Xi’an, called Chang’an in the ancient times, is a world-famous historical city with glorious culture. As one of the cradles of Chinese and eastern civilizations, it was the starting point of the ancient Silk Road. With more than 3,100 years city history and over 1,100 years capital history, Xi’an had been the capital city for 13 dynasties.
Boasting profound history and abundant cultural relics, Xi’an has prestigious reputation for “natural historical museum”
In 2020, confronted with the major impact on cultural tourism by the Covid-19, Xi’an took targeted and effective measures to tackle the pandemic. Cultural tourism has experienced the process from overall shutdown, orderly restart, and then to full recovery.
I. Shutting down cultural tourism enterprises to prevent the spread of Covid-19.
At the beginning of the year 2020, all cultural tourism enterprises in Xi’an were ordered to shut down, making great contributions to the disease prevention and control. However, like many other industries, they were also heavily affected, suffering great losses due to the epidemic.
<table>
<thead>
<tr>
<th>Event</th>
<th>Visits</th>
<th>Tourism Revenue (CNY)</th>
<th>Comparison of 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021 Tomb-sweeping Festival</td>
<td>4.33 million</td>
<td>2 billion</td>
<td>6.9% ↑</td>
</tr>
<tr>
<td>2021 MayDay Labor Holiday</td>
<td>16.9 million</td>
<td>1.06 billion</td>
<td>28.1% ↑</td>
</tr>
</tbody>
</table>
II. Introducing supportive policies to assist cultural tourism industry.
In March, we introduced 21 measures to control the pandemic and stabilize the economy, and launched 23 tasks to promote the resumption of cultural tourism industry. A total of 200 million CNY has been invested into varied cultural and tourist programs to speed up the industry’s recovery. As a result, the resumption rate of cultural tourism industry is as high as 95%, bringing about a benign environment for the rapid development of cultural tourism industry. Besides that, we also adopted supportive policies for tourist performing sector, including reducing and exempting venue rents for some enterprises suffering from financial problems. The multiple measures work well in resuming cultural tourism industry in an orderly manner.
Ⅲ. Launching online and offline cultural activities to look out each other and surmount difficulties together.
“Cultural Capitals of East Asia” singing the same song together among cities.

In 2020, singers from China, Japan, and South Korea jointly performed a song “Singing a song and building a dream”. After release, the music video gained wide popularity at home and abroad. Xi’an has attracted close attention for its profound history culture across the world. Citizens of the three cities have been encouraged as well.
“Online Treasure” Concert.
Combining Chinese culture essence and western classic music, the Xi’an Symphony Orchestra performed nearly 20 online concerts in tourist spots including Terracotta Warriors Museum, City Wall, Shaanxi History Museum, and Xi’an Museum. The beauty of blending the cultural relics and the music is presented consecutively through appearance of different parts to form a dialogue between the music and national treasures. The online concerts boast over 200 million view counts, receiving wide attention and acclaim from the media all over the world.
“Cloud Drama”
In the cooperation with national Chinese culture centers of Denmark, Pakistan, and Belarus, we combined traditional culture with modern life in the efforts to demonstrate “Shaanxi Opera” - China’s intangible cultural heritage to the world. The all-round and multi-angle approach of online releasing and offline demonstration is adopted to facilitate the event.
2021 “Cultural Capitals of East Asia” New Year concert conducted in hybrid approaches.
The “Cultural Capitals of East Asia” New Year Concert sent New Year greetings to the people around the world by performing classic music of China, Japan, and South Korea.
IV. Cultural lives and cultural exchanges playing a vital role in combating Covid-19 and post-pandemic recovery.
First, when public cultural spaces were shut down due to the pandemic, people could still have access to abundant spiritual life through a series of online cultural activities, which helped increase people’s mental peace.
Second, the encouraging shows sponsored by the government have not only enriched people’s lives but also strengthened people’s confidence and courage in combating the Covid-19.
Third, the cultural activities have enhanced the friendship among peoples around the world. People are encouraged to unite and look out for each other and work together to combat the disease.
The virus cannot defeat humanity; we will eventually prevail. A bright future is ahead of us.
Xi’an extends a warm welcome to you to experience the splendid cultures and the local cuisines.
Welcome to Xi’an, the ancient capital of China.
Thank you