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Hangzhou Tourism Committee

6th UNWTO Summit
Malaysia December 2017



Háng Zhōu
China



HANGZHOU
Living Poetry

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**

A scenic view of Hangzhou City at dusk or dawn. In the foreground, a long, dark wooden bridge with multiple arches spans a calm body of water. The bridge's reflection is clearly visible in the still water. In the background, a forested hill rises, topped by a traditional Chinese pagoda with a golden spire. The sky is a soft mix of orange, pink, and blue, suggesting the time is either early morning or late evening. The overall atmosphere is peaceful and picturesque.

Hangzhou City

- **Population:** 9.19 million by the end of 2016
- **Area:** 16,596 square kilometers
- **GDP 2016:** over RMB 1.1 trillion

Hangzhou City Tourism



**75% of the Top 20 Google
Search Websites are tourism
relevant**

Google

**‘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**





HANGZHOU
Living Poetry

Part 2

Hangzhou City Tourism

Hangzhou City

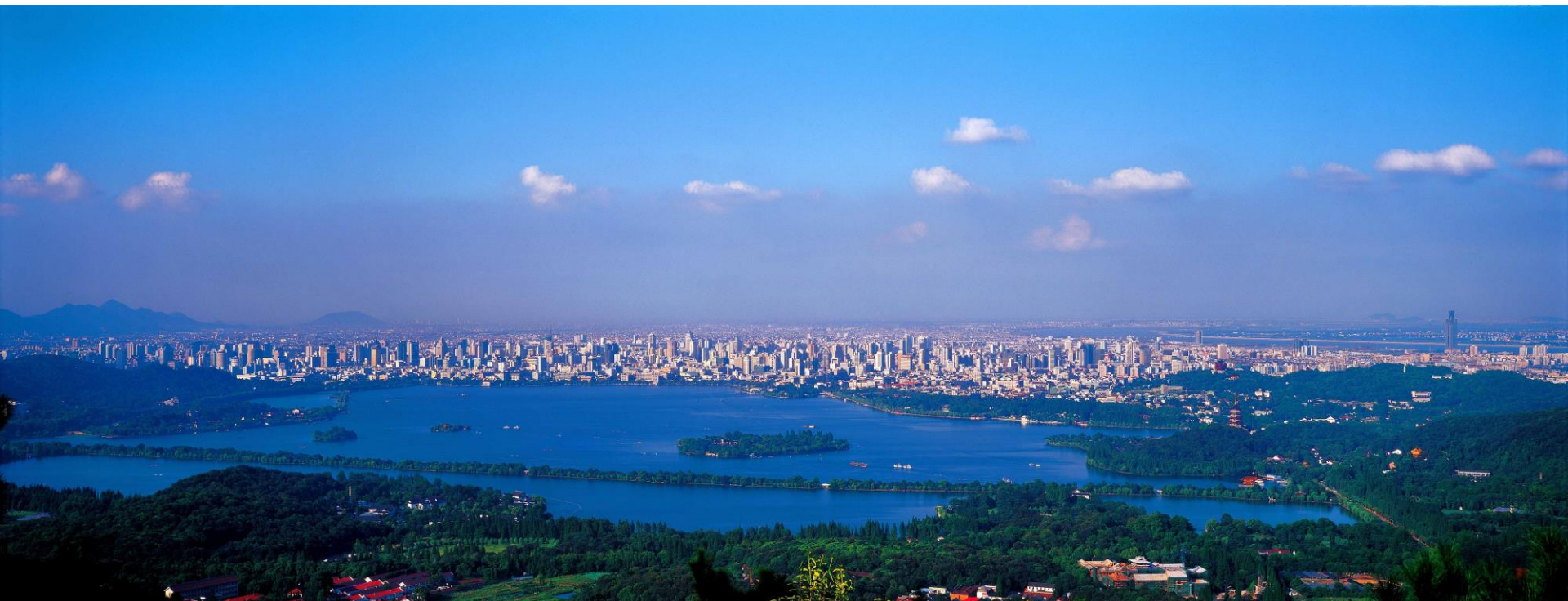
Tourism



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

Year	Total number (ten thousand person)	Year-on-year (%)	Total income (hundred million)	Year-on-year (%)
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

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.**



HANGZHOU
Living Poetry

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

West Lake

University Culture Envoy (UCE) project

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





'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.



