

TOURISM CULTURE TIMES



Yunnan sees tourism recovering during recent holidays

假日旅游助力云南旅游回温

Travel Notes on Pu'er

普洱休闲旅行记

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TV series Windy Courtyard attracts more tourists to Yunnan

电视剧《去有风的地方》带火云南旅游



Written by Zhu Hai

□ 朱海文

Windy Courtyard, a TV series set in a pastoral countryside village in Yunnan, has brought into the viewers' attention the province's natural beauty, various delicacies and intangible cultural heritages (ICHs). It is attracting a large number of tourists to the province after broadcasted on Mango TV.

Viewers have expressed their wishes to "follow Xu Hongdou to Yunnan" and "taste Dali's flower cakes" on major social platforms such as Weibo, Douyin, Taobao, and Xiaohongshu. They cannot wait to sample local delicacies such as flower cakes and milk fans and experience the leisurely country life. Many of them have made their New Year's resolution to "go to Yunnan", and #wanting to go to a city because of a TV series# has become a most popular Weibo topic. The TV series has made Yunnan better known to people all over the country.

In the first week after the launch of Windy Courtyard, according to China's comprehensive tourist service platform Fliggy, the internet searches for Yunnan's Dali, Shaxi Ancient Town and Fengyangyi increased twice, 10

times, and 50 times, respectively. Data also show that compared with a month ago, Baidu search index peaks for "Yunnan" and "Dali" have almost doubled, and those for "Shaxi Ancient Town" have nearly quadrupled. The searches for flower cakes, milk fans and other Yunnan delicacies in shopping applets have been on rise for seven consecutive days, and Dali's flower cakes have topped Taobao search chart many times.

While some young people are thinking of going to Yunnan, some of their peers have already taken root here. In Windy Courtyard, Xie Zhiyao is a representative of the young people who have quitted their jobs in cities and returned to start their businesses in their hometown, and Huang Xinxin is one of the university graduates working as village leaders and trying to change the villagers' ideas in their neighborhoods. In real life, many young people in Yunnan are also struggling to achieve their full potential in pace with the times. In the process of revitalizing the countryside, they have found peace of mind.

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Innovation is the premier engine for development. Only with bold innovation and reform can we break through the bottleneck in global growth.

—Excerpt from keynote speech by President Xi Jinping at the opening ceremony of the First China International Import Expo

创新是第一动力。只有敢于创新、勇于变革，才能突破世界经济发展瓶颈。

——摘自中国国家主席习近平在首届中国国际进口博览会开幕式上的主旨演讲

New looks of Starbucks coffee village

“咖啡星村”新景象

Written by Hu Meijun and Shen Hao

□ 胡梅君 沈浩 / 文

When our reporters came to the village one afternoon, they saw dense coffee bushes along the mountain path. The village of Nandaohe in Nanping Town, located 19 kilometers away from the downtown area of Simao District, is one of the earliest and most concentrated coffee-growing areas in Pu'er City.

“Since the harvest season started last December, merchants have come to buy coffee beans every day,” said Wang Zehua, Party secretary of the village’s Baishapo neighborhood as he walked through the fruitful coffee bushes that were taller than people. “The purchase price is good for this season’s coffee beans. My family have planted 3.13 hectares of coffee bushes. We’re trying hard to further improve the quality of our coffee beans.”

“We have an altitude of 900 to 1500 meters here. The valleys, hillsides, ample sunshine and rainfall, and thick fogs caused by large daily temperature differences give our coffee beans a rich aroma,” said Yu Congzhang, Party secretary of Nandaohe Village. “Our village currently has a coffee planting area of 2,400 hectares, which brings in more than 70 percent of the villagers’ income.”

In recent years, to improve its coffee quality and build itself into a better coffee producing and

processing base, Simao District has been improving coffee planting techniques and standardizing the coffee industry chain. At the same time, it has been actively exploring new ways of integrating the coffee industry with tourism and vigorously promoting the planning and development of coffee tourism projects.

Outside the coffee planting base, our reporters saw buildings of different styles under construction. “This is a coffee-themed rural revitalization demonstration project integrating culture, tourism and agriculture,” said Yu. This project is expected to rely on the resource advantages of nine surrounding villages to explore a new way of rural revitalization. It will integrate coffee experience, rural tourism and livability of original homeland.

“Our neighborhood consists of 20 households with 83 people. We’re going to have our houses renovated so that they each have their own characteristics. For my house, the upper floor is being converted into a homestay hotel and the first floor a restaurant,” said Wang full of confidence, pointing at his two-story house under construction. When completed, his new house will enable tourists to experience the ethnic customs and coffee planting culture amidst the natural beauty.





