

2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

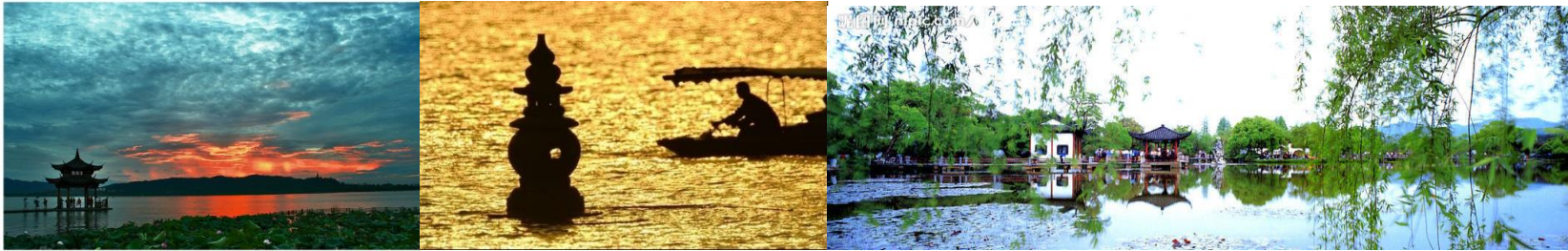


UNWTO/WTOTF City Tourism Performance Research Report

Case Study : Hangzhou

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Background

- 'Cultural and Social Perspective', as the key performance area of Hangzhou.
- On-site interviews were conducted with *Hangzhou Tourism Committee, Hangzhou Cultural and News Committee, Hangzhou Municipal Bureau of Culture, Radio, TV, Film Press and Publication, Hangzhou West Lake Management Committee, Hangzhou Grand Canal Group, China Tea Museum*, and other tourism stakeholders
- The survey was undertaken in the month of May 2017.
- In total, 53 pages report with 12,005 words.

Hangzhou City

- **Population:** 9.19 million by the end of 2016
 - **Area:** 16,596 square kilometers
 - **GDP 2016:** over RMB 1.1 trillion
 - Center of the **Yangtze river delta region**
 - Capital of the **Zhejiang Province**
 - One of the seven **ancient capital** cities (kingdom of Wuyue (907-978) & Southern Song Dynasty (1138-1279).
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- **75% of the Top 20 Google Search Websites are tourism relevant.**
 - **Marco Polo**, the Italian traveler of the 13th century, lauded Hangzhou as 'the world's most magnificent and noble city'.
 - City's title: 'Top 1 **City of Happiness** in China' for the past 10 years, 'Top Ten Cities **with International Influence**', 'Top Ten **Innovative Cities** of China', 'Top Ten **Vibrant Cities** of China', 'Top Ten **Smart Cities** of China', 'Top Hundred Destinations of **International Conference**', 'First Pilot City for **Sustainable Development** in the World' and 'One of the 52 Global **Cities to Visit**'.
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- **Alibaba Group: incubated and headquartered here.**



Hangzhou City Tourism

- Hangzhou firmly puts ‘tourism and leisure industry’ under its major spot light.
- In the 13th City Five Year Development Plan (2016-2020), Hangzhou municipal government initiated ‘**Four International Centers**’ as the future five-year vision. Among them, **three are related with tourism**, namely, ‘Tourism and Leisure Center of Global Significance’, ‘International Conference Destination’, and ‘Important City of International Exchange in Oriental Culture’.

Hangzhou Model	Keywords
Tourism Development Vision	Tourist Oriented
	Co-shared by tourist & residents
	Expand & Quality improvement
	Urban Tourism
Tourism Governance	Advanced and proactive planning
	Management Team
	Integrated Management
	Industrial Association
Tourism Strategy	Industry Funds
	Tourism+/ten potential industries
Place Making (Destination Marketing)	Tourism Big Data Dashboard
Tourism Hospitality	Global Marketing Strategy
	Two tiers of ‘i’ system

