



PROMOTE RURAL TOURISM DEVELOPMENT TO SUPPORT RURAL REVITALIZATION

July 06, 2023



Introduction

The Renowned Tourism Village Branch, a subsidiary of the China Tourists Attractions Association (CTAA), is dedicated to the development of high-quality rural tourism. With 34 member units, mainly comprising 4A and 5A-rated village and town scenic areas, the Branch aims to unite influential tourism villages and towns. Together, we explore innovative models for rural tourism, promote its sustainable development, and contribute to the national rural revitalization strategy.

The Role of Rural Tourism Development in China



COVID-19 Impact on Tourism

Impact 1

❑ Significant Decrease in Tourism Demand

Over the course of three years of the pandemic, average tourist arrivals were less than 50% of pre-pandemic levels, and tourism revenue was less than 40%.

Impact 2

❑ Disruption to the Tourism Industry Chain

The industry underwent accelerated restructuring, with thousands of tourism enterprises closing down or ceasing operations, leading to a significant loss of talent in the tourism sector.

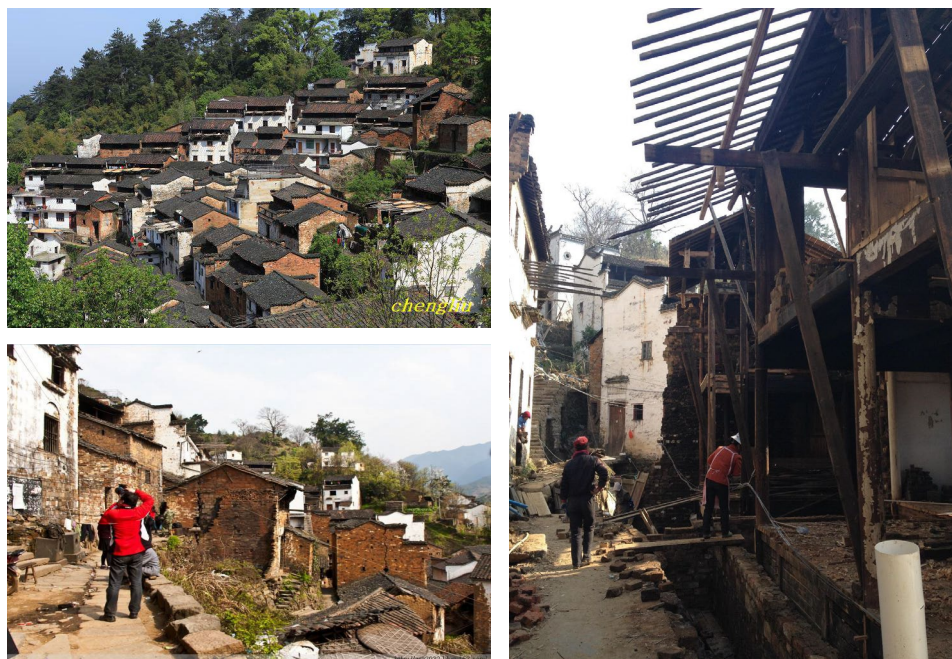
Impact 3

❑ Decline in International Tourism Income

In 2022, the number of inbound and outbound tourists in China was only 15.5% of the figures from 2019.