With the advent of winter, the Meili Snow Mountain standing at the junction of Yunnan and Tibet is at its best again. When the rays of sunlight are cast over its peaks from the sky, the mountain looks just like a golden "Potala Palace". The photo shows a spectacular scene of golden early morning sunlight shining upon the snow-capped peaks. (Wang Guansen) 冬日来临，位于云南和西藏交界处的梅里雪山又到了景色最美的时刻，万丈金光从天而降照射在雪山之巅，犹如一座金色的“布达拉宫”，这边是动人心脾的日照金山美景，极为壮观。（王冠森）



Winter is the best season to admire the beauty of dawn redwoods. The photo shows tourists doing just that in the Haihong Wetland Park in Kunming, Yunnan. Located on the north lakeshore and west side of the Panlong River estuary, this wetland makes an ecological barrier for Dianchi Lake. (Chen Xinbo)

近期，云南昆明市海洪湿地公园的水杉迎来观赏季，吸引不少游客前来游览。昆明海洪湿地公园位于滇池北岸、盘龙江入湖口西侧，是滇池的一道湖滨生态屏障。（陈欣波）





Cultural-tourist consumption rebounds fast in Yunnan

云南文化旅游消费快速反弹

During the Spring Festival holiday, Yunnan promoted the deep integration of online and offline cultural-tourist consumption, improving cultural products and services to quickly recover the cultural and tourism sector.

After a three-year pause, folks in Laodabao village, southwest

Yunnan's Lancang Lahu autonomous county, resumed their performance of traditional ethnic dancing and songs. The live show drew nearly 5,000 visitors from Jan 24 to 26.

Park 1903, one of the popular shopping malls in Kunming, was also crowded with visitors. The Spring

Festival-themed fair was highlighted by more than 30 funny and fashionable booths, including intangible cultural handicrafts, folk-custom experience, time-honored products and so on. The fair was the largest one ever held in Park 1903 and drew crowds of visitors. (Yunnan Daily)

Rare parakeets spotted in Yunnan Ruili

云南瑞丽发现罕见长尾鹦鹉

About 100 blossom-headed parakeets were recently photographed in a tree by a photographer in Ruili City, southwest Yunnan's Dehong Dai and Jingpo Autonomous Prefecture.

Having disappeared for nearly a century, the blossom-headed parakeets under the national second-class protection are very rare in China. The species was once found in Guangdong Province and Guangxi Zhuang



Autonomous Region, but was only distributed in Dehong Prefecture of Yunnan Province in the last 20 years. (Xinhua)

Yunnan Kunming receives over 9.1 mln visitors during Spring Festival

云南昆明春节期间接待游客超过 910 万人次

Kunming's tourism saw a strong recovery during the weeklong Spring Festival holiday from Jan 21 to 27. The city received over 9.1 million visitors, a 389.45% increase year on year, and earned 6.245 billion yuan in total tourism revenue, a 156.68% increase year on year, according to the Kunming Municipal Bureau of Culture and Tourism.

There were also many group visitors in addition to individual visitors from all over the country. According to the Kunming Digital Tourism platform, the city's number of group tours has been rapidly increasing since January.



2,670 groups visited Kunming during the 7-day holiday, a 2395.33% increase year on year.

Apart from sight seeing, night tours are also popular among visitors. When night fell, people

went to the Dounan market for flowers, while taste food made from flower. They also went to Nanqiang street for snacks and lantern shows. (Kunming Daily)

Yunnan passes regulation to protect old tea trees

云南通过法规保护老茶树



Southwest China's Yunnan Province has passed a new regulation to protect its old tea trees.

The regulation, which will come into effect starting from March 1, stipulates that wild and cultivated tea trees aged over 100 years should be better protected, with a ban on unauthorised cutting or transplantation of such trees.

According to the regulation, the use of chemical weed killers on old tea trees is also prohibited.

Yunnan is the province with the largest conservation area of old tea tree resources in China, with some 54 million old tea trees in the province, according to official statistics. (Xinhua)

Baby elephants forage in Yunnan Jiangcheng

小象在云南江城觅食



Four wild Asian elephant calves have been spotted foraging together in the "Elephant Canteen" of Jiangcheng county, southwest Yunnan's Puer by local monitors.

According to the statics, more than 50 wild Asian elephants inhabit Jiangcheng County. Since the winter began, Zhenyuan specially opened the elephant canteen, a special land growing elephants' favorite plants for the elephants.

To ensure the safety of both humans and elephants, the local authorities have taken ground and air monitoring efforts to give timely warnings to the villagers to avoid the human-elephant conflicts. (Xie Xiaoyan Zhang Quan)

Yunnan sees tourism recovering during recent holidays

假日旅游 助力云南旅游回温

Written by Staff correspondents

□ 本刊综合

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Following the optimization and adjustment of China's epidemic prevention and control policies, major Chinese scenic spots are gradually recovering from the slump. During the New Year's Day holiday (December 31, 2022 to February 2, 2023) and Spring Festival holiday (January 21 to 27, 2023), many people chose to travel Yunnan. Some of them stayed at rural homestay hotels, while others sought cultural experience, took dips in hot springs or went on study tours, quickly bringing the Yunnan tourism market back to life.

”

随着疫情防控政策优化调整，中国各大景区渐呈暖意。在元旦（2022年12月31日-2023年2月2日）和春节假期（1月21-27日），不少人选择来云南开始了新年的第一场旅行。精品乡村民宿、文化体验、温泉游、研学游……花式出游方式助力云南各地旅游市场快速升温。



Kunming: Excursions to surrounding attractions popular with tourists

昆明：周边短途游受追捧

If you want a delightful escape from urban hustle and bustle, an excursion to an ancient town might be a good choice. During the Spring Festival holiday, Guandu Ancient Town in Kunming attracted a large number of tourists. By sampling local delicacies such as baba pancakes and rice noodles with tofu pudding, they experienced an authentic Yunnan taste of the Spring Festival.

Although temperature plummeted on the third day of the first lunar month, Guandu Ancient Town still received a constant flow of tourists. With red lanterns hanging everywhere in the streets and lanes, tourists felt immersed in a strong yet peaceful festive atmosphere. In the Wishing Pavilion and the Praying Pavilion, tourists put down nice words on cards and put them up as their best wishes for the Year of the Rabbit.

In fact, Guandu Ancient Town was already a popular scenic spot as early as during the New Year's Day holiday. From December 31, 2022 to February 2, 2023, Guandu District received 414,500 visits, a year-on-year increase of 73.55 percent, and achieved a comprehensive tourism income of 214 million yuan (US\$31.54 million), up 90.72 percent year on year.

In addition, due to the chilly weather during the New Year's Day and Spring Festival holidays, many tourists chose to take dips in hot springs. To meet the tourists' diverse needs, Kunming's Yangzonghai Lake scenic spot launched a series of tourism products such as the hot spring tour, local delicacy tour, simple fun camping site, and cute animals park. During the New Year's Day holiday alone, the scenic spot attracted 98,700 visits, up 19.71 percent year on year.

Market data released by the Kunming Municipal Bureau of Culture and Tourism on January 3 showed that Kunming received 2,666,100 visits during the New Year's Day holiday, up 107.63 percent year on year. Tourists usually chose to make excursions to attractions around Kunming in their own cars. Many of them traveled to rural areas, and many parents took their children with them on the tours.

Baoshan: Tourist attractions show signs of vitality

保山：旅游景区人气旺

During the New Year's Day holiday, according to Baoshan Municipal Bureau of Culture and Tourism, Baoshan City received a total of 328,100 tourists and achieved tourism revenue of 227 million yuan (US\$33.45 million), up 5.65 percent and 2.1 percent year on year, respectively. Among the counties (cities) under Baoshan's jurisdiction, Tengchong was especially popular with tourists. During the three-day holiday, Tengchong received a total of 120,000 tourists from home and abroad and achieved tourism revenue of 78 million yuan (US\$11.49 million), up 6 percent and 3 percent year on year, respectively.

Baoshan's scenic areas attracted a large number of tourists. Its 110 A-rated tourist attractions received a total of 136,000 tourists, up 12.62 percent year on year. The volcanic scenic area received 643 tourists, 2.65 times those of the same period last year. The hot springs scenic area received 1,431 tourists, 2.34 times those of the same period last year. The Heshun scenic area received 1,595 tourists, 4.82 times those of the same period last year.



Lijiang: Tourism market heats up

丽江：旅游市场火热

During the Spring Festival holiday, tourists flooded into Lijiang Old Town, bringing an influx of customers to local businesses. In the Naxi Pictographic Painting Studio, Ms. Li from Kunming not only admired some Dongba scriptures, a Dongba painting scroll entitled The Road to Heaven and local wood carvings but also tried her hands at Dongba painting.

“Learning Dongba painting is great fun,” Li said with a big smile. She could not wait to visit more cultural courtyards in the Old Town to experience the profound Naxi culture.

“Our studio receives nearly 2,000 visitors every day. Everyone is interested in the Dongba culture,” said He Runnian, manager of the Naxi Hieroglyphic Painting Studio.

In Lijiang Old Town, tourists also

increased significantly during the Spring Festival holiday. At 21:47, January 24, the scenic spot recorded a real-time flow of 85,038 tourists, which was close to its maximum instantaneous carrying capacity. From January 21 to January 23, the scenic spot registered 445,732 visits.

To boost the local tourism market, Lijiang Bureau of Culture and Tourism offered tourists a generous “gift package” during the Spring Festival holiday, which included free admission to 28 cultural courtyards in Lijiang Old Town, ticket concessions for scenic spots such as the Yulong Snow Mountain and the Laojunshan Mountain (Liming Township), and discounted room rates for hotels such as Club Med. In the first three days of the Spring Festival holiday, Lijiang received nearly a total of 700,000 visits.

