



Incentive Travel In China

Let's Fly Together



Video—Let's Fly Together

Why China ?



Why China?

- **Rich and diverse tourism resources**
 - Unique natural landscapes
 - Profound cultural connotations
- **Well-improved infrastructure**
 - Convenient transportation
 - Complete accommodation facilities
- **Continuously enhanced tourism service quality**
 - Professional service teams
 - Well-developed tourism supporting services
- **High level of safety and stability**
 - Social security
 - Policy stability
- **High cost-effectiveness**

Why China?

Fifty-six ethnic groups are fifty-six flowers.

Diverse cultures and more options



How big the change could be

Today VS Yesterday



中國速度

- **Artificial Intelligence**
- **5G Communication**
- **Quantum Computing**
- **Aerospace**
- **New Energy**
- **High-speed Railway Technology**
- **Chips and Semiconductors**
- **Biomedicine**

China Speed

**Once in a Lifetime
Experience in China**



As the sun sets, a cocktail party unfolds on Simatai Great Wall. The ancient bricks contrast with modern elegance. Laughter and clinking glasses blend with the gentle breeze. People in smart attire chat, savoring drinks, while the magnificent wall and sunset create a magical backdrop.

Sunset cocktail party on the Great Wall



Enjoy a glass of wine on the Great Wall at Mutianyu

The Mutianyu Great Wall, located in Huairou District, Beijing, is a breathtaking section of the Great Wall. Its history dates back to the Ming Dynasty, standing as a symbol of ancient Chinese wisdom and engineering prowess. Surrounded by magnificent mountains, the scenery along the wall is stunning, especially in autumn when the leaves turn golden. The wall is well - preserved, with watchtowers standing at intervals, telling tales of past battles. The hiking experience here is both challenging and rewarding. As you climb the steep steps, you can feel the weight of history. It's less crowded compared to Badaling, allowing you to enjoy a more peaceful and immersive journey through time. Visiting the Mutianyu Great Wall is truly a memorable adventure that combines natural beauty and cultural heritage.

Dinner on the Great Wall

On a special evening, a magnificent dinner party was held on the Great Wall. As the sun began to set, casting a warm glow, the Great Wall was gradually illuminated by lights, creating a magical and historical backdrop. Suddenly, the melodious sound of the Morin Khuur filled the air, adding a touch of ethnic charm to the grand scene. Amidst such an amazing atmosphere, Liu Ping stepped forward and delivered a speech titled "My Chinese Dream". His words inspired everyone present, making them reflect on the dreams and pursuits of the nation. This unique event combined culture, history, and aspiration, leaving an unforgettable memory for all.





Learning Chinese Kongfu in the Temple of Heaven



The Temple of Heaven, an iconic masterpiece in Beijing, is a symbol of ancient Chinese civilization. With a history spanning hundreds of years, its architecture is a harmonious blend of art and religious significance. The circular Altar of Heaven and the Hall of Prayer for Good Harvests are marvels, representing the profound understanding of the universe in ancient times. Now, a group of Europeans has gathered here. They are fully absorbed in learning Chinese Kung Fu. Under the patient guidance of the instructor, they imitate the moves earnestly, from slow - paced Tai Chi postures to more dynamic Shaolin strikes. Amidst the ancient buildings, their enthusiasm for Chinese culture shines brightly. This scene not only enriches their cultural experience but also serves as a beautiful bridge connecting different cultures.





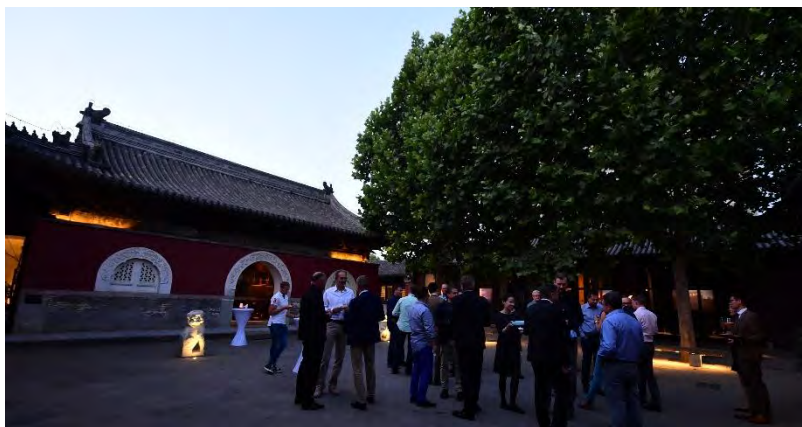
Dinner at Chanfu Temple Beihai Park Beijing

Beihai Park, located in the heart of Beijing, is a gem of historical and natural beauty. With a history tracing back to the Liao Dynasty, it seamlessly blends imperial grandeur with serene landscapes. At its center lies a vast lake, dotted with elegant pavilions and ancient willows along the banks. The iconic White Pagoda on Qionghua Island stands tall, offering panoramic views of the park. Strolling along the paths, visitors can enjoy the tranquility, watching locals fish, dance, or play traditional music. It's a place where old - world charm meets modern leisure, a must - visit destination for both tourists and locals to escape the city's hustle and experience Beijing's unique cultural heritage.



A European team embarked on a memorable journey, savoring tea on a boat in Kunming Lake at the Summer Palace. As they sipped, they were mesmerized by the serene lake and magnificent architecture around. Built in the 18th century during the Qing Dynasty, the Summer Palace was an imperial garden. It once served as a retreat for emperors and empresses. After suffering damage in wars, it was restored. Today, it stands as a symbol of China's rich history, attracting visitors worldwide.

Enjoy Chinese tea on the Kunming Lake of Summer Palace in Beijing



TRB in Beijing is a remarkable dining spot. Housed in a historic building, it combines old - world charm with modern elegance. The menu features creative Western - style cuisine. The service is top - notch, and the atmosphere is perfect for a special meal or a business dinner.

Beijing TRB Restaurant



The Great Hall of the People is a symbol of China's political and cultural significance. Completed in 1959, it is a masterpiece of modern Chinese architecture, located on the west side of Tiananmen Square in Beijing. Spanning a vast area, it houses numerous grand halls and meeting rooms. The main auditorium can hold thousands of people, being the venue for important national conferences. Its design is a harmonious blend of traditional Chinese elements and modern styles. The exterior is majestic and solemn, while the interior is decorated with exquisite craftsmanship. It not only serves as a place for political activities but also a witness to China's development and progress.

Gala Dinner in the Great Hall of the People



The Imperial Ancestral Temple

The Imperial Ancestral Temple, also known as Tai Miao, is a historical site in Beijing. Built in the Ming Dynasty, it was used for imperial ancestor - worship ceremonies. With magnificent architecture and ancient cypresses, it's a great place to explore China's rich heritage.



Green T. House

Since 1997, Green T. House in Beijing has brought inspiration and aesthetic enjoyment to guests through innovative design, a unique atmosphere, and distinctive tea and food. It symbolizes the interwoven integration of tradition and innovation, simplicity and refinement, vitality and tranquility, and defines the "Chinese Renaissance". The brand is the masterpiece of Jiner, an internationally renowned musician, culinary artist, tea master, and trendsetter. Starting as an intimate and elegant tea house, the Green T. House quickly rose to become one of the most sought-after dining destinations in Beijing. Its unparalleled atmosphere, tea, and food have won numerous international awards.





The Beijing City Wall Relics Park preserves a piece of the city's ancient past. Lined with greenery and historical markers, it offers a peaceful escape in the urban area. Here, you can feel the long - standing history and culture of Beijing.

Beijing City Wall Relics Park



Taking a rickshaw ride through Beijing's hutongs is an amazing experience. As the rickshaw rolls along, ancient courtyard houses pass by. The driver shares tales of local life and history. The narrow alleys are filled with the sounds of daily chatter, making it a lively cultural adventure.

Rickshaw riding through Beijing Hutongs

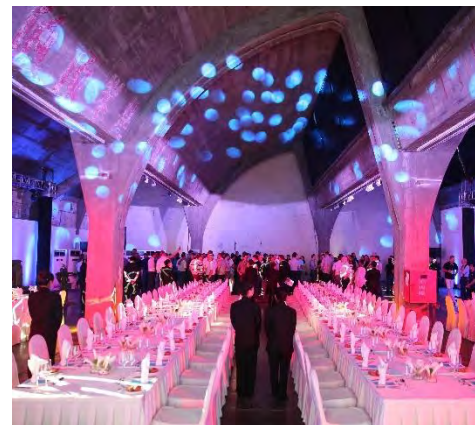


Quanjude at Qianmen, established in 1864, is a world - famous Peking duck restaurant. Boasting over 150 years of history, it's a culinary icon in Beijing. Its ducks, with crispy skin and tender meat, are roasted to perfection. A visit here offers an authentic taste of traditional Chinese cuisine.

Beijing Qianmen Quanjude Roast Duck

Party in an old factory

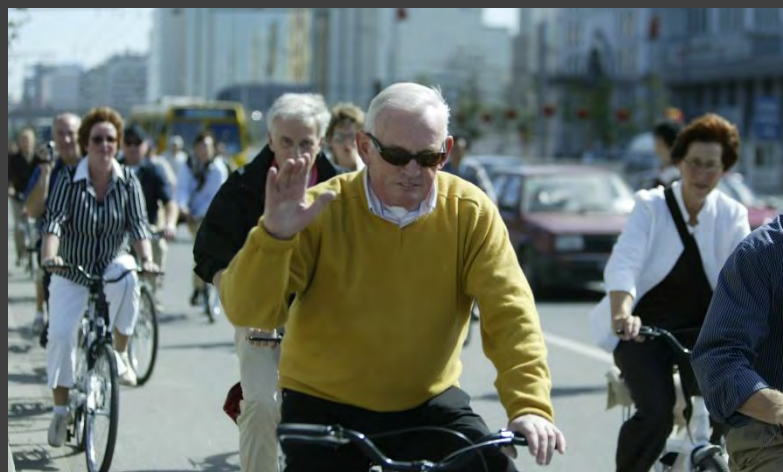
798 Art Zone, located in Beijing, is a vibrant hub of contemporary art. Once a cluster of abandoned factories, it has been transformed into a creative haven. Here, old industrial structures blend with modern art. Galleries line the streets, displaying a rich variety of artworks, from avant-garde paintings to thought-provoking sculptures and multimedia installations. The zone also houses numerous art studios, where artists work and share their creative processes. Moreover, 798 hosts various art events throughout the year, such as art festivals and exhibitions. It has become a must-visit destination for art enthusiasts, attracting both domestic and international visitors, and playing a crucial role in promoting contemporary art in China.



Reception at Ullens Center

The Ullens Center for Contemporary Art (UCCA) at 798 Art Zone in Beijing is a renowned cultural landmark. Housed in a converted factory building typical of the 798 area, it perfectly blends industrial heritage with modern art. Since its establishment, UCCA has hosted a wide range of high - profile exhibitions featuring works by both Chinese and international artists. These exhibitions span various media, from paintings and sculptures to multimedia installations. It also regularly holds art talks, film screenings, and educational workshops. UCCA not only serves as a platform for artistic expression but also promotes cross - cultural understanding, attracting art lovers, critics, and the general public to engage with contemporary art.





Cycling in Beijing

Cycling tours in Beijing offer foreign tourists a unique way to explore the city. Equipped with comfortable bikes, they can pedal through hutongs, narrow alleys filled with traditional courtyard houses. This allows them to peek into the daily lives of local Beijingers, perhaps spotting elders practicing tai chi or kids playing. Riding along the Second Ring Road, tourists get to see the city's blend of ancient and modern architecture. They can pause at historical landmarks like the Drum Tower, soak in its centuries - old charm, and learn about Beijing's past. It's an eco - friendly, immersive experience, providing a closer connection to the city compared to other means of transportation.



The Xi'an City Wall, one of China's most well - preserved ancient city walls, is a symbol of the city's rich history. Built in the 14th century during the Ming Dynasty, it encircles the old city center, stretching about 14 kilometers. The wall is both wide and tall, with a width allowing cars to drive on it in some sections. Its four main gates, each equipped with watchtowers, once served as the only entrances and exits to the city. You can take a bike ride on top of the wall to enjoy panoramic views of the city, old and new. It's not just a historical relic but also a living testament to Xi'an's glorious past.

Dinner on the City Wall of Xi'an

Dinner at Small Goose Pagoda in Xi'an

The Small Wild Goose Pagoda, standing gracefully in Xi'an, is a renowned historical landmark with profound cultural significance. Constructed during the Tang Dynasty over a thousand years ago, it was originally part of the Jianfu Temple, a place of Buddhist worship and learning. This elegant pagoda features a unique square - based structure, rising about 43 meters high with 13 stories. Its design, a blend of traditional Chinese architecture and Buddhist elements, is a marvel. Over the centuries, the Small Wild Goose Pagoda has withstood numerous earthquakes, which is a testament to the advanced construction techniques of ancient China. Despite some damage, it still stands as a symbol of the city's glorious past. Today, it attracts countless tourists both from home and abroad. The surrounding park offers a peaceful retreat, allowing visitors to soak in the ancient charm while learning about China's long - standing Buddhist heritage.





A dinner in Reed Flute Cave is an extraordinary experience. Amidst the cave's spectacular rock formations lit by colorful lights, guests savor local delicacies. The natural wonders create a magical backdrop, making every bite more memorable as they enjoy a unique blend of food and nature.

Dinner in Reed Flute Cave Guilin



BBQ dinner in the picturesque nature in Yangshuo, Guilin



Yangshuo, a charming county in Guangxi, China, is a nature lover's paradise. It is famous for its breathtaking karst landscapes, with towering limestone peaks rising from the ground like giant green cones, creating a dreamy and picturesque scenery. The Li River, flowing gracefully through Yangshuo, offers spectacular views. Tourists can take a relaxing bamboo - raft ride along the river, enjoying the fresh air and stunning natural beauty on both sides. In addition, Yangshuo's West Street is a vibrant place, full of international restaurants, unique shops, and cozy cafes. It perfectly blends local culture with a global atmosphere, making it a popular destination for travelers from all over the world.





Cruise reception on Huangpu River

Taking a cruise on the Huangpu River is an essential experience for visitors to Shanghai. As the boat glides through the water, it offers a unique perspective on the city's remarkable skyline. On one side, the Bund's historical buildings stand as a reminder of Shanghai's past, with their classic European - style facades. On the other side, the modern Lujiazui skyline is a showcase of contemporary architecture, featuring skyscrapers like the Oriental Pearl Tower and Shanghai Tower. As night falls, the river comes alive with lights. The illuminated buildings create a magical scene, with colors dancing on the water. Passengers can relax on the deck, enjoy the gentle breeze, and soak in the vibrant atmosphere of this dynamic city. It's a journey that beautifully blends the old and new, providing a memorable and immersive way to explore Shanghai.



Shanghai 1933

Shanghai 1933, originally a municipal slaughterhouse built in 1933, is a remarkable example of industrial architecture. Designed by British architect Balfour Williamson, its layout is a maze - like wonder, featuring a network of ramps, bridges, and passageways. The building's unique blend of Art Deco and industrial styles is evident in its exposed concrete, geometric patterns, and large - scale iron structures. Today, it has been transformed into a vibrant cultural and commercial complex. Inside, you can find art galleries, trendy restaurants, cafes, and fashion stores. It has become a popular destination for both locals and tourists, offering a glimpse into Shanghai's past while embracing modern creativity.



A drink at a bar in Shanghai with an unrivaled river view

The Bund, a symbol of Shanghai, is a waterfront area along the Huangpu River. Lined with a row of historical buildings in various architectural styles, from neoclassical to Gothic, it presents a magnificent view of the city's past and present. During the day, visitors can admire the stately facades and the bustling river traffic. At night, the buildings are illuminated, creating a magical and romantic scene. Scattered along The Bund are numerous bars, which add a touch of modernity and vivacity. These bars offer a wide selection of drinks, from fine wines to creative cocktails. They often feature live music, ranging from jazz to pop, attracting both locals and tourists. Whether you want to unwind after a day of sightseeing or socialize with friends, the bars at The Bund provide an ideal spot to soak up the vibrant atmosphere of Shanghai.





Enjoy a glass of wine on the tea mountain

In the heart of Hangzhou lies the enchanting Longjing tea plantation, a verdant expanse that seems to stretch to the horizon. The orderly rows of tender tea bushes, with their glossy, deep - green leaves, cover the rolling hills, creating a breathtaking sight. The air is filled with a fresh, delicate fragrance, characteristic of the high - quality Longjing tea grown here. Against this beautiful backdrop, the tea - picking women are a vital part of the scene. Clad in colorful scarves and wide - brimmed hats, they deftly move among the bushes. With practiced hands, they pluck the top - two - leaves - and - a - bud, the perfect part for making premium tea. Their fingers work quickly, yet with precision, as they ensure only the finest leaves are selected. These hard - working women, with their centuries - old skills, play a crucial role in maintaining the high standards of Longjing tea, making the tea - plantation experience both visually stunning and culturally rich.



A cruise - wine party on West Lake is a dreamy affair. As the boat sails on the calm lake, guests can enjoy fine wines while taking in the stunning scenery of willow - lined banks and mist - covered islets, creating a romantic and relaxing atmosphere.

Reception on the West Lake Hangzhou



Lunch on the Chenghuang Pavilion Hangzhou

The Chenghuang Pavilion in Hangzhou is a magnificent structure atop Wu Hill. With a history that dates back centuries, it stands as a symbol of the city's heritage. Its elegant architecture, featuring upturned eaves and red - painted columns, blends perfectly with the natural beauty around it. From the pavilion, one can enjoy a panoramic view of West Lake and the cityscape.



Incentive travel in Tibet

There aren't many incentive groups choosing to visit Tibet. Nevertheless, for those who are truly passionate about Tibetan culture and the natural beauty it holds, it's an outstanding destination. Take this small incentive group from Poland, for example. They had dinner on the rooftop of a restaurant, with the magnificent Potala Palace standing in the distance as a breathtaking backdrop.



Chinese dumplings, a beloved traditional food, hold a special place in Chinese culture. They are made of dough wrappers filled with diverse ingredients like minced meat and vegetables. With a long history, dumplings are often eaten during festivals, especially Chinese New Year, symbolizing family reunion and good luck.

Learn to make Chinese dumplings



Dragon boat racing is a traditional and exciting water sport with deep - rooted cultural significance in many Asian countries, especially China. It dates back thousands of years, initially held to honor the patriotic poet Qu Yuan. During the race, long, elaborately decorated boats, each crewed by a team of paddlers, dash forward on the water. The drummers at the front set the rhythm, and the paddlers synchronize their strokes, propelling the boats forward with great strength and speed. The thrilling competition is not only a display of teamwork but also a celebration of heritage, attracting large crowds to cheer on the teams.

Dragon Boat Race



ESG and CSR

New Destinations



ESG and CSR New Destination for MICE

Considering China's national conditions, we aim to support rural revitalization through MICE (Meetings, Incentives, Conferences, and Exhibitions) events. We conduct thorough research in rural areas and, driven by innovation, develop new MICE destinations. We are dedicated to preserving intangible cultural heritage, particularly the world-renowned "Grand Song of the Dong." Our goal is to create opportunities for the "Dong Song" inheritors to perform at MICE events, addressing their concerns, enabling them to remain in rural areas, and continue the tradition of the "Dong Song."



Warm-hearted villagers

The Blocking Road Wine is a unique and warm - hearted tradition of the Dong ethnic group. When guests arrive, they are greeted by rows of young Dong people holding cups of wine. Refusing isn't allowed. Drinking the wine symbolizes acceptance, friendship, and a joyous start of the visit.

When we arrive at the gate of Huanggang Dong Village in Southeast Guizhou, the men, women and children in the village are already there to greet us. They sing the song "Welcome to the Dong Village" and then, beating gongs and drums, they usher us into the village.



Our Love and CSR

The contribution is not in size, but in what the villagers need. We donate a pair of socks and a towel to each of the elderly people in the village, which is exactly what they need.





Far from the bustling city, here we have deep communication with the villagers. People can be so heart to heart, can be so friendly and close. Perhaps people like us from distant cities have learned the true meaning of world peace in a Dong village in southeast Guizhou province.

Mingling with the villagers