Enriched Product and Enhanced Brand Promotion: The Huangling Experience

Pre-development



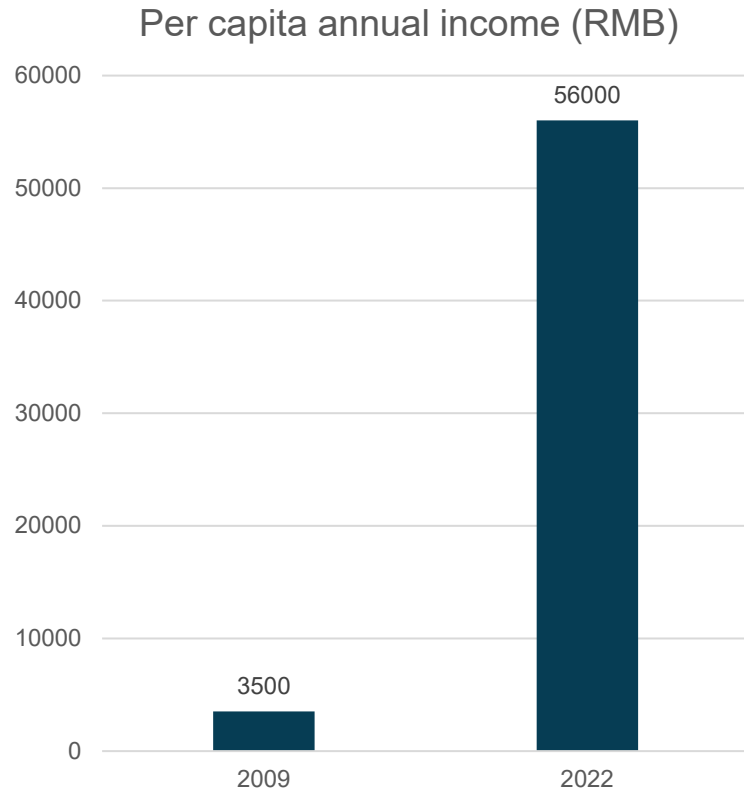
A semi-abandoned village/poverty-stricken village on the verge of decline.

Post-development

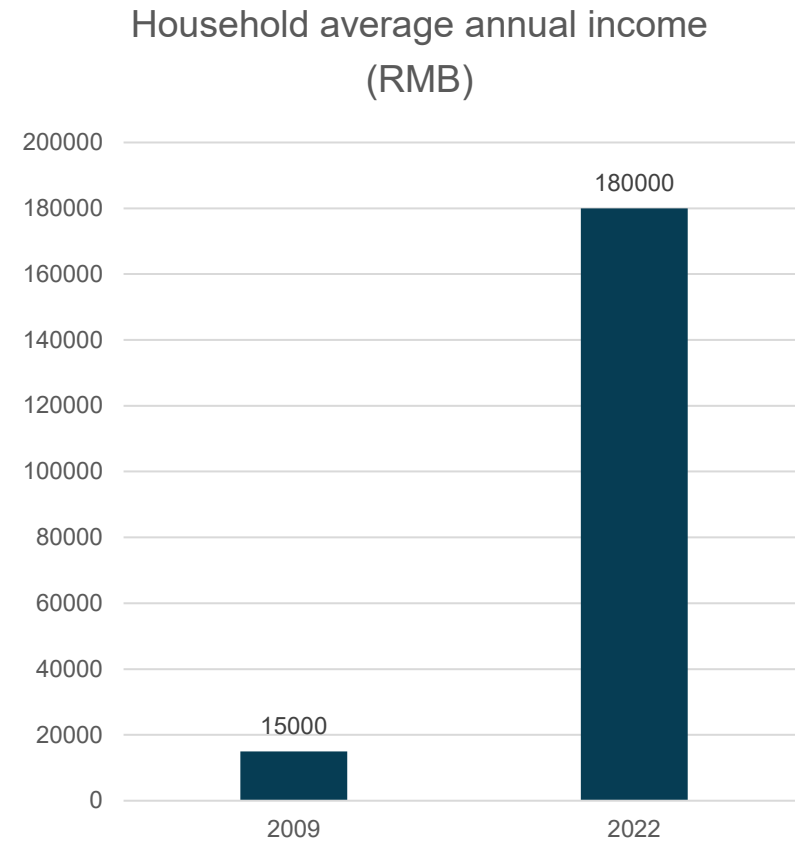


A key village in China's rural tourism/ model village.

Enriched Product and Enhanced Brand Promotion: The Huangling Experience



Comparison of Per Capita
Income Before and After
Development



Comparison of Household
Average Income Before and
After Development.

Enriched Product and Enhanced Brand Promotion: The Huangling Experience

Through meticulous preservation using the "repair as old" approach, more than 120 traditional buildings have become exemplary models of architectural conservation.