Tea Culture: Design Experience



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

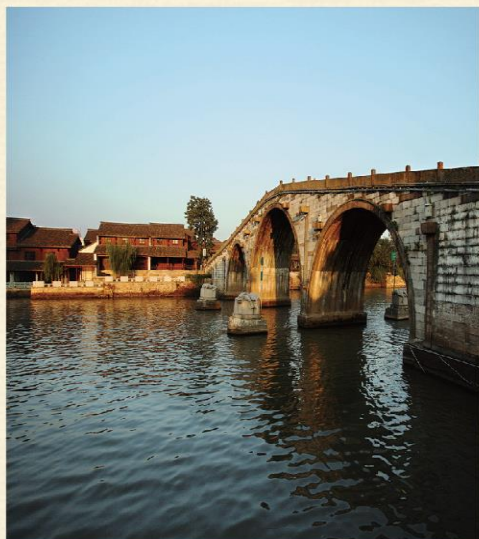
- History: over 2400 years





In 2014, the Grand Canal of China was listed into
the World Cultural Heritage List by the UNESCO.





京杭大运河·杭州 导游图





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

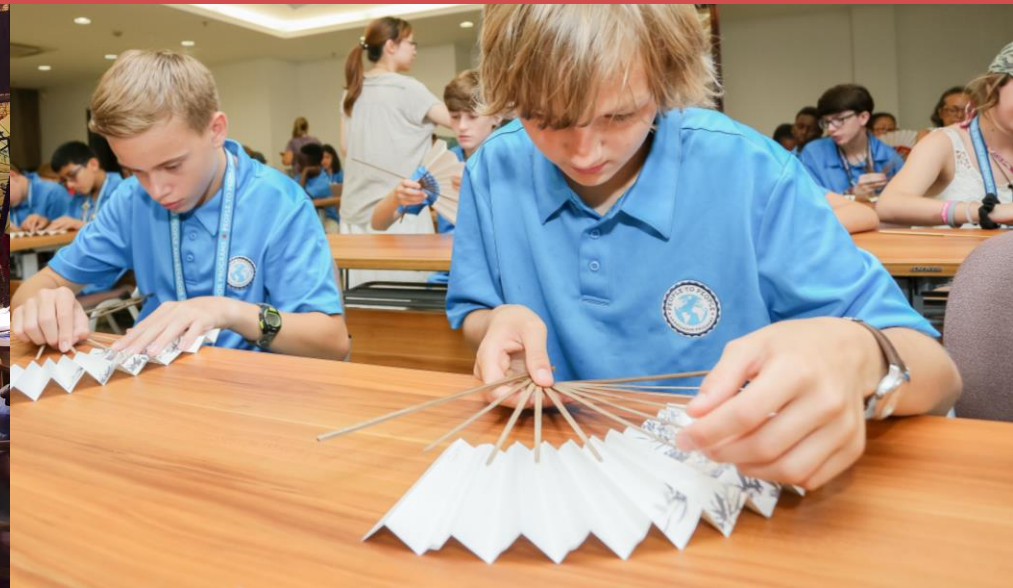


China Umbrella Museum



Handicraft Dynamic Exhibition Museum

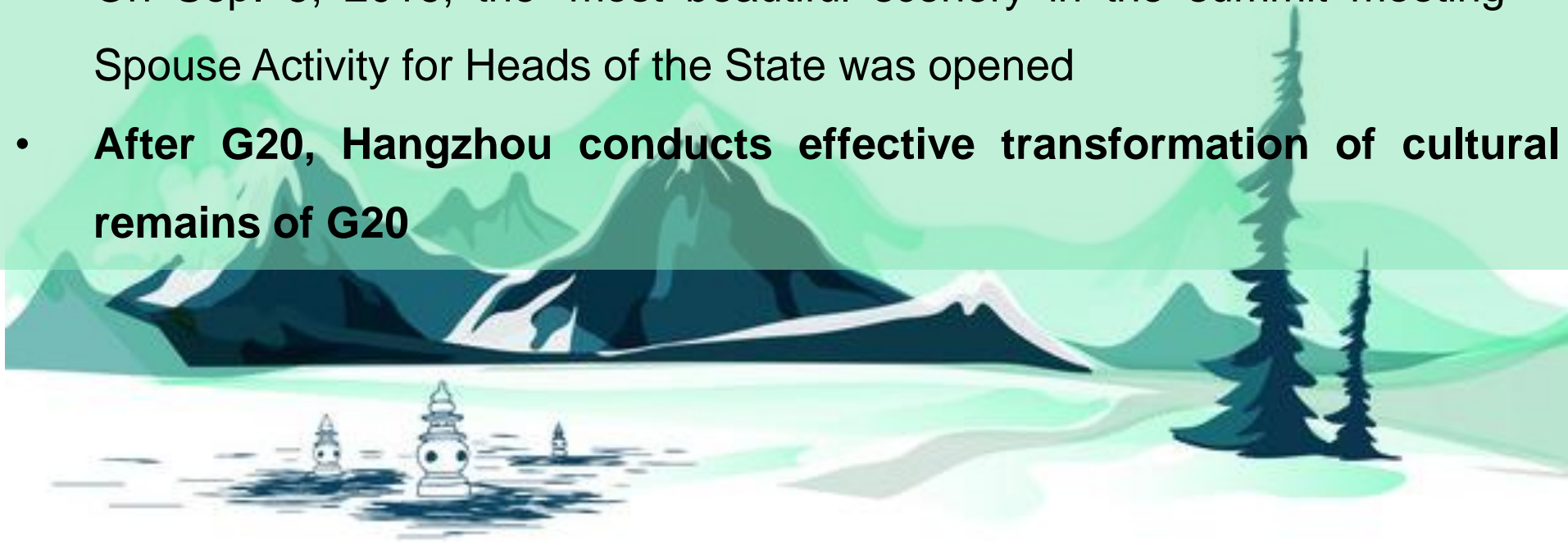
“intangible heritage”



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 Dagan Primary School of
Hangzhou for children to
experience handicraft

Evening program: silk night

Pass-on and Study of Needlework Culture of Hangzhou



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

The word 'F' stands for 'Face to Face: Hangzhou @ your service', 'Fans', 'Fashion', 'Friendship', 'Female', 'Fine arts', 'Folk customs', 'Flights' and 'Fairs'.



