

Bloomington, Minnesota

美国明尼苏达州，布卢明顿

Home of Mall of America 美国商城的所在地

Pamela Joy - International Market Manager 帕梅拉·乔伊 - 国际市场经理





Pamela Joy 帕梅拉·乔伊
Bloomington Convention & Visitors Bureau
布卢明顿会议和旅游局
Home of Mall of America 美国商城所在地
直线电话: 952-278-8515
952-858-8500 or 1-866-435-7425
邮箱: pjoy@bloomingtonmn.org
英文网站: www.bloomingtonmn.org
中文网站: www.bloomingtonmn.cn



Heartland of America

美国的心脏地带



达美航空将与大韩航空合作，于2019年开通明尼阿波利斯-圣保罗国际机场至韩国仁川机场的直飞航线。

中国游客可选择飞往首尔，在首尔乘坐直达航班飞往明尼阿波利斯-圣保罗国际机场。从机场到布卢明顿仅几分钟车程，交通十分便利。

MSP International Airport

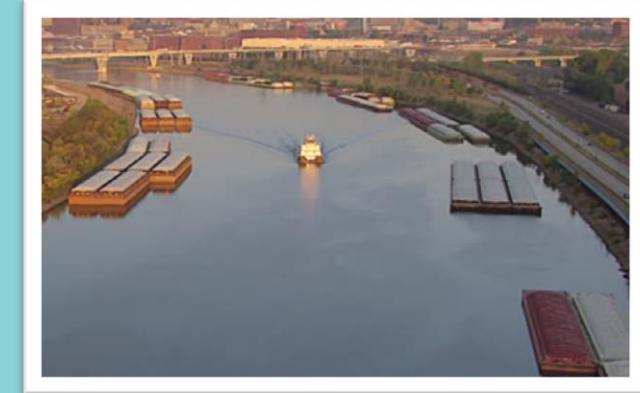
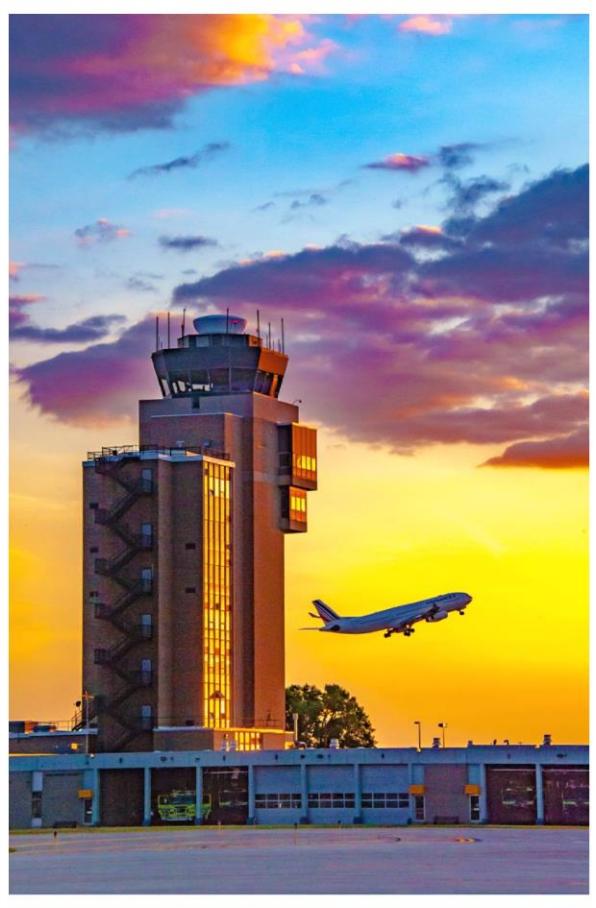
明尼阿波里斯-圣保罗国际机场

- Minneapolis/St. Paul International Airport(MSP)
Named #1 by Travel and Leisure magazine
明尼阿波里斯-圣保罗国际机场被美国《旅游和休闲》杂志评为全美最好的机场
- 1,100 flights to /from daily, including 134 non-stop flights from national and international destinations
每天1100趟航班，包括134班来自美国国内和国际目的地的直达航班
- 2nd year in a row, MSP Airport ranked the #1 airport of its size (25-40 mil passengers a year) in North America by Airports Council International
明尼阿波里斯-圣保罗国际机场连续第二年被国际机场协会评为在北美规模第一的机场（每年接待2500-4000万名旅客）



Connected Region

交通便利



University of Minnesota- China Center

明尼苏达大学——中国中心

- 2014 marked the 100-year anniversary of the first Chinese students to enroll at the University of Minnesota.
2014年是明尼苏达大学接收中国留学生的100周年纪念
- 10,000 Chinese Alumni 一万名中国校友
- Student Groups 学生组织
- Medical Groups 医疗组织
- Many Corporate Engagements 众多公司聘用



井贤栋 - 阿里巴巴蚂蚁金服总裁CEO

中国中心
CHINA CENTER
UNIVERSITY OF MINNESOTA



Award 所获荣誉

Minnesota = Best Adventure Tourism Destination Award 明尼苏达州荣获最佳探险旅游目的地奖

Release Date: Jan 12, 2016 发布日期: 2016年1月12日

Minnesota received “Best Adventure Tourism Destination” at the 2015 Top Travel Ceremony held in Beijing China.

