购在中国

国际化消费环境建设试点城市消费指南

SHOPPING IN CHINA

A CONSUMER GUIDE TO CHINA'S GLOBAL SHOPPING HUBS



中华人民共和国商务部

Ministry of Commerce of the People's Republic of China

前言
PREFACE

“购在中国”是商务部为贯彻落实党中央、国务院决策部署，加快实施提振消费专项行动，重点打造的标志性扩消费品牌。通过出台务实管用的政策举措，举办丰富多彩的促消费活动，培育商旅文体健融合的消费场景，打造舒适便捷的消费环境，既满足国内居民多样化、品质化消费需求，又吸引更多国际游客入境消费，实现“在中国、购全球”。

"Shopping in China" is an iconic consumption-boosting brand launched by the Ministry of Commerce to implement the decisions and arrangements of the CPC Central Committee and the State Council and accelerate the special action to boost consumption. By introducing practical and effective policies and measures, holding a wide range of consumption-promotion activities, fostering integrated consumption scenarios of commerce, tourism, culture, sports and health, and building a comfortable and convenient consumption environment, the initiative meets the diversified and high-quality consumption needs of domestic residents and attracts more international visitors to consume in China.

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境外旅客购物离境退税

Departure Tax Refund For Overseas Visitors

近年来，中国政府进一步丰富市场供给，优化退税服务，扩大入境消费，更好满足境外旅客购物离境退税需求。

In recent years, the Chinese government has further enriched market supply, optimized tax refund services, expanded inbound consumption, and better met the tax refund needs of overseas visitors for shopping upon departure.

地点：在有“Tax Free”标识的商店购物可以离境退税。

Place: Purchases made at stores with the “Tax Free” sign are eligible for a tax refund upon departure.

金额：境外旅客同日同店购买退税物品金额达到200元人民币可以退税。

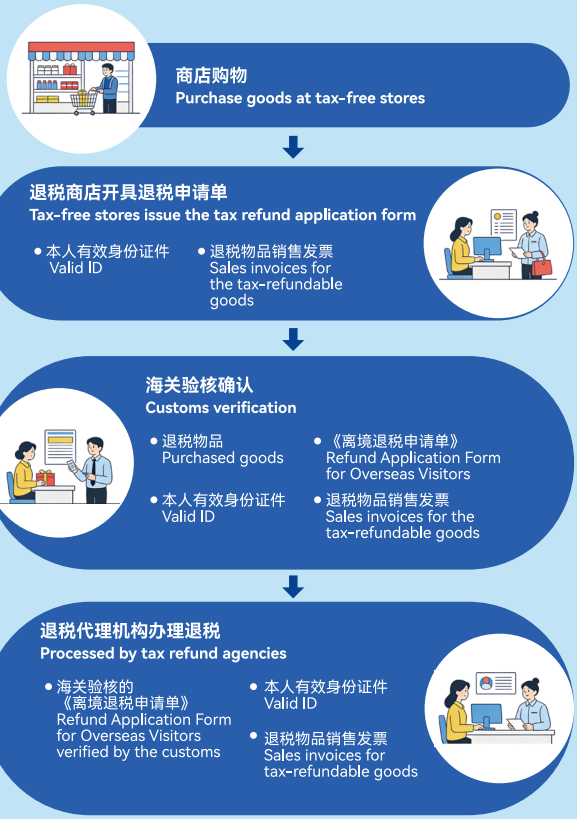
Amount: Overseas visitors are eligible to apply for a refund if they spend at least 200 yuan at the same store on the same day and meet other relevant requirements.

退税额=离境的退税物品销售发票金额（含增值税）×退税率 - 退税代理机构办理退税手续费

Amount of the tax refund = sales invoice amount (including VAT) of the tax-refundable goods × tax refund rate - service fee chagred by tax refund agencies for processing the tax refund

如何办理退税?

How to apply for a tax refund?



全国离境退税综合信息服务平台

Service Platform for Departure Tax Refund

《境外旅客离境退税指南》

《A Guide to the Departure Tax Refund for Overseas Visitors》



北京

领潮京彩 Leading the Trend in Beijing

必逛必去 Must-Visit Destinations

北京的商圈集聚国内外高端消费资源，4个国际消费体验区、29个城市消费中心、84个地区活力消费圈彰显北京消费的多元魅力。

Beijing's business districts gather high-end consumption resources from home and abroad, featuring 4 international consumption experience zones, 29 urban consumption centers, and 84 regional vibrant consumption districts, and showcasing the diverse consumption experience in Beijing.

- 王府井×西单×前门
- CBD×三里屯
- 环球影城×大运河
- 丽泽×首都商务新区

- Wangfujing × Xidan × Qianmen
- CBD × Sanlitun
- Universal Studios × the Grand Canal
- Lize × Beijing's New Business District

- 前门大栅栏
- 隆福寺
- 亚奥
- 朝青
- 燕莎蓝港
- 五棵松

- Qianmen/Dashilan Shopping Area
- Longfu Temple Business District
- Ya'ao Business District
- Chaoqing Business District
- Lufthansa/SOLANA Blue Harbor Business District
- Wukesong Business District

- 第二三里屯
- 新首钢
- 环球影城
- 副中心枢纽
- 大兴机场枢纽
- 首都机场枢纽
- 雁栖湖科学城
- 古北水镇

- A "Second Sanlitun"
- New Shougang Business District
- Universal Studios
- Sub-Center Complex Transport Hub
- Daxing Airport Hub
- Capital Airport Hub
- Huairou Science City Beside Yanqi Lake
- Gubei Water Town

北京拥有丰富的文旅体资源，坐拥8个世界文化遗产、10家5A级景区，“双奥之城”打造了众多高能级地标建筑，丰富的博物馆体系深品首都历史文化底蕴。

Beijing boasts abundant cultural, tourism, and sports resources, featuring 8 UNESCO World Heritage Sites and 10 5A-level scenic spots. As a "Dual Olympic City," it is home to numerous high-profile landmark buildings, and its extensive museum system showcases the profound historical and cultural heritage of the capital.





Must-See Attractions 必玩必赏

“漫步北京”活力 Best Choices for “Strolling in Beijing”

- 故宫博物院
- 北京市奥林匹克公园
- 八达岭长城
- 圆明园遗址公园
- 慕田峪长城
- 恭王府
- 天坛公园
- 大运河
- 颐和园
- 周口店北京人遗址
- 明十三陵
- 北京中轴线

- The Palace Museum
- Badaling Section of the Great Wall
- Mutianyu Section of the Great Wall
- Temple of Heaven Park
- Summer Palace
- The Ming Tombs
- Beijing Olympic Park
- Yuanmingyuan (The Old Summer Palace)
- Prince Gong's Mansion
- The Grand Canal
- Zhoukoudian Peking Man Site
- Beijing Central Axis

“双奥之城”风采 Charm of the “Dual Olympic City”

- 国家体育场
- 国家游泳中心
- 国家速滑馆
- 首钢滑雪大跳台
- 延庆奥林匹克园

- National Stadium
- National Aquatics Center
- National Speed Skating Oval
- Big Air Shougang
- Yanqing Olympic Park

“博物馆之城”力量 Appeal of the “City of Museums”

- 中国国家博物馆
- 首都博物馆
- 中国工艺美术馆
- 北京画院美术馆
- 中国电影博物馆
- 中国科学技术馆

- National Museum of China
- Capital Museum
- China National Arts and Crafts Museum
- Art Museum of Beijing Fine Art Academy
- China National Film Museum
- China Science and Technology Museum

必购必带 Must-Buy Souvenirs

900余款“北京礼物”、274家老字号、4000余家首店承载京韵匠心与文化内涵，甄选非遗技艺、老字号好物与文创精品。

Over 900 "Beijing Gifts", 274 time-honored brands, and more than 4,000 first stores carry the craftsmanship and cultural heritage of Beijing, featuring selected skills of intangible cultural heritages, quality products from time-honored brands, and cultural creative masterpieces.



- 马墩墩盲盒
- 泡泡玛特点金奔腾系列手办
- 紫气东来天坛香炉
- 北京画院“马彪彪”文创
- 角楼咖啡马到成功挂耳咖啡礼盒
- 袅袅中轴香具套装
- 北京雨燕耳饰
- 牛街小吃毛绒挂件
- 年轮盘扣胸针
- 故宫猫潮玩盲盒
- 桑蚕丝方巾-天马巡游
- 十二龙九凤冠香薰

- "Ma Dwen Dwen" Blind Box
- POP MART Golden Gallop Series Figures
- "Purple Air from the East" Temple of Heaven Incense Burner
- Beijing Fine Art Academy's Ma Biaobiao Cultural and Creative Products
- Corner Tower Café's "Success on Arrival" Drip Coffee Gift Box
- Elegant Central Axis Incense Burner Set
- Beijing Swift Earrings
- Niujie Snack Plush Keychain
- Growth Ring Knot Brooch
- Forbidden City Cat-Themed Blind Box
- Mulberry Silk Scarf - Heavenly Horse Parade
- Twelve Dragons and Nine Phoenixes Crowned Incense Burner



必吃必尝 Must-Try Delicacies

北京经典美食 Classic Beijing Cuisine

- 北京烤鸭
- 葱烧海参
- 铜锅涮羊肉
- 炙子烤肉
- 炸酱面
- 爆肚

- Peking Roast Duck
- Scallion Stewed Sea Cucumber
- Instant-Boiled Sliced Mutton in the Copper Pot
- Beijing Barbecue
- Zhajiang Noodles
- Quick-Fried Tripe

北京经典特色小吃 Classic Beijing Snacks

- 炒肝
- 卤煮火烧
- 豆汁儿+焦圈
- 炸灌肠
- 艾窝窝
- 驴打滚

- Chaogan (stir-fried pork liver)
- Luzhu Huoshao (bean-paste stew with pieces of huo shao (dough dumplings))
- Douzhi'er (Beijing mung bean juice) + Jiaoquan (crispy fried dough ring)
- Zhaguanchang (fried sausage)
- Aiwowo (sticky rice with a sweet filling)
- Lyudagun (glutinous rice rolls with sweet bean paste)

京味美食是北京文化的重要载体，101家餐厅入选米其林指南，兼具皇家风味与市井烟火。24条特色餐饮聚集街区、31条“深夜食堂”特色街区，一站式品尝地道北京味道。

Beijing cuisine is an important carrier of the city's culture. It offers both imperial flavors and local street food, with 101 restaurants selected for the Michelin Guide. The 24 distinctive food streets and 31 "late-night dining" specialty areas offer authentic Beijing flavors all in one place.