Hangzhou Tourism Big Data Dashboard

■ Created in 2013

■ The first city big data dashboard in China



Data source from tourism stakeholders

Partner

Data Type



Transportation Data



Overseas Visitors Data



Domestic Tourists Data



Consumption Data



APP Data



Internet Search

Partner

Data Type



Tourist Comments



Booking Data



Air Travel Data



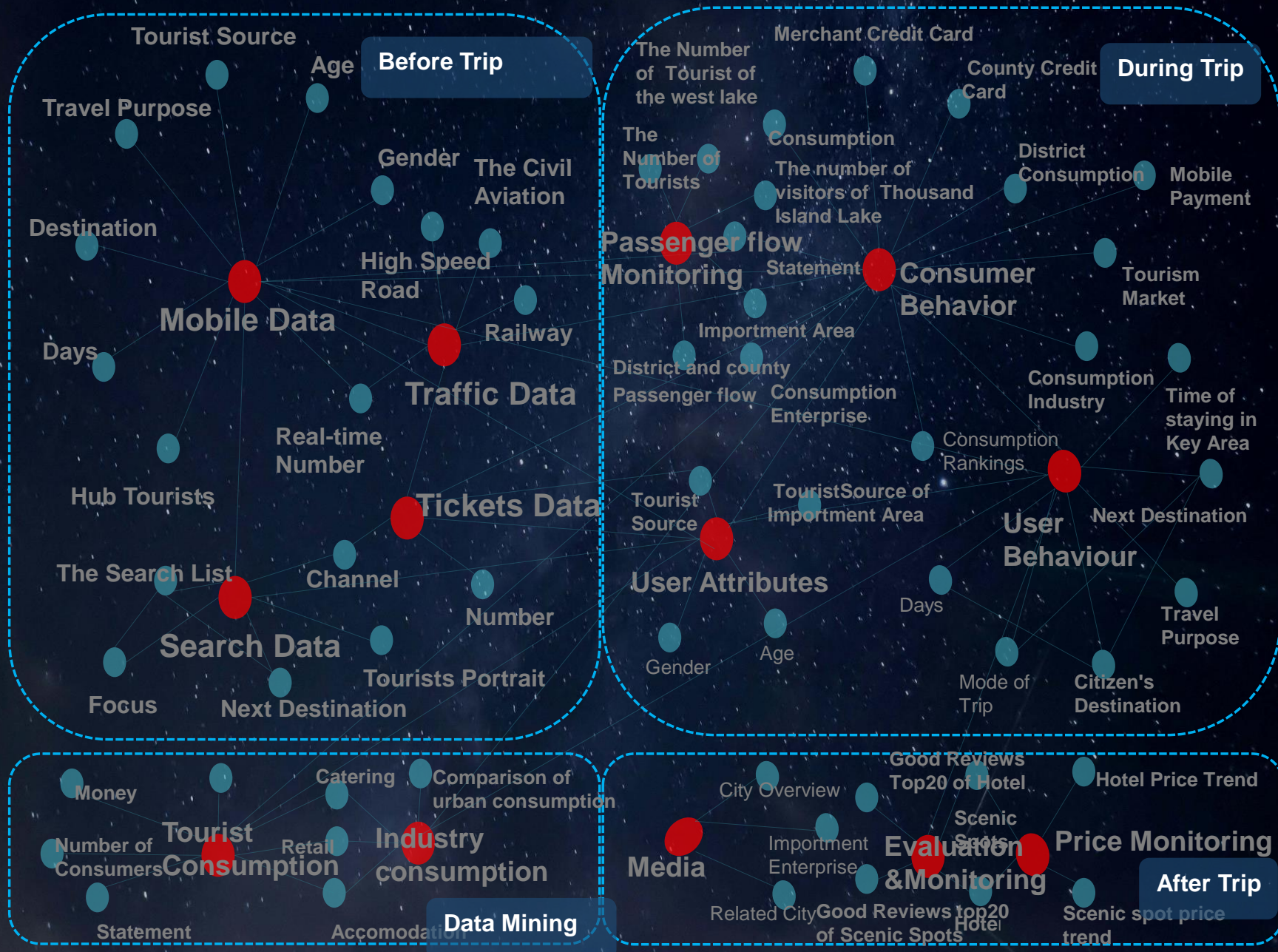
Mobile Consumption Data



The Floating Population



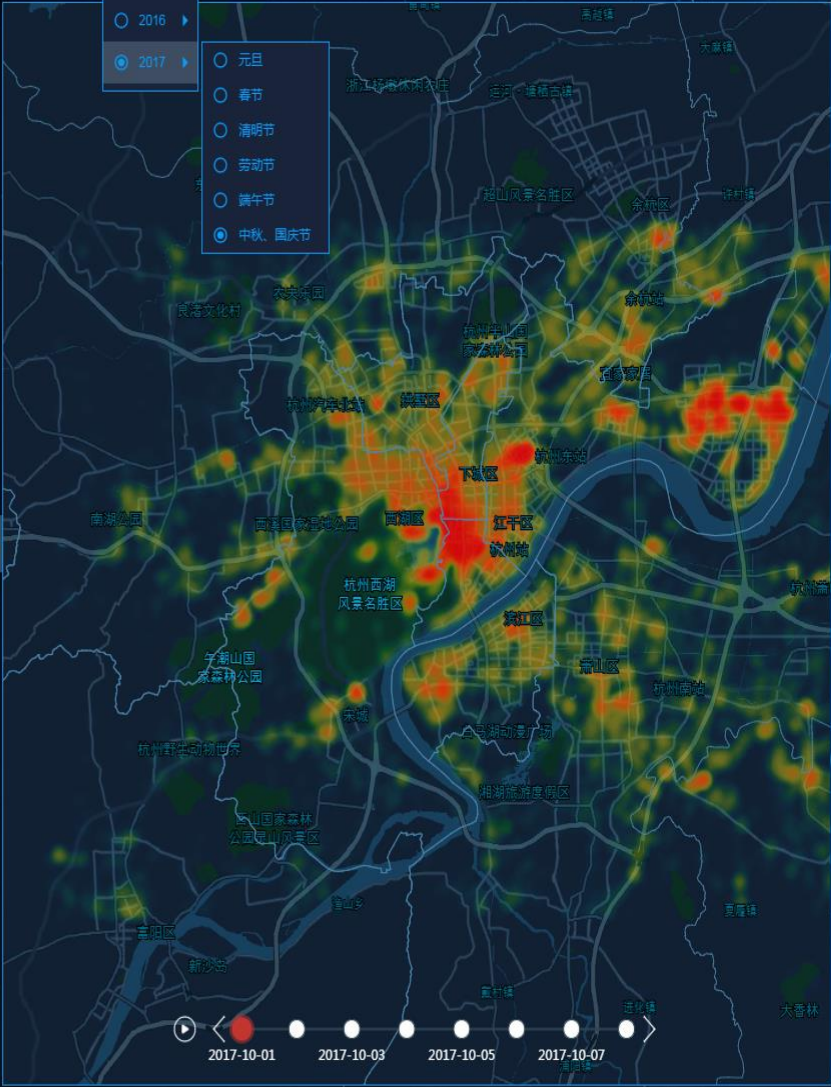
Overseas Tourist Comments



Screenshot: Peak Season

