

New website, app offer English information

Site to help international visitors easily access travel details, plan trips

By WANG XIAODONG and LI YU

After a one-year trial, cometo-chengdu.com, the official English-language website for visitors to Chengdu, was formally launched on Oct 15 in Silicon Valley in the United States.

The website was created by the Chengdu Tourism Bureau and Chengdu Culture and Tourism Group with an international vision. Its creators said they sought to cater to the browsing habits and information requirements of overseas tourists.

The website will provide international visitors with tourism information and services on Chengdu and its nearby areas.

It is the government of Chengdu's first English-language website to promote tourism, and marked major progress in the city's digital promotion of tourism overseas.

According to a survey of 1,000 overseas tourists, although many foreigners are interested in visiting Chengdu, they lack the means to conveniently access detailed information about the area, according to the city's tourism bureau.

The survey found that most travelers from overseas get the information they need from third-party tourism websites, which often fail to meet the demands of international travelers. This is what prompted the idea to create cometo-chengdu.com, the bureau said.

The website was built to help foreign tourists gain better knowledge of Chengdu, and developers of the website conducted questionnaire surveys among tourists outside China to design the structure, layout, functions and content.

They also invited advisers and designers from other countries to participate in the design and construction of the website to make it more accessible for foreigners rather than a mere translation from Chinese to English.

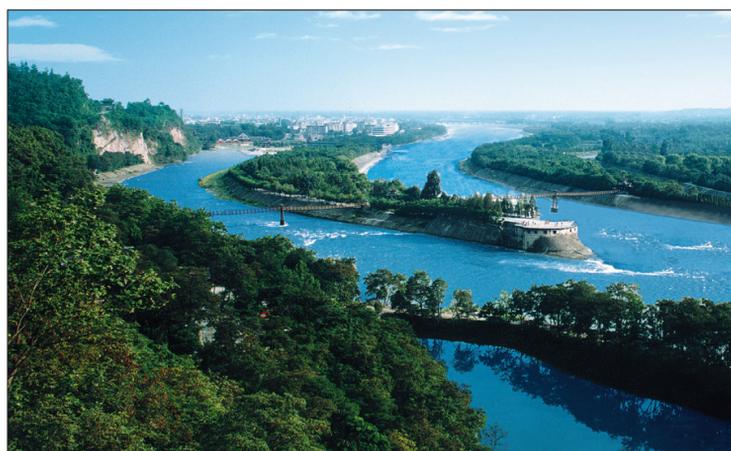
A strength of the website is that it is connected with the Tripadvisor database, one of the world's biggest websites for tourist comments. Users of the website have access to comments posted on Tripadvisor, so they can make judgments themselves.

Cometo-chengdu.com is available in both English and traditional Chinese. It consists of four major sections — Discover Chengdu, Event Calendar, Things to Do and Traveler Information — that enable users to find the information they are looking for easily.

"We aim to turn cometo-chengdu.com into an encyclopedia on tourism in Chengdu that includes every detail, so every foreign visitor could become a 'Chengdu expert,'" said a Chengdu Culture and Tourism Group official.



Cometochengdu.com, the government of Chengdu's first English-language website to promote tourism, will provide international visitors with tourism information and services on the city and its nearby areas. PHOTOS PROVIDED TO CHINA DAILY



The Dujiangyan Dam, built more than 2,000 years ago, is the world's oldest functioning water control project.



The Broad and Narrow Alleys, a popular tourist area in the city, has a variety of Qing Dynasty (1644-1911) residences.



The ancient art form of Sichuan Opera is on the national list of intangible heritage items.



Jinli Old Street, also known as Chengdu's snack street, is a must-see for tourists from around the world.



As the natural habitat of the giant panda, a visit to Chengdu offers the chance to get up close and personal with these cute animals.



The website is very helpful and easy to operate, and it made me feel as if I were in Chengdu. I will definitely visit Chengdu to enjoy the hotpot there."

David Lane, partner of Founder Space

A cometo-chengdu.com mobile app is also available for Apple and Android devices.

The website provides information services before and during trips and encourages visitors to share their experiences on the Internet.

The website targets potential customers on media platforms such as Tripadvisor, Facebook and Youtube, and directs them to cometo-chengdu.com content. Tourists can use the site to draw up a detailed travel plan using the information available.

During their trip, visitors can check for updated information on the app on mobile devices. They can also log on to Facebook and YouTube after their trip to share their experiences with others and interact with Chengdu Tourism's official account.

"The website is very helpful and easy to operate, and it made me feel as if I were in Chengdu," David Lane, partner of Founder Space, said during the launch ceremony of the website. "I will definitely visit Chengdu to enjoy the hotpot there," he said.

Many others from Silicon Valley also showed great interest in the website.

Contact the writers through wangxiaodong@chinadaily.com.cn

Promotion video, 3D pictures boost US interest in Chengdu

By WANG XIAODONG and LI YU

A promotional video on Chengdu's tourism has been playing on huge screens in Times Square in New York and San Francisco International Airport since Oct 14. The video is expected to increase the popularity of Chengdu's tourism in the United States.

This is the second time a promotional video of Chengdu has been shown in the US. The first was in 2013 in Times Square.

The 30-second video was on show for a week in the two US landmarks. It presented an image of Chengdu that blends its natural environment, rich and diverse culture and rapidly developing modern facilities.

The video is themed "Chengdu brings you every success" and includes elements that best represent the city.

These include pandas, the Dujiangyan Dam — a United Nations cultural heritage site and the oldest water resources project in the world that is still in use today; Qingcheng Mountain, a holy mountain for Taoism; the Temple of Marquis Wu; Chengdu hotpot; urban leisure culture; and traditional practices such as fire breathing and face changing performances.

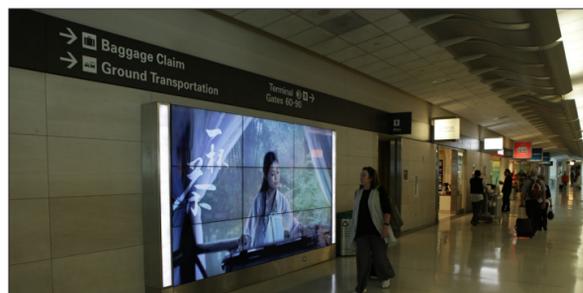
3D picture display

Another promotional initiative is two 3D pictures on display in Silicon Valley, which have received much attention from visitors.

The pictures were shown during a



A promotional video on Chengdu's tourism has been playing on huge screens in Times Square in New York since Oct 14 and lasted for a week.



The 30-second video on Chengdu tourism is also shown in San Francisco International airport.



A 3D picture with five pandas is popular and many visitors pose on the swing next to the pandas.

promotional tour when officials from Chengdu's tourism authority visited the US in October. One of the images displayed pandas in Chengdu and the other showcased Dujiangyan Dam.

The 3D picture with five pandas was particularly popular and many visitors posed on the swing in the picture next to the panda.

The two pictures were completed in eight days by two painters and were the first 3D images used by Chengdu to promote tourism outside China. They aimed to give foreigners better knowledge of the city, according to Chengdu Culture and Tourism Group.

To attract American visitors to Chengdu, the company also invited netizens to answer a few questions about the city to win return tickets to Chengdu from San Francisco and two nights' accommodation at a top hotel.

According to Chengdu's tourism bureau, the city has made great efforts to explore the US tourism market, which is one of the most important sources of overseas tourists for the city.

In the past few years, Chengdu has enhanced its tourism image in the US, which has increased Americans' familiarity with the city. As a result, the number of American tourists to Chengdu has also increased in the past few years, according to Chengdu's tourism bureau.

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