

'Spring economy' fuels local growth

Staff Reporters

THIS spring, scenic locations and retail complexes in Jiading are initiating a range of events to stimulate consumption, such as flower-viewing excursions and cultural activities.

Featuring cultural exhibitions and folk experiences surrounding the large pear orchard, Yunong Manor hosted the 3rd Jiading-Kunshan-Taicang Collaborative Innovation Core Circle Pear Blossom Festival.

Local restaurants' revenue is up 20 percent, and homestay occupancy is over 90 percent, thanks to the festival.

The "flower-viewing economy plus" approach has improved tourist experiences while also encouraging the convergence of

agriculture, culture and tourism.

At Juyuan Orchard, some 6,000 tulips are in bloom, and activities such as face painting and lacquer fan painting are available.

Jiabei Country Park is filled with a wide diversity of flowers. On the final weekend of March, the number of daily visitors exceeded 6,000 due to nature education programs and camping activities.

Travel service platforms show that searches for "spring outings" and "flower viewing" jumped by 460 percent since March. Additionally, ticket bookings for flower attractions during the Qingming Festival holiday have increased six times compared to last year.

The 2025 Shanghai Citizens Art Festival started on March 29 at Life Hub@Anting. It mixed art and business with live shows and

exhibitions of intangible cultural heritage. During that weekend, the number of visitors went up by 12 percent compared to the previous month, and sales rose by 7 percent.

Jiading IMIX Park introduced programs centered on family engagement and cultural experiences. On March 29 and 30, these activities attracted around 116,000 visitors, up 26.55 percent compared to the previous year.

Wisteria, a signature attraction of Jiading, is in full bloom in April, and businesses near the Jiading Wisteria Garden are rolling out themed offerings.

Jiading Mansion serves wisteria-themed afternoon teas in its garden. Jiafu Restaurant on Qinghe Road offers discounts to customers with photos featuring wisteria.



Customers savor wisteria-themed desserts in the garden. — Zhou Yulin



Jia You Hao Dian, meaning "the good stores in Jiading," is part of a new development model aimed at exploring Jiading's culture. — Xi Lingyan

2 'good stores' showcase Jiading's intangible cultural heritage assets

Xi Lingyan and Ye Fengting

TWO Jiading intangible cultural heritage stores have opened at Life Hub@Anting in Anting Town and Dayu Village in Malu Town.

Named Jia You Hao Dian (Good Stores in Jiading), the Anting store blends intangible cultural history with modern influences, while the Malu store focuses on preserving traditional craftsmanship.

More than 100 products and 20 intangible cultural heritage pieces, including Suzhou embroidery, gold thread inlay and jade carving, are on display at Malu.

"I love the dolls made of *yaoban* (blue-and-white) cloth. Innovative

designs lend modern spice to old patterns," a customer surnamed Duan said.

Recently, a new development model, "intangible cultural heritage + rural villages + cultural tourism," has been pioneered by integrating rural regeneration strategies with pastoral culture.

The businesses offer hands-on activities and seminars to discover Jiading's culture.

In total, Jiading has 74 intangible cultural heritage assets, including four national, 15 municipal and 55 district items. More stores are set to open in collaboration with other towns within the district.



If you go:

Venue 1: Jia You Hao Dian Anting outlet
Address: Life Hub@Anting
Opening hours: 10am-10pm

Venue 2: Jia You Hao Dian Malu outlet
Address: B05-B07, 18 Dazhi Rd, Malu Town
Opening hours: 9am-6pm

Chinese player Wu Ashun wins Volvo China Open again

Staff Reporters

CHINA'S Wu Ashun won the 30th Volvo China Open on April 20 at the Enhance Anting Golf Club in Jiading with a 14-under 65.

This was Wu's second national championship title and the first Chinese winner of the Volvo China Open since it rejoined the DP World Tour in 2024.

"The course was challenging, with narrow fairways and several water hazards. His performance added many highlights to the event and showcased his strength as one of China's top golfers," said a fan.

For the first time, four Chinese players — Li Haotong, Dou Zecheng, and Ding Wenyi — finished in the top 10 at a single DP World Tour event.

Jordan Smith of England placed second, and Yannik Paul of Germany finished third.

The winners received gifts fashioned from Jiading's excellent intangible cultural heritage assets, like bamboo sculptures and Anting *yaoban* (blue-and-white) cloth.

Established in 1995, the Volvo China Open is the longest-running international professional golf tournament on the Chinese mainland.

The Enhance Anting Golf Club features a world-class 18-hole championship-level course designed by globally acclaimed golf course designer Robert Trent Jones Jr.