

# Marketing outreach for visa-free Chengdu

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**19.55**  
percent rise  
year-on-year in overseas visitors  
at the end of last year

Chengdu authorities continue to explore new ways to promote the city on the international tourism landscape.

More than a year after launching a 72-hour visa-free policy, they rolled out a range of promotional campaigns and new products to boost inbound tourism and eventually develop into an international travel destination.

The visa policy that took effect in September 2013 allows citizens from 51 countries to spend three days in Chengdu if they have valid third-country visas and flight tickets to onward destinations.

The capital of Sichuan province is the first city in the western region of China to offer visa and the fourth nationwide to adopt the policy following Shanghai, Beijing and Guangzhou.

After the policy took effect, the number of overseas visitors to the city from September to December 2013 increased 19.55 percent compared with the same period the year before.

## Online marketing

The city's tourism bureau has teamed up with Chengdu Culture and Tourism Development Group to present a series of online marketing packages targeted mainly at United States and European travelers.

The pair just launched an official English-language website, CometoChengdu.com, offering detailed and up-to-date information to help international tourists "travel like locals".

The website highlights information on 72-hour visa-free transit services including guidelines on the policy and

all the scenic spots travelers can reach in 72 hours. It also features personal experiences from overseas travelers and recommendations accompanied by eye-catching pictures.

Earlier this year, the Chengdu Culture and Tourism Development Group set up a page with the theme "72 Challenge — Come to Chengdu" on Tripadvisor, the world's largest website for travel reviews and suggestions.

Aimed to reach travelers in the US, the United Kingdom, Australia, Singapore and Malaysia, the Tripadvisor effort presents detailed information on the city and its most popular destinations, as well as personal travel tips. Its page views have surpassed 3.5 million.

The theme "72 Challenge — Come to Chengdu" is also used in a range of digital marketing projects including a presence on Facebook and YouTube.

People can watch original video clips on travel tips for the 72-hour stay in Chengdu. The videos now have more than 340,000 views.

The company also invited British actress Bonnie Wright, famous for playing the role of Ginny Weasley in *Harry Potter*, to a 72-hour stay in Chengdu as the tourism ambassador in September. The actress took a taste of the city's hotpots, tea and traditional culture, and also learned to cook the renowned cuisine *mapo tofu* with a local chef.

The city is also working on a new marketing campaign



PHOTOS PROVIDED TO CHINA DAILY

Chengdu's 72-hour visa-free policy allows passengers from 51 countries to spend three days in the city if they have valid third-country visas and onward flight tickets.



Sichuan Opera is famed for its unique face-changing techniques.



Chengdu is also renowned as the home of the giant panda, an iconic symbol of China and huge tourist draw.



Kuanzhai Alley is popular with tourists in the city due to its well-preserved ancient buildings.



Forest-clad Qingcheng Mountain, recognized as the birthplace of Taoism, is a world cultural heritage site.

called "Chengdu Dreamer" in which it will choose 10 participants from the 51 eligible countries who want to reach their dreams in the city.

According to a staff member at the culture and tourism development group, the value of the 72-hour visa-free policy lies in being a namecard for Chengdu and bringing in travelers with huge spending power.

## New tourism products

Officials from the city's tourism bureau said they have been improving travel services to make them more personal and comprehensive.

There is also a tourism association of hotels, restaurants, scenic spots, travel agencies and airlines in the city that offers integrated travel packages.

The culture and tourism development group is now working with European travel group TUI to develop a range of special routes. The two have drawn on their own resources to promote the new products to industry experts and general travelers.

The company is cooperating with international airlines including British Airways, Air France-KLM and Air China. Travelers flying with the three airlines can enjoy shuttle bus services to a selection of eight travel routes in Chengdu.

The company also offers online discounts on the official websites of partner airlines.

The city now has 21 international passenger air routes, and 22 transit and chartered routes to Europe, the Middle East, Oceania and Asia.

Chengdu welcomed 1.5 million inbound tourists in the first three quarters of the year, up 17.55 percent, according to official statistics.

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## APARTMENTS FOR RENT IN BEIJING

<p><b>Gemini Grove - 嘉里星源汇</b> • ID: 41262 260sqm, 3Br. 3Ba. ¥33,000 • penthouse, good view, open kitchen</p>	<p><b>Park Avenue - 公园大道</b> • ID: 08547 173sqm, 2Br. 2Ba. ¥20,000 • duplex, ground floor apartment with a garden</p>	<p><b>SanlitunSOHO - 三里屯 SOHO</b> • ID: 04367 249sqm, 3+1Br. 4Ba. ¥32,000 • high floor, south facing, value for money</p>	<p><b>Oceanwide Int'l - 泛海国际</b> • ID: 02746 245sqm, 4Br. 3Ba. ¥25,000 • middle floor, floor heating, good sunlight</p>
<p><b>Seasons Park - 海晏名苑</b> • ID: 41279 250sqm, 4Br. 3Ba. ¥31,000 • high floor, nice balcony, good sunlight</p>	<p><b>Richmond Park - 丽都水岸</b> • ID: 02955 300sqm, 5Br. 4Ba. ¥36,000 • penthouse, south facing, garden view, big terrace</p>	<p><b>Chevalier - 赛马都</b> • ID: 02470 290sqm, 4Br. 4Ba. ¥32,000 • high floor, south facing, garden view</p>	<p><b>Central Park (II) - 新城国际</b> • ID: 02581 263sqm, 2+1Br. 3Ba. ¥42,000 • penthouse, south facing, garden view, open kitchen</p>