"Peide Hall" before and after conservation and renovation.



"Zhushan Academy" and "Zhongwu" before and after conservation and renovation.

Enriched Product and Enhanced Brand Promotion: The Huangling Experience

Reviving local agricultural customs - "Huangling Sun-Drying", creating a strong local symbol and a powerful IP in rural tourism.



Enriched Product and Enhanced Brand Promotion: The Huangling Experience

1. Enhancing Four Seasonal Themed Products

Spring Blossom Season



Rapeseed Flowers



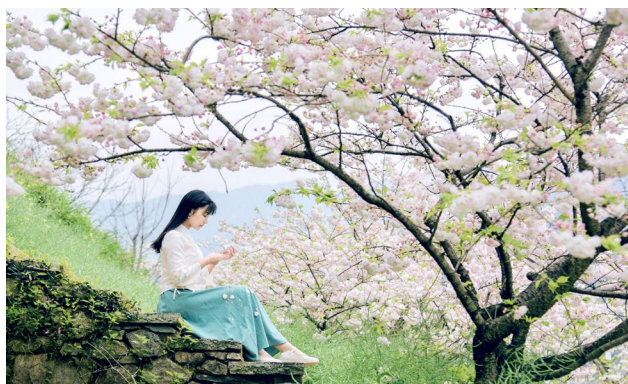
Pear Blossoms



Rhododendron Flowers



Magnolia Blossoms



Cherry Blossoms



Peach Blossoms

Enriched Product and Enhanced Brand Promotion: The Huangling Experience

Summer Night Tour Season



Cliffside Swimming Pool



Evening Sunset



Myriad of Lights



Lantern Night Tour



Intangible Cultural Heritage Bench Dragon



Enchanting Luminescent Forest

Enriched Product and Enhanced Brand Promotion: The Huangling Experience

Autumn Maple Season



Roof Sun-Drying



Vibrant Sun-Drying



Persimmon Village



Autumn Harvest Delights



Picturesque Maple Garden



Picturesque Maple Garden

Enriched Product and Enhanced Brand Promotion: The Huangling Experience

Folk Culture Season



Rural Wedding Customs



Traditional Opera Performances



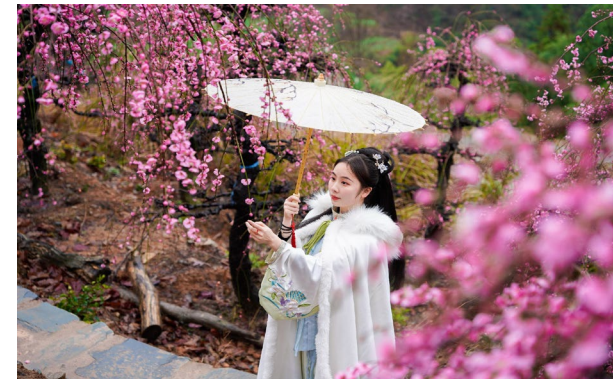
Festive Folk Atmosphere



Health-Enhancing Hot Springs



Snowy Village Scenery



Plum Blossom Garden

“Enriched Product and Enhanced Brand Promotion: The Huangling Experience

2. Enhancing Brand Activities for Increased Influence



Local Flavor Autumn Festival



International Tourism Village Mayors Summit



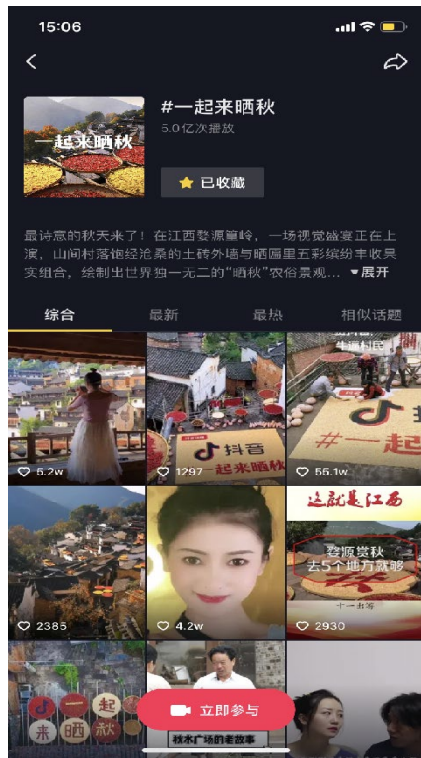
Douyin Shangrao Accent Campaign



Alipay Cross-Industry Blessings

"Enriched Product and Enhanced Brand Promotion: The Huangling Experience"

