传媒、文化、顾问咨询、会展活动、奖项评选、项目策划设计、渠道资源及文旅融合项目投资合作等集团平台品牌。

集团化发展——努力打造酒店业第一传媒、咨询、文化、会展、奖项评选、项目策划设计、渠道资源及文化旅游项目投融资集团平台。

多元化整合——国内外权威机构与人士、行业企业家及精英、学术权威等集团整合。

个性化打造——成为最具个性特点和时代特色的全球性行业国际著名品牌。

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A Brief Introduction to WHA

World Hotel Association Co., Ltd. Was registered and founded in Hong Kong on Sept. 27th, 2007. Under the care and guidance by leadership of UNWTO and China National Tourism Administration, World Hotel Association was officially founded on 31st, March, 2008. It is not only the first hotel industry service platform in the world but also an industry authority which integrates industrial media, culture, consultancy, channels and investment & financing. (The operating organization in China is Shanghai Pan Tourism Media Co., Ltd. and Pan Tourism (Beijing) International Media Co., Ltd.). Taking Beijing as its operating headquarter, WHA utility networks covers across China's mainland and international regions with nearly 10 branches and offices. With the purpose of adapting to the new situation, WHA International Organization was set up on July 9th, 2013 and WHA Beijing Representative Office was established on February, 6th, 2015 under the approval of Hong Kong and Chinese competent government departments.

The WHA System is comprised of "World Hotel" magazine, World Hotel Website, WHA Official WeChat Platform, Pan Tourism Agency, World Hotel Forum, Culture & Tourism International Summit, Continental Diamond Award, Culture&Tourism International Research Institute, World Hotel China Leaders Club, World Hotel Brand Research Center, Continental Diamond Hotel Organization, Hotel and Tourist Product Design Center, over ten brands, providing services like media, culture, consultancy, exhibition, planning, design and wide-ranging cooperation The operating organization in Greater China is Pan Tourism Culture Group, and its executive organizations are: Shanghai Pan Tourism Media Co., Ltd. and Pan Tourism (Beijing) International Media Co., Ltd. WHA and FHOTO have cooperation with many municipal governments, such as Beijing , Shanghai, Hainan, Guangdong, Sichuan, Chongqing, Hebei etc. In addition, we cooperated with several international authoritative institutions and mercedes-benz, BMW, Lincoln, infiniti, audi, Toyota, ferrari emperor, marriott, intercontinental, Hilton, wyndham, accor, China telecom, China unionpay, China jinmao group, China's financial leasing, hna, haier, wanda, De Rucci, Beijing capital tourism group, jin jiang international group, jinling hotel group and New Century Tourism Group, sequoia capital, and other large enterprise groups. World Hotel Association entertains over 100 enterprise council members, more than 5,000 four and five star-rating hotels and large-scale enterprise members, with its business disseminating across the world.

For almost 10- year design and establishment, the "WHA System" has always been running in the veins of the entity. The core value of "media driven", "culture-propping" and "capital operations" has fostered the association in forging a distinctive group brand that serves for industrial media, culture, consultancy, exhibition, award selection, project planning and design, channel resources and cultural tourism investment.

Group development — To create the first group platform in hotel industry with media, consultancy, culture, exhibition, award selection project planning and design, channel resource and project investment and financing .

Diversified integration — To bring together authorities, industrial elites and entrepreneurs from home and abroad.

Personalization — To build the most personalized and historically significant international brand in the industry.