特色餐饮聚集街区 Specialty Dining Districts

- 簋街
- 白塔寺宫门口东西岔街
- 望京合生麒麟新天地商业街
- 华熙LIVE·五棵松商业街
- 新丰巷商业街
- 首钢园六工汇商业街
- FCC中央城餐饮街
- 月亮河小镇商业街
- 中粮·祥云小镇商业街
- 回龙观·首开LONG街
- 天键广场商业街
- 亦城·麒麟汇商街

- Guijie Gourmet Street
- Baitasi Area's Gongmenkou East and West Streets
- Wangjing Kirin Place Commercial Street
- Huaxi LIVE · Wukesong Commercial Street
- Xinfeng Lane Commercial Street
- Shougang Park Chang'an Mills Commercial Street
- FCC Central City Dining Street
- Moon River Town Commercial Street
- COFCO · Shine Hills Commercial Street
- Huilongguan · SHOKAI LONG Street
- Tianjian Plaza Commercial Street
- Yicheng · Qilinhui Commercial Street



一座中西合璧、古今交融的魅力之城，始终涌动着不竭的商业活力与消费激情。

A charming city that combines Chinese and Western elements and integrates the past and the present,always brimming with inexhaustible commercial vitality and consumer enthusiasm.

必逛商圈·津门风尚

Must-visit Commercial District Jinmen Fashion Trend

近年来，天津城市消费空间布局持续优化，重点打造金街、文化中心、泰达MSD-于响、五大道、意风区等10个具有影响力、知名度的消费集聚区；打造泰安道-小白楼，水上-奥体等22个区域级特色商圈；打造一批适应多维度生活需求、业态完备的高水平社区商圈。





In recent years, the urban consumption space layout in Tianjin has been continuously optimized. Key consumption clusters have been developed, including Jinjie Street, Cultural Center, Taida MSD - Yu Xiang, Five Great Avenues and Italian Style District, totaling 10 influential and well-known consumption clusters; 22 regional-level characteristic commercial district such as Tai'an Road - Xiaobailou and Waterfront - Olympic Sports Area have been created; and a number of high-level community shopping districts that meet multi-dimensional living needs and have complete business formats have also been developed.



必购必带·津门好物

Must-buy Must-Bring Jinmen Quality Products

Tianjin nurtures numerous specialty products imbued with history and craftsmanship. These range from the Ma's Filigree Inlay, originating from the late Qing imperial court, to the nationally innovative Niren Zhang Painted Sculptures. They include intangible cultural heritage items like the Laomeihua Flower & Bird Brooch in Tianjin embroidery, as well as classic national products such as the Yumeijing Tianjin Fragrance Skincare Gift Set. From the century-old time-honored brand's Darentang Five Elements Sachet to the Seagull Wristwatch, every exquisite item tells a story of Tianjin's dedication to craftsmanship and cultural legacy.



天津孕育了众多承载历史与匠心的特色产品，既有源自清末宫廷的马氏花丝镶嵌，也有国潮创新的泥人张泥塑；既有非遗津绣老美华花鸟胸针，也有经典国货郁美净津门香韵护肤礼盒；从百年老字号达仁堂五行香囊到海鸥腕表，每一件好物都诉说着津门的匠心传承与文化魅力。

必尝美味·津味食光

Must-Try Delicacies · Jin Flavor Experience



天津美食融汇南北、博采众长，从国家级非遗狗不理包子到仪式感十足的罾蹦鲤鱼，从浓鲜滑嫩的八珍豆腐到酱汁浓郁的独面筋，从街头早餐煎饼馃子到甜糯酥脆的耳朵眼炸糕，每一口都是地道津味，令人回味无穷。

Tianjin cuisine masterfully blends influences from north and south China. From the nationally recognized intangible cultural heritage Goubuli Baozi to the impressively presented Zengbeng Carp Fish, from the silky and Eight-Ingredient Tofu to the sauce-laden Dumianjin, from the street breakfast favorite Jianbing Guozi to the sweet and crispy Erduoyan Fried Cake – every bite offers an authentic Tianjin flavor, leaving a lasting and delightful impression.



SHANGHAI 上海

AN INTERNATIONAL CONSUMPTION HUB: BUY, TASTE & EXPERIENCE IT ALL

上海体验 EDIT

首店热潮 FLAGSHIP & FIRSTS



全球首店与旗舰空间汇聚，打卡、社交、品质消费一站尽享，离境退税更便捷。

Where flagship and first-in-market concepts come together with seamless duty-free shopping for international visitors.

石库门风情 SHIKUMEN CHIC

历史街区焕发新生，打造可逛可停的精致生活体验。

Revitalized heritage lanes offer a stroll-and-stay lifestyle, blending history with modern living.



国潮风尚 TIMELESS & TRENDY



古典园林与国潮消费结合，百年老字号与现代设计交相辉映。

Time-honored brands meet contemporary design amid classical gardens.

滨水漫步 RIVERSIDE STROLL



滨水步道串联历史与现代建筑，是观光与打卡的必到之地。

A riverside path connects heritage and modern architecture and is a must-visit for sightseeing and photos.

天际线打卡 SKYLINE ICONS





地标建筑与观景平台叠加高端商业，形成高辨识度城市打卡体验。

Iconic architecture, viewing platforms, and luxury shopping create a standout urban experience.

梧桐区慢生活 COMMUNITY GEMS



梧桐树下小众品牌与咖啡文化交织，适合慢步探索、放松体验。

Tree-lined streets with historic buildings, indie boutiques, cafés, and bookstores make for relaxed, slow exploration.



乐购假日 ALL-DAY FUN

游乐、购物和休闲完美结合，打造全天候目的地体验。

Disneyland, outlet shopping, and leisure come together for a full-day immersive experience.



二次元圣地 ANIME & POP CULTURE



上海的二次元氛围浓厚，商业地标形成独特文化集群，吸引全国二次元粉丝前来沉浸体验。

Shanghai is a hub for anime and pop culture, where iconic landmarks form a lively cluster attracting fans nationwide.

上海节奏 BEAT

上海精彩全年不停歇 —— 文化、旅游、商业、体育与展览交织成城市脉搏，打造全新消费体验，每一刻都充满活力与惊喜。

Shanghai pulses with excitement all year round, with a nonstop calendar of cultural, sports, and lifestyle highlights — every moment brimming with urban energy and surprises.





- F1 中国大奖赛 F1 Chinese Grand Prix
- 上海时装周 Shanghai Fashion Week
- 上海国际花卉节 Shanghai International Flower Show
- 首发上海 FIRST in Shanghai
- 五五购物节 Double Five Shopping Festival
- 上海国际电影节 Shanghai International Film Festival
- 上海之夏 Shanghai Summer
- 中国国际数码互动娱乐展览会 ChinaJoy
- 上海旅游节 Shanghai Tourism Festival
- 中国上海国际艺术节 China Shanghai International Arts Festival
- 上海网球大师赛 ATP Masters 1000 Shanghai
- 中国国际进口博览会 China International Import Expo
- 上海马拉松 Shanghai Marathon





从本土经典到国际美食，高端餐饮与街头小吃兼具，让味蕾遍历上海。

From local classics to global cuisine — Shanghai's food scene is a blend of fine dining and beloved street eats.

上海风味 FLAVORS

本土经典 Local Favorites


小笼包 Soup Dumplings


生煎 Pan-fried Buns


红烧肉 Braised Pork Belly


葱油拌面 Scallion Oil Noodles


排骨年糕 Pork Chops and Rice Cakes

上海环球美食汇 Global Taste in Shanghai

1-3月 JAN-MAR	欧陆风味主题：依次举办意大利、西班牙、法国特色美食月活动 Europe — Featuring Italy, Spain, and France.
4-6月 ARP-JUN	美洲风味主题活动：依次举办墨西哥、巴西、加勒比特色美食月活动 America — Featuring Mexico, Brazil, and the Caribbean.
7-9月 JUL-SEP	亚洲风味主题：依次举办中华美食、东南亚、南亚特色美食月活动 Asia — Featuring Chinese, Southeast Asian, and South Asian.
10-12月 OCT-DEC	风味无界主题：依次举办烘焙&甜品节、餐酒文化节、食品&香料节 Global Fusion — Featuring baking & desserts, wine & dining, and spices & gourmet experiences.



上海定制 STYLE

在上海，定制正走入日常，从服装到饰品，成为吸引全球消费者的城市新体验，叠加便捷离境退税，消费更轻松。

Customization in Shanghai is becoming everyday — personal, accessible, and tax-free friendly.

南外滩轻纺面料市场 South Bund Soft Spinning Material Market

在全球知名旅游平台 TripAdvisor 上，除了外滩外，受关注度第二高的上海热门旅游点便是这里。这里汇集约280家店铺，从旗袍、西装到日常穿搭，一应俱全。

Ranked Shanghai's second most popular spots on TripAdvisor, this market is a go-to for fast, affordable tailoring. With around 280 shops, it offers everything from cheongsam and suits to everyday wear.

