Part 1
Hangzhou City
• Center of the Yangtze river delta region
• Capital of the Zhejiang Province
• One of the seven ancient capital cities
• Alibaba Group: incubated and headquartered here
Hangzhou City

- **Population:** 9.19 million by the end of 2016
- **Area:** 16,596 square kilometers
- **GDP 2016:** over RMB 1.1 trillion
75% of the Top 20 Google Search Websites are tourism relevant

‘the world’s most magnificent and noble city’ ——Marco Polo
Top Ten Cities with **International Influence**

Top Ten **Innovative** Cities of China

Top Ten **Vibrant** Cities of China

Top Ten **Smart** Cities of China

City of **Happiness**
Part 2

Hangzhou City Tourism
Hangzhou City
Tourism

In the 13th City Five Year Development Plan (2016-2020), Hangzhou municipal government initiated ‘Four International Centers’ as the future five-year vision.
‘Four International Centers’, three are related with tourism

- ‘Tourism and Leisure Center of Global Significance’
- ‘International Conference Destination’
- ‘Important City of International Exchange in Oriental Culture’
Total Number of Tourist and Gross Tourism Revenue of Hangzhou in 2012-2016

<table>
<thead>
<tr>
<th>Year</th>
<th>Total number (ten thousand person)</th>
<th>Year-on-year (%)</th>
<th>Total income (hundred million)</th>
<th>Year-on-year (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>8568.00</td>
<td>14.43</td>
<td>1392.25</td>
<td>16.9</td>
</tr>
<tr>
<td>2013</td>
<td>9725.15</td>
<td>13.51</td>
<td>1603.67</td>
<td>15.19</td>
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<tr>
<td>2014</td>
<td>10932.56</td>
<td>12.42</td>
<td>1886.33</td>
<td>17.63</td>
</tr>
<tr>
<td>2015</td>
<td>12381.97</td>
<td>13.26</td>
<td>2200.67</td>
<td>16.66</td>
</tr>
<tr>
<td>2016</td>
<td>14059.08</td>
<td>13.54</td>
<td>2571.84</td>
<td>16.87</td>
</tr>
</tbody>
</table>

The added value of the city’s tourism and leisure industry experienced a 13.3% increase to 80.889 billion yuan, taking up 7.30% of the city’s GDP.
Part 3
Hangzhou
Best Cases
• ‘living culture’ atmosphere

• In 2014 ‘the culture of living’ was identified as the city’s cultural DNA, the Hangzhou IP

• Slogan of Hangzhou tourism: ‘Hangzhou, Living Poetry’

**Culture:**

- Tea
- Silk
- Chinese Medicine
- Greeness
- Taiji
- China Ancient Capital full of fine arts and music
University Culture Envoy (UCE) project

- Launched in July 2012
- Slogan: "From the international perspective, spread West Lake culture"
- Over 120 global outstanding university students

‘Hangzhou, the Best Memory’ (2017-), remains 80% of the opening performance of G20 event.

One time per night, with 1 hour length.
Tea experiencing series

‘Tea culture and diet’ tour

Tea Fried Contest

Tea Artist Series Training

Folk Tea Poems Party
The Grand Canal Hangzhou: A Destination to Immerse with Locals

- History: over 2400 years
In 2014, the Grand Canal of China was listed into the World Cultural Heritage List by the UNESCO.
Museum Island
From Factories&Storehouses to the Largest Museum Cluster in China
The 5 topic museums

China Hangzhou Museum of Applied Arts

China Knife, Scissors and Sword Museum
China Fan Museum

China Umbrella Museum
Handicraft Dynamic Exhibition Museum

“intangible heritage”
Tourism Development of the Post G20 Era

• The 11th Summit Meeting of G20: Hangzhou, Sep. 4-5, 2016
• On Sep. 5, 2016, the ‘most beautiful scenery in the summit meeting’—Spouse Activity for Heads of the State was opened
• After G20, Hangzhou conducts effective transformation of cultural remains of G20
The China Silk Museum

Needlework to market

A traveling route of manufacturing of silk

In Daguan Primary School of Hangzhou for children to experience handicraft

Evening program: silk night
G20 Coupon Tourist Tickets

“travelling passport of Hangzhou, the favorable coupon tickets for G20 route”

- Attractions
- Museums
- Gift shops
- Restaurant and snack bars
- Hotels
‘F’ plan: New Global Market Campaign

Hangzhou Tourism Big Data Dashboard

- Created in 2013
- The first city big data dashboard in China
### Data source from tourism stakeholders

<table>
<thead>
<tr>
<th>Partner</th>
<th>Data Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>交通局</td>
<td>Transportation Data</td>
</tr>
<tr>
<td>China unicom中国联通</td>
<td>Overseas Visitors Data</td>
</tr>
<tr>
<td>中国移动 China Mobile</td>
<td>Domestic Tourists Data</td>
</tr>
<tr>
<td>UnionPay 银联</td>
<td>Consumption Data</td>
</tr>
<tr>
<td>个推 专业推客</td>
<td>APP Data</td>
</tr>
<tr>
<td>Baidu 百度</td>
<td>Internet Search</td>
</tr>
<tr>
<td>Alibaba Group 阿里巴巴集团</td>
<td>Tourist Comments</td>
</tr>
<tr>
<td>Gunan.Com</td>
<td>Booking Data</td>
</tr>
<tr>
<td>中国航信 TravelSky</td>
<td>Air Travel Data</td>
</tr>
<tr>
<td>支付宝 ALIPAY</td>
<td>Mobile Consumption Data</td>
</tr>
<tr>
<td>中国铁塔</td>
<td>The Floating Population</td>
</tr>
<tr>
<td>tripadvisor 猫途鹰</td>
<td>Overseas Tourist Comments</td>
</tr>
</tbody>
</table>
Screenshot: Peak Season
With China Mobile Data
APP for internal usage
Data available for public

The Ranking of Attractions

The Distribution of Surrounding Attractions

The Ranking of Commercial District

The Evaluation of Attractions

The Heat of Transportation Junction

The Early Warning System of Attractions

Real-time Visitor Numbers

The distribution of Surrounding Delicious Food

The distribution of Surrounding Hotels
With China Unipay Data

¥111,268,607,898.93

Tourism Revenue in 2016
With OTA Data

85%

Online Comments

69%
Positive Comment Rate on Catering

52%
Positive Comment Rate on Facilities

66%
Positive Comment Rate on Price

91%
Positive Comment Rate on Location

85%
Positive Comment Rate on Service
OTA Reservation Data
Quarterly Big Data Report

National Day 2016, Hangzhou Tourism Big Data Report

Hangzhou Domestic Tourist Sources

Hangzhou International Tourist Sources
Quarterly Big Data Report

The Top 72 Tourism Routes of Hangzhou

The Lines to West Lake of Tourists
THANK YOU

谢谢

Terima kasih