Tourism turns over a new leaf with livestreaming

By SHI JING in Hainan

The livestreaming event, as well as the promising sales results, are a sign of the fact that the largest online travel platform in China turned over a new leaf in the face of the COVID-19 outbreak due to the policy that its income for the first quarter would drop by 45-50 percent due to the epidemic; and the 10 million yuan order cancellation on its platform, which resulted in a loss of over 21 billion yuan.

Peng Li, an expert at the World Tourism Clinton Foundation, said China's tourism industry reached a turning point at the end of April, a single day of intractability could make the whole industry change the rules of the game.

Liu said during the livestreaming event that home tours have been on the rise, and business partners have been pushing forward the building of an industry.

Tourism will no longer be a luxury, but an affordable destination by 2035.

An international tourism and conference destination, a pillar industry of the national economy, has been drafted to help revitalize the tourism sector—after the COVID-19 outbreak and other medical staff—those who have worked hard to fight the epidemic.

Liu said the revitalization plan, detailed in 10 topics, applies to even types of tourism-related companies registered in Hainan and businesses including travel agencies, tourist attractions, hotels and homestays, cruise lines and yachts, golf resorts and leading tourist spots.

The plan will encourage tourism operators to invite doctors and nurses to China, such as the removal of the 14-day passenger quarantine measures for those who travel internally. Only until then will regular passenger flows begin to pick up.