南京
NANJING

新街口商圈 Xinjiekou Business District

- 德基广场（全球店王）
- 金鹰国际购物中心
- 中央商场
- JLC金陵中环
- 艾尚天地
- 东方福来德
- 新街口百货商店
- 大洋百货
- 南京1912文化旅游休闲街区
- 南京圣和府邸豪华精选酒店
- 南京丽思卡尔顿酒店
- 金陵饭店

- Deji Plaza (top-performing mall in terms of sales)
- Golden Eagle International Shopping Center
- Nanjing Central Mall
- JLC Jinling Central
- IST
- House of Fraser
- Xinjiekou Department Store
- Grand Ocean Department Store
- Nanjing 1912 Cultural Tourism and Leisure Block
- The Grand Mansion Hotel, Nanjing
- The Ritz-Carlton Nanjing
- Jinling Hotel

桥北商圈 Qiaobei Business District

- 弘阳广场
- 太平商场江北店
- 江北金象城

- Hongyang Plaza
- Taiping Shopping Mall (Jiangbei Branch)
- Jiangbei Golden Elephant City

仙林商圈 XianlinBusiness District

- 金鹰湖滨天地
- 万达茂

- Golden Eagle Lakeside World
- Wanda Mall

河西商圈 Hexi New Town

- 南京国金中心
- 南京金陵天地
- 华采天地
- 金鹰世界
- 万达广场
- 南京朗昇希尔顿酒店
- 南京河西安达仕酒店
- 南京卓美亚酒店
- 南京金鹰世界G酒店

- IFC Nanjing
- Nanjing Jinling Place
- Huacai World
- Golden Eagle World Wanda Square
- Hilton Nanjing Riverside
- Andaz Nanjing Hexi
- Jumeirah Nanjing Hotel
- G HOTEL Nanjing

百家湖商圈 Baijiahu Business Distric

- 景枫中心
- 金鹰天地广场
- 21世纪太阳城
- 南京百家湖1912街区
- Jingfeng Center
- Golden Eagle World Plaza
- 21st Century Sun City
- Nanjing Baijia Lake 1912 Block

夫子庙商圈 Confucius Temple Business District

- 南京夫子庙步行街(全国示范步行街)
- 南京门东历史文化街区
- 南京熙南里历史文化街区
- 万象天地
- 鹏欣水游城
- 金陵长乐坊
- 茂业天地
- 水平方

- Nanjing Confucius Temple Pedestrian Street (National Demonstration Pedestrian Street)
- Nanjing Mendong Historical and Cultural Block
- Nanjing Xinanli Historical and Cultural Block
- MIXC
- Pengxin Aqua City
- Jinling Changle Fang
- Maoye World
- Shopping Fun

南京素有“六朝古都”“十朝都会”美誉，拥有6000多年文明史，3000多年建城史，约450年的建都史。有世界上保留最长的明城墙，有世界文化遗产明孝陵，有入选世界人类非物质文化遗产名录的南京云锦织造技艺、金陵刻经等。

Reputed as the "ancient capital of six dynasties" and a "metropolis of ten dynasties",Nanjing boasts a civilization history of over 6,000 years, a city history of over 3,000 years and a capital history about 450 years. Nanjing has the longest preserved Ming city wall, the World Heritage Site, Ming Xiaoling, and Nanjing Yunjin Brocade Craft and Nanjing Scripture Engraving which are selected into the UNESCO Intangible Cultural Heritage Lists.

著名旅游景点 Famous Tourist Attractions

- 明孝陵景区
- 中山陵
- 南京红山森林动物园
- 玄武湖景区
- 夫子庙-秦淮风光带风景名胜区
- 牛首山文化旅游区
- 汤山温泉国际旅游度假区
- 江苏园博园
- 栖霞山风景名胜区
- 南京博物院
- 大报恩寺遗址景区
- 总统府

- Ming Tomb Scenic Area
- Dr. Sun Yat-sen's Mausoleum Scenic Area
- Nanjing Hongshan Forest Zoo
- Xuanwu Lake Scenic Area
- Confucius Temple - Qinhuai Scenic Area
- Niushou Mountain Cultural Tourism Zone
- Tangshan Hot Spring International Resort
- Jiangsu Garden Expo Park
- Qixia Mountain Scenic Area
- Nanjing Museum
- Dabaoen Temple Ruins Scenic Area
- Presidential Palace

秦淮小吃 Local Specialties

秦淮八绝 Eight Qinhuai Unique Snacks

- 一绝 • 雨花茶—状元五香蛋
- 二绝 • 麻油烫干丝—鸭油酥烧饼
- 三绝 • 如意回卤干—什锦素菜包
- 四绝 • 养颜豆腐脑—秦淮小茶馓
- 五绝 • 琼云上席—夫子庙臭干
- 六绝 • 美味鸭血汤—开心小烧卖
- 七绝 • 牛肉粉丝汤—牛肉煎锅贴
- 八绝 • 雨花石汤团—梅花蒸儿糕

- Yuhua Tea /Spiced Eggs
- Boiled Dried Bean Curd Strips in Sesame Oil /Griddled Cake with Duck Oil
- Spiced Dried Bean Curd /Dumplings Stuffed with Assorted Vegetables
- Tonic Bean Curd Jelly /Deep-Fried Noodles
- Mushroom in Chicken Soup /Deep-Fried Strong-Smelling Dried Bean Curd
- Solidified Duck's Blood Soup / Steamed Dumplings Stuffed with Rice and Minced Pork
- Vermicelli and Beef Soup /Fried Dumplings Stuffed with Minced Beef
- Boiled Multi-Colored Dumplings /Steamed Rice Cake



米其林指南南京市上榜餐厅 Nanjing's Selected Restaurants On The Michelin Guide

米其林一星餐厅 Michelin One-Star Restaurant

- 帝粤轩
- 江南灶·云府
- Dai Yuet Heen
- Jiangnan Wok·Yun

米其林指南入选餐厅 Michelin Guide Selected Restaurant

- 江南灶
- 梅苑
- 龙吟山房(江宁)
- 元景宴
- 万豪
- 梦都会
- 品宁府
- 万国春花园餐厅
- 百年
- 芳芳法餐厅(建邺)
- 品煨江南
- 余川
- 西北桥头拉面大王

- Jiangnan Wok
- Plum Garden
- Longyin Shanfang (Jiangning)
- Yuan Space & Feast
- Man Ho
- Meng Du Hui
- Pin Ning Fu
- Wan Guo Chun Garden Restaurant
- Le Siccle
- L'Arôme in the sky (Jianye)
- Pin Wei Jiang Nan
- Yu Chuan
- Xi Bei Qiao Tou La MianDa Wang

更多餐厅 More Restaurants

扫码了解详情 SCAN FOR MORE DETAILS

必购必带 Must-Buy Must-Take

















南京消费发布 NANJING CONSUMPTION RELEASE

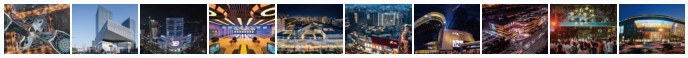
离境退税地图 DEPARTURE TAX REFUND MAP

HANGZHOU

赏西湖胜景、走大运河畔、品杭州美食；
ENJOY WEST LAKE' S BEAUTY, WALK THE GRAND CANAL, TASTE HANGZHOU' S DELIGHTS;
游良渚古城、观钱塘潮涌、这里是杭州。
EXPLORE LIANGZHU ANCIENT CITY, WATCH QIANTANG' S TIDES—THIS IS HANGZHOU.

杭城商荟
HANGZHOU COMMERCIAL GALA

杭州来福士广场
Raffles City Hangzhou
杭州中心
Hangzhou Center
国大城市广场
Guoda City Plaza
杭州奥体 AT 天地文体商综合体
Hangzhou Olympic Sports Center AT Tiandi Complex
滨江宝龙城
Binjiang Baolong City
杭州大悦城
Hangzhou Joy City
萧山万象汇
Xiaoshan Wanxianghui
西溪印象城
Xixi Impression City
远洋乐堤港
Oceanwide Leti Port
龙湖西溪天街
Longfor Xixi Tianjie



杭州四大商圈
THE FOUR MAJOR COMMERCIAL AREAS IN HANGZHOU



武林商圈
Wulin Commercial Area
湖滨商圈
Hubin Commercial Area
钱江新城商圈
Qianjiang New Town Commercial Area
奥体商圈
Olympic Sports Center Business District

高德地图 | 高德扫街榜 AMAP STREET STARS

扫码查看高德扫街榜
Scan the code to view the Amap Street Stars

必吃必尝
MUST-EAT AND MUST-TASTE

【米其林二星】TWO MICHELIN STARS

如院
Ru Yuan

【米其林一星】ONE MICHELIN STAR

珀
Ambré Ciel
桂语山房（西湖）
GuiYu（XiHu）
兰轩
HangZhou House
解香楼
Jie Xiang Lou
金沙厅
Jin Sha
溪畔十九
L´éclat 19
龙井草堂
LongJing
Sense
Sense
颂
Song
暗香
Wild Yeast
新荣记
Xin Rong Ji
玉芝兰
Yu Zhi Lan



【米其林绿星】MICHELIN GREEN STAR

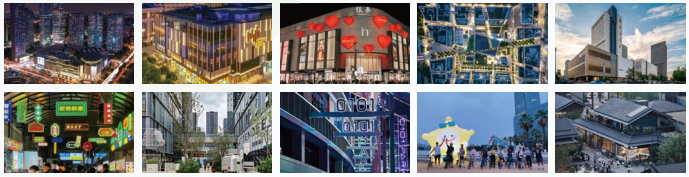
朴竺
Pu Zhu

国际化消费环境试点建设特色亮点
HIGHLIGHTS OF THE PILOT CONSTRUCTION OF AN INTERNATIONALIZED CONSUMPTION ENVIRONMENT

万象城
MixC
杭州嘉里中心国际慢生活街区
Hangzhou Kerry Centre International Slow Life Block
湖滨银泰 in77D 区
Hubin Yintai in77 Zone D
天目里
Tianmuli
杭州大厦
Hangzhou Tower
武林夜市
Wulin Night Market
安放·山泽里
Anfang·Shanzeli
文三数字生活街区
Wensan Digital Life Block
金沙湖休闲特色商业街
Jinsha Lake Leisure & Characteristic Commercial Street
良渚文化村·玉鸟集
Liangzhu Cultural Village·Yuniaoji

高德地图 | 高德扫街榜 AMAP STREET STARS

扫码查看高德扫街榜
Scan the code to view the Amap Street Stars



杭城盛展
MAJOR EXHIBITIONS IN HANGZHOU

全球数字贸易博览会（数贸会）
Global Digital Trade Expo（GDTE）
中国杭州西湖国际博览会（西博会）
China Hangzhou West Lake International Expo
中国国际动漫节
China International Cartoon & Animation Festival（CICAF）



视听盛宴
AUDIO-VISUAL FEASTS

印象西湖 - 最忆是杭州
Impression West Lake— Enduring Memories of Hangzhou
湘湖雅韵
Elegant Rhythm of Xianghu Lake
宋城千古情
Romance of Song Dynasty
如梦上塘
Dream of ShangTang



厦门

以山海为卷，
绘就国际消费新图景，
邀您共赴此约。

With mountains and sea as its canvas, Xiamen unveils a new landscape of international consumption. We sincerely invite you to join us.