Total Number of Tourist and Gross Tourism Revenue of Hangzhou in 2000-2016

Year	Total number (ten thousand person)	Year-on-year (%)	Total income (hundred million)	Year-on-year (%)
2000	2376.10	4.9	214.00	15.0
2001	2591.94	9.1	249.76	16.7
2002	2757.98	6.4	294.00	17.6
2003	2862.12	3.8	326.00	7.3
2004	3139.41	9.7	410.73	26.0
2005	3417.36	8.9	465.07	13.2
2006	3864.16	13.1	544.00	16.9
2007	4320.49	11.8	630.06	15.9
2008	4773.00	10.5	707.22	12.2
2009	5324.12	11.5	803.12	13.6
2010	6580.60	23.6	1025.70	27.7
2011	7487.27	13.8	1191.00	16.1
2012	8568.00	14.43	1392.25	16.9
2013	9725.15	13.51	1603.67	15.19
2014	10932.56	12.42	1886.33	17.63
2015	12381.97	13.26	2200.67	16.66
2016	14059.08	13.54	2571.84	16.87

- By the end of December 2016, Hangzhou has 70 A-level scenic spots, including 3 AAAAA-level scenic spots, 34 AAAA-level scenic spots, 24 AAA-level ones and 9 AAs.
- There are 717 travel agencies, among which 86 agencies are running outbound tourism business, 103 agencies are labeled as 'quality-proved travel agencies' by Hangzhou Tourism Committee.
- A total of 173 star-rated hotels has settled in Hangzhou, including 24 five-star hotels, 46 four-star hotels, 59 three-star hotels, 42 two star hotels and 2 two star hotels, with 30,720 bed rooms and 51783 beds.

Social and Cultural Perspective

- The city's unique quality is centered with, 'living culture' atmosphere.
- In 2014 **'the culture of living' was identified as the city's cultural DNA, the Hangzhou IP.** 'Hangzhou, Living Poetry' was created as the English promotional slogan of Hangzhou tourism accordingly.
- In 2016, 'the storytelling of living culture to international tourists' is elaborated as the main strategy in the '4th Round of Hangzhou Tourism International Action Plan' issued by Hangzhou municipal government. International tourists' travelling experience in Hangzhou will be designed around 9 key sub-sessions of 'Hangzhou's living culture', including 'southern China leisure', 'oriental slow life', 'Longjing green tea', 'ancient elegant royal life', 'quiet place for meditation', 'silk house', 'Chinese medicine', 'royal ware', 'relaxing atmosphere in nature'.



3.1 Attractions

New Definition on ‘Tourism Attractions’

"As long as it can attract visitors, that is tourism attraction". In 2017, the Hangzhou Tourism Committee applied a new broader definition of tourism attraction, extending from traditional sightseeing to every single city element that can attract tourists’ attention.

Traditional sightseeing categories	UNESCO heritage
	Chinese green tea capital
	Silk capital
	Southeast Buddha country
	ancient capital of Southern Song Dynasty
	food capital
	cultural treasures
	wonderful suburbs.
New city elements	Greenness everywhere
	Chinese medicine capital
	E-business capital
	Fine arts capital
	‘Hang-style’ private garden
	Capital of Love
	Capital of quality local life



3.2 Events

Government support: In 2017, Hangzhou Municipal People's Congress proposed that Hangzhou should be made as a 'city of conferences' and 'city of events'. **Cultural festivals, sports events and business conferences** are three major kinds of events Hangzhou plans to develop in the future.

Business Conference

Hangzhou is **the first Chinese city** to attach importance to the conference industry at the government level: As early as 2009, Hangzhou Tourism Committee is the first one in China to set up a MICE department ('Hangzhou Business Exhibition Tourism Promotion Center') within the governance framework.

In 2014, Hangzhou launched a **special MICE policy**. That is, conferences organized by organizations outside Hangzhou will be subsidized 8% of the total cost by city government (the max. subsidy one conference is 200,000 RMB).

In 2016, to establish 'international conference destination' became the **city vision** for the next five years.

'Hangzhou International Conference Bidding Service Center' will be set up in the second half of 2017.

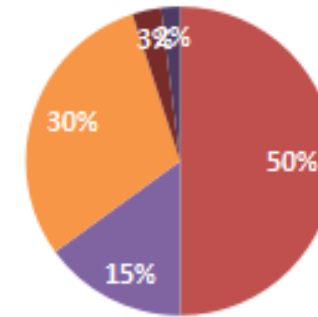
3.3 UNESCO Heritage Site---West Lake

University Culture Envoy (UCE) project

- Launched in July 2012
- Global outstanding university students
- Slogan: "From the international perspective, spread West Lake culture", "West Lake Cultural Envoy, work together for the future of West Lake"
- By the end of 2016, over 120 West Lake cultural envoys had been selected

