

2023 CHINA TOURISM DAY

Yunnan offers an encounter with happiness and beauty

"Tengchong, located in China's southwest border area, was referred to as the first frontier city by Xu Xiake, a great traveler living in the Ming Dynasty (1368-1644). Today, thanks to modern stage technology and holographic projection technology, the traditional shadow puppetry can be performed on a retractable stage, achieving smart transitions from scene to scene and bringing the history of this city to life," said Liu Chaokan, a successor of Tengchong's shadow puppetry which is inscribed on the national intangible cultural heritage list. On May 19, the launching ceremony and the main venue activity of the 13th China Tourism Day were staged in Heshun Town, Tengchong City, Yunnan Province. At the intangible cultural heritage exhibition held on the same day, the 4D shadow puppetry show Tengchong Reverie deeply impressed the audience.



The picture shows the event held in Tengchong, Yunnan on May 19th. (Photo provided by the organizer)

This year's China Tourism Day was themed on "Beautiful China, Happy Journey". Over the past few days, a series of relevant people-benefiting activities were held both online and offline across China. In Yunnan, where the event's main venue was located, scenic spots, hotels, restaurants, and other players of the culture and tourism industry all became "tourism ambassadors" and tried their best to attract domestic and foreign tourists through promotions, short videos, live

broadcasts, and more efforts. "Pu'er is not only a city but also represents a lifestyle. Whether you are a lover of coffee or tea, Pu'er is always worthy of your love," said Guo Dongmei, an official of the Publicity and Education Department of Pu'er Bureau of Culture and Tourism in south Yunnan. Since the start of May, apart from issuing a large number of culture and

tourism consumption vouchers online and offline, Pu'er has organized an array of cultural activities for the public, such as non-profit cultural shows and free admission to public cultural facilities. Pu'er also joined hands with the Lancang Jingmai Airport in launching a number of air travel promotion activities, in a bid to attract tourists to Lancang Lahu Autonomous County, where

tourists can enjoy folk songs in Laodabao Village, admire the tea plantations on the Jingmai Mountain, and visit those millennium-old ethnic settlements. "The Gejiu-Bizezhai-Shiping narrow-gauge railway has exited the historical stage, but it still lives in the hearts of local people. It demonstrated the early Chinese railway builders' patriotic sentiment, witnessed

the industrial development of cities along the line, and enhanced our identity with our hometown," said Cai Lisheng, Director of the Display and Exhibition Department of the Shiping County Railway Museum in southeast Yunnan's Honghe Hani and Yi Autonomous Prefecture. It was the first time that some tourists had got to learn about the narrow-gauge railway and the stories behind it.

Years on, Yunnan has been striving to promote the culture and tourism industry. In 2022, the province received 840 million tourist visits and achieved a total tourism revenue of 944.90 billion yuan (US\$ 134.36 billion), an increase of 27.3 percent and 21.2 percent, respectively. During this year's May Day holiday, which lasted from April 29 to May 3, the province received 35.013 million tourist visits and achieved a tourism revenue of 34.96 billion yuan (US\$ 4.97 billion), both up more than 30 percent over the same period in 2019, demonstrating the province's strong vitality for developing tourism. (Staff correspondents)

China's tourist market in 2023: Four new trends to watch out for!

What's new in 2023 China tourist market? Let's explore some of the travel trends that were reflected in the latest developments.

Whirlwind tours are on the rise

The "special forces" tourist, or whirlwind traveler, must be one of the hottest buzzword words in China this year, meaning that young people try to visit more places in a short period and with less money. Nan Duoduo, a young man born in the 1990s, climbed The Five Great Mountains in China's five provinces during the 5-day May Day holiday. His feat almost shocked everyone on the internet. Net users jokingly referred to him as the "strongest tourist special force."

Nan Duoduo is not alone. According to data from Tongcheng Travel, 62% of tourists in their 20s chose to depart at dusk and arrive at their destination at dawn to spare accommodation fees. Additionally, 30% of them visited more than four scenic spots in a day. The most popular destinations are cities with dense attractions and convenient public transportation, such as Beijing, Chongqing, Changsha, Shanghai, and Nanjing.