必逛必去 玩购厦门

Must-Visit Destinations: Shop & Explore Xiamen

厦门正加力建设国际消费中心城市，重点打造中山路、国际邮轮城等国际消费集聚区，以及万象城、SM、五缘湾、集美新城等入境友好型商圈。各商圈广泛覆盖离境退税服务网点，推行“即买即退”“一单一包一码”等便利化措施，让退税流程更加高效便捷。









Xiamen is intensifying efforts to develop itself into an international consumption hub. The city is focusing on creating international consumption clusters such as Zhongshan Road and International Cruise Terminal, as well as inbound-friendly commercial areas like the MIXC, SM City, Wuyuan Bay and Jimei New City. These commercial districts are widely equipped with departure tax refund service outlets, with convenient measures such as "instant tax refund" and "one order, one package, one code" in place to streamline the tax refund process.





必购必带 礼遇厦门

Must-Buy Souvenirs: Special Gifts from Xiamen





依托丰富的商品矩阵与创新消费业态，入境游客不仅能选购全球好物，更能感受中国品牌的独特魅力。城市伴手礼“在厦有礼”以红点设计诠释厦门元素，中药厂八宝丹传承百年经典，南普陀馅饼素雅清甜，海堤茶叶香飘万里，漆线雕巧夺天工，黄金香肉松古法鲜制。这些地道风物，凝聚闽南匠心，成为带得走的厦门记忆。











With its rich product selection and innovative consumer experiences, inbound tourists can not only purchase high-quality global products but also experience the unique charm of Chinese brands. The city gift brand XMENLY showcases Xiamen elements through designs featured at the Red Dot Design Museum.These local treasures include the century-old Babao Dan from the traditional Chinese medicine factory, the elegant and sweet Nanputuo pastries, the aromatic Haidi tea, the exquisite lacquer thread sculpture, and the traditionally freshly made Huangjinxiang pork floss.These authentic specialties, embodying the craftsmanship of southern Fujian, make for memorable, portable keepsakes of Xiamen.

必吃必尝 寻味厦门

Must-Try Delicacies: A Taste of Xiamen





厦门是被山海滋养的美食天堂。沙茶面汤底醇香微辣，融合南洋风情与闽南风味；花生汤入口即化，海蛎煎外酥里嫩，土笋冻晶莹爽滑，姜母鸭香气扑鼻。这些藏于街巷的地道风味，同时也上榜米其林必比登，用数十年坚守，成为厦门的味觉地标。

Nourished by mountains and sea, Xiamen is a gourmet paradise. Satay noodles feature a rich, slightly spicy broth that blends Nanyang flavors with southern Fujian tastes. Other delights include melt-in-your-mouth peanut soup, crispy and tender oyster omelets, crystal-clear sea worm jelly, and fragrant ginger duck. These authentic street flavors, also listed in the Michelin Bib Gourmand, have become Xiamen's culinary landmarks through decades of dedication.







奥帆中心
Olympic Sailing Center

百年中山路
Century-old Zhongshan Road

五四广场
May Fourth Square

必逛必达 遇见青岛
Must-Visit Destinations · Discover Qingdao

大鲍岛
Dabaodao

台东步行街
Taidong Pedestrian Street

李村夜市
Licun Night Market

消费盛会 悦动全城
Citywide Celebrations Vibrant Citywide

青岛国际啤酒节
Qingdao International Beer Festival

青岛马拉松
Qingdao Marathon

青岛国际车展
Qingdao International Automobile Exhibition

AUTO QINGDAO 2026

中国国际消费电子博览会
China International Consumer Electronics Expo - A high-end consumer electronics event

Haier 海尔 · Hisense 海信 · AUCMA 澳柯玛

青岛食材节
Qingdao Ingredients Festival

萝卜·元宵·糖球会
Radish · Lantern and Sugar-Coated Hawthorn Fair

里院喜剧节
Courtyard Alley Comedy Festival

半城山海 半城鲜
Half Hills & Tides, Half Fresh & Pride

必吃必尝·青岛味道
Must-Try Dishes · Qingdao Flavors


辣炒蛤蜊
Stir-fried Clams


青岛大虾炒白菜
Qingdao Prawns Stir-fried with Cabbage


海肠捞饭
Sea Tube Worm Rice Bowl


海鲜疙瘩汤
Seafood Geda Soup


海鲜水饺
Seafood Dumplings


青岛凉粉
Pork Ribs with Rice

代表餐厅：

黑珍珠餐厅:
Black Pearl Restaurants:

- 怡情荟 - 海鲜青岛菜
  Yiqing Hui · Seafood & Qingdao Cuisine
- 铭家食集 - 院子餐厅
  Mingjia Shiji · Courtyard Restaurant

- 乔记鱼庄 Qiaoji Fish Village
- 开海 Kaihai
- 波螺油子 Boluoyouzi
- 双合园 Shuangheyuan
- 青岛锅贴 Qingdao Pot Stickers
- 吕氏疙瘩汤 Lüshi Dough Drop Soup
- 鑫复胜 Xinfusheng
- 万和春 WanhechunSoup
- 海天大酒店 Haitian Hotel

必购必带 青岛好物
Must-Buy Souvenirs Qingdao's Finest

青岛啤酒
Tsingtao Beer

始于1903 - 畅享欢聚时刻
Established in 1903 - Cheers to the Good Times



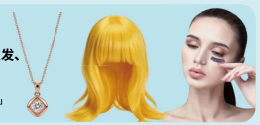


崂山三绝
Laoshan Three Treasures

白花蛇草水
崂山可乐
崂山矿泉水
Hedyotis Diffusa Water, Laoshan Cola, Laoshan Mineral

时尚板块
Fashion Section

城阳首饰、胶州假发、平度假睫毛
Chengyang Jewelry, Jiaozhou Wigs,Pingdu





点石文具
Dianshi Stationery

中国制笔行业10强
Top 10 Chinese Pen Manufacturer

海洋产品
Marine Products

全球磷虾油销售额第一
Global No.1 in Krill Oil Sales



中华老字号
China Time-honored Brand

钙奶饼干
Calcium Milk Biscuits



海滨小金
Calcium Milk Biscuits



琅琊台
Langyatai



流亭猪蹄
Liuting Pig Trotters





WUHAN

武汉

WUHAN CHINA

邂逅江湖之城　品味楚风汉味

Encounter the Vibrant Hub of Rivers and Lakes
Savor its Cultural Heritage and Distinctive Flavors

江湖之城·购享全球

Where the Waters Meet, Global Shopping Becomes Your Treat

【必逛商圈】——从世界潮流到老汉口记忆

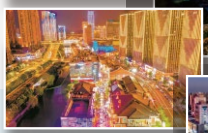
Must-Visit Commercial Areas:
From Global Trends to Old Hankou Memories

百年老街江汉路，“华中时尚地标”武商MALL，现代版“清明上河图”楚河汉街……将国际潮流与国家历史文化名城和老汉口记忆无缝融合。

Jianghan Road Pedestrian Street, a historic century-old commercial artery, Wushang MALL, a leading fashion landmark in Central China, and Chu River and Han Street, a modern-day version of the bustling "Along the River During the Qingming Festival"... Here, international trends seamlessly blend with the city's heritage as a national historical and cultural city and the timeless memories of old Hankou.



江汉路步行街
江汉关博物馆
Hankou Customs House on Jianghan Road Pedestrian Street



楚河汉街
Chu River and Han Street



武商梦时代
Wushang Dream Plaza

【必带好物】——把江湖气韵带回家

Must-Buy Souvenirs:
Take Home the Spirit of Wuhan's Wharf Culture

九省通衢的地理基因，大江大湖城市风貌，孕育出独特的城市文化。带走一件物，记住一座城，武汉“十大伴手礼”把城市记忆装进行囊。老字号玩转新国潮，汪玉霞、曹祥泰、扬子江百年回甘。非遗装点新生活，汉绣、国漆、武汉木雕船模、苏恒泰油纸伞让非遗走进日常。

Forged by the city's geographic identity as a thoroughfare to nine provinces and the majestic scenery of its rivers and lakes, Wuhan has cultivated a distinctive urban culture. Take the city home in an object, and keep its memory alive in your heart. The "Top 10 Wuhan Gifts" carry the city's stories with you. Time-honored brands embrace China-chic trends, as Wang Yu Xia, Cao Xiang Tai, and Yang Zi Jiang continue to charm with centuries of heritage. Intangible cultural heritage enriches modern life, with Han embroidery, Chinese lacquerware, Wuhan wooden boat models, and the Oil-paper Umbrella weaving tradition into everyday experience.



汪玉霞樱花饼
Cherry Blossom Cakes by Wang Yu Xia

推荐武汉伴手礼
Recommended Wuhan Gifts

蔡林记热干面礼盒
Hot Dry Noodles Gift Box by Cai Lin Ji
武汉国漆大漆小葫芦挂件
Small Gourd Chinese Lacquer Pendant by Wuhan Guoqi
扬子江荆楚地标游-曲奇饼干
Jingchu Landmark Tour Cookies by Yang Zi Jiang Food
悦游文创黄鹤古韵旋转灯
Yellow Crane Tower Foldable Paper Lamp
楚味堂武昌鱼礼盒
Wuchang Fish Gift Box by Chu Wei Tang
蒜鸟家族玩偶套装
Suan Niao (Peace Bird) Family Plush Toy Set
礼樱有你武汉新特产樱花面
"Gift of Cherry Blossoms" Wuhan Cherry Blossom Noodles

湖北离境退税
Hubei Tax Refund

张渡湖 Zhangdu Lake

舌尖之旅·楚风汉味

A Journey for the Palate: The Heritage and Flavors of Chu-Han



清蒸武昌鱼
Steamed Wuchang Fish



排骨藕汤
Pork Rib and Lotus Root Soup



小龙虾
Crawfish



热干面
Hot Dry Noodles

Must-Try Local Food:
A Culinary Carnival from Guo Zao (Wuhan-style Breakfast) to Late-Night Bites

【必吃美食】——从“过早”到宵夜的味蕾狂欢

“鱼米之乡，蒸煨擅长，鲜香为本，融合四方。”一碗热干面，一份豆皮，一铳子排骨藕汤，一条武昌鱼，一盘小龙虾，唇齿留香。户部巷、吉庆街、雪松路、山海关路、粮道街上，汉派小吃店人声鼎沸。湖锦酒楼、艳阳天、湖滨客舍，精致楚菜让传统与时尚在餐盘里相遇。

Nourished by its rivers and lakes, Wuhan excels in steaming and stewing, where freshness and aroma are paramount, creating a fusion of culinary traditions from all directions. A bowl of Re Gan Mian (Hot Dry Noodles), a portion of Sanxian Doupi (Wuhan-style Glutinous Rice Cakes), a simmering pot of Pork Rib and Lotus Root Soup, a tender Wuchang fish, a plate of spicy crawfish; each leaves a lasting taste on the palate. Hubu Alley, Jiqing Street, Xuesong Road, Shanhaiguan Road, and Liangdao Street are alive with the bustling crowds of Wuhan-style snack shops. At venues like Hujin Restaurant, Yanyangtian, and Hubin Keshe, refined Chu cuisine brings tradition and contemporary flair together on the plate.