- 基础信息 +
- 行前数据 +
- 行中数据 +
- 行后数据 +
- 数据交互 >
- 数据挖掘 -
- 商圈指数 >
- 国际旅游 >
- 节庆假日 >
- 人流预警 >
- 游客分流 >
- 城市关联 >
- 后台管理 >

筛选: 2017-中秋、国庆节 ▲



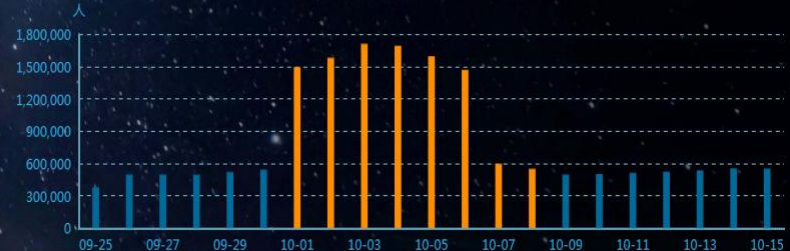
景区预定人数



区域消费排名



客流



国内游客客源地

查看详情



入境游客客源地

查看详情



With China Mobile Data



APP for internal usage



Data available for public

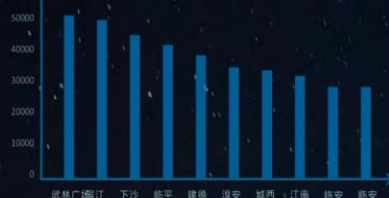
The Ranking of Attractions

排名	景区名称	景区星级	实时游客数
1	杭州西湖风景区	★★★★★	106,688
2	淳安千岛湖风景区	★★★★★	807
3	西溪国家湿地公园	★★★★★	3,568
4	杭州清河坊历史特色街区	★★★★	12,351
5	杭州宋城旅游景区	★★★★	23,452
6	萧山湘湖景区	★★★★	35,912