Slow-paced camps go through reshuffling

Contrary to the whirlwind travel style, a group of people prefers a slower travel pace, with camping being a most representative choice. At the start of Covid-19, lockdowns and social distancing measures pushed Chinese youngsters to seek idyllic campsites for pleasure from outdoor life. This trend continued into 2021 and 2022, but campground owners have reported a decrease in visitors, indicating that the camping trend may be waning.

According to iiMedia Research, the camping market experienced rapid growth in 2021, with a growth rate of 78%, but this decreased to 18.6% in 2022. Business insiders analyzed that camping was particularly popular in the past two years due to limited options available. Camping provided a sense of peace, relaxation and freedom, allowing us to escape from the reality full of anxiety and uncertainty for a moment.

Lesser destinations grow to be "new favorites"

"Believe it or not, you can stay in a luxurious five-star hotel room in Hegang for only 300 RMB per night!" A Chinese tourist recently shared his travel experience on social media. As a result, Hegang, a relatively unknown city in northeast China's Heilongjiang province, made a hit in the cyberspace. Besides, other lesser-known Chinese destinations have become the "new favorites" in this year's tourism market. On the Dianping website, "niche activities" and

"less-crowded places" have become hot search terms. What made reverse tourism popular? The main reason is that famous scenic areas and attractions are always overcrowded and overpriced during holidays, making it difficult for people to enjoy them. "Today's young people desire a relaxing travel experience that is enjoyable, stress-free and inexpensive, and those less-explored destinations meet their needs perfectly," said an industry insider.

Exchange travel offers zero-cost homestay

Recently, a new type of travel has emerged on social media, that is, exchange travel. Specifically, two strangers travel to each other's cities and stay in each other's homes at "zero cost." Net users listed their requirements on the house and the house owner and posted the information on social media, such as Xiaohongshu. In this way, the two sides may reach an agreement about the travel schedule through online communication. While some individuals found

hotel prices expensive, exchange travel allowed them to save money and experience a distinctive and individualized trip by living like a local. However, others held a conservative view and were skeptical about allowing strangers to stay in their homes due to safety concerns, especially regarding property security and personal privacy. "Third-party regulations should be introduced to ensure the benefits and security of both parties involved in the exchange," some suggested. (Guo Yao)

Travel Colorful Yunnan on the Cloud

Since the start of May, many places in Yunnan Province have launched exciting themed live broadcasts. Popular local tour guides conducted live webcasts in various scenic spots, enabling tourists all over the country to travel this province of cultural and ethnic diversity on the cloud. "This delicacy is typical of Lijiang. It's multi-layered, crispy on the outside and tender on the inside. Take a bite and you'll never forget it!" On Lijiang's Yube Square, a tour guide was vividly describing the taste and texture of the Lijiang-style pancake, a time-honored local snack, while eating one with relish. On May 19, the China Tourism Day, northwestern Yunnan's Lijiang City organized a number of highly popular tour guides to showcase local landscapes and customs through live webcasting so that netizens could experience the ethnic and folk songs, dances, and music that Lijiang has to offer. "Now we're in the Puzhehe Scenic Area in Qubai County of Wenshan Zhuang and Miao Autonomous Prefecture." The live webcast by a culture and tourism streamer named Li Yongcun on the Douyin social media platform also attracted a large number of viewers. Following Li, the

viewers were able to feast their eyes on the peak forest, painted boats, and lucid water. "This is really a fairyland on earth," a tourist commented. In Xishuangbanna Dai Autonomous Prefecture, tour guides also put local scenic spots online through live webcasts, such as the Primitive Forest Park, the Wild Elephant Valley, the Jinuo Stockaded Village, the Tropical Botanical Garden, and the Mengjinglai Scenic Area. At 10 a.m., the Dai Ethnic Garden's tour guide Yuwangdou started his daily livestreaming as usual. The 90-minute live webcast covered natural beauty, delicacies, history, and culture, introducing the unique tropical charm and fun to netizens all over the country and the world. On the China Tourism Day, the Bureaus of Culture and Tourism in Xishuangbanna's Jinghong City, Menghai County, and Mengla County also promoted their respective culture and tourism resources in consideration of local conditions through various activities such as celebrity endorsement. All the publicity efforts, including the live webcasts by popular tour guides and well-known travel streamers, raised the awareness of the China Tourism Day from multiple angles. (Yunnan Daily)



On the 13th China Tourism Day, Baoshan City, where the event was held, staged a feast of intangible cultural heritages. (Photo provided by the organizer)