The proportion of students of the West Lake special cultural envoy

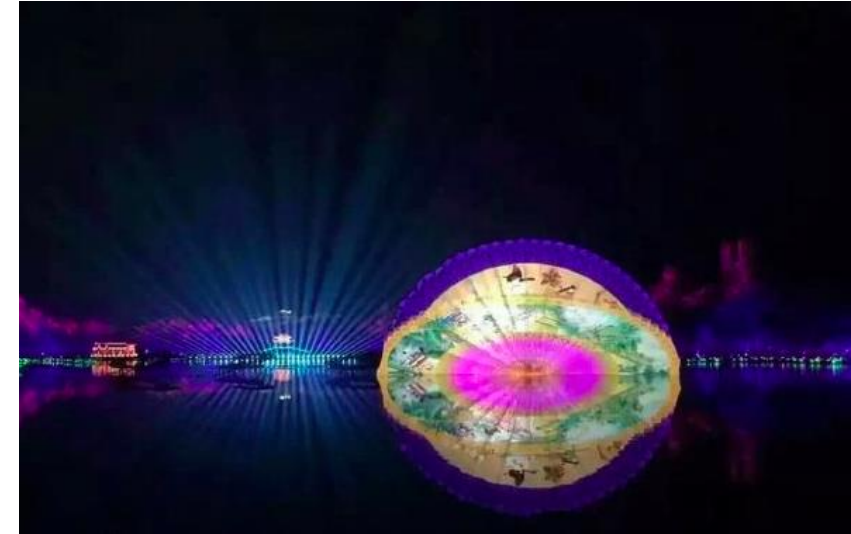
- College students in Hangzhou
- College students in other famous universities in China
- Students of Hangzhou nationality enrolled in overseas famous universities
- Part of the outstanding high school students
- Foreign students studying in China



Hangzhou Culture in the night: A Large-Scale Open-Air Urban Landscape

Performance

- 'West Lake Impression' (2008-2017)
- 'Hangzhou, the Best Memory' (2017-), remains 80% of the opening performance of G20 event.
- One time per night, with 1 hour length.
- The lake water, which at the daytime is the main attraction, becomes the unique stage background in the evening.
- Exhibit the Deepest Chinese Culture with the Most Beautiful International Language
- Besides the elements of the West Lake, the revised performance adds in the elements of 'Hangzhou features', including 'A Night of Flowers and Moonlight by the Spring River', 'Tea Leaf Picking Dance', 'Butterfly Lovers', the 'Lofty Mountains and Flowing Water', 'Colorful Clouds Chasing the Moon' and 'Unforgettable Jasmine', etc.

