

Loire Valley Movie

The 2011 Loire Valley Wines Tasting Party was recently held at Orange cinemas, Pacific Century Place in Beijing. The wine tasting complemented the premier of a movie about Loire Valley in France.

Shot last June, the movie was jointly produced by Beijing TV, Shanghai Art and People Channel, and Loire Valley Wines Association, to introduce the valley's time-honored wine history and charming vineyards.

Pillar Industry

China announced on April 11 that measure would be taken to develop tourism into a strategic pillar industry of the nation's economy during the 12th Five-Year Plan period from 2011 until 2015.

The remarks were made at a ceremony marking the 60th anniversary of the founding of the Asia Pacific Tourism Association (APTA). Founded in 1951, APTA comprises 17 Asia-Pacific countries and regions. Its role is to promote sustainable development of the region's tourism industry.

Rising Outbound Travel

China Outbound Travel & Tourism Market (COTTM) 2011 was held in Beijing from April 13 to 15. It is still the largest of its kind in the country, with 230 international exhibitors from 55 countries and regions, catering to 2,800 registered Chinese buyers, according to Matt Thompson, spokesperson from the organizing committee.

He remarks that China is a rising outbound travel market, citing statistics from China National Tourism Administration. In 2010, the number of Chinese outbound tourists hit 56 million, an increase of 17.4 percent over the previous year.

Aviation Anniversary

The 60th anniversary of the establishment of China's aviation industry was celebrated at the Great Hall of the People in Beijing on April 17.

Over the decades, China's aviation industry has gradually developed into a high-tech, categorized industrial system with supporting research and development, producing a wide variety of aircraft, engines, and missiles. More than 16,000 aircraft, 60,000 engines, and 20,000 missiles have been produced.



Mickey and Minnie Mouse perform at the groundbreaking ceremony for Shanghai Disney. IC

Shanghai Disney Groundbreaking

Construction of the Shanghai Disney resort officially began on April 8. According to Robert Iger, president and CEO of The Walt Disney Company, the park's central castle will be larger and taller than others at Disneylands around the world.

Covering an area of 1.16 square kilometers, the theme park inside the 3.9-sq-km Shanghai Disney resort will be the world's sixth Disney amusement park and the first on the Chinese mainland. Investment in the Shanghai theme park is estimated at US\$3.7 billion.

Dylan in China

On April 6, American music legend Bob Dylan made a smooth Beijing debut, heralding his long-awaited Chinese mainland appearance as part of his tour celebrating the singular songwriter's 50 years on stage.

Dylan, who turns 70 in May, belted 17 songs for a nearly packed house in downtown Beijing's Workers Gymnasium.

Tea Fair

Tea experts, scholars and noted tea enterprises across the country gathered in Xinchang, Zhejiang Province, on April 11 for a tea fair.

Xinchang County, which is well known for its production of Longjing (Dragon Well) Tea, created US\$82.6 million of production value with its 8,000 hectares of tea planting area in 2010. Some 18 percent of local farmers' net income comes from the tea industry.