Dali: Tourism soars

大理旅游“人气”直线飙升

During the Spring Festival holiday, all villages in Dali’s Shuanglang Town resumed folk celebrations, among which the local deity worship in Dajianpang Village on the fourth day of the first lunar month was the grandest. “I began to cut bamboo strips and prepare other materials in the early twelfth lunar month. It took me nearly 30 days to make this colorful dragon,” said Yang Zhaocai, a 78-year-old inheritor of paper modeling and painting techniques—a recognized ICH item. Adding final touches to a newly finished paper dragon by the local deity’s temple of Dajianpang Village, Yang told our reporters that the paper dragon would be used for the local deity worship on the fourth day of the first lunar month.

“This year, the resuming of various folk celebrations has added to the festive atmosphere,” Li Min, manager of Ledao Restaurant in Haijie Village, Shuanglang Town and secretary-general of the Shuanglang Catering Association, said cheerily. “After a renovation, our restaurant was reopened at the end of last August. We usually receive 20 to 30 tourists on a daily basis. In the past two days, all 157 restaurants in our town were operating at full capacity, and we received as many as 200 to 300

tourists a day. Due to our limited reception capacity, we had to reject many tourists. Tourists can enjoy the lake view while eating at our restaurant.”

The Arcadia Resort Hotel, located on Yuji Island of Shuanglang Town, is a high-end homestay hotel upgraded from Chuanshi and Lanyue homestay hotels. Now, the hotel has 34 sea-view rooms. Since the New Year’s Day, it has maintained an occupancy rate of more than 80 percent, which even rose to 100 percent during the first seven days of the first lunar month.

“I’ve been making phone calls to book a room for my friend since early this morning, but all hotels have been fully booked.” On January 24 (the third day of the first lunar month), Li Haizhong, president of Dali Homestay Hotel Association, brought good news to our reporters: Homestay hotels and inns in Dali achieved an occupancy rate of more than 90 percent from the Spring Festival’s Eve to the second day of the first lunar month and an occupancy rate of 100 percent on the third and fourth days of the first lunar month.

Statistics of culture and tourism authorities show that on January 22, Dali Prefecture received a total of 549,700 tourists and Dali City recorded an overall bed occupancy rate of 91.35 percent.





Lincang: high-end rural homestay hotels popular with tourists

临沧：精品乡村民宿广受青睐

During the New Year's Day holiday, Lincang continued to launch a number of excursion routes in its suburban and rural villages, such as the self-driving tour of Wa-inhabited villages, tea experience tour of Bingdao and Xigui, flower admiring and pottery making tour, border folk customs experience tour, ecological and cultural tours. Tourists, many of them driving their own cars, flooded into characteristic villages in Lincang's surrounding areas to pick strawberries and oranges that were still in the harvest season. Besides ordinary tourists, the tangerines of Shuangjiang County and strawberries of Yunxian County also attracted many parents with their children.

Additionally, high-end rural homestay hotels in Lincang are increasingly popular with tourists. For example, Shiyun Hotel in

Linxiang District, a newly recognized Class C homestay hotel, has introduced some customized tourism projects according to the tourists' needs. It has also launched a series of activities, such as mountain hiking in Tenglong Village, parent-children study tours, and pottery making (an ICH item) experience in Wanyao Village.

During the New Year's Day holiday, Lincang received a total of 209,000 tourists, up 68.35 percent year on year. Among these tourists, 159,900 were excursionists and 49,100 were overnight tourists. Altogether they brought in a tourism income of 102.79 million yuan (US\$ 15.51 million), up 78.25 percent year on year. Statistics show that as tourism recovers in Lincang, rural tours and excursions in the city's surrounding areas are popular, and most tourists are from local and nearby areas.

Pu'er: Niche tourism products much in demand

普洱：小众化旅游产品需求强

Recently, as tourism continued to recover in Pu'er, cultural tourism consumption increased significantly in the city. Pu'er's tourist routes oriented for education and ICH experience, tea culture and coffee culture provided tourists with a broad range of choices during the New Year's Day holiday.

Pu'er Municipal Museum invited tourists to scan its QR-code for limited edition cultural calendars. Pu'er Intangible Cultural Heritage Saloon and ICH workshops in its counties (districts) provided channels for tourists to experience the ICHs and purchase related cultural and creative products. Public cultural venues at all levels such as Pu'er Municipal Cultural Center and Pu'er Municipal Art Museum were opened to the public free of

admission and provided high-quality cultural services for citizens and tourists. To greet the New Year, Pu'er organized an art and calligraphy exhibition, an online exhibition of local folk songs and square dances, and an online exhibition of winning works of the 19th Star Awards (under the dance category) so that the public could feel the festive atmosphere at home.

During the New Year's Day holiday, Pu'er received a total of 322,700 tourists, up 113.28 percent year on year, and reported tourism revenue of 224 million yuan (US\$33.02 million), a year-on-year increase of 138.3 percent. Tourists showed an increasingly strong demand for personalized, characteristic, customized and niche tourism products.