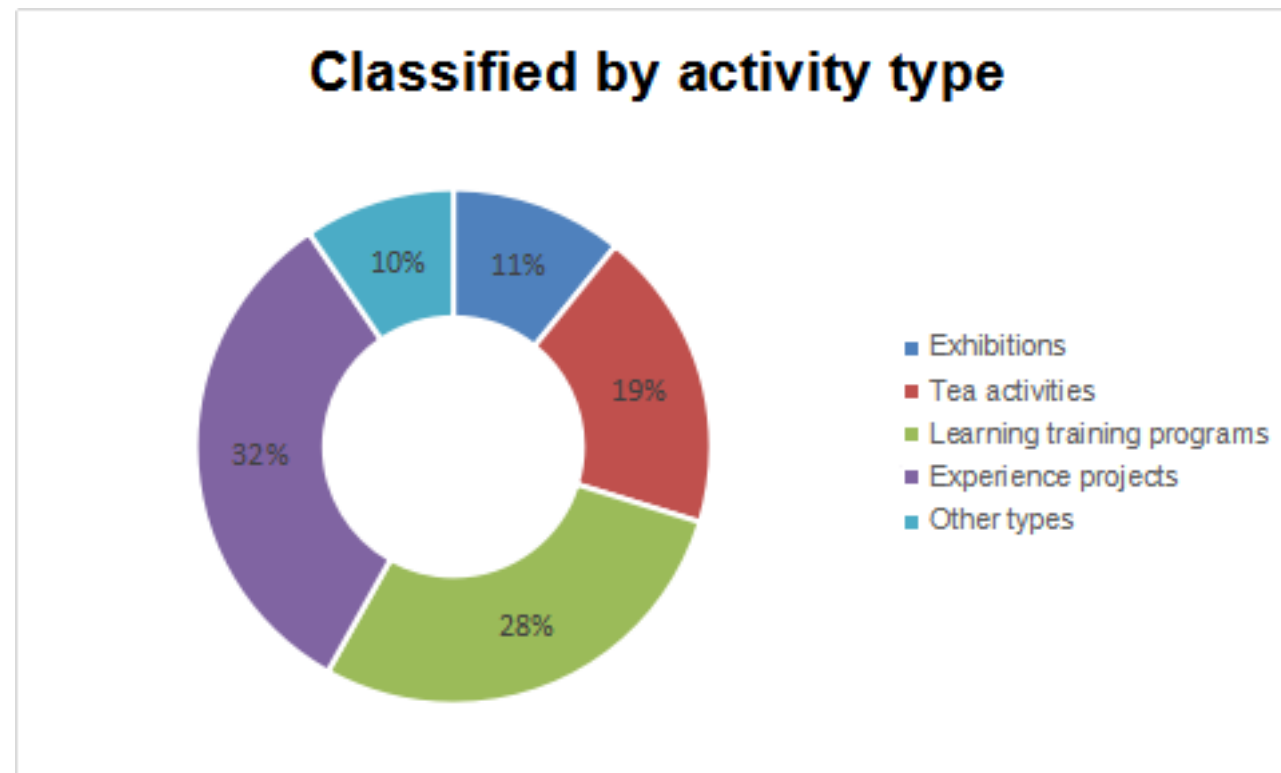


Tea Culture: Design Experience

In 2017, a total of 74 events will be held throughout the year in China National Tea Museum.

Monthly regular activities: 'tea tree adoption', 'niuniu tea workshop', 'tea arts weekend class', 'Chinese tea seminar', 'celebrity dialogue', etc.

Specially designed: 'Chinese knot hand woven activity', 'International seminar on Chinese tea culture', 'international tea culture exchange festival', 'experiencing tea like literati in the Ming and Qing Dynasties', 'oriental aesthetic cultural tours', etc.



Firstly, tea tree adoption series. Through tea tree adoption, participants can understand different types of tea trees, their shapes and various components, observe growth cycles of tea trees, make tea specimens, and based on the understanding of the production recipes of tea drinks, make their own tea-flavored drinks.

Secondly, 'tea + N' series of activities. These activities operate throughout the whole year, including: '6 +1' Chinese tea experience courses, special tea experience courses, green tea experience courses, Pu'er tea cake experience course, leisure afternoon tea experience, West Lake Longjing tea experience course, DIY black tea experience course, DIY sweet-scented osmanthus Longjing experience course, DIY sweet-scented osmanthus experience course, DIY brome tea, Sanqing tea experience course, etc.



China Hangzhou Tea EXPO: to develop the authenticity of tea culture

22 fixed activities in the Tea EXPO annually

Category	Quantity	Specific explanation
Tea tourism experience	5	International Travel Media Expo, Chinese and foreign tea exchange activities, Chinese tea experiencing series, tea culture tour, 'tea culture and diet' promotion activities
Competition	2	Tea Fried Contest, Tea House Selection
Festivals	6	Tea Expo Opening Ceremony and West Lake Longjing Tea Festival, Chinese Tea Festival, Qiandao Lake Tea Culture Experience Festival, Xiaoshan District Tea Festival, Tea Expo Closing Ceremony, West Lake Double Top Festival
Learning & training program	1	Tea Artist Series Training
Exhibition items	2	China (Hangzhou) International Tea Expo, China Tea Industry Expo
Meeting items	6	Qinghefang folk tea party, Tea Drinking Crowds Festival, National Tea House Manager Annual Meeting, West Lake International Tea Party, Yunlin Tea Party, Folk Tea Poems Party

Special Activities: In 2015, the relationship between 'tea' and 'health'. In 2016, new media and arts. In 2017, the internationalization of Chinese tea culture.