推荐武汉名菜
Recommended Wuhan Dishes

鱼头泡饭
Fish Head Stew Served with Rice
黄陂三鲜
Huangpi Three Treasures
珍珠圆子
Steamed Pork Balls Coated with Glutinous Rice
粉蒸鮰鱼
Steamed Longsnout Catfish with Rice Flour
牛三鲜
Braised Beef and Beef Tripe
武汉黑鸭煲
Wuhan-style Braised Duck

推荐武汉名点
Recommended Wuhan Snacks

三鲜豆皮
Sanxian Doupi (Wuhan-style Glutinous Rice Cakes)
面窝
Mianwo (Wuhan-style Rice Fritters)
鲜肉汤包
Steamed Pork Soup Dumplings
生煎包
Pan-Fried Pork Buns
锅贴
Guotie (Pan-Fried Dumplings)
红糖糍粑
Glutinous Rice Cakes with Brown Sugar



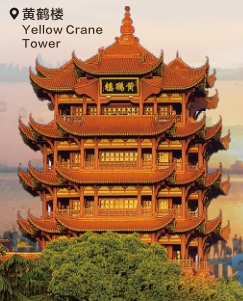


【必玩体验】——不止风景，更是生活

Must-Do Experiences:
Go Beyond Scenery to Life Itself

武汉四时皆景。春赏樱、跑汉马；夏看荷、渡长江/跳东湖；秋品桂、观武网；冬观梅、享冰雪。

Wuhan presents unique scenery in all four seasons. In spring, cherish cherry blossoms and run the Wuhan Marathon; in summer, admire lotus flowers and join the Wuhan July 16 Yangtze River Crossing Festival or the East Lake Swimming; in autumn, savor osmanthus and watch the Wuhan Open; in winter, appreciate plum blossoms and enjoy the ice and snow.



黄鹤楼
Yellow Crane Tower

东湖凌波门栈桥
East Lake Lingbo Gate Pier

武汉商务
Wuhan Commerce



五一商圈 Wuyi Business District

长沙国际消费核心引擎，日均客流量超50万人次。

IFS国金中心、KAWS雕塑、市内免税店汇聚国际潮流；太平街等历史街区串联老字号与新潮店，每步都是消费新体验。

夜长沙核心阵地，夜宵、足浴、Livehouse点亮凌晨，尽显夜间消费活力。

湘味美食天堂，臭豆腐、糖油粑粑、新式茶饮、正宗湘菜一应俱全，尽情品味舌尖上的湘味。



As the core engine of Changsha's international consumption, the Wuyi Business District welcomes an average of over 500,000 visitors daily. High-end commercial centers and iconic spots like IFS and its famous KAWS sculpture, along with downtown duty-free shops that dot the area, presenting the world's latest trends. Historic neighborhoods like Taiping Street connect time-honored brands with trendy boutiques, offering a fresh shopping experience at every turn. **In the heart of Changsha's nightlife**, late-night snacks, foot baths, and livehouses keep the city alive into the early hours, showcasing the vibrancy of nighttime consumption. **A paradise for Hunan cuisine**, featuring stinky tofu, sugar oil buns, trendy tea drinks, and authentic Hunan dishes, all available for you to savor the flavors of Hunan on your palate.

五一广场：芙蓉区黄兴中路88号

Wuyi Square: No.88 Middle Huangxing Road, Furong District





岳麓山－橘子洲 Yuelu Mountain – Orange Isle

长沙文旅消费核心地标，“山水洲城”名片载体。

岳麓山荟萃湖湘文化精华，坐拥中国四大书院之一的岳麓书院、中国四大名亭之一的爱晚亭，有千年书院之韵、名山胜景之秀。

橘子洲素有“天下第一洲”之称，毛泽东曾在此创作诗词，洲头的青年毛泽东艺术雕塑气势恢宏，江天暮色相映成画。

景区文创空间汇聚本土创意，来挑一件“长沙心意”回家。



As Changsha's cultural and tourism landmark, this area is a fusion of scenic views and cultural experiences. Yuelu Mountain is a treasure trove of the essence of Huxiang culture, and one of China's top four maple-viewing destinations. It is home to Yuelu Academy, one of China's four great academies, and Aiwan Pavilion, one of China's four famous pavilions, embodying the lasting charm of a millennial academy and the exquisite beauty of a renowned mountain scenic spot. **Orange Isle** has long been known as "the First Isle Under Heaven", where Mao Zedong created the classic poem Tune. The Young Mao Zedong Art Sculpture standing at the head of the isle is magnificent in bearing, with the river and sky merging into a picturesque view in the twilight. The cultural spaces within the scenic area showcase local.The cultural spaces within the scenic area showcase local creativity, allowing visitors to take a piece of "Changsha's Thought" home with them.

岳麓山：岳麓区登高路58号

橘子洲：岳麓区橘子洲头2号

Yuelu Mountain: No.58 Denggao Road, Yuelu District

Orange Isle: No.2 Orange Isle, Yuelu District



湖南省博物馆与长沙滨江文化园 Hunan Provincial Museum & Changsha Riverside Cultural Park

湖湘文化精神圣殿。

湖南省博物馆馆藏18万余件文物，马王堆汉墓出土的2000多年尸身不腐的辛追夫人湿尸、仅49克的素纱禅衣、“方轪之王”皿方罍等文物惊艳世界。

长沙滨江文化园（长沙博物馆、长沙图书馆、长沙规划展示馆、长沙音乐厅）构筑文化消费新集群。

场馆内设文创空间，可欣赏选购中国四大名绣之一的**湘绣**，感受湖湘非遗新生。

Together, they form a sacred sanctuary of Huxiang culture. Boasting more than 180,000 cultural relics, **Hunan Provincial Museum** houses numerous world-famous treasures. Among them are the remarkably well-preserved 2,000-year-old mummy of Lady Xin Zhui, the 49-gram Plain Gauze Singlet, the Min Fanglei known as the "King of Square Lei Vessels"—all unearthed from the Mawangdui Han Tombs and amazing the world. In addition, **Changsha Riverside Cultural Park** (Changsha Museum, Changsha Library, Changsha Planning Exhibition Hall, Changsha Concert Hall) forms a new cluster for cultural consumption. Each venue features cultural and creative spaces where visitors can appreciate and purchase **Xiang embroidery**, one of China's four famous embroideries, and witness the revitalization of Huxiang intangible cultural heritage treasures.



湖南省博物馆：开福区东风路50号

长沙滨江文化园：开福区湘江北路

Hunan Provincial Museum: No. 50 Dongfeng Road, Kaifu District

Changsha Riverside Cultural Park: North Xiangjiang Road, Kaifu District

浏阳国际烟花文化体验区 Liuyang International Fireworks Culture Experience Zone



长沙新潮文旅消费标杆，以烟花为核心融合体验、文创、观赏于一体。常态化焰火表演结合前沿科技打造沉浸式山水光影盛宴。

这里还藏有**非遗浏阳菊花石雕**，以2.7亿年天然菊花纹石材雕琢而成，有“石头开花”的美誉。

浏阳天空剧院：浏阳市锦程大道1号

浏阳菊花石之乡：浏阳市永和镇

铜官窑古镇 Tongguan Kiln Ancient Town

铜官窑的陶瓷源自唐代，是世界釉下彩瓷的重要发源地之一，素有“瓷器世界的工厂”之誉。这里的陶瓷融湖湘瓷文化精髓，古雅精美且兼具实用与艺术价值，当代文创茶具更让千年窑火融入现代生活。



Dating back to the Tang Dynasty, Tongguan Kiln is one of the world's major birthplaces of underglaze colored ceramics and renowned as the "Factory of Ceramics for the World". These exquisite works embody the essence of Huxiang ceramic culture. Timeless and elegant, they boast both practical and artistic value. Today, creative tea sets carry this ancient craft into modern life.



铜官窑古镇：望城区铜官街道彩陶村

Tongguan Kiln Ancient Town: Caitao Village, Tongguan Subdistrict, Wangcheng District



A benchmark of Changsha's trendy cultural tourism, this zone centers on fireworks while integrating immersive experiences, cultural creativity, and visual appreciation. Regular fireworks shows, enhanced by cutting-edge technology, offer an immersive light and shadow feast against the natural landscape. Another shining cultural treasure of Liuyang is **Liuyang Chrysanthemum Stone Carving**—a national intangible cultural heritage. Carved from 270-million-year-old stone bearing natural chrysanthemum patterns and is known as "stone that blooms" .

Liuyang Sky Theater: No. 1 Jincheng Avenue, Liuyang City

Hometown of Liuyang Chrysanthemum Stone: Yonghe Town, Liuyang City



广州
CANTON / GUANGZHOU

天河路-珠江新城商圈
TIANHE ROAD-ZHUJIANG NEW TOWN AREA

日均客流百万的“潮流引力场”，华南第一商圈，摩天集群。
A vibrant skyscraper cluster and South China's top commercial hub, pulsating with over a million people daily, defining the city's story.



广州塔-琶洲商圈
CANTON TOWER-PAZHOU AREA

广州塔领衔天际线，展馆汇聚全球商流，琶醍点亮滨水夜生活。
With the iconic Canton Tower dominating the skyline, this area draws a global crowd through its massive exhibition halls. The vibrant nightlife at Party Pier lights up the entire waterfront.



北京路-海珠广场商圈
BEIJING ROAD - HAIZHU SQUARE AREA

广府第一街，千年古道+潮流首店共绘世界级商圈。
An ancient road lined with flagship stores—old meets new in this evolving world-class destination.





大西关（上下九-永庆坊）商圈
XIGUAN (SHANGXIAJIU - YONGQINGFANG) AREA

西关风情交织现代国潮，打造“最广州”岭南文化体验地。
Where old Xiguan charm meets modern trends—the ultimate place to experience the real Guangzhou.

东山口 DONGSHANKOU

百年红砖洋楼中“潮到风湿”的先锋街区，文艺潮人必打卡。
Century-old villas now host the city's coolest artsy haunts. A must-visit for the creative crowd.





