

阻断疫情文旅传播 促进文旅融合发展

Block the Spreading of Pandemic While
Promoting Tourism and Cultural Development

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西安 Xi'an

国家历史文化名城 国际化大都市 国家中心城市

National Historic and Cultural City

National Central City

International Metropolis





Terra-Cotta Warriors



Weiyang Palace Heritage Site (Han Dynasty)



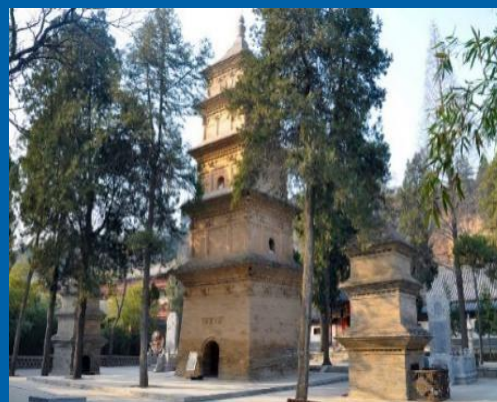
Daming Palace Heritage Site (Tang Dynasty)



Big Wild Goose Pagoda



Small Wild Goose Pagoda



Xingjiao Temple Pagoda

“世界四大文明古都”之一
世界著名的旅游目的地城市

One of the world's Four Ancient Capitals

Famous tourism destination

3246个

文物点
Cultural
Heritage
Sites

428处

重点文物保
护单位
Key Site
Protection
Units

158座

博物馆
Museums

89家

3A级以上
景区
3A and
above
Scenic
Area



疫情防控

Prevention and Control of the
Pandemic



文旅融合


Integration and
Development of Culture and
Tourism



一. 聚焦政策引领，激发文旅融合新动能

1. Stimulate New Driving Forces with Policy Guidance



An aerial photograph of a city, likely Xi'an, showing a river flowing through the urban landscape. The city is densely packed with modern high-rise buildings and some traditional architecture. A large, curved bridge or walkway is visible in the foreground, surrounded by greenery and trees. The sky is clear with some light clouds.

2020年“十一”假期，西安市接待游客1474.81万人次、旅游收入111.4亿元，旅游热度位居全国第二。
During the National Day holidays in 2020, Xi'an received 14.7 million tourists, gaining 11 billion RMB tourism revenue. It was listed as the second most popular city for tourists in China.

2021年“五一”黄金周，西安市接待游客1690.08万人次，同比增长311.6%，按可比口径较2019年增长3.8%；旅游总收入106.62亿元，同比增长686.9%，按可比口径较2019年增长28.1%，游客接待量和旅游收入均居副省级城市第二位。

During the May Day holidays in 2021, Xi'an received 16.9 million tourists, achieving a great year-on-year surge of 311% and an increase of 3.8% on comparable basis over 2019. Tourist revenue reached 10.7 billion RMB, which represented a year-on-year increase of 686.9% and a 28.1% rise with comparable basis. The tourist volume and revenue listed the second position among all vice-provincial level cities.

2021年上半年，全市净增规上文化企业53家，规上文化企业营业收入287.79亿元、同比增长8.6%。
In the first half of 2021, 53 new cultural enterprises above designated size emerged, with a total revenue of 28.8 billion RMB and a year-on-year surge of 8.6%.

二.聚焦项目建设，打造文旅融合新空间

2. Focus on Project Design and Create New Space for Integrated Development of Culture&Tourism





“三河一山”绿道起点广场
The Starting of Three Rivers and One Round Hill
Road Greenway



华侨城玛雅海滩
Playa Maya Water Park of OCT Group



打造“三河一山”（渭河、沔河、灞河和环山公路）超级环线绿廊体系
Integrated greenway system of Three Rivers (River Wei, Feng, and Ba) and One Round Hill Road



今年以来，已完成市级文旅重点项目投资208.56亿元，引进文旅项目60个，总投资654亿元

By far, the investment in key cultural&tourist projects has reached 20.9 billion RMB. 60 related projects were established with an investment volume of 65.4 billion RMB.