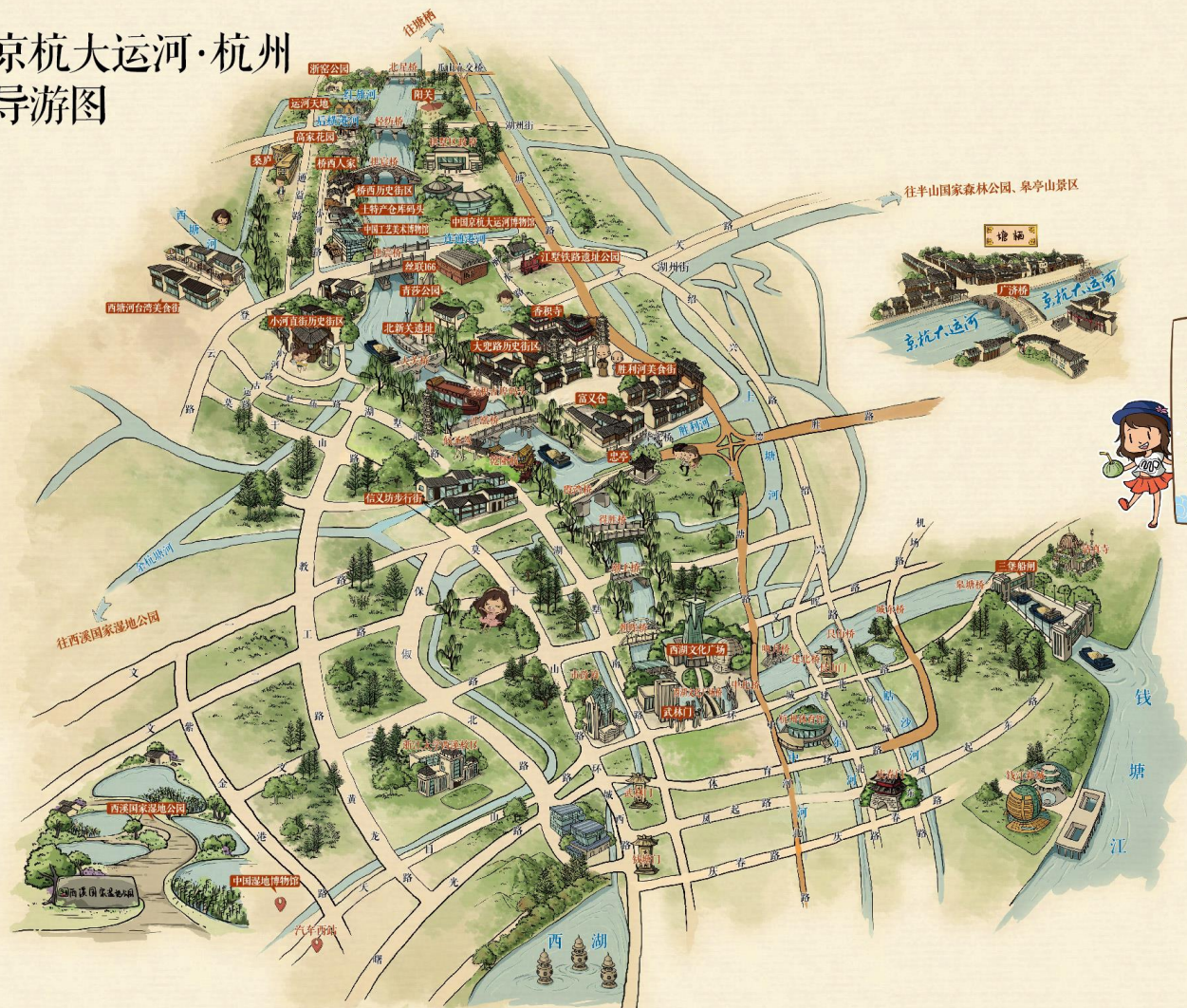
3.4 The Grand Canal Hangzhou: A Destination to Immerse with Locals

- History: over 2400 years
- The overall length of Hangzhou section: 39 km, which is the southernmost point of the Grand Canal.
- In 2014, the Grand Canal of China was listed into the *World Cultural Heritage List* by the UNESCO
- In total, 11 world heritage points and sections



