



## **“Healthy City, Felicific Taizhou”**

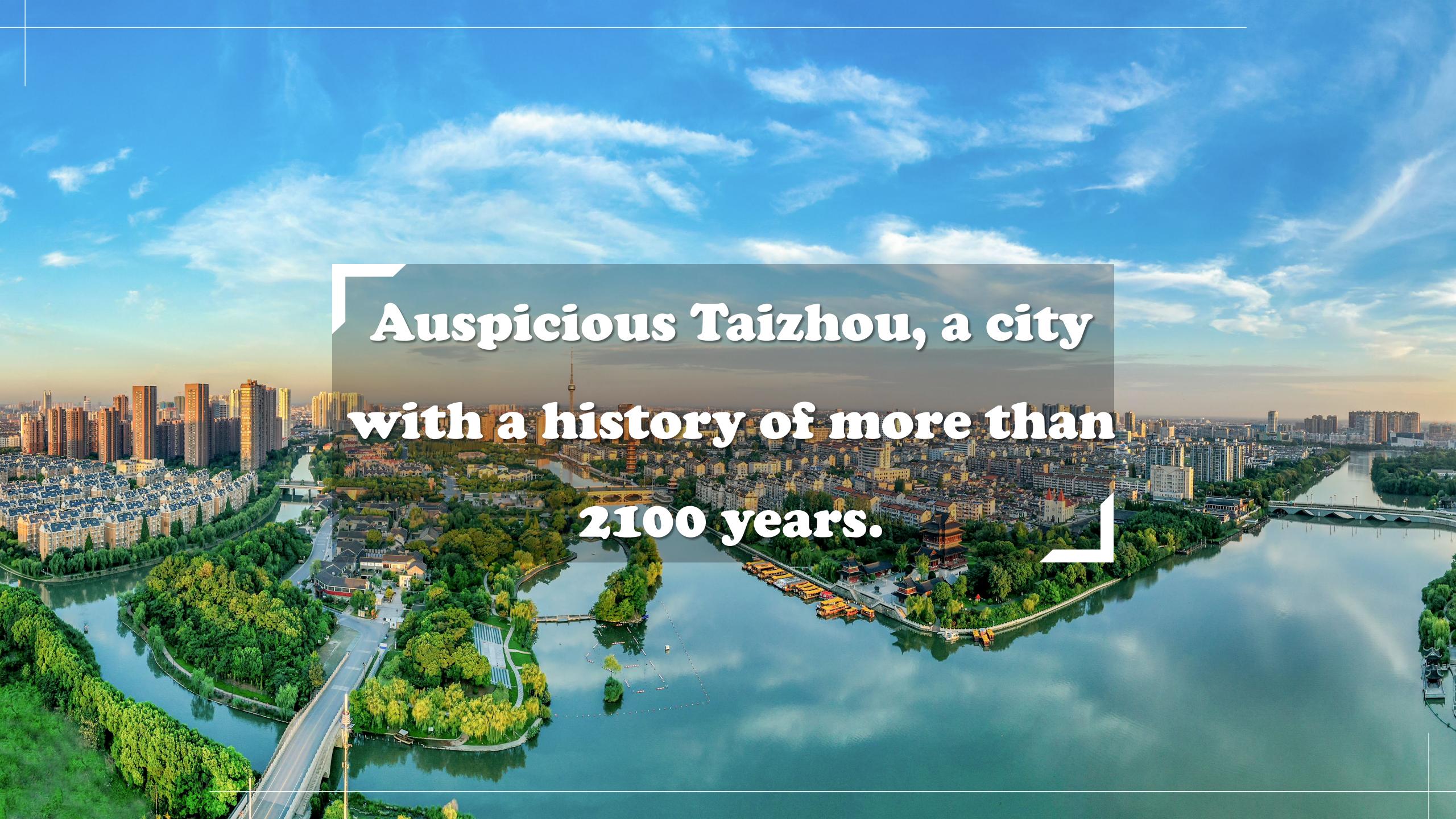
### **Focusing on the New Development of Cultural Tourism**

**---Speech at the 13<sup>th</sup> Asian-Pacific City Summit**

**Ms. Wan Wenhua**

**Acting Mayor**

**Taizhou Municipal People's Government, Jiangsu Province, P.R. China**



Auspicious Taizhou, a city  
with a history of more than  
**2100 years.**



In 2020, with a population of 4.97 million, Taizhou made progress in developing its economy, whose GDP reached 82.2 billion dollars.

# Taizhou's Three Manufacturing Clusters

Biomedicine  
&  
New Medical Devices



High-end Equipment  
&  
High-tech Ships



Chemical  
&  
New Materials





Taizhou,

**an important node city of integrated  
tourism in Yangtze River Delta,  
a well-known health-tourism  
destination in China.**

# Sustainable Development of Taizhou's Tourism



Celebrating cultural-tourism festivals to highlight the characteristics of the city;

Building cultural-tourism brands to enhance its city image;

Introducing policies and measures to promote its high-quality development in tourism.



1

Celebrating cultural-tourism  
festivals to highlight the  
characteristics of the city

# Sustainable Development of Taizhou's Tourism

## Spring

Watertown International  
Tourism Festival



Qintong Boating  
Festival



Qianduo Canola  
Festival



# Sustainable Development of Taizhou's Tourism

## Summer

Night Tour Shopping Festival



# Sustainable Development of Taizhou's Tourism

## Autumn

“Water City, Crab  
Hometown”

Festival



Qinhu Eight Kind of  
Delicacies Food



Crab and  
Chrysanthemum Festival



# Sustainable Development of Taizhou's Tourism

## Winter

### Hot Spring Eco-Culture Festival



# Sustainable Development of Taizhou's Tourism

## Mei Lanfang Art Festival





2

Building cultural-tourism  
brands to enhance its city  
image

# **Sustainable Development of Taizhou's Tourism**

A National AAAA-rated Tourist Attraction, 10 National AAAA-rated Tourist Attractions,  
4 National Key Rural Tourism Villages, A National Eco-tourism Demonstration Area,  
2 Provincial Tourism Resorts



# Sustainable Development of Taizhou's Tourism



## 2. COMME DES FLEURS / 大阪

■ リニューアルオープン：2021年6月10日（木）



Over the years, campaigns on relevant media platforms have been made in many countries such as the United States, Japan, Southeast Asia and so on.



3

Introducing policies and  
measures to promote its high-  
quality development in tourism

# Sustainable Development of Taizhou's Tourism

Policies benefiting the consumers have been launched to promote the consumption in the



# Sustainable Development of Taizhou's Tourism

Incentive policies have been launched to help tourist





Marco Polo.

**More than 700 years ago, Marco Polo traveled to Taizhou and praised, “This city is not very big, but it abounds in all kinds of earthly happiness.”**





Welcome to Taizhou,  
a healthy and felicific  
well-known city.