沙面 SHAMIAN

露天万国建筑博物馆，感受百年东西文化交融。
An open-air museum of architecture from around the world, offering a century of East-meets-West cultural fusion.

太古仓码头
TAIGUCANG WHARF

百年红砖仓库新生“广州日落大道”，Livehouse+滨江夜生活重塑工业遗产魅力。
Old warehouses reborn as Guangzhou's own Sunset Boulevard. Live music, riverside bars—industrial heritage, reinvented.



长隆-万博商圈
CHIMELONG-WANBO AREA

长隆IP巡游助兴，商业体扎堆好逛，乐园即商圈，日夜潮玩地。
Theme park thrills meet endless shopping—where entertainment and retail merge into one, 24/7.

白鹅潭商圈
BAI'ETAN AREA

三江汇聚的世界级滨江地标，聚龙湾太古里首期启幕续写“鹅潭夜月”传奇。
A world-class waterfront landmark where three rivers meet. The recent opening of Taikoo Li's first phase continues the legend of “Bai'etan Moonlight,” redefining nightlife by the water.



必购必带 广州城市礼物
GUANGZHOU "BUY NOW SAY WOW" CITY-GIFT

广州·必购必带

超全合集来袭！经典老广味 + 新潮文创品 + 黑科技好物，扫一扫，马上解锁你的心水之选。
Your ultimate collection awaits! Timeless Cantonese flavors, trendy cultural gifts, and cutting-edge tech gadgets — scan the code and start shopping for your perfect pick!

重磅活动 MAJOR EVENTS

大年初一 The 1st Day of the Chinese New Year	春节烟花汇演 Guangzhou Chinese New Year Fireworks Display
4月15日-5月5日 15th April - 5th May	广交会（春） Canton Fair (Spring)
端午节前后 Around the Dragon Boat Festival	广州国际龙舟邀请赛 Guangzhou International Dragon Boat Invitational Tournament
10月15日-11月4日 15th October - 4th November	广交会（秋） Canton Fair (Autumn)
11月 November	广州国际灯光节 Guangzhou International Light Festival
12月 December	广州马拉松赛 Guangzhou Marathon

中华老字号
China Time-honored Brand

“食在广州第一家”
The No.1 Cantonese Dining Destination in Guangzhou

广州酒家 GUANGZHOU RESTAURANT

招牌菜品：穗城笋尖虾饺皇、广州文昌鸡、炭烧脆皮有米猪等
Signature Dishes: Suicheng Bamboo Shoot Tip Shrimp Dumplings, Guangzhou Wenchang Chicken, Crispy Roasted Suckling Pig Stuffed with Glutinous Rice, etc.
代表门店：文昌总店、粤宴西关店（龙津西路）
Featured Branches: Wenchang South Road Main Restaurant, Yueyan Xiguan Branch



莲香楼 LIANXIANGLOU RESTAURANT

“岭南手信”首选品牌
The Go-To Brand for Lingnan Souvenirs





招牌菜品：莲香八宝鸭、金牌陈皮骨等
Signature Dishes: Lianxiang Eight-Treasure Stuffed Duck, Prized Pork Ribs with Aged Tangerine Peel, etc.
代表门店：第十甫路店
Featured Branches: Dishifu Road Branch

泮溪酒家 PANXI RESTAURANT

荔湾湖畔大型园林食府
A Grand Garden Restaurant by Liwan Lake

招牌菜品：八宝冬瓜盅、古法烧鹅等
Signature Dishes: Eight-Treasure Winter Melon Soup Bowl, Traditional Roasted Goose, etc.
地址：广州市荔湾区龙津西路151号
Add.: No. 151 Longjin Xi Road, Liwan District, Guangzhou



北园酒家 BEIYUAN RESTAURANT

岭南庭园建筑特色
Lingnan Garden Architecture

招牌菜品：招牌花雕鸡、古法皮蛋酥等
Signature Dishes: Huadiao Wine Braised Chicken, Traditional Preserved Egg Pastry, etc.
地址：广州市越秀区小北路202号
Add.: No.202 Xiaobei Road, Yuexiu District, Guangzhou

陶陶居 TAO TAO JU RESTAURANT

百年粤式茶楼
Century-Old Cantonese Teahouse





招牌菜品：陶陶居大虾饺、冰镇咕噜肉、百年烧鹅等
Signature Dishes: Shrimp Dumplings, Iced Sweet and Sour Pork, Century-Old Roasted Goose, etc.
代表门店：第十甫路总店、西塔国金店
Featured Branches: Dishifu Road Main Restaurant, Guangzhou IFC (West Tower) Branch



深圳 SHENZHEN 消费点亮美好生活

Consumption Lights Up a Better Life



蛇口太子湾K11 ECOAST
Shenzhen Shekou Taizi Bay K11 ECOAST Seaside Cultural and Art Zone



深圳湾文化广场
Shenzhen Bay Cultural Square



深业上城 UpperHills

城市漫步 逛吃不停

City Walk: Non-stop Shopping and Meal Planning

推荐购物路线一：深圳湾万象城——深圳湾文化广场——深圳湾人才公园——深圳湾公园——海上世界文化艺术——海上世界——蛇口太子湾K11 ECOAST

Recommended Shopping Route:
Shenzhen Bay Mixc——Shenzhen Bay Cultural Square ——Shenzhen Bay Park ——
Sea World Culture and Arts Center——
Sea World——Shenzhen Shekou Taizi Bay K11 ECOAST Seaside Cultural and Art Zone



都市乐购 玩转潮流

Urban Shopping: Riding the Trend

推荐购物路线二：深业上城——深圳市内免税店——卓悦中心——皇庭广场/领展中心城——深圳福田星河COCO Park

Recommended Shopping Route: UpperHills—Shenzhen Downtown Duty Free Shop——One Avenue——Wongtee Plaza//Link Central Walk——
Shenzhen Futian Galaxy COCO Park

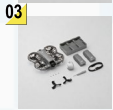


深圳市内免税店
Shenzhen Downtown Duty Free Shop

深圳必购必带清单

Shenzhen Must-Buy & Must-Take Souvenir List






01 华为 HUAWEI Mate 80 RS 非凡大师
HUAWEI Mate 80 RS | Porsche Design
02 荣耀 Magic V6
HONOR Magic V6
03 大疆 DJI Neo 2
DJI Neo 2 Drone
04 影石 Insta360 X5 (旗舰8K全景相机)
Insta360 X5 Flagship 8K 360° Camera






05 影翎 Antigravity A1 (全球首款全景无人机)
Antigravity A1 World's First Panoramic Drone
06 雷鸟 Air 4 Pro 智能眼镜
Thunderbird Air 4 Pro Smart Glasses
07 优必选 侦查坦克运动版编程玩具
Ubtech Recon Tank Sports Edition Programmable Toy
08 飞亚达 FIYTA 航天系列 [太空漫步] 陨石款
FIYTA Aerospace Series "Spacewalk"Meteorite Edition Watch






09 洛斐DOT圆点三模机械键盘-Lipstick(银管)
Lofree DOT Triple Mode Mechanical Keyboard-Lipstick(Silver)
10 加推 AI名片翻译器
SOON AI Business Card Translator
11 爱小伴 AI儿童语伴机
Alipal KidTalkie AI
12 有钱花 深圳限定毛绒摆件
RICHFLOWER Regular SHENZHEN






13 永丰源·夫人瓷-西湖蓝7头旅行茶具
AURATIC · LADY TURQUIOA 7-PIECE TRAVEL TEA SET
14 斯达高 水晶石6头茶具
Stechcol Crystal Stone 6 pcs Tea Set
15 天意精品香云纱服饰
TANGYSILK
16 君佩貔貅
JEMPER PESIU






17 she's 簕杜鹃花胸针
she's Bougainvillea Brooch
18 贝灵珠宝 见山见海香器礼盒
Beling Jewelry See Mountain & Sea Incense Gift Set
19 光明鸽 光明乳鸽礼盒
Guangming Squab Gift
20 麦轩 鹏城四季礼盒
MAKHIN Four Seasons Gift From SHENZHEN



逛8D城市 解锁潮流重庆

Explore the 8D City and Unlock Trendy Chongqing

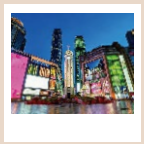
重庆，江峡相拥，层叠纵横，孕育出独具特色的商业图景，消费场景各具特色。

Chongqing, where rivers and gorges embrace and the city rises in layers and crisscrosses, fosters a one-of-a-kind commercial landscape with diverse and distinctive consumption scenes.

解放碑商圈
Jiefangbei Business District

重庆精神与城市繁华的双重象征，全国首批示范步行街、智慧商圈。

A dual symbol of Chongqing's spirit and urban prosperity, and one of the first batch of national model



观音桥商圈
Guanyinqiao Business District



重庆时尚风向标，西南首条“中国著名商业街”、国家级商旅文示范商圈与国家AAAA级都市旅游景区。

It is the first "Famous Chinese Commercial Street" in the southwest China, the first batch of national-level nighttime cultural and tourism consumption cluster, a demonstration business district for the development of China's commercial, tourism and cultural industry, a national AAAA-level urban tourist attraction, and the first national pilot business district for service industry standardization.



山城巷 Shancheng Alley

繁华都市的静谧之地，拾阶而上的山城人文旅居社区。

A tranquil haven in the bustling city, a cultural and residential community to explore step by step up the stone stairs.



磁器口 Ciqikou

巴渝第一古镇、嘉陵江第一水码头。

The No.1 Ancient Town of Bayu and the top water wharf on the Jialing River.



紫薇路 Ziwei Road

文艺、时尚、复古的年轻潮流街。

A literary, fashionable and vintage trendy street for young people.



重庆万象城 Chongqing MixC

集国际高端、潮流时尚、休闲娱乐、家庭体验于一体的国际化生活中心。

An international lifestyle hub integrating international high-end offerings, trendy fashion, leisure and entertainment, and family-friendly experiences all in one.



重庆光环购物公园 Chongqing The Ring Shopping Park

拥有室内植物园“沐光森林”的长江中上游城市自然共同体商业。

A natural integrated commercial complex in the upper and middle reaches of the Yangtze River, home to the indoor botanical garden "Forest of Light".



重庆动物园 Chongqing Zoo

“渝可”“渝爱”等顶流明星的家。

The beloved home of top celebrity giant pandas including Yuke and Yu'ai.