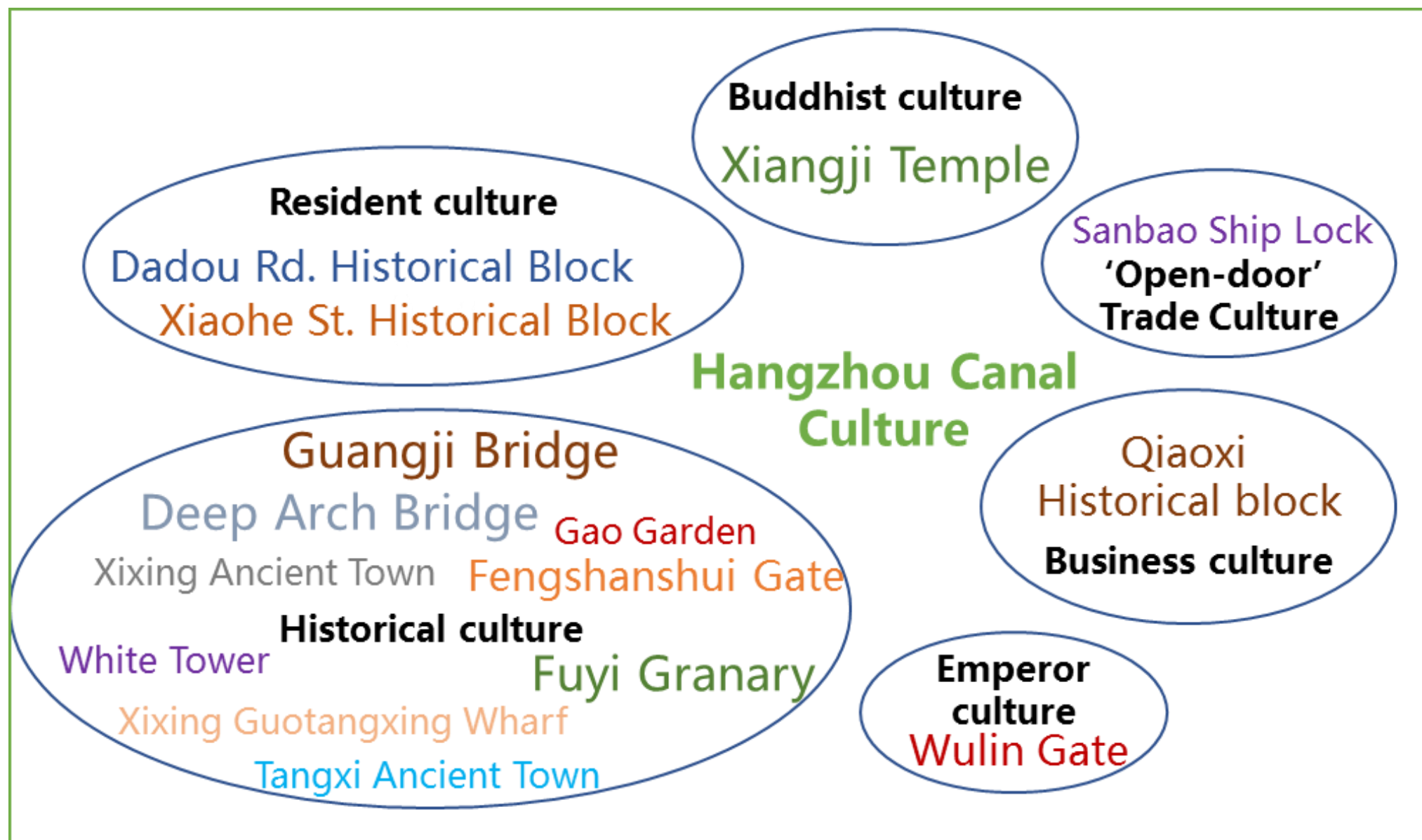


京杭大运河·杭州 导游图



运河十景

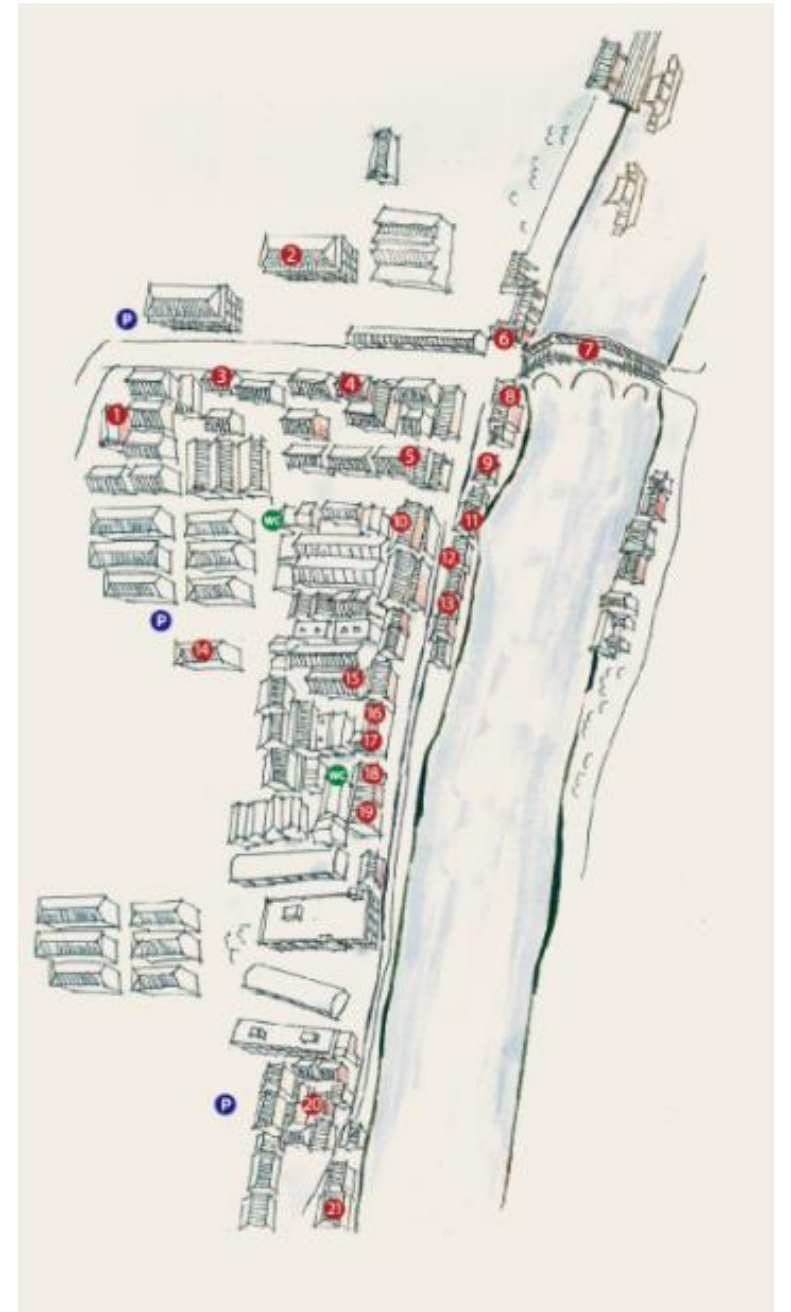
拱宸邀月，三墩会潮；
桥西人家，凤山烟雨；
香积梵音，龙山塔影；
富义留踪，西陵怀古；
广济通衢，武林问道。



Culture DNAs of Hangzhou Canal

Museum Island: From Old Workshop to the Largest Museum Cluster in China

- In 1896, the Qiaoxi historical block witnessed the surging of industry and commerce of modern nations of Hangzhou
- Up to now, a large batch of precious industrial remains of the modern times have been remained in the Qiaoxi historical block with the form of preservation of cultural relics.
- In 2010, the Qiaoxi historical block was smoothly opened, the factories, storehouses and old constructions of the past were changed into the national-level museum groups; the simple and unsophisticated traditional Chinese medicine street harmoniously merges with the elegant canteens, cafes and bookshops.



Handicraft Dynamic Exhibition Museum

Visitors can not only see the charm exhibition of folk handicrafts like knives, scissors and swords, umbrellas and fans, etc., they can also take part in the characteristic handicraft dynamic experiencing items like manufacturing of leatherware, woodcarving creations, producing of polymer clay, cloth handicrafts and creative freehand sketching, etc. and obtain a unique “intangible heritage” styled experience.



3.5 Tourism Development of the Post G20 Era

The 11th Summit Meeting of G20: Hangzhou, Sep. 4-5, 2016.



- During the G20 period: the traveling reception of the first lady.
- On Sep. 5, 2016, the ‘most beautiful scenery in the summit meeting’—Spouse Activity for Heads of the State was opened. China’s first lady Mrs. Peng Liyuan led the madam group to attend the public benefit activities successively in Zhejiang University, the hundred-year university of China and the China Academy of Art—the palace of oriental arts, and viewed the theme exhibition of ‘Life Aesthetics of Chinese People’ (including the Celadon Art Show of ‘After A Storm Comes a Calm’, ‘Image of China’ Painting and Calligraphy Exhibition and ‘Silk Road and Garment’ Chinese Silk Clothes Exhibition), then they came to the ‘first building of southern China’, the ‘Building Beyond Building’ Canteen to have dinner.
- After G20, Hangzhou conducts effective transformation of cultural remains of G20.

Pass-on and Study of Needlework Culture of Hangzhou

The China Silk Museum

During G20: Official wives' visiting place

After G20:



- The production of silk and needlework are strongly introduced to market
- The museum also opened a traveling route of manufacturing of silk: tourists can experience the processes like cloth dyeing and weaving, etc. and hand-make a unique silk;
- The museum also established bases in Daguan Primary School of Hangzhou for the children to experience the traditional Chinese handicraft
- Characteristic theme activities are held at night of each week, e.g. the collection exhibition, the night of silk and the friend of silk, etc.

G20 Coupon Tourist Tickets

During the G20 summit meeting, the sceneries, cultures, food and high-quality services of Hangzhou were praised by the heads and ladies from many countries and regions. After the G20, Hangzhou Tourism Committee jointed hands in strength with Municipal Post Company, Alibaba Group and Koubei Network (Social Media), connected the typical sceneries and foods of Hangzhou, and promoted the “travelling passport of Hangzhou, the favorable coupon tickets for G20 route”.



Types	Name	Hangzhou characteristic culture
Attractions	Hangzhou International Expo Center	Modern Hangzhou, Metropolis Atmosphere, High Technology, E-Commerce Headquarter
	West Lake Impression Performance	Hangzhou Living Culture, China Southern Beauty Style, Chinese Quality, and World Harmony
	Hangzhou Xixi National Wetland	Greenness, Water Dame Residence, Local Farming Culture, Chinese Ecological Culture, Ancient Chinese Poems
	Lake Boat	Beauty of the West Lake, Lake Boat
	Grand Canal	Canal Living Culture
Museum	China Silk Museum	Silk Culture
	Chinese Tea Museum	Tea Culture
	Handicraft Dynamic Museum	Intangible Heritage
Gifts	Wensli G20 Silk Culture Experiencing Museum	Combining silk texture with hand-made porcelain
	Wangxingji Fan Industry	The arts of making fan
	Weiyun cheongsam	Combining Chinese traditional Oriental culture with modern fashion elements, Eastern Beauty
Restaurants and Caterings	Hangzhou ‘Building Beyond Building’ Restaurant	Authentic Hangzhou Cuisine
	China Hangzhou Cuisine Museum	Hangzhou Cuisine
	Hangzhou Sofitel West Lake	G20 lady afternoon tea,
Hotels	Intercontinental Hotel	Magic of Chinese words
	Xizi hotel	Celebrity stories
	Dragon hotel	Smart Technology
	Hangzhou Diaoyutai Hotel	Communion of tradition and contemporary arts, of Hangzhou and the world. Highest courtesy (service standard) of China
	The Azure Qiantang Boutique Hotel	European lineage in Hangzhou

'F' plan as a new round of global tourism marketing

- The 'F Plan' is an global marketing project of Hangzhou Tourism Committee to deeply promote Hangzhou tourism brand in European and North American source market.
- The word 'F' stands for 'Face to Face: Hangzhou @ your service', 'Fans', 'Fashion', 'Friendship', 'Female', 'Fine arts', 'Folk customs', 'Flights' and 'Fairs'.
- International marketing with cultural transmission
- Starting with Hangzhou cheongsam



- Online marketing activities: interesting interactions including the H5 page games to attract global market audiences to involve in the emperor shadow and leisure atmosphere in the travel to Hangzhou, gain a perceptual awareness of the excellent traditional cultures of China like the silk culture and cheongsam culture, etc., and combine the publicity and promotion of Hangzhou travelling cultures unconsciously during the processes.
- Offline marketing activities: be comprehensively launched in 10 landmark sceneries including the 5 scenic spots of Hangzhou (Grand Canal session, longjing tea field, etc) and 5 international cities (New York, Madrid, London, Hamburg and Sydney)
- Over a thousand females from different countries with a life span of over half a century will perform programs with Hangzhou cultural features including music, dances and poems, etc. in cheongsams.



Final Suggestions for Hangzhou

- Culture Explanation and Understanding
- Authenticity & Internationalization & Digitalization
- Quality Improvement
- International Comparative Study

Thanks for your attention

感谢聆听