Xishuangbanna: Characteristic cultural tourism resources attract tourists

西双版纳：特色文旅资源引客来

During the New Year's Day holiday, Xishuangbanna received 510,100 tourists, a year-on-year increase of 299.76 percent, and achieved tourism revenue of 311 million yuan (US\$45.84 million), a year-on-year increase of 215.42 percent.

The prefecture's major tourist attractions organized a series of colorful and affordable events for the three-day holiday.

The Gaozhuangxishuangjing ("nine pagodas and twelve stockade villages" in the Dai language) scenic area staged various galas, including the New Year's Eve Gala,

the New Year's Day Gala and the "Gatanga" theme gala. The Jinuo Stockade Village scenic area launched a few folk custom and culture experience programs at half prices, such as the Jinuo Drum Dance, "Qike" and "Bugu" (Both of them are ICH items) musical performances, and Jinuo language taster lessons. The Manting Royal Garden offered scripted tours based on the legend of the Dai king. The Wangtianshu Scenic Area provided an opportunity for tourists to "embrace the New Year's first ray of sunlight in the tropical rainforest".



Travel Notes *on Pu'er*

普洱休闲 旅行记

Written by Zhu Zheng, Dai Zheng and Liu Qingming

□ 朱正 戴铮 刘庆明 / 文

The Ancient Tea-Horse Road used to stretch from Pu'er of Yunnan to all directions. Today, the sound of jingling bells and the horse caravan still bring back long-forgotten memories. As the world's "origin of tea", Pu'er features a mild climate all year round and is known as a "natural oxygen bar". Now that it is still winter, you might as well pack your suitcase and come to Pu'er for a leisurely trip of fitness and health!

“叮铃铃……”山间铃响马帮来。昔日的茶马古道，从云南普洱绵延至四面八方。作为享誉四方的“世界茶源”，普洱气候温和，冬无严寒，夏无酷暑，素有“天然氧吧”的美称。寒冬已至，不如收拾行囊，来普洱这个避寒之地，开启一场康养休闲之旅吧！

An immersive experience of eco-tourism 沉浸式感受生态旅游

Approachable wild animals, unspoiled original forests, and exquisite camping sites... Last summer, Pu'er National Park received the first group of education-oriented tourists after the opening of inter-provincial tours since the COVID-19 outbreak. The immersive natural atmosphere made the students' off-campus lessons special and unforgettable.

Pu'er National Park has retained the original state of rainforests. With 2,104 species of wild plants and 812 species of wild animals, it makes an "unspoiled" tourism product system with distinct themes and prominent features. Without damaging the local ecological integrity, the park has developed a host of programs such

as insect specimen making, close encounter with animals, flying over the jungle, and parent-child farm to increase the added value of immersive eco-tourism.

Meanwhile, you will be deeply impressed with an interactive experience in the scenic spot. Your tour guide will vividly explain to you the habits of every animal and plant on the way. The friendly and digitalized tree-shaped toilets ingeniously combine nature with modernity. You can stay at a tree house villa for night and wake up in the morning to find yourself right in the arms of nature.

To ensure more immersive one-stop services, Pu'er National Park plans to connect all its scenic spots to build a comprehensive destination integrating popular science education, holiday making, sightseeing, entertainment and shopping to meet the diverse needs of citizens and tourists.



Nakeli: A “nostalgic” village on the ancient Tea-Horse Road 悠闲打卡“古早味”村落

Nakeli Village, with its lush mountains and lucid waters, used to be a station for caravans on the ancient Tea-Horse Road. Today, relying on the ancient Tea-Horse Road culture, this village has gradually developed into a “characteristic town in Yunnan province” and a “4A-rated tourist attraction in China”.

Since Nakeli turned to characteristic rural tourism, the “nostalgic” local specialty street began to be lined with snack bars and ethnic ornament stores, and the village has also developed a series of creative cultural projects such as the original wood carving

base, village libraries and tribute tea making techniques.

In today’s Nakeli, which receives more than 900,000 tourists every year, you can not only enjoy the scenery on horseback and dismount the horse to drink a cup of tea, but you can also try your hands at some ICH techniques that have been passed down by horse caravans. The ICH-derived products, such as horse caravan dishes, silver ornaments and tribute tea, have enriched “immersive” rural eco-tourism featuring the Ancient Tea-Horse Road culture, horse caravan culture and ethnic customs.

Longzhupeng: A stockaded village imbued with traditional culture 龙竹棚老寨景区体验传统文化

Longzhupeng is located in the south of Nuofu Township, Lancang County, Pu’er City. In this typical Lahu stockaded village, the ancient “Kaxie” (tribal chief) system, primitive Lahu worship and some relics of the matriarchal society are still preserved. Longzhupeng is also known as a “living fossil of the original Lahu Buddha hall”.