三. 聚焦产业升级，拓展文旅融合新路径

3. Highlight Industrial Upgrading to Expand New Paths for Integrated Development of Culture&Tourism



建设高等级旅游景区

Develop high-standard scenic areas



大明宫遗址公园

Daming Palace Heritage Site





兵马俑 Terra-cotta Warriors



城墙 City Wall



大雁塔 Big Wild Goose Pagoda

5A scenic areas



华清池 Huaqing Pool

建设高规格文化产业园

Construct Cultural Industrial Parks with High Standard



建设高品质历史文化片区街区

Construct High-quality Historic and Cultural Blocks

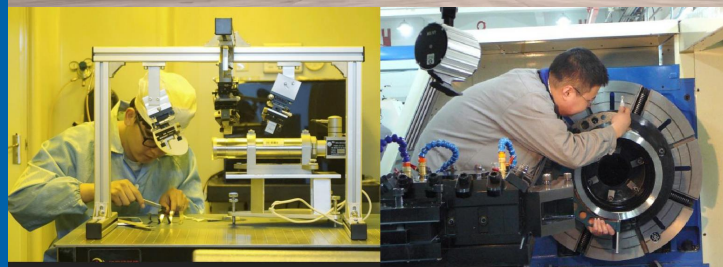


小雁塔世界遗产环境提升

Upgrading the Small Wild Goose Pagoda Heritage Site

建设高承载力文旅融合聚集区

Develop Integrated Culture & Tourism Cluster with High Bearing Capacity



The background image shows a traditional Chinese building, possibly a temple or palace, at night. The building has a prominent red roof with multiple tiers. The facade is decorated with large, colorful light projections of traditional Chinese patterns, including floral and cloud motifs in green, yellow, and orange. The scene is illuminated by bright spotlights, creating a vibrant and festive atmosphere. The text is overlaid on the central part of the image.

四. 聚焦文旅需求，融合创新激活新消费

4. Address the Demand in Development and Stimulate Consumption



“中国年 看西安”
Enjoy Chinese New Year in Xi' an

“丝路国际电影节”
Silk Road International
Film Festival





“西安城市定向赛”
Xi' an Orienteering

“西安马拉松赛”
Xi' an Marathon



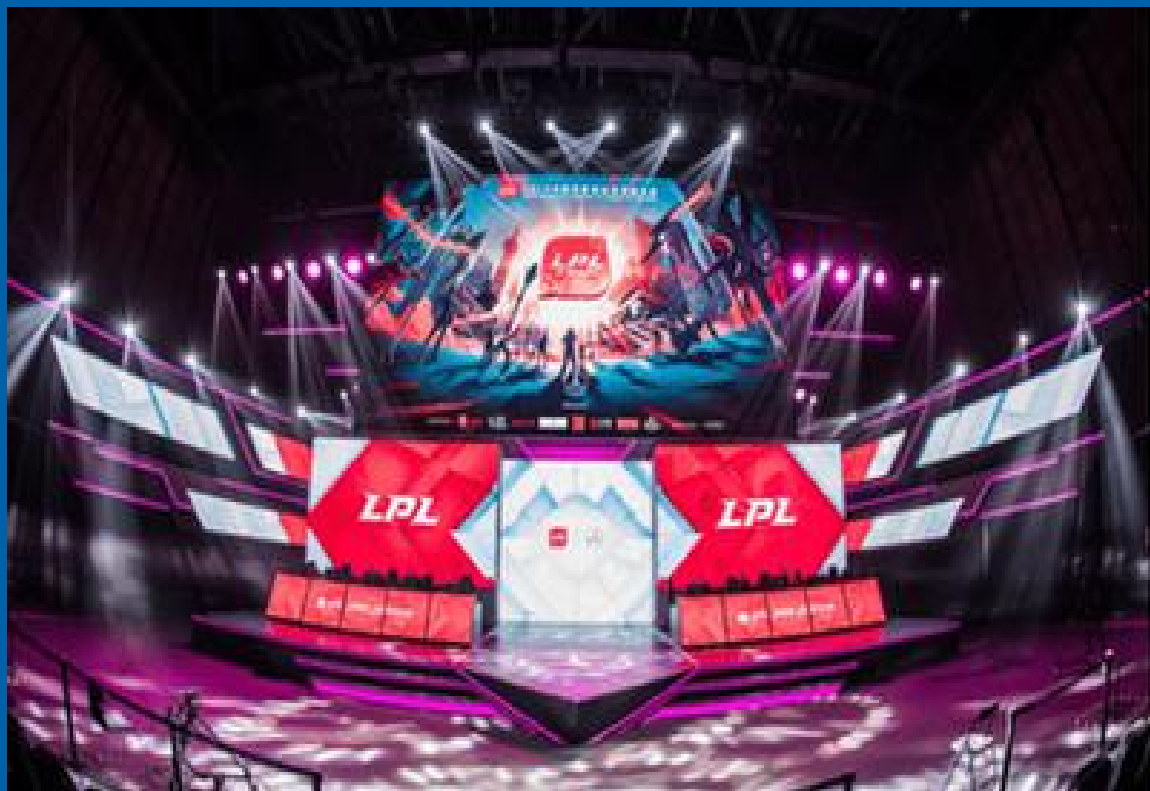


“长安夜·我的夜” 夜游嘉年华
One Night in Chang'an Carnival



农业助力乡村振兴

Agriculture drives rural revitalization



LPL英雄联盟职业联赛
League of Legends Pro League (LPL)



VR体验
VR Experience



第十四届全国运动会
“游十三朝古都，看十四运盛会”

The 14th National Games of PRC
Enjoy profound history and splendid Games

千年古都 常来长安

Xi' an, A Time-Honored City
Expects Your Visit