The Ranking of Commercial District

top1: 64114

武林广场

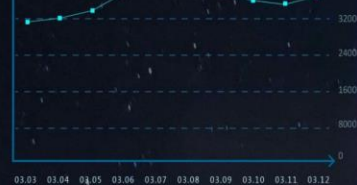


The Heat of Transportation Junction

枢纽热度

top1: 42310

杭州东站



当前气温：21℃ 湿度：96% 风力：东北风1级

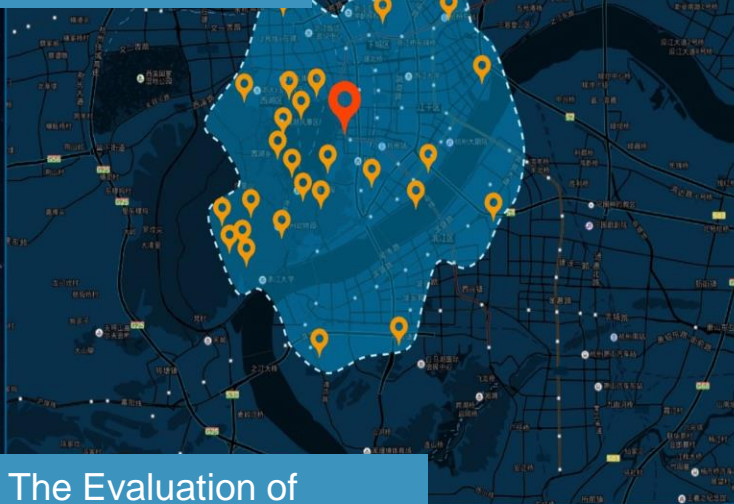
杭州旅游数据在线

The Early Warning System of Attractions

Real-time Visitor Numbers

00253312人

公共交通 15min



The Evaluation of Attractions



景区评价弹幕：熟悉茶叶的杭州人都知道，这个时节，想要喝上一杯新上市的龙井茶，得花上大价钱。

The distribution of Surrounding Attractions

景区名称	景区星级	实时游客数	时间	距离
西湖风景区	★★★★★	106,688	20min	1.28km
千岛湖风景区	★★★★★	12,564	20min	3.08km
西溪国家湿地公园	★★★★★	3,568	20min	2.14km
清河坊	★★★★	12,351	20min	7.19km

The distribution of Surrounding Delicious Food

知味观	60%	杭帮菜	1200-2800	1.28km
杭州酒家	60%	杭帮菜	400-800	3.08km
外婆家	60%	杭帮菜	400-800	2.14km

The distribution of Surrounding Hotels

酒店名称	酒店星级	好评率	预订率	价格区间	距离
杭州开元名都大酒店	★★★★★	60%	60%	1200-2800	1.28km
杭州国大雷迪森广场酒店	★★★★★	60%	60%	400-800	3.08km
杭州维景国际大酒店	★★★★★	60%	60%	400-800	2.14km
浙江国际大酒店	★★★★	60%	60%	400-800	7.19km

