New tourism vistas with visa-free policy

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Foreigners who want to know more about Chengdu's 72-hour visa-free policy can

search famous social network such as Twitter, Facebook and Instagram for pictures and text. The use of social networking sites is part of the online marketing plan by Chengdu Culture & Tourism Development Group to publicize the

policy worldwide, especially

in the United States and the

Europe. The visa policy, which took effect last September, allows citizens from 51 countries in Asia, Europe, the Americas and Oceania to spend three days in Chengdu if they have valid visas and onward flight

tickets. The capital of Sichuan province is the first city in the western region of China to offer foreign tourists a three-day visa and the fourth nationwide to adopt the policy following Shanghai, Beijing and Guangzhou.

In addition to advertising on internation-



company also set un **72-HOUR** a Chengdu **VISA-FREE** page with

the theme "72 Challenge - Come to Chengdu" on Tripadvisor, the world's largest website providing tourism reviews and advice.

As well "we also shot three interesting and creative documentaries to build the brand and uploaded them on You-Tube", said Wang Xin, deputy director of Chengdu Bureau of Expositions.

The first video covering basic information and tips about the policy alone has had more than 100,000 hits from European



It will be important in Chengdu's bid to develop more globally famous and professional exhibitions in the future."

WANG XIN DEPUTY DIRECTOR OF CHENGDU BUREAU OF EXPOSITIONS

and US users.

The second video called "Challenge Chengdu" shows expats invited to iconic local attractions such as giant pandas, mahjong, spicy hotpot and the skills of changing faces in Sichuan opera.

The third video called "Amazing Chengdu" provides several travel plans and advice for tourists enjoying the 72-hour policy.

The company also invited some tourism industry opinion leaders from YouTube to experience the policy and have a three-day travel in the city. Their videos, pictures and articles can be found in Twitter, Facebook and Instagram.

To deal with the potential increase in the number of foreign tourists, the company made efforts to add more facilities and enhance Englishlanguage training for service

Also, the policy will bring more opportunities to the exhibition industry in the southwestern metropolis, said a local

"It will be important for Chengdu to introduce more globally famous and professional exhibitions in the future," said Wang Xin, deputy director of Chengdu Bureau of

"It will also help the historical city enhance the level of internationalization, benefit foreigners who frequently participate in multinational business activities and of course facilitate trips of overseas exhibitors," he said.

Wang told China Daily that Herbert Marner, chief financial officer of Germany's Koelnmesse Co, enjoyed the 72-hour policy last month.

Chengdu hosted an international hardware show in April that was jointly organized by Koelnmesse and China National Hardware Associa-

"Marner planned to go to Singapore for a conference, but he also wanted to have a look at the opening ceremony of the show," Wang said. "Marner did not have a visa for China at that time, so he would not have been able to show up without the policy."

Marner stayed for a day in Chengdu and then followed his original plan to Singapore.

"We will consider the visafree policy an important highlight to attract overseas investments and search for partners," Wang said.

This year, the bureau plans to establish cooperative relationships with the UK's Montgomery Co, China (Shanghai) International Exhibitions and UBM Asia.

In 2013, Chengdu held 503 major events including 105 international conventions and 53 international exhibi-

Together they generated direct income of some 6 billion yuan (\$964 million), up 20 percent over the 2012.

Statistics from the bureau show that at least 450 large events will be staged in the city this year and will generate 6.5 billion yuan in direct income and indirect revenue of 54 bil-

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Australian Garden

4Br. 350/400sqm ¥ 33,000

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¥ 48.000

500sqm

270sqm 380sqm

Beijing Riviera

3Br. 4Br.

¥ 23,000

¥ 31,000

¥ 11,000

210sqm

206sqm

LA GRANDE VILLA



Spouses of delegates to the 2013 Chengdu Fortune Global Forum visit Jinli ancient street. The forum in May was the most important among the 105 international conventions held in the city last year.