In addition to its long history and profound culture, Longzhupeng also boasts a beautiful natural environment. This stockaded village is surrounded by mountains, making it a literal “natural oxygen bar”. The scenic area is home to the

unique Lahu Western Buddha Hall, which is a sacrificial site for both Longzhupeng and nine surrounding stockaded villages. In Longzhupeng, a grand worship ceremony is held every three years. In this beautiful natural setting, you can visit some Lahu-style stilt houses, enjoy traditional Lahu songs and dances, admire the colorful ethnic costumes, watch the soul-stirring sacrificial ceremony, and experience the Lahu customs that have been passed down for thousands of years. Most importantly, you can relax yourself physically and mentally.

Simao: The Ancient Tea-Horse Town a scenic spot itself 体验“景城一体”出游模式

In the Ancient Tea-Horse Town of Simao District, Pu’er City, you may want to watch a performance based on the life of horse caravans, amidst the sound of ringing bells that seem to have traveled through time and space. You will be impressed with the grind of hooves on stone, jingling bells, Pu’er tea on horseback, winding road, and desolate singing... These immersive performances will bring back the past glories of the Ancient Tea-Horse Road.

To make the tourists’ cultural experience more intriguing and the performances more watchable, the Ancient Tea-Horse Road scenic spot and the Ancient Tea-Horse Town have been designed as a whole. During holidays, the Ancient Tea-Horse Town integrates tourism with various programs, such as music to go with Pu’er tea ceremonies, drum music to go with dragon and lion dances, and tea-horse trade, so that tourists can fully experience the unique charm of these immersive performances.

“Our performances are intended to introduce the tourists to Pu’er’s unique culture in an immersive way. Against the dynamic night view of the bustling Ancient Tea-Horse Town, we try to restore the historical image of Pu’er and

integrate our performances with the tourists’ sightseeing. In this way, we can enable tourists to better understand the hardships that horse caravans went through to open the Ancient Tea-Horse Road more than a thousand years ago, thus highlighting the historical and cultural connotations of Pu’er as the world’s origin of tea,” said an executive of the Ancient Tea-Horse Town Art Troupe.

In recent years, relying on the unique horse caravan culture, the Ancient Tea-Horse Town has combined special sound and light effects and other available technology with novel elements such as modern choreography and dances with ancient costume performances to build a new landmark of night economy in Pu’er.





Night economy livens up Spring City

夜经济点燃春城烟火气



Written by Dang Xiaopei and Wang Shihan

□ 党晓培 王世涵 / 文



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After the sun slowly sets behind the Western Hills, dusk falls on the Spring City of Kunming. People come to food stalls, theme markets, music venues and small theaters. Daytime hustle and bustle gradually gives place to the colorful night economy.

”

夕阳躲在西山后缓缓落下，接踵而来的是“春城”的夜，烧烤摊、大排档上，食客不断；主题集市里，人来人往；音乐节、小剧场，轮番上演……夜幕笼罩的昆明，烟火气逐渐接力白天的繁华，缓缓拉开了多元夜经济的面纱。

Go visit sunflower fields in Huaning County
在华宁打卡向日葵花海

Entering autumn, 62 mu (around 4 hectares) of sunflowers in Huaning County, Yuxi City, bloom layer upon layer, portraying a unique golden scenery that attracts a lot of tourists.

The sunflowers were planted by Yuxi Yuhai Agricultural Development Company in April, containing 52 mu (around 3.5 hectares) of blackhead sunflowers and 10 mu (around 0.6 hectares) of teddy sunflowers.

"We planned to sale this batch

of cut sunflowers on Teacher's Day, but the high temperature brought forward the flowering period." Said Ding Jianhong, Supervisor of Yuxi Yuhai Agricultural Development Company. "Now the market is not good, so we decided to keep the flower sea for sightseeing, meanwhile selling fresh cut sunflowers on the spot at a cheap price."

This sunflowers sea creates a fairy tale world where visitors walk through and take unique photos. If you like sunflowers, don't miss it!



Kunming's night begins with a bouquet of flowers 昆明的夜，从捧一束花开始

Flowers bloom in all seasons in the Spring City of Kunming. They are the brightest in the Dounan Flower Market and add special romance to this city.

In a fragrant and romantic sea of flowers are crowds bustling about, vendors hawking and customers bargaining. After a day of basking in the plateau sunshine, the flowers are attractively arranged in the Dounan Flower Market. When the night trading session begins at 20:40 PM, the flower market is an utterly exciting sight.

Flowers are not only admired but also drunk and eaten in the Spring City of Kunming. Here, people can sample flower-prepared delicacies, drink flower-fermented wine, eat flower-tinted syrup and

taste flower-scented tea. "I didn't expect the night market to be so lively. You can admire and smell the flowers, pamper your palate and have fun. It's such a romantic place," a tourist said excitedly.