Baoshan enlivens tourism with intangible cultural heritages

On the China Tourism Day, an exhibition integrating intangible cultural heritages and tourism was opened to the public in an alley in Heshun Town, Baoshan City. Baoshan's five counties (cities, or districts) all launched their distinctive intangible cultural heritage products, many of which were sold through live webcasts, greatly enriching the day. In the alley where the exhibition was held, the intangible cultural heritage products exhibited at the booths of Longyang District attracted a large group of tourists. In the dynamic exhibition area, Yang Zhihong, a provincial-level intangible cultural heritage successor, showed the tourists how to make silver-inlaid black copper

objects. Some tourists were even able to try their hands at making their own copper spoons. Yang Shuxing, a successor of another intangible cultural heritage item known as "golden rooster pottery", not only demonstrated her pottery carving skills but also patiently taught some tourists to throw greenware so that they could experience the fun of pottery making. Baoshan is known for its "three treasures", namely small-grain coffee, red agates, and Yongchang go pieces. In Longyang District's static exhibition area, Li Guowei, a national-level intangible cultural heritage successor, impressed the tourists with his skills of making Yongchang go pieces. Just opposite Li's booth, Baoshan's aromatic small-grain coffee also

attracted a constant flow of tourists. "Longyang District selected six representative intangible cultural heritage items to be exhibited in the dynamic exhibition area and the culture and tourism promotion area." According to an official of the district's Bureau of Culture and Tourism, these products have enabled tourists all over the country to understand and experience the profound ethnic culture of Longyang District. On the China Tourism Day, the successors of Tengchong shadow puppetry showed the tourists how to paint the puppets and sang to the Yu-drum beats as well. Tourists said that while walking the streets lined with libraries, stores and other businesses, they were also able to learn

about Tengchong's unique intangible cultural heritage items, such as the shadow puppetry, Yu-drum music, and Jiamia woodblock printing. Strolling in the intangible cultural heritage exhibition area in Heshun, Baoshan, tourists could be introduced to nearly 100 intangible cultural heritage products. They could also communicate with the successors and learn from them, truly experiencing the charm and vitality of Baoshan's profound culture. To date, Baoshan has registered 407 intangible cultural heritage items at and above the county level, including 5 at the national level, 41 at the provincial level, and 161 at the prefectural city level. (Yunnan Daily)

Lion dances epitomizing folk culture

During the 2023 China Tourism Day, the Sangan Square in Shidian County, Baoshan City, Yunnan Province were swarming with people. Amidst the thunderous drum music, lion dance teams from all over the county gathered in the county town to showcase the charm of lion dancing as an intangible cultural heritage item and a symbol of folk culture. The lion dances began at two o'clock in the afternoon. To the stormy drum beats, the lion dancers put on amazing performances, which integrated martial arts, dances, acrobatics, and other forms of art. The lion dancers worked together and used their bodies

to imitate various movements of the lions, winning waves of applause from the audience. As the lion dancers jumped, rolled, shook, and did all sorts of stunts, the lions' joy, anger, and sorrow were vividly presented before the audience, who could not help admiring these skillful folk artists. Lion dancing dates back to the Ming (1368-1644) and Qing (1644-1912) dynasties in Shidian County. When there are festivals or the crops are sowed or harvested, the lion dancers in different villages would gather together to put on performances as a way of praying for favorable weather or celebrate good harvests. (Yunnan Daily)

Live streaming invigorates China Tourism Day

On May 19, the launching ceremony and the main venue activity of the 2023 China Tourism Day were staged in Heshun Town, Tengchong City. At the main venue, ten distinctive live streaming rooms attracted tourists from all over the country. "Apart from the special live streaming, which will be on for three days, we've also launched a themed online marketing area. We'll join hands with seventeen provinces (municipalities) in promoting the China Tourism Day, integrating high quality online culture and tourism resources around the country to provide

our users with one-stop travel service experience," said an executive of the leading online Chinese travel agency Ctrip's live streaming room. According to statistics, the posts with the hashtag "#China Tourism Day" recorded 95,958,000 reads from 19:00 May 18 to 19:00 May and 1.6 billion reads and 1.135 million comments cumulatively on Weibo, the Chinese version of Twitter. So far, the videos carrying the same hashtag have registered 820 million plays on Douyin, a Chinese social media platform. (Yunnan Daily)