Chinese and foreign visitors at last year's West China Expo in Chengdu. The city hosted 53 international shows in 2013.

and Ginkgo 350sqm 475sqm

Houhai Courtyard

Gulou Courtyards

230sqm

320sam

Wangfujing Courtyard

Courtyards for Rent

¥ 23,000

¥ 48,000

¥ 38,000

¥ 17,000 ¥ 23,000

¥ 45,000

¥ 23,000

229sqm

300sqm

450sqm

¥43,000

180sqm

370sqm

Park Avenue

3Br. 220sqm

3Br. 173sam

River Garden Villa

3Br. A 250sqm 4Br. C 300sqm

5Br. F 400sqm

4Br.

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¥ 60,000

¥ 30,000

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Grand Hills (I) - 大湖山庄 • ID: 05521 500sqm, 4Br. 4Ba. • detached, big garden, big balcon



Xanadu Apartn

2Br. 135sqm

China Center Place

¥55,000

4Br. 324sqm

4+1Br.470sam

Dynasty Garden 5Br. F 420sqm 5Br. H 600sqm 4Br. H 700sqm ¥ 50,000 Rits Garden

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

4Br. 270sqm SanlitunSOHO 2Br. 154sqm

Shimao Int'l Ce

studio 78 sqm

1+1Br.136sq

182sqm

¥ 18,000 ¥ 26,000

¥ 14,000 ¥ 24,000

¥ 13,000 ¥ 20,000



4+1Br.C 294sqm

3Br. D 251sqm

Orchid Garder 4Br. 275sqm

Grand Hills

400sqm

4Br. 375sqm

6Br. 430sam

4Br. 310sqm

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¥ 48,000

¥ 32,000

¥ 36,000

¥ 33,000 ¥ 43,000

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4Br. N 558sqm

4Br. 280sqm

4Br. B1 498sqm

4Br. B4 564sqm

6Br. J 800sqm Quan Fa Garden

650sam

¥ 25,000

¥ 30,000

¥ 60,000

¥ 62,000 ¥ 40,000

¥ 14,000 ¥ 23,000

¥ 26,000

¥ 32,000

¥ 53,000

Capital Paradise (IV) - 名都园
ID: 07171 300sqm, 4Br. 3Ba. ¥29,500
detached, big garden, big terrace, floor heating

¥ 15,000 ¥ 24,000

¥ 25,000 ¥ 42,000

¥ 19,000 ¥ 28,000 ¥ 33,000

28,000





River Garden Villa (F) - 裕京花园

• ID: 08032 600sqm, 6Br. 4Ba. ¥55,000

• detached, big garden, high ceiling, open kitchen

180sqm

254sqm

350sam

Four Seasons

2+1Br.265sqm

Beijing SOHO R

3Br. 205sqm



¥ 32,000

¥ 22,000

¥ 50,000

¥ 20,000

142sqm

245sqm

POP MOMA

2+1Br.171sqm

48r. C9 356sqm

Beijing Eurovillage

48r. 280sqm ¥ 28,000

400sqm ¥ 30,000

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Rose and Ginkgo - 龙游滟渊山 • ID: 21793 300sqm, 4Br. 2Ba. ¥33,000 • corner house, floor heating, value for money

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| 4Br. | 265sqm | ¥ 43,000 |
| 4Br. | 465sqm | ¥ 90,000 |
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| 2Br. | 140sqm | ¥ 20,000 |
| 3+1Br.171sqm ¥ 28,000 | | |
| 3Br. | 188sqm | ¥ 28,000 |
| 3+1Br.220sqm ¥ 38,000 | | |
| Central Park (IV) | | |

¥ 18,000 ¥ 20,000 ¥ 25,000 2Br 171sqm 180sqm ne Plaza Portune Plaza
2Br. 138sqm ¥ 13,000
2Br. 166sqm ¥ 15,000
3Br. 205sqm ¥ 19,000
3Br. 253sqm ¥ 28,000
CBD Private Castle
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Mixion Residence - 九都汇 ID: 29731 105sqm, 2Br. 2Ba.
 middle floor, good view, good sunlight ¥ 15,000



Palm Springs - 棕榈泉 ¥29,000



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