

Chengdu visa-free policy fuels more tourism

By FU CHAO
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Chengdu, capital of South-west China's Sichuan province, has seen a boom in tourism since it adopted a 72-hour visa-free policy last September.

The policy allows nationals from 51 countries including the United States, Australia, Canada and Japan with valid visas and onward flight tickets to a third country to spend three days in the city.

According to a report from the city's tourism bureau, Chengdu attracted 692,900 overseas tourists during the September-December period last year, an increase of 19.55

percent year-on-year.

The total number of tourists in 2013 reached 155 million, an annual increase of 12.1 percent.

Tourism revenue last year surpassed 133 billion yuan (\$21.4 billion), up nearly 27 percent over 2012.

After the 72-hour visa-free policy was put into place, the bureau set up the Chengdu Travel Alliance that includes the city's major tourism institutions and enterprises such as travel agencies, hotels and the airport.

The non-profit alliance aims to offer the best service for visitors enjoying the 72-hour visa exemption.

"The alliance is set to ensure that all the enterprises provide high-quality services at reasonable prices," said He Yudong, deputy director of the bureau.

The alliance also published a visitor guide offering travel tips and information on the city.

As part of its promotion campaign, the alliance invited 1,000 foreign visitors in transit to travel in Chengdu for free. Each gets a copy of the brochure and a free "panda card".

The panda smart card developed by a local financial service company can be used to buy tickets for public transportation, movies and tourist destinations. Its holders can also enjoy discounts.

Travel agencies are offering trips to meet visitor needs and send shuttle buses from the city's Shuangliu International airport take visitors in transit to famed tourist spots.

The tourism bureau has advertised on the BBC and CNN about Chengdu and some new travel routes.

He said that 2014 is the year of "huge significance" for the city's tourism.

"We will try to improve the market and make it more mature. And every part of the industry should provide the best services," he said.

Chengdu is the fourth-biggest air hub in China. Its Shuangliu airport served 71 international routes at the end of last year, ranking first among all airports in China's central and western regions.

According to the city's tourism bureau, Chengdu will open air routes to San Francisco and Yangon later this year.

The bureau is working on regulations to encourage businesses from the travel alliance to offer good services with relatively low prices for visitors in transit.

A plan for more duty-free stores at the airport and in



SHE YI / FOR CHINA DAILY

Newly-born pandas. Long famed as home to giant pandas, Chengdu tourism is now more broadly based.



NIU SHUPEI / FORCHINA DAILY

Details of the front gate of a local house.

downtown Chengdu is also on the agenda.

Home to 252 Fortune 500 companies, the city also places importance on business trips and the expo.

"The number of businesspeople coming to Chengdu to attend meetings or expos is large — it is a huge market," He said.

With the 72-hour visa-free policy "more businesspeople want to go to Chengdu" instead of Beijing or Shanghai said Xue Lian, project manager of the American Chamber of Commerce in Southwest China.

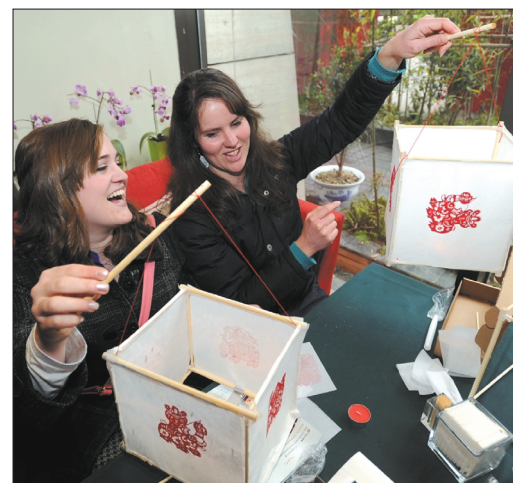
The tourism bureau has also come up with new promotion campaigns in social media like Facebook and WeChat, China's most popular messaging app.



72-HOUR VISA-FREE

"We will try to improve the market and make it more mature. And every part of the industry should provide the best services."

HE YUDONG
DEPUTY DIRECTOR
CHENGDU TOURISM BUREAU



SHE PING / FOR CHINA DAILY

Foreigners make lanterns decorated with paper-cut patterns, a traditional way to celebrate the Chinese Lantern Festival.