重庆来福士 Chongqing Raffles City

“朝天扬帆”点亮重庆天际线，悬挑观景台、环形高空步道、高空江景双人秋千玩转云端。

"Sailing Towards the Sky" illuminates Chongqing's skyline, where you can enjoy fantastic cloud-high fun with the cantilevered viewing platform, circular sky walkway and double swing with high-altitude river views.



洪崖洞民俗风貌区 Hongyadong Folk Custom Scenic Area

巴渝传统吊脚楼建筑群，立体式空中步行街。

A complex of traditional Bayu stilted buildings and a three-dimensional aerial pedestrian street.



南滨路 Nanbin Road

重庆首张城市名片，“两江四岸”的极核。

Chongqing's first urban signature and the core hub of the city's "Two Rivers and Four Banks" area.

品渝味 360 碗 发现烟火重庆

Taste "Yuwei 360 Bowls" and Discover the delicious Chongqing

“渝味360碗”是重庆推出的城市美食品牌，菜品覆盖重庆全市所有区县，其中“最具文化价值菜品”和“最具旅游价值菜品”各180道。

"Yuwei 360 Bowls" is a city food brand launched by Chongqing. Its dishes cover all districts and counties of the city, including 180 dishes with the greatest cultural value and 180 dishes with the greatest tourism value.

推荐美食 Recommended Dishes



重庆火锅、重庆小面、万州烤鱼、歌乐山辣子鸡、荣昌卤鹅、梁平张鸭子、黔江鸡杂……

Chongqing Hot Pot, Chongqing Noodles, Wanzhou Grilled Fish, Gele Mountain Spicy Chicken, Rongchang Marinated Goose, Liangping Zhang's Duck, Qianjiang Chicken Giblets……



铁山坪花椒鸡、老幺泉水鸡、潼南太安鱼、大足邮亭鲫鱼、涪陵榨菜鱼、南山泉水鸡……

Tieshanping Chinese Prickly Ash Chicken, Laoyao Spring Water Chicken, Tongnan Tai'an Fish, Dazu Youting Crucian Carp, Fuling Preserved Mustard Fish, Nanshan Spring Water Chicken……

购渝伴礼 收藏美好重庆

Buy Yu Ban Li and Collect the Beautiful Chongqing

渝伴礼是重庆特色伴手礼区域公用品牌，分为“重庆味道”“重庆艺创”“重庆精造”三大品类，是游客必购、市民必带的“城市记忆”。

Yu Ban Li is a regional public brand for Chongqing-themed souvenirs.It includes three major categories: Chongqing Flavors, Chongqing Art & Creation and Chongqing Quality Crafts.It is a mustbuy for visitors and a musttake for locals—a true "urban memory" of Chongqing.



重庆味道 Chongqing Flavors

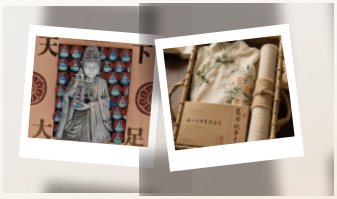
火锅底料、重庆小面、涪陵榨菜、江津米花糖、陈昌银麻花、永川豆豉、张鸭子、潼南柠檬、巴渝茗茶、梅见

Chongqing Hot Pot Base, Chongqing Noodles,Fuling Preserved Mustard Tuber, Jiangjin Rice Crisp Candy, Chen Changyin Fried Dough Twists, Yongchuan Fermented Soybean, Tongnan Lemon, Bayu Famous Tea, Meijian Plum Wine

重庆艺创 Chongqing Art & Creation

大足石雕、巴渝刺绣、涪州结绳、荣昌夏布、合川峡砚、梁平竹帘、红岩文创、铜梁龙、楠山坊、邮票上的重庆

Dazu Stone Carving, Bayu Embroidery, Fuzhou Knotting, Rongchang Ramie Cloth, Hechuan Gorge Inkstone, Liangping Bamboo Curtain, Hongyan Cultural and Creative Products, Tongliang Dragon, Nanshanfang, Chongqing on Stamps





重庆精造 Chongqing Exquisite Manufacturing

谭木匠、山神漆器、荣昌陶器、大足五金、菩璞香水、冷酸灵、神女面膜、山城手表、宏美达蜀锦包、祥飞丝巾

Tan Carpenter, Shanshen Lacquerware, Rongchang Pottery, Dazu Hardware, Pupu Perfume, Lesening, Goddess Facial Mask, Mountain City Watch, Hongmeida Shu Brocade Bag, Xiangfei Silk Scarf

成都 Chengdu



成都IFS
IFS Chengdu



交子大道 Jiaozi Avenue



成都SKP SKP Chengdu

好逛 Perfect Places to Hang Out

- **成都太古里 | Taikoo Li Chengdu**
  春熙路商圈 国际品牌聚集地
  Home to world-leading luxury brands in the Chunxi Road commercial district

- **成都SKP | SKP Chengdu**
  公园里的购物中心 1300余个品牌
  A shopping center set in a park-like environment, housing 1,300+ brands

- **成都IFS | IFS Chengdu**
  春熙路商圈 300个品牌 多功能商业地标
  A multi-functional commercial landmark in the Chunxi Road commercial district, featuring nearly 300 brands

- **宽窄巷子 | Kuanzhai Alley (Wide and Narrow Alleys)**
  国家4A级旅游景区 70座川西四合院集群
  A National 4A-Level Tourist Attraction featuring 70 traditional Sichuan-style courtyard houses

- **东郊记忆 | Eastern Suburb Memory**
  工业遗址焕新样本 50家+时尚潮牌集合地
  A revitalized industrial heritage site featuring 50+ fashion and streetwear brands

好玩 Loads of Fun to Explore

- **都江堰—青城山景区 | Mount Qingcheng and the Dujiangyan Irrigation System**
  世界文化遗产
  A UNESCO World Heritage Site

- **锦里 | Jinli Ancient Street**
  三国文化主题旅游街区
  A cultural street themed around the Three Kingdoms period

- **成都大熊猫繁育研究基地 | Chengdu Research Base of Giant Panda Breeding**
  国家4A级旅游景区
  A National 4A-Level Tourist Attraction



都江堰 Dujiangyan



宫保鸡丁 Kung Pao Chicken



火锅 Sichuan Hot Pot



龙抄手小吃拼盘
Long Chao Shou Snack Platter



麻婆豆腐
Mapo Tofu



鹤鸣茶社
Heming Teahouse

好吃 Amazing Food to Enjoy

- **陈麻婆豆腐 | Chen Mapo Tofu**
  中华老字号，川菜代表
  A China Time-Honored Brand; iconic representative of Sichuan cuisine

- **龙抄手 | Long Chao Shou (Wontons)**
  中华老字号，成都传统小吃聚集地
  A China Time-Honored Brand; a well-known destination for traditional Chengdu snacks

- **海底捞 | Haidilao**
  川味火锅
  A globally recognized brand known for its Sichuan-style hot pot

- **玉芝兰 | Yu Zhi Lan**
  川菜大师创办 私房餐厅
  A refined private restaurant founded by a master of Sichuan cuisine

- **许家菜 | Xu's Cuisine**
  新派川菜
  A restaurant specializing in innovative modern Sichuan cuisine

- **蜀宴赋 | SHUYANFU**
  全景沉浸式礼乐文化主题餐厅
  A restaurant offering immersive dining experience themed around ancient Chinese ritual and music culture

- **鹤鸣茶社 | Heming Teahouse**
  成都市最负盛名的茶馆之一
  One of Chengdu's most iconic traditional teahouses

- **大旗茶馆 | Daqi Teahouse**
  工业遗址焕新 新式茶馆
  A modern teahouse revitalized from an industrial heritage site

好买 Plenty to Buy & Take Home

- 近1000款 “成都礼物”，涵盖非遗传承、文博文创、特色美食、优质美酒、生活好物等多元品类。
  Nearly 1,000 “Chengdu Gifts”, featuring diverse categories such as intangible cultural heritage crafts, museum-inspired creative products, local delicacies, premium spirits, and lifestyle goods.



熊猫基地和花 非遗蜀绣系列
Giant Panda Hua Hua Shu Embroidery (Intangible Cultural Heritage)



瓷胎竹编
Bamboo Weaving on Porcelain



传统糕点
Traditional Pastries



郫县豆瓣
Pixian Douban (Sichuan Broad Bean Paste)



昆明·南亚东南亚入境消费第一城

South And Southeast Asia Inbound Consumption Hub

购在春城 Shopping in Spring City

必逛商圈（Must-Visit Shopping Districts）



顺城购物中心
Shuncheng Plaza



新螺蛳湾国际商贸城
Junfa.New Luosiwan International Trade City



昆明百盛购物广场
Parkson Brilliant Plaza Shopping Center



昆明恒隆广场
Spring City 66



公园 1903
Park 1903



昆明万象城
Kunming MixC

必带伴手礼 Must-Bring Souvenirs



云南白药
Yunnan Baiyao



昆药集团系列
KPC Pharmaceutical Series



云南瓦猫系列
Yunnan Tile Cat Series



德和罐头非遗系列
Dehe Canned Food Intangible Cultural Heritage Series



“云咖”系列
Yunnan Coffee Series



“云茶”系列
Yunnan Tea Series

食在春城 Flavors of Spring City

特色小吃：街头巷尾的“烟火密码” Specialty Snacks: The "Food Code" of Local Streets

- 云南小锅米线 Yunnan Rice Noodle Soup
- 烧饵块 Grilled Erkuai (Rice Cake)
- 豆花米线 Rice Noodles with Tofu Pudding
- 滇味凉米线 Yunnan-Style Cold Rice Noodles
- 破酥包 Flaky Steamed Bun
- 塘屋烧烤 Tangwu Barbecue





滇味正餐：刻在 DNA 里的昆明味道 Yunnan Cuisine: Kunming Flavors Etched in DNA





- 汽锅鸡 Steam Pot Chicken
- 野生菌火锅 Wild Mushroom Hot Pot
- 宜良烤鸭 Yiliang Roast Duck
- 过桥米线 Crossing-the-Bridge Rice Noodles

滇式甜点：舌尖上的甜蜜记忆 Yunnan Desserts: Sweet Memories on the Tongue

- 鲜花饼 Flower Cake
- 云腿月饼 Yunnan Ham Mooncake
- 调糕藕粉 Steamed Rice Cake with Lotus Root Starch
- 木瓜水 Papaya Water





游在春城 Tour in Spring City

滇池（海埂大坝） Dianchi Lake (Haigeng Dam)

- 云南最大的淡水湖，有 “高原明珠” 之称。每年冬季，西伯利亚红嘴鸥飞抵越冬，海埂大坝是观湖、喂鸥、骑行的绝佳去处。
  Yunnan’s largest freshwater lake, known as the “Pearl of the Plateau”. Every winter, red-billed gulls from Siberia migrate here for the winter. Haigeng Dam is an ideal spot for lake viewing, feeding gulls and cycling.