明尼在中国北京举行的2015年顶级旅游颁奖礼上，明尼苏达州荣获“最佳探险旅游目的地”奖。

Explore Minnesota has been committed to turning regional tourism resources and cultural characteristics into brand value, expand the visibility of Minnesota, and make Minnesota as a world class tourist destination within reach for China's tourists.

明尼苏达州旅游局一直致力于将地区旅游资源和文化特点转变成品牌价值，扩大明尼苏达州的知名度，使明尼苏达州成为中国游客可轻松到访的世界级旅游目的地。

In the past year, Explore Minnesota actively responded to market demand, by cooperation with major travel agencies and online travel agencies in China.

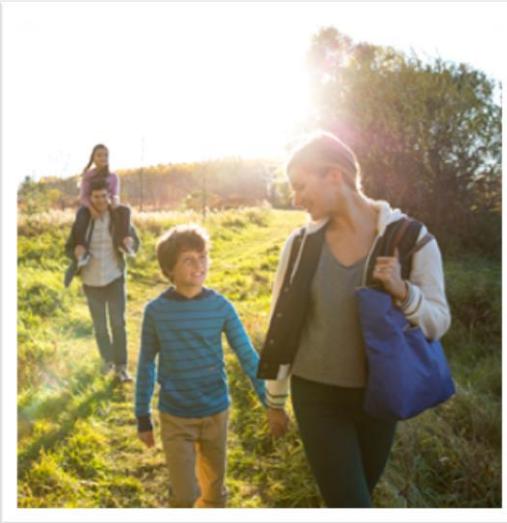
在过去，明尼苏达州旅游局积极响应市场需求，与中国主要的旅行社和在线旅游代理商合作。



Minnesota Quality of Life

明尼苏达州的生活品质

- Minneapolis is the #1 fittest city in the U.S., according to American College of Sports medicine and 2017 American Fitness Index
根据美国运动医学学会和2017年美国健身指数，明尼阿波利斯是美国排名第一最适合健身的城市。
- Minneapolis is consistently # 1 or #2 in Biking
明尼阿波利斯是全美最佳骑行城市之一、美国第二大骑行城市。
- 508 Golf Courses in Minnesota – Minnesota's Hazeltine National Golf Club is the only US golf course to be awarded the Ryder Cup twice
明尼苏达州拥有508个高尔夫球场——黑泽汀国家高尔夫俱乐部是美国唯一一个举办两次莱德杯的球场。
- Minnesota has 90,000 miles of shoreline, more than California, Florida and Hawaii combined
明尼苏达州拥有9万英里的海岸线，超过加利福尼亚州、弗罗里达州和夏威夷州的海岸线总和。
- The first open heart surgery and the first bone marrow transplant in the United States were done at the University of Minnesota.
美国首次心脏直视手术和首次骨髓移植手术是在明尼苏达大学完成的。



18 Fortune 500 Companies 18家《财富》500强企业

Food/Food Distribution 食品/食品配送



Finance/Insurance 金融/保险



Retail/Diverse/Medical 零售/多样化业务/医疗



Private Companies

私营公司



Largest private company in the world is headquartered in Minnesota
世界上最大的私营公司将其总部设在明尼苏达州



Hotels & Meeting Space

酒店与会议场地

- 43 hotels with over 9,200 hotel rooms, more than downtown Minneapolis and Saint Paul
拥有43家酒店，逾9200间酒店客房，超过明尼阿波利斯市中心和圣保罗的酒店客房数量
- Meeting space for groups of 10 – 2,000 attendees
拥有能容纳10-2000人的会议场地
- Over 20,000 hospitality industry employees
超过2万名酒店员工



Bloomington Hotels

布卢明顿的酒店

- Every major hotel brand from limited service and full service to luxury
每个主要的酒店品牌都提供有限服务和全方位服务以及豪华服务
- Most hotels offer complimentary shuttle service to Mall of America® and the MSP Airport
大多数酒店提供往返美国商城和明尼阿波里斯-圣保罗国际机场的接送服务
- JW Marriott and Radisson Blu are attached to Mall of America, enjoy the great location
JW万豪酒店和丽笙酒店均与美国商城连通，地理位置卓越



New Bloomington Hotels Coming!