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4Br. H 700sqm ¥ 50,000

Rits Garden

4Br. 400sqm ¥ 40,000
4Br.H 550sqm ¥ 48,000

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4Br. 350/400sqm ¥ 33,000
4Br. 500sqm ¥ 35,000

LA GRANDE VILLA

4Br. 270sqm ¥ 20,000
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Jing Shun Road Close to WAB

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4Br. A 402sqm ¥ 48,000
4Br. B 405sqm ¥ 48,000

4+1Br.C 294sqm

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3Br. D 251sqm ¥ 32,000

Lane Bridge Villa

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6Br. 430sqm ¥ 48,000

Orchid Garden

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4Br. 400sqm ¥ 36,000

Grand Hills

4Br. C 502sqm ¥ 55,000

4Br. N 558sqm

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6Br. J 800sqm ¥ 120,000

Quan Fa G Garden

4Br. 280sqm ¥ 25,000
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4Br. B1 498sqm ¥ 48,000
4Br. B4 564sqm ¥ 60,000
4Br. B3 596sqm ¥ 62,000
4Br. C2 389sqm ¥ 40,000

4Br. C9 356sqm

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4Br. B 578sqm ¥ 45,000
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3Br. 162sqm

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Guoku Courtyards

3Br. 230sqm ¥ 30,000

Wangfujing Courtyard

4Br. 320sqm ¥ 35,000



Rose and Ginkgo (I) - 龙湖锦湖山
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* corner house, big garden, open kitchen, floor heating



Beijing Riviera (C) - 香江花园
* ID: 32130 380sqm, 4Br. 4Ba. ¥ 48,000
* detached, big garden, good sunlight



Yosemite (B1) - 优山美地
* ID: 02729 498sqm, 4Br. 4Ba. ¥ 50,000
* detached, big garden, value for money



River Garden Villa (III, B) - 裕京花园
* ID: 07732 250sqm, 4Br. 3Ba. ¥ 32,000
* detached, big garden, big balcony, sunroom



Dynasty Garden(F) - 丽都花园
* ID: 06407 420sqm, 5Br. 4Ba. ¥ 33,000
* detached, big garden, big balcony, floor heating



Gahood - 嘉浩商住别墅城
* ID: 40511 360sqm, 4Br. 3Ba. ¥ 33,000
* detached, big garden, big terrace, floor heating



Dragon Bay Villa(III) - 龙湾别墅
* ID: 03277 385sqm, 4Br. 4Ba. ¥ 37,000
* detached, big garden, high ceiling, floor heating

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CBD Area

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2Br. 138sqm ¥ 18,000
4Br. 264sqm ¥ 42,000
4Br. 286sqm ¥ 45,000

Global Trade Mansion
2Br. 171sqm ¥ 18,000
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4Br. 265sqm ¥ 43,000
4Br. 465sqm ¥ 90,000

Central Park (III)
2Br. 140sqm ¥ 20,000
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3Br. 188sqm ¥ 28,000
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2Br. 112sqm ¥ 15,000
3Br. 200sqm ¥ 23,000

Sanlitun Area
GuangCai Int'l Apartment
3Br. 217sqm ¥ 22,000

SanlitunSOHO

2Br. 154sqm ¥ 19,000
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3+1Br.249sqm ¥ 31,000

Shimao Int'l Center
studio 78sqm ¥ 11,000
1Br. 107sqm ¥ 15,000
1+1Br.136sqm ¥ 21,000

Joy court
1Br. 129sqm ¥ 14,000
3Br. 192sqm ¥ 28,000

Richmond Park
2Br. 120sqm ¥ 12,000
3Br. 188sqm ¥ 16,000

2Br. 150sqm

¥ 15,000
3Br. 185sqm ¥ 15,000
4Br. 210sqm ¥ 24,000
4Br. 280sqm ¥ 28,000

Upper East Side - Binhe
3Br. 206sqm ¥ 25,000
5Br. 390sqm ¥ 42,000

Upper East Side - Andersen
2Br. 150sqm ¥ 19,000
3Br. 234sqm ¥ 28,000
4Br. 288sqm ¥ 33,000

Richmond Park
2Br. 120sqm ¥ 12,000
3Br. 188sqm ¥ 16,000

3Br. 240sqm

¥ 33,000
4Br. 324sqm ¥ 43,000

Lido Serenity City
2Br. 112sqm ¥ 12,000
3Br. 170sqm ¥ 19,000
4Br. 220sqm ¥ 33,000

Lufthansa Area
United Apartment
2Br. 166sqm ¥ 18,000
3Br. 196sqm ¥ 20,000
4Br. 226sqm ¥ 22,000