石林风景区 Yunnan Stone Forest

- 世界自然遗产、 “天下第一奇观”。典型喀斯特地貌，融合彝族撒尼人的阿诗玛文化，风光与人文兼备。
  A World Natural Heritage Site and hailed as"the No.1 Wonder Under Heaven". It features a typical karst landscape, it also integrates the Ashima culture of the Sani branch of the Yi ethnic group, combining stunning natural scenery with rich cultural heritage.

翠湖公园 Green Lake Park

- 昆明市区的 “城中碧玉”。湖水清澈，堤桥相连，夏季荷花满塘，冬季红嘴鸥云集；周边还有云南陆军讲武堂、云南大学等人文地标。
  Known as the"Jade in the City"of downtown Kunming. Featuring clear water, connected dykes and bridges, it is adorned with full lotus ponds in summer and flocks of red-billed gulls in winter. It is also surrounded by cultural landmarks such as the Yunnan Military Academy and Yunnan University.

斗南花市（Dounan Flower Market）

- 亚洲最大鲜花市场，尽显 “花城” 魅力。
  The largest flower market in Asia, showing the charm of the "City of Flowers".

昆明老街（Kunming Old Street）

- 九百年历史街区，尽显老昆明韵味。
  A 900-year-old block full of traditional Kunming charm.

云南·昆明
YUNNANKUNMING

西安

XI'AN

购在中国，悦享长安。作为十三朝古都、古丝绸之路起点、国家历史文化名城、国际旅游目的地，西安以历史底蕴与现代商业共生、文旅体验与消费场景融合的独特优势，集聚全球消费资源，入境消费便利，多元场景融合，形成兼具国际范和烟火气的商业生态，向国内外展现一座古今交融、繁荣兴盛、宜游宜购的国际化消费名城。

Shopping in China, Enjoying Chang'an. As a city with a history of thirteen dynasties, the starting point of the ancient Silk Road, a national historical and cultural city, and an international tourist destination, Xi'an boasts a unique advantage of the harmonious coexistence of profound history and modern commerce, as well as the seamless integration of cultural tourism and consumer experiences. By gathering global consumer resources, facilitating inbound consumption, and integrating diverse scenarios, it has built a vibrant business ecosystem that combines international sophistication with authentic local charm. Xi'an presents to the world an international consumption landmark–where ancient civilization meets modern prosperity, a city ideal for both sightseeing and shopping.

精品购物 Premium Shopping

千年古都立潮头，丝路起点聚商机。西安以厚重文脉为底、以开放活力为翼，构筑起文商旅深度融合、高端与烟火共生，辐射西北、联通全国、面向世界的商业新高地。全市130家商业综合体、26条特色商业街区，全业态、全场景满足多元消费需求。钟楼·大南门、小寨·大雁塔2大国际消费核心商圈，集聚国际品牌、国潮名品，SKP、赛格、大悦城、市内免税店等商业林立，充分彰显活力新潮、多元繁荣、面向世界的国际化商都魅力。

The ancient capital stands at the forefront of the times, and the starting point of the Silk Road is brims with business opportunities. Rooted in profound cultural heritage and empowered by openness and vitality, Xi'an has built a new commercial highland that deeply integrates culture, business, and tourism, and coexists with high-end and local flavors. It radiates influence across Northwest China, connects the whole country, and embraces the world. Boasting 130 commercial complexes and 26 distinctive commercial blocks, the city caters to diverse consumer demands with a full range of business formats and scenarios. The two core international consumption zones–Zhonglou·South Gate and Xiaozhai·Great Wild Goose Pagoda–host international brands and renowned domestic cultural fashion names. Commercial centers such as SKP, Saga International Shopping Mall, Joy City, and duty-free shop are densely located, fully demonstrating Xi'an's charm as a dynamic, prosperous and globally oriented international commercial metropolis.



钟楼·大南门商圈–西安SKP
Bell Tower & South Gate Business District - Xi'an SKP

曲江商圈 西安国际城
Qujiang Business District Xi'an Mix City



钟楼·大南门商圈 cdf西安市内免税店
Bell Tower & South Gate Business District cdf Xian Downtown Duty Free Shop



高新商圈–中大国际商贸店
High-tech Business District - Zhongda International Shopping Mall



小寨·大雁塔商圈 赛格国际
Xiaozhai·Giant Wild Goose Pagoda Business District Saga International Shopping Mall

精彩旅游 Wonderful Tourism

千年古都，常来长安。秦始皇兵马俑军阵巍然，再现大秦帝国的雄浑气魄；西安明城墙横亘千年，环城骑行可尽览古今交融的城市风光；大雁塔下晨钟悠扬，诉说着玄奘西行取经的传奇；陕西历史博物馆馆藏百万，每一件文物都是华夏文明的璀璨印记；大唐不夜城灯火璀璨，汉服游人穿梭其间，一秒梦回盛唐。

An Ancient Capital, Come to Chang'an Often. The mighty Terracotta Warriors stand in grand formation, reviving the majestic power of the Qin Empire. The Xi'an City Wall, built in the Ming Dynasty, stretches across a thousand years; a cycling tour around it offers a panoramic view of a city where ancient and modern times blend seamlessly. Beneath the Great Wild Goose Pagoda, the morning bell echoes softly, telling the legendary journey of Xuanzang's pilgrimage to the West. The Shaanxi History Museum houses over a million cultural relics, each a shining mark of Chinese civilization. The Great Tang All Day Mall glows with brilliant lights, where visitors in Hanfu wander as if returning to the glorious Tang Dynasty in an instant.



秦始皇帝陵博物院
Emperor Qinshihuang's Mausoleum Site

从秦汉的雄浑到盛唐的璀璨，从古城墙的沧桑到不夜城的繁华，西安正以千年底蕴与开放姿态，邀您共赴一场穿越时空的文旅盛宴。

From the grandeur of the Qin and Han dynasties to the splendor of the prosperous Tang, from the timeless vicissitudes of the ancient city wall to the dazzling vitality of the Great Tang All Day Mall, Xi'an, with its millennium heritage and open embrace, invites you to a time-traveling cultural tourism feast.



汉服体验
Hanfu Experience



西安大雁塔
Giant Wild Goose Pagoda



陕西历史博物馆
Shaanxi History Museum

精致美食 Exquisite Cuisine

千年底蕴、百味长安。西安不仅是文明的交汇地，更是一座包容万千风味、传承千年匠心的国际美食之都，从盛唐宫廷盛宴到市井烟火小吃，从地道陕菜非遗到全球各国风味，尽显国际美食之都的开放与包容。长安葫芦鸡、肉夹馍等142道西安名吃，西安饭庄、德发长等139家西安老字号，以千年饮食文化为底蕴，汇聚丝路风味和中华珍馐，老字号与新潮餐饮，街头小吃与高端食府，地方特色与国际美食相得益彰，美食生态多元包容，美食街区全城遍布，是全球食客的舌尖目的地。





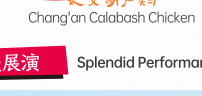
西安德发长
Xi'an Defachang



肉夹馍
Roujiamo



西安永兴坊
Xi'an Yongxingfang



长安葫芦鸡
Chang'an Calabash Chicken

Millennium Heritage, A Feast of Flavors in Chang'an. Xi'an is not only a convergence point of civilizations but also an international gastronomic capital that embraces diverse tastes and carries forward centuries of culinary craftsmanship. From the royal banquets of the Tang Dynasty to the vibrant street food of today, from the intangible cultural heritage of authentic Shaanxi cuisine to global flavors, Xi'an fully demonstrates the openness and inclusiveness of an international food capital. With 142 famous local dishes such as Chang'an Calabash Chicken and Roujiamo, and 139 time-honored brands including Xi'an Restaurant and Defachang, the city draws on its millennium-old food culture, bringing together Silk Road flavors and Chinese culinary treasures. Time-honored eateries and trendy restaurants, street snacks and high-end dining venues, local specialties and international cuisine complement each other. With a diverse and inclusive food ecosystem and gourmet blocks spread throughout the city, Xi'an is a paradise for food lovers from around the world.

精美展演 Splendid Performances

一镜穿越古今，看尽千年长安。从《长恨歌》华清宫实景绝唱，到《驼铃传奇》丝路壮阔传奇，再到大唐不夜城沉浸式唐乐歌舞，一场场视听盛宴震撼人心。历史与科技交融，传承与时尚共生，西安以千年文化底蕴+前沿XR科技，打造全国领先的沉浸式数字消费新场景，长安书院、西影无界XR影院等标杆项目，构建穿越秦汉盛唐、漫游丝路秘境、实景互动的全链条沉浸体验，让历史可触摸、文化可互动，成为面向全球的消费新地标。



长恨歌
The Everlasting Regret

One scene traverses ancient and modern times, unfolding the millennium-old splendor of Chang'an. From the live performance of "The Everlasting Regret" at Huaqing Palace to the epic Silk Road spectacle "The Legend of Camel Bell" and the immersive Tang Dynasty music and dance performances at the Great Tang All Day Mall, each show delivers a stunning audio-visual feast. Blending history with technology, and tradition with modern fashion, Xi'an leverages its millennial cultural heritage and cutting-edge XR technology to create nationally pioneering immersive digital consumption experiences. Flagship projects such as Chang'an Academy and Xiying Wujie XR Theater offer a full chain of immersive experiences of traveling through the Qin, Han and Tang dynasties, roaming the mysterious Silk Road, and engaging in real-scene interactions. This makes history tangible and culture interactive, establishing Xi'an as a globally attractive new landmark for consumption.



大唐不夜城 沉浸式唐乐歌舞
Immersive Tang Dynasty Music and Dance



西影无界XR影院
Xiying Wujie XR Theater

长安书院数字XR沉浸空间
Digital XR Immersive Space at Chang'an Academy


shopping
购在中国
Shopping
in China