3. Deepening New Media Marketing



Official Collaboration
with Topical Trends on
Douyin



Douyin Public
Welfare



Influencer
Marketing on
New Media



Self-media
Operations



Creative Viral
Content

Practice of Yuanjia Village - Ensuring Quality and Building the Brand

1. Dual Focus on "No Price Increase" and "Quality Assurance"

Upholding the principle of not raising prices while ensuring quality, offering excellent products and services to consumers, and deepening the authentic characteristics of the scenic area in people's hearts.

2. Continuous Branding and Business Model Development

Collaborating with six cities beyond the province to curate unique folk tourism experiences, while establishing cooperative partnerships with Guangzhou, Hangzhou, Changsha, and Chongqing



The Lu Family Village Approach- "Industry Integration and Business Expansion"

Transforming reliance on tourism towards the integration of primary, secondary, and tertiary industries

Enhancing supporting facilities on the farm, incorporating leisure products, and developing rural tourism and leisure.

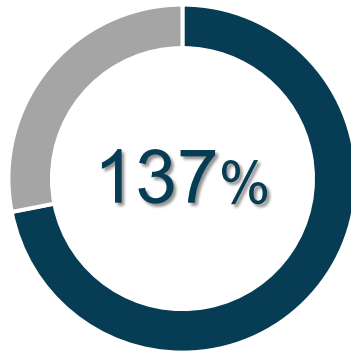
Developing an education and training matrix to generate additional income.

Establishing it as a training and research base, conducting training services, expanding channels, and increasing income beyond tourism.

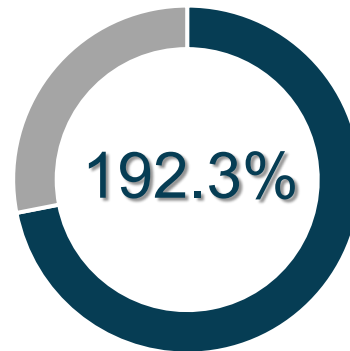


Rapid Recovery and Surpassing in Rural Tourism During the "May Holiday" 2023

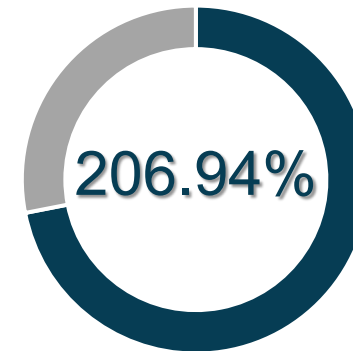
Growth from same period 2019:



Countryside tourism order recovery



Total number of visitors reached
85,500



Total revenue reached 13.6 million
RMB



Positive outlook for Asia-Pacific tourism



**Growing
domestic
market**



**Upgraded
products
and services**



**Technology-
driven digital
tourism**

China's Rural Tourism Development Needs Support at All Levels

Open up domestic and international communication channels to enhance international market exposure

- 1** Building a bridge for communication and exchange between domestic and international rural tourism villages and towns, promoting mutual learning and complementarity. Chinese rural tourism needs to connect with a more diverse range of overseas promotional platforms to increase exposure in foreign media.

Rural Tourism Talent Capacity Building

- 2** Sustainable rural tourism development requires a more comprehensive talent system and robust capacity building.

Innovative financial support products

- 3** More innovative financial support products are needed for rural tourism, which is a public good that drives farmers out of poverty and protects cultural heritage.



THANK YOU FOR
WATCHING

— 感 谢 观 看 —