布卢明顿的新酒店！



214 keys
214间客房



164 keys
164间客房



171 keys
171间客房



182 keys
182间客房



126 keys*
126间客房*



151 keys*
151间客房*

Super- Sized Hospitality

超大型接待活动

Minnesota has Previously hosted: 明尼苏达州举办过:

2016 Ryder Cup 2016年“莱德杯”美国职业高尔夫比赛

2018 Super Bowl 2018年“超级碗”橄榄球赛



Minneapolis/Saint Paul area will host: 明尼阿波里斯/圣保罗将举办:

2019 NCAA Final Four 2019年美国大学生篮球联赛四强赛

2019 KPMG Women's PGA Championship 2019年KPMG女子高尔夫PGA锦标赛

2028 Ryder Cup 2028年“莱德杯”美国职业高尔夫比赛



Minnesota is currently bidding on:
明尼苏达州正在投标:





MALL OF AMERICA®

美国商城

- 520+ Stores 逾520家商铺
- Tax-free shopping (*clothing & shoes*) 衣服鞋子免税购物
- 50+ Restaurants 逾50家餐厅
- Major Attractions 主要景点
- Event Facilities 活动设施
- Future Development 未来的发展

Nickelodeon Universe

尼克宇宙游乐园



Flyover America -Mall of America “飞跃美国”游乐园——美国商城

\$20 million investment 2000万美元的投资项目

Interactive/immersive 5D ride experience 互动/身临其境的5D体验

First of its kind in upper-Midwest 美国中西部的北部地区的首家此类游乐园



Mega Water Park

Mega水上乐园

- The water park, estimated to cost between \$150 million and \$250 million, would be one of the largest in North America at 225,000 square feet.
水上乐园估计耗资1.5亿至2.5亿美元，面积为22.5万平方英尺（约2.09万平方米），将成为北美最大的水上乐园之一。
- Potential of 800,000 users annually
预计每年吸引80万游客。
- The plot of land being eyed for the water park is now a surface parking lot owned by Triple Five, bordered by 24th and 28th avenues, Old Shakopee Road and E. 82nd Street
用于建造水上乐园的土地现在是属Triple Five 所有的地面停车场，与第24和28号大道、Old Shakopee路和E. 82nd Street接壤。



A Collection of Unique Tours

独特旅行体验

A collection of unique tours, performances, demonstrations and experiences, ranging from outdoor adventures to culinary to arts & culture.

一系列独特的旅行安排、演出、表演和体验，从户外探险、美食到艺术与文化，应有尽有。



Promotion in China

针对中国市场的推广活动



IT&CM China
中国（上海）国际会奖旅游博览会



WTM Vision Conference
WTM远景会议（北京）



FAM trip to Bloomington
中国同业及媒体考察团



Promotion at other Exhibitions in China
在旅游展会上推广布卢明顿



CTW Award and VIP Dinner at IPW
欢迎中国旅游者奖证书及IPW私人豪华晚宴

Representative of BCVB in China

布卢明顿会议和旅游局中国代表处

CBN Travel & MICE 中商世界游
part of China Business Network

The screenshot shows the official website for Bloomington, Minnesota. The top navigation bar includes links for 'Recommended Destinations' and 'Bloomington Travel, Shopping, Hotels'. The URL is bloomingtonmn.cn. The main menu features '美国商城' (American Marketplace), '查找酒店' (Find Hotels), and '联系我们' (Contact Us). A banner at the top right states '中国旅游同业来布卢明顿和圣保罗考察结束.' (Chinese tourism industry visit to Bloomington and St. Paul ended). Below the banner, there's a link to '新闻与微博' (News and Weibo) with the American flag icon. The main content area features a large image of the Mall of America building with a golden ribbon graphic. On the left, there's a sidebar for the 'American Marketplace' with sections for '美国商城' (American Marketplace) and '卢布明顿酒店' (Lubomintong Hotels). Text on the sidebar describes the mall as a '集所有项目为一体的旅游中心' (A tourism center integrating all projects) and mentions '一流的购物场所和景点、极具活力的餐厅以及40家便捷酒店' (First-class shopping venues and attractions, vibrant restaurants, and 40 convenient hotels). Buttons for '截屏(Alt + A)' and '新浪微博' (Sina Weibo) are also visible.



Dr. Adam Wu, COO of CBN



Mr David Sun, CBN Shanghai

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微信
WeChat



微博
Weibo