实时评价：(西湖)一大早到西湖边上，天气很好，很凉快，而且人也不多。

With China Unipay Data

¥111,268,607,898.93

Tourism Revenue in 2016

刷卡消费最多的三个省外城市



With OTA Data

Online Comments

85%



91%



Positive Comment Rate
on Location



69%

Positive Comment Rate on Catering



85%

Positive Comment Rate on Service



52%

Positive Comment Rate
on Facilities



66%

Positive Comment Rate on Price

OTA Reservation Data

杭州城市游客综合动态监测系统

hzlw



- 基础信息 +
- 行前数据 -
- 行前预定 >
- 行中数据 +
- 行后数据 +
- 数据交互 >
- 数据挖掘 +
- 后台管理 >

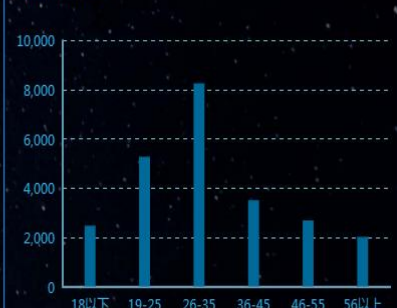
筛选： 使用时间 ▾ 起始时间: 2017-10-01 ▾ 截止时间: 2017-10-09 ▾ 航班使用-去哪儿 ▾



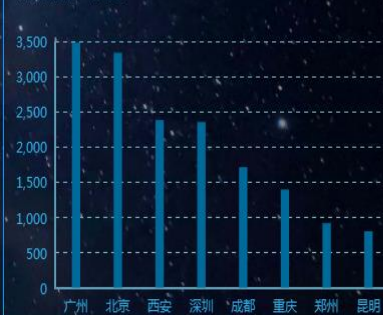
航班使用-订单数



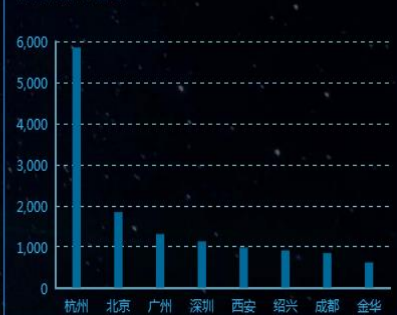
航班使用-年龄



航班使用-出发地



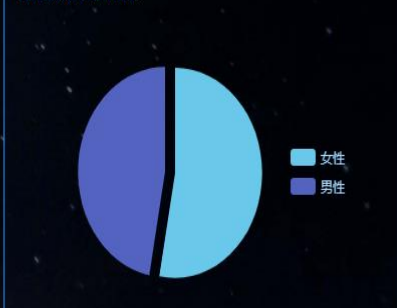
航班使用-常驻地



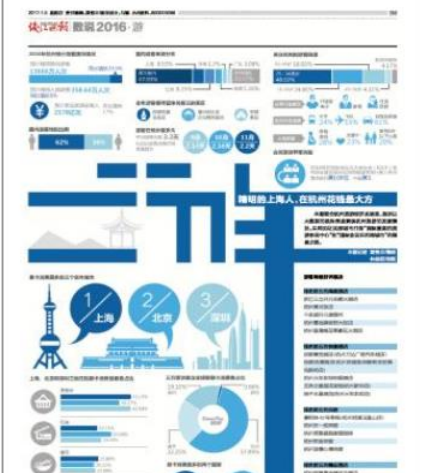
航班使用-人数



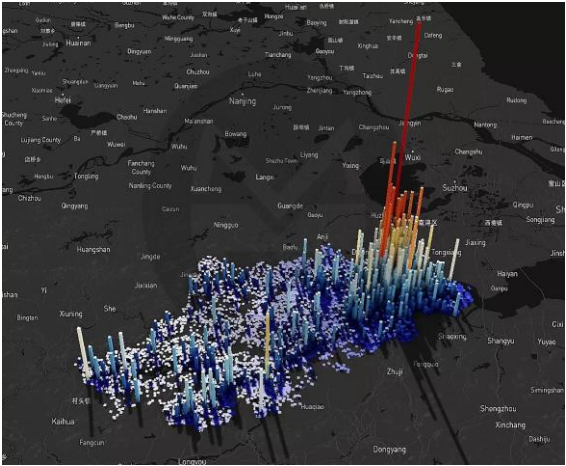
航班使用-人群属性



Quarterly Big Data Report



National Day 2016, Hangzhou Tourism Big Data Report



Quarterly Big Data Report



The Top 72 Tourism Routes of Hangzhou



The Lines to West Lake of Tourists

THANK YOU

谢谢

Terima kasih