In recent years, with night flower trade as the core, the Dounan Flower Market has developed into a business complex integrating flower culture, creativity, tourism, education and training, leisure and recreation. To meet the tourists' multiple needs, the market has cultivated night sightseeing, shopping, catering, hospitality, entertainment and other product lines, and established a unique "flower industry plus" business system across the whole industrial chain.

Kunming's night begins with a tasty local snack 昆明的夜，从一份风味小吃开始

"Patrons of this tea house are locals, including nearby idlers, horse caravan owners, firewood sellers and vegetable peddlers. They all smoke tobacco leaves." This excerpt from an article by Wang Zengqi, a famous modern Chinese writer, provides a glimpse of Kunming's leisure culture, which has long laid the foundation for this city's nightlife.

A walk down Nanqiang Street, a popular night market in Kunming, is always full of surprises. This walking street offers a large variety of Yunnan-style snacks such as assorted fruits, roast milk fans, pounded chicken feet and meat on skewers. You can also watch theme shows and street performances and listen to folk songs at pubs. After a long day, the leisurely and telexing atmosphere here will help you recover from your tiredness.

Or you can take a night stroll in Park 1903, walking through

the crystal Arc de Triomphe for a touch of French romance or buying a cocktail and a dessert at the automobile culture night market.

When night falls, the musical fountain in the Yunhu Water Park and the naked eye 3D light show on the outer walls of the Christian church are amazingly ethereal. In the business area are both foreign chain stores such as Outlets and domestic chain stores, which are ready to meet all your shopping needs.

Night economy, which dates back to night markets in ancient China, has livened up Kunming and formed an important part of its urban business. From night markets to night business circles to concentrated night cultural tourism consumption areas, Kunming's night economy is becoming increasingly industrialized, specialized and high-standard. It also reflects people's yearning for a more colorful, convenient and beautiful life.

Kunming's night can also begin with a drama play 昆明的夜，从看一场话剧开始

Ma's Courtyard stands quietly on Qianwang Street in the daytime. In the evening, however, it will come to life with performances of drama plays such as Kunming Old House and Thunderstorm. Also staged here are the musical drama play Nie Er, the experimental drama plays Wen Yiduo and Li Gongpu in Beijing dialect, and the experimental drama play Qian Nanyuan in Yunnan dialect. In the unique scenes of Ma's Courtyard, they vividly bring back the long-forgotten memories of old Kunming to the audiences.

If you fancy a cultural journey in the evening, you might as well step into No.80 Nanqiang Street. You can watch a live drama play that is full of twists and turns or a talk show that makes you burst into laughter or tears, which will provide an escape from your work and make the otherwise tedious urban life more fun. Or you can lose yourself in a book at Yunfang 7/24 Study and enjoy a

peaceful evening.

As the quality of various cultural performing arts constantly improves in Kunming, this city's night cultural entertainment is becoming increasingly diverse, lending a uniquely elegant taste to this city's hustle and bustle.

As an important part of urban economy, night economy is a barometer of how open, convenient and active a city's economy is. In recent years, following the principle of "integrating history and modernity, developing economy and culture, and promoting consumption and tourism", Kunming has developed a series of highly commercial and people-friendly urban night consumption projects with distinctive historical and cultural characteristics. By fully tapping the potential of night consumption, the city has turned night economy into a new carrier, as well as a feature and highlight, of its urban development.

Jiangchuan: Savoring Jiangcheng-style steamed dishes

江川特色非遗年味——

江城蒸菜

Text and photo / Li Dan and Zhang Yanjiang

□ 李丹 张延江文 / 图

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In Jiangcheng Town, Jiangchuan District, Yuxi City, the locals are accustomed to eating steamed dishes, which have been recognized as an item of intangible cultural heritage (ICH). They steam almost every food, including main courses, to treat guests. These ICH dishes give the Spring Festival's Eve dinner a special flavor.

”

在玉溪市江川区江城镇，有“无菜不蒸”的食俗，不管什么菜，当地人都能把它做成蒸菜，作为宴请宾客的主菜，也是除夕之夜极具特色的非遗年味。

In Jiangcheng Town, if you want to cook authentic Jiangcheng-style steamed dishes, fried rice flour is an essential ingredient. First, fry the rice in a wok over a traditional earthen stove until it is slightly yellow. Then, add spices such as black cardamom, star anise and prickly ash and fry them until the rice turns golden. Finally, grind the fried rice and spices into flour with a traditional stone mill.

“The fried rice flour should be a bit coarse so that steamed dishes will taste better. For example, it can be steamed together with pork,” said Huang Xiangneng, a chef specializing in steamed dishes. He went on to tell our reporters that many local ingredients can be used to cook steamed dishes, whether they are vegetables or meat. In general, lotus root, celery, yam and potato are used as the base, while streaky pork, pork rib and pork leg are used as main ingredients. First, cut the vegetables into pieces. Second, stir-fry them in a pot together with ginger, celery, salt, sand sugar, soy sauce and other seasonings. Third, get out the stir-fried vegetable and seasonings out and mix them with rice flour before putting them into bowls. Meat can be directly mixed with rice flour. Of course, condiments such as ginger, salt, sand sugar, and soy sauce must be added.