Chevalier
3+1Br.220sqm ¥ 22,000
4Br. 296sqm ¥ 31,000

3Br. 150sqm

¥ 17,000
4Br. 250sqm ¥ 35,000

MOMA - MOMA
2Br. 142sqm ¥ 16,000
3Br. 245sqm ¥ 25,000
4Br. 305sqm ¥ 32,000

POP MOMA
2+1Br.171sqm ¥ 22,000
3Br. 205sqm ¥ 25,000

Chaoyang Park Area
Greentake Place
3Br. 180sqm ¥ 16,000
4Br. 260sqm ¥ 28,000
4Br. 298sqm ¥ 30,000

Palm Springs

2Br. 138sqm ¥ 17,000
3Br. 180sqm ¥ 23,000
3Br. 220sqm ¥ 28,000
4Br. 370sqm ¥ 45,000

Park Avenue
2Br. 173sqm ¥ 19,000
3Br. 173sqm ¥ 23,000
3Br. 210sqm ¥ 30,000
3Br. 250sqm ¥ 33,000
4Br. 290sqm ¥ 41,000
4Br. 370sqm ¥ 48,000
4Br. 650sqm ¥ 120,000

Oceanwide Intl
3Br. 199sqm ¥ 20,000
4Br. 250sqm ¥ 30,000



Four Seasons - 四季世家
* ID: 06853 265sqm, 2+1Br. 2Ba. ¥ 46,000
* high floor, garden view, value for money



Genertime Int'l Center - 通用国际中心
* ID: 20820 486sqm, 4Br. 3Ba. ¥ 55,000
* high floor, garden view, big balcony



Palm Springs - 棕榈泉
* ID: 06959 220sqm, 2Br. 2Ba. ¥ 29,000
* high floor, south facing, garden view, value for money



Fortune Plaza - 财富中心
* ID: 39022 145sqm, 2Br. 2Ba. ¥ 18,000
* high floor, garden view, good sunlight



Shimao Gongyuan - 世茂公园
* ID: 40219 210sqm, 3Br. 2Ba. ¥ 30,000
* south facing, nice balcony, open kitchen



Central Park (I) - 新城国际
* ID: 00285 180sqm, 3Br. 2Ba. ¥ 26,000
* south facing, garden view, value for money



Chateau Regency - 和乔丽晶
* ID: 40528 270sqm, 3+1Br. 3Ba. ¥ 28,000
* middle floor, south facing, garden view, nice balcony



Centrium Residence - 瑞安君汇
* ID: 40631 85sqm, 1Br. 1Ba. ¥ 15,000
* garden view, floor heating, good sunlight



Sun star city - 太阳星城
* ID: 40635 210sqm, 4+1Br. 2Ba. ¥ 27,000
* duplex, garden view, big terrace, good sunlight



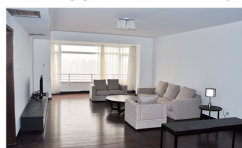
Richmond Park - 丽都水岸
* ID: 11472 188sqm, 3Br. 2Ba. ¥ 19,000
* high floor, good view, nice balcony, value for money



Pop Moma - 当代 Moma
* ID: 01358 171sqm, 2+1Br. 2Ba. ¥ 24,000
* middle floor, garden view, open kitchen, good sunlight



Park Avenue - 公园大道
* ID: 02435 370sqm, 4Br. 3Ba. ¥ 46,000
* high floor, south facing, garden view, big balcony



Park Apartment - 天安家园
* ID: 03836 245sqm, 3+1Br. 3Ba. ¥ 31,000
* high floor, south facing, good view, big kitchen



Upper East Side - 阳光上东
* ID: 03269 270sqm, 4+1Br. 3Ba. ¥ 31,000
* garden view, good sunlight, value for money

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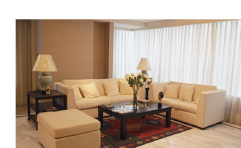
Beijing Garden
ID:03047 205sqm 3Br. 4Ba. ¥ 20,000
middle floor, south facing, garden view, value for money



Beijing SOHO Residences
ID:03212 290sqm 2+1Br. 2Ba. ¥ 35,000
garden view, good sunlight, value for money



Rose and Ginkgo
ID:02285 350sqm 4Br. 3Ba. ¥ 35,000
townhouse, beautiful garden, two kitchens, floor heating



Centrium Residence
ID:10194 350sqm 4Br. 4Ba. ¥ 70,000
penthouse, south facing, open kitchen, floor heating



Central Park (IV)
ID:15543 128sqm 2Br. 2Ba. ¥ 23,500
high floor, south facing, good sunlight

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