## VILLAS FOR RENT IN BEIJING

<p><b>Cathay View (C) - 观塘</b> • ID: 04959 470sqm, 5Br. 4Ba. ¥48,000 • detached, big garden, open kitchen, floor heating</p>	<p><b>Beijing Riviera (III, B) - 香江花园</b> • ID: 01413 406sqm, 4Br. 4Ba. ¥50,000 • detached, big garden, big balcony, big terrace</p>	<p><b>Rits Garden (D) - 丽嘉花园</b> • ID: 00993 420sqm, 4Br. 4Ba. ¥40,000 • detached, big garden, value for money</p>	<p><b>Yosemite (C9) - 优山美地</b> • ID: 20320 358sqm, 4Br. 3Ba. ¥38,000 • townhouse, big garden, value for money</p>
<p><b>Lane Bridge Villa - 长岛澜桥</b> • ID: 20414 370sqm, 4Br. 2Ba. ¥42,000 • semi-detached, big garden, nice balcony</p>	<p><b>Grand Hills (F) - 大湖山庄</b> • ID: 09098 600sqm, 4+1Br. 4Ba. ¥75,000 • detached, big garden, big balcony, big terrace</p>	<p><b>River Garden Villa (III, B) - 裕京花园</b> • ID: 07732 250sqm, 4Br. 3Ba. ¥32,000 • detached, big garden, value for money</p>	<p><b>Dragon Bay Villa - 龙湾别墅</b> • ID: 05343 380sqm, 4Br. 4Ba. ¥35,000 • detached, big garden, value for money</p>
<p><b>Palm Springs</b> ID: 05109 190sqm 3Br. 2Ba. ¥27,000 middle floor, garden view, arc bay windows</p>	<p><b>Upper East Side (Andersen Garden)</b> ID: 13052 151sqm 2Br. 2Ba. ¥17,000 middle floor, garden view, big balcony, floor heating</p>	<p><b>CBD Private Castle</b> ID: 11992 280sqm 3+1Br. 2Ba. ¥37,000 high floor, south facing, good view</p>	<p><b>Xanadu Apartment</b> ID: 13924 175sqm 2+1Br. 2Ba. ¥25,000 middle floor, good view</p>

