

# Changchun Tourism Promotion Events Held Overseas, Singapore and Hong Kong Highlight “Four Seasons of Splendor”

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**Singapore, Singapore Feb 6, 2026 ([Issuewire.com](https://www.issuewire.com))** - Recently, the Changchun Municipal Bureau of Culture, Radio, Television and Tourism, in collaboration with Phoenix Satellite TV, successfully hosted a series of overseas tourism promotion events themed “Phoenix Go Global — Four Seasons of Splendor in Changchun” in Singapore and Hong Kong. The events aimed to showcase Changchun’s year-round tourism offerings to Southeast Asia and the Guangdong–Hong Kong–Macao Greater Bay Area, deepen regional tourism cooperation, and further enhance Changchun’s international profile as China’s renowned “City of Spring in the North.”

**Singapore Stop: Ice and Snow Charm Shines in the Lion City, Opening a New Chapter of Cooperation**

On February 3, the Changchun tourism promotion conference was held at the Marina Bay Sands Expo and Convention Centre in Singapore. Attendees included Zhou He, Member of the Standing Committee of the CPC Changchun Municipal Committee and Secretary of the Political and Legal Affairs Commission; Zhang Huiyong, Party Secretary and Director of the Changchun Municipal Bureau of

Culture, Radio, Television and Tourism; Zhang Tong, Vice President of Business Development of Phoenix Satellite TV Group; Wong Yew Hong, Chairman of the Outbound Travel Committee of the National Association of Travel Agents Singapore (NATAS), along with around 50 representatives from government agencies, tourism organizations, airlines, and industry partners.

In his remarks, Zhou He noted that culture and tourism serve as an important bridge for people-to-people exchange. He expressed hopes that the event would further deepen cooperation between Changchun and Singapore, jointly develop high-quality cross-border tourism routes, and allow Singapore's vitality and Changchun's natural beauty to generate new opportunities for collaboration. Wong Yew Hong responded that he looked forward to using the promotion event as a catalyst to advance multi-level and pragmatic tourism cooperation between the two destinations.

Under the theme "Four Seasons of Splendor in Changchun," Director Zhang Huiyong delivered a comprehensive presentation on the city's distinctive seasonal attractions, with a particular focus on its winter tourