

hangzhouspecial

Tourism fest to open in Hangzhou

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As a major event for the West Lake International Fair — a show to promote trade, investment and tourism in Zhejiang province — the 2012 International Tourism Festival will be held from Sept 15 to Nov 30 in Hangzhou and its neighboring cities.

Focusing on integrating tourism resources in Hangzhou and its neighboring rural areas, the festival will feature such activities as city sightseeing, rustic tours, conventions and exhibitions, sports, culinary experiences and shopping.

The West Lake in Hangzhou, which was successfully included in the UNESCO World Cultural Heritage list last June, will continue to be the highlight of the festival.

Same as last year, Hangzhou will still serve as the main venue of the tourism gala this year.

Neighboring cities and townships including Haining, Shangyu, Zhuji, Deqing, Anji, Wuyi, Longquan, Nanxun, Fengjing and Jiangshan will also host the event.

Organizers of the event said a total of 73 activities will be launched for the festival this year.

Highlighted events will include fireworks shows near the West Lake and the Grand Canal, cycling tours and competitions around Hangzhou and the Thousand-Islands Lake about 190 km away from the capital city of Zhejiang as well as rustic tours to the countryside, where autumn's fragrant flowers, such as sweet olive and chrysanthemum, are in full bloom.

But the most exciting event to watch is one of the world's most spectacular tides at the estuary of the Qiantang River. Thousands flock to the area to see the world's top surfers compete in an international

tide-surfing contest, in which they will challenge the dangerous tide when it hits its height between Oct 2 and 4.

And after this adventurous tour, tourists may soothe their beating hearts by attending the live show of "Impression West Lake", an outdoor drama directed by renowned filmmaker Zhang Yimou. Staged year-round by the lake, the show tells the romantic stories and legends of Hangzhou.

Festival organizers believe the event can help promote the healthy and sustainable development of Hangzhou's economy.

They said such sectors as commerce, trade, catering and convention and exhibitions will directly benefit from the event. And local residents will find more job opportunities and revenue resources from the expanding value chain related to the tourism industry.



A fashion show featuring silk garments was held in Hangzhou. Silk products are a popular choice for souvenirs among tourists to the city.



Cycling around Hangzhou is an option for tourists who want to have an in-depth tour of the area.



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Visitors to the countryside can have the opportunity to enjoy genuine local operas.