## APARTMENTS

<p><b>CBD Area</b> <b>Central Park (I-II)</b> 2Br. 138sqm ¥18,000 3Br. 148sqm ¥23,000 3Br. 199sqm ¥28,000 4Br. 265sqm ¥43,000 4Br. 465sqm ¥90,000 <b>Central Park (III)</b> 2Br. 140sqm ¥20,000 3+1Br. 171sqm ¥28,000 3Br. 188sqm ¥28,000 3+1Br. 220sqm ¥38,000 <b>Central Park (IV)</b> 2Br. 138sqm ¥20,000 3Br. 188sqm ¥31,000 4Br. 264sqm ¥42,000 4Br. 286sqm ¥45,000 <b>Global Trade Mansion</b> 2Br. 171sqm ¥18,000 3Br. 180sqm ¥20,000 3Br. 256sqm ¥25,000 <b>Fortune Plaza</b> 2Br. 138sqm ¥13,000 2Br. 166sqm ¥15,000 3Br. 205sqm ¥19,000 3Br. 253sqm ¥28,000 <b>CBD Private Castle</b> 2Br. 150sqm ¥14,000 3Br. 170sqm ¥18,000 3Br. 230sqm ¥26,000 <b>Xanadu Apartment</b> 1+1Br. 110sqm ¥14,000 2+1Br. 175sqm ¥24,000 <b>China Center Place</b> 2Br. 135sqm ¥13,000 3Br. 213sqm ¥20,000 3Br. 230sqm ¥26,000 <b>Gemdale Int'l Garden</b> 2Br. 112sqm ¥15,000 3Br. 200sqm ¥23,000 <b>Sanlitun Area</b> <b>GuangCai Int'l Apartment</b> 3Br. 217sqm ¥22,000 4Br. 270sqm ¥31,000 <b>SanlitunSOHO</b> 2Br. 154sqm ¥19,000 3Br. 182sqm ¥23,000 3+1Br. 249sqm ¥30,000 <b>Shimao Int'l Center</b> studio 78sqm ¥10,000 1Br. 107sqm ¥15,000 1+1Br. 136sqm ¥21,000 <b>Joy court</b> 1Br. 129sqm ¥14,000</p>	<p>3Br. 192sqm ¥28,000 <b>Lido Area</b> <b>Upper East Side</b> 2Br. 150sqm ¥15,000 3Br. 185sqm ¥20,000 4Br. 210sqm ¥22,000 4Br. 280sqm ¥28,000 <b>Upper East Side - Binhe</b> 3Br. 206sqm ¥25,000 5Br. 390sqm ¥42,000 <b>Upper East Side - Andersen</b> 2Br. 150sqm ¥19,000 3Br. 234sqm ¥28,000 4Br. 288sqm ¥33,000 <b>Richmond Park</b> 2Br. 120sqm ¥12,000 3Br. 188sqm ¥16,000 3Br. 240sqm ¥33,000 4Br. 324sqm ¥43,000 <b>Lido Serenity City</b> 2Br. 112sqm ¥12,000 3Br. 170sqm ¥19,000 4Br. 220sqm ¥33,000 <b>Lufthansa Area</b> <b>United Apartment</b> 2Br. 166sqm ¥17,000 3Br. 196sqm ¥20,000 4Br. 226sqm ¥21,000 <b>Chevalier</b> 3+1Br. 220sqm ¥22,000 4Br. 296sqm ¥31,000 <b>Mixion Residence</b> 1Br. 131sqm ¥14,000 3Br. 180sqm ¥23,000 3Br. 205sqm ¥25,000 3Br. 254sqm ¥32,000 <b>Four Seasons</b> 2+1Br. 265sqm ¥45,000 3Br. 350sqm ¥52,000 <b>Beijing SOHO Residences</b> 2+1Br. 234sqm ¥25,000 2+1Br. 290sqm ¥35,000 <b>Dongzhimen Area</b> <b>Seasons Park</b> 2Br. 128sqm ¥13,000 3Br. 150sqm ¥17,000 4Br. 250sqm ¥35,000 <b>MOMA - MOMA</b> 2Br. 142sqm ¥16,000 3Br. 245sqm ¥25,000 4Br. 305sqm ¥32,000 <b>POP MOMA</b> 2+1Br. 171sqm ¥22,000 3Br. 205sqm ¥25,000 4Br. 400sqm ¥53,000</p>	<p><b>Chaoyang Park Area</b> <b>Greenlake Place</b> 3Br. 180sqm ¥16,000 4Br. 260sqm ¥28,000 4Br. 298sqm ¥30,000 <b>Palm Springs</b> 2Br. 138sqm ¥14,000 3Br. 180sqm ¥22,000 3Br. 220sqm ¥28,000 4Br. 370sqm ¥45,000 <b>Park Avenue</b> 2Br. 173sqm ¥18,000 3Br. 173sqm ¥22,000 3Br. 210sqm ¥28,000 3Br. 250sqm ¥33,000 4Br. 370sqm ¥48,000 4Br. 650sqm ¥100,000 <b>Oceanwide Int'l</b> 3Br. 199sqm ¥18,000 4Br. 240sqm ¥25,000 <b>Beijing Golf Palace</b> 3Br. 270sqm ¥32,000 4Br. 310sqm ¥54,000 <b>Boya Garden</b> 2Br. 130sqm ¥12,000 4Br. 170sqm ¥15,000 4Br. 228sqm ¥21,000 <b>Park Apartment</b> 3+1Br. 245sqm ¥30,000 3+1Br. 265sqm ¥30,000 <b>Parkview Tower</b> 4Br. 300sqm ¥33,000</p>	<p>4Br. B 405sqm ¥48,000 4+1Br. C 294sqm ¥40,000 3Br. D 251sqm ¥32,000 <b>Lane Bridge Villa</b> 4Br. 375sqm ¥38,000 6Br. 430sqm ¥48,000 <b>Orchid Garden</b> 4Br. 275sqm ¥29,000 4Br. 310sqm ¥32,000 4Br. 400sqm ¥36,000 <b>Grand Hills</b> 4Br. C 502sqm ¥55,000 4Br. N 558sqm ¥65,000 6Br. J 800sqm ¥120,000 <b>Quan Fa Garden</b> 4Br. 280sqm ¥25,000 5Br. 650sqm ¥30,000 <b>Jing Shun Road Close to ISB Yosemite</b> 4Br. B1 498sqm ¥50,000 4Br. B4 564sqm ¥60,000 4Br. B3 596sqm ¥55,000 4Br. C2 389sqm ¥38,000 4Br. C9 356sqm ¥38,000 <b>Beijing Eurovilla</b> 4Br. 280sqm ¥28,000 4Br. 400sqm ¥30,000 <b>Le Leman Lake Villa</b> 4Br. A 682sqm ¥50,000 4Br. B 578sqm ¥35,000 4Br. C 516sqm ¥38,000 3Br. E 315sqm ¥20,000 <b>Capital Paradise</b> 3Br. 150sqm ¥12,000 3Br. 162sqm ¥16,000 4Br. 229sqm ¥23,000 <b>River Garden Villa</b> 3Br. A 250sqm ¥30,000 4Br. C 300sqm ¥33,000 5Br. F 400sqm ¥48,000 <b>Dragon Bay Villa</b> 4Br. 300sqm ¥25,000 4Br. 450sqm ¥38,000 4Br. 550sqm ¥50,000 <b>Rose and Ginkgo Villas</b> 4Br. 350sqm ¥36,000 4Br. 475sqm ¥50,000</p>
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