“The base ingredients need to be stir-fried to bring out their aroma. In Jiangcheng Town, bowls are always used to hold steamed dishes. Before steaming, meat is placed

at the bottom, while vegetable is placed at the top. After steaming, the bowl will be turned upside down in a plate so that the greasy soup will soak the vegetable and make it taste better,” Huang explained. In his family, apart from a hodgepodge, almost all dishes at the New Year's Eve dinner are steamed. Vegetables and meat can be steamed either separately or together as you please. Sometimes yam and potato act as the base and are steamed with streaky pork. At other times, lotus root is used as the base and steamed with pork rib. Such dishes usually need to be steamed in a steamer for more than two hours.

Zhou Tongye, a young woman, is also a lover of steamed dishes. “For me, steamed dishes signify family reunion. Since my childhood, our family always cook steamed dishes when most or all members are together at home. As for the older generation, steamed dishes are full of memories,” she said.

Jiangcheng-style steamed dishes, with a long history, are cooked with choice ingredients (including meat and vegetables) and served with a sense of ritual. In Chinese, the character for “steaming” is “蒸” (zheng), and the idiom “蒸蒸日上” (zheng ri shang) means “growing more and more prosperous”, so steamed dishes symbolize the people's aspirations to live a better life. As time goes by, the method for cooking steamed dishes has improved. Today, people are still cooking steamed streaky pork, pork ribs, lotus root and potato with fried rice flour, but steamed egg rolls, pork leg, streaky pork and pumpkin without fried rice flour also have long become popular. Jiangcheng-style steamed dishes are even recognized as a district-level item of intangible cultural heritage.





Villagers gear up for Spring Festival

乡村腊月年味浓

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The Spring Festival is the most celebrated traditional festival for the Chinese nation. During this year's Spring Festival holiday, which lasted from January 21 to 27, Yunnan people's ways of greeting the Chinese New Year are still going on shopping sprees, slaughtering pigs, cooking special dishes, and putting up red couplets.

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Written by Xie Yi and Luo Hong

春节是中华民族最隆重的传统佳节，1月21日至27日是今年的春节假期。在云南，人们会提前买年货、杀年猪、备年菜、贴对联等来迎接春节的到来。

□ 谢毅 罗洪 / 文

In the last days of the twelfth lunar month, the Spring Festival atmosphere got stronger and stronger in Suijiang County, Zhaotong City. Villagers were busy preparing for the upcoming big day, slaughtering pigs, smoking bacon, making sausages and guoguo pastries.

“When the solar terms of minor cold and major cold come, people slaughter pigs in preparation for the Spring Festival.” On the day of minor cold (January 5, 2023), Wang Zhongde, a villager of the 18th group of Dasha Village, Zhongcheng Town, Suijiang County, invited his relatives and friends to attend a special dinner. While six or seven men were slaughtering pigs in the courtyard, several women were kept busy in the kitchen. “We'll slaughter two pigs to celebrate the upcoming Spring Festival and reward ourselves for our hard work in the past year,” Wang said. With firewood burning in the stove and

steam rising from the pot, everyone was chatting and laughing in the festive atmosphere.

All families in Suijiang smoke bacon in the twelfth lunar month. In the 17th group of Shuanghe Village, Banli Town, Deng Jiahui was hanging a big pile of cured pork over a fire pit to be smoked. “Bacon is a must for the Spring Festival. In the past, poor families couldn't afford to make much bacon. Today, things are different, and every family smoke a lot of bacon,” said Deng.

A nursery rhyme goes like this, “Just sit in rows, so we can eat guoguo pastries, which are so sweet.” Sand-fried Guoguo, a famous snack of Suijiang County, was inscribed on the fifth list of intangible cultural heritages of Zhaotong City in 2021. In the 7th group of Huiwang Village, Zhongcheng Town, a young man named Zhao Jin is running a food factory to produce this kind of pastries, the recipe

of which he has inherited from his father. With the Spring Festival around the corner, sand-fried guoguo pastries were selling well, so Zhao's factory was operating at full capacity. It takes more than 10 steps to make choice glutinous rice into crispy and moderately sweet guoguo pastries, such as soaking, steaming, cutting, drying and sesame applying. Zhao's guoguo pastries are very popular in the market.

“In the past two years, we sell about 15 tons of sand-fried guoguo pastries annually through supermarkets, grocery stores and other channels,” said Zhao. His products have been exhibited at the China-South Asia Expo, the China (Kunming) Import and Export Fair and a trade fair in Shanghai's Minhang District. Zhao plans to build a live broadcast platform to introduce this traditional delicacy to the whole country.

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