

Striving Towards a Modern Coastal Metropolis

Stimulating Citizen Spending

By Dong Na

Domestic consumer spending is a key part of economic recovery and growth and closely linked to the people's incomes. This year, Ningbo is attaching great importance to stimulating consumption, identifying it as an objective of high priority in the city's annual economic agenda.

B&Bs Go Boom

In Limin Village near Ningbo's Dongqian Lake, there is a boutique hotel called the Zhenyin Xinshe. Despite being small—with only six rooms—it has racked up 2 million yuan of revenues in the last five months, effectively tapping into consumers' considerable spending potential.

This year, China plans to support the growth of rural tourism by helping rural B&Bs upgrade their services and facilities. Ningbo recently released a set of corresponding policies to stimulate tourism spending, which involves creating attractive destinations and accommodation in rural areas.

"I want to organize more fun activities for our guests, so they would want to spend more time in Limin village," Hong Wenwu, the operator of Zhenyin, said. He hopes to double his business income this year.

Last year, Ningbo's B&Bs registered 7.05 million stays, earning an income of 1.258 billion yuan. At present, the city has more than 1,700 B&Bs, with more than 31,000 beds.

As temperature warms up, B&Bs are seeing increased business. Weekend revenues are back to 60% to 70% of pre-epidemic levels. Currently, most guests are local citizens and visitors from Shanghai and Hangzhou.

Auto Sales Soar

Auto sales is a key part in Ningbo's consumption-boosting campaign.



Hanling Old Street.

[Photo by Yan Long]

Xiaying North Road in Yinzhou District is lined 37 auto dealerships representing 37 brands, showcasing more than 300 models. Last year, 11.38 billion yuan of cars were sold here, a year-on-year increase of nearly 20%.

Electric car technology advancements have driven up demand for new energy vehicles. As of the end of 2022, there were 15 electric car dealerships on Xiaying N. Road; their annual sales volume last year reached 1.07 billion yuan, up by 316% compared with 2021.

In January this year, Li Auto's 4S store had its soft opening in Ningbo. Soon, XPENG and NIO will launch their Ningbo dealerships. Less than 2 km away

from Xiaying N. Road, a 15,000-square-meter factory is being renovated into a studio for livestream sales of electric cars.

Although the auto market is becoming increasingly competitive and saturated, the average price of each car being sold is increasing, suggesting a growing consumer preference for premium vehicles.

Experts point out the key to growth for the Chinese auto industry lies in brand renewal, personalized services, and overseas market expansion.

Tourists Flock to Theme Park

The economic potential of theme parks, in particular the

Xiangshan Global Studios, is considerable.

Since the start of 2023, the Xiangshan Global Studios has seen the return of film crews and tourists. During the Spring Festival holiday, it received 211,000 visitors, approximately 70% of its highest pre-pandemic levels.

As one of China's top film studios, the Xiangshan Global Studios is establishing a film production ecosystem that spans investment, filming, production and distribution. This year, the Xiangshan Global Studios has released a series of preferential policies to attract film producers, with the hope of forming an industry cluster.

Many producers are confident about the recovery of the

film and TV industry post-pandemic. "We were supposed to start shooting a new TV series last December, but the schedule was delayed due to pandemic restrictions. Fortunately, after the Chinese New Year holidays, our crew was able to go back on set immediately. We plan to wrap up shooting in 35 days. The script for our next show is already in the creation stage," said Dai Wei, a producer from Beijing Qi Tai Culture & Media.

Xiangshan Global Studios will organize a number of activities in the coming months to attract visitors. Retail storefronts in the theme park have all been leased, while a one-thousand-seat restaurant is undergoing renovation.

SPOTLIGHT

Free Metro Rides in Ningbo Unleash Spending Potential

By Xu Zhuowei

On February 13, Ningbo's metro system announced it would be offering passengers free rides every day after 8 PM and all day on public holidays until June 30. How has the passenger flow changed since then? Our correspondent interviewed several citizens randomly at several metro station.

Citizen Xiao Guo told the correspondent that after seeing the news last week, she went to ride the metro the very next day to take advantage of the free rides.

"I took Line 1 from Fuqing North Road Station to Gulou Business District to shop. Despite the rainy weather, the trains were still more crowded than usual," said Xiao Guo.

Last Saturday, Xiaoguo rode the train again to Gulou. "The weather was great on that day. Passengers queued up to get on the trains. Every carriage was full. Most are young people or parents taking their children for a day out fun."

On February 20, statistics released by the Ningbo Rail Transit showed that as of the evening of February 19, the average passenger number after 20:00 each day has increased by 61% compared with seven days ago, when the free rides were first announced.

Businesses in Ningbo are confident that free metro rides will increase foot traffic and spending at their premises.

The manager of a beverage store in Donggudao, an underground shopping area that connects the Dongmenkou and Gulou metro stations, said that most of his customers are young people who just got off the trains. "Free metro rides were first offered during Spring Festival week this year. We saw how much traffic grew first-hand. The latest free rides campaign will last several months and we expect an increase in foot traffic. Now, on weekends, we have many more customers than usual. Our daily revenue is also steadily rising."

Chief Adviser: Zhao Qingchuan
Proofreader: Dong Na

双语汇 Different Tongues

九峰山: 又到一年赏梅时

By Jin Lu

Jiufeng Mountain is located between Daqi Subdistrict and Chaiqiao Subdistrict in Beilun District, Ningbo. The plum blossoms in the Jiufeng Mountain Plum Garden are now in full bloom, glowing brilliantly pink in the warm winter sun. Many visitors come to the garden to appreciate the blossoms and take photos.

九峰山旅游区位于宁波市北仑区大碶街道和柴桥街道之间。近日,九峰山梅园内的梅花正处在盛花期,在冬日暖阳下显得鲜艳欲滴,美不胜收。梅园里多了不少赏梅拍照的游客。

The Plum Garden is currently hosting the 17th Jiufeng Mountain Plum Blossom Festival. On sunny days, the hill-sides appear to be colored

magenta by the flowering trees.

最近,第十七届九峰山梅花节在园内召开,阳光正好、花开正艳,层林尽染,犹如一幅色彩斑斓的美丽画卷。

The Jiufeng Mountain Plum Garden in Beilun is one of the largest plum gardens in Zhejiang province, with the widest range of varieties. It covers an area of over 4 hectares, where more than 6,000 ground-planted and 100 pot-planted plum trees are grown. 26 rare varieties can be found here.

据悉,北仑九峰山的梅园是目前省内规模最大、种类最多的梅花园之一。其面积达60余亩,地栽梅花6000余株、盆栽梅花100余盆、名贵品种26个。

The Plum Blossom Festival will continue until early



Jiufeng Mountain. /九峰山。

[Photo by Xu Tianchang] 许天长 摄

March, with different activities each week. Come to Beilun's Jiufeng Mountain to take in the beauty of the landscape

and the plum blossoms, creating unforgettable memories of 2023's spring.

梅花节将一直持续到三月初,

每周都会有不一样的精彩。闲暇时光,大家何不前来北仑九峰山打卡,品山水之美,赏寒梅之姿,留下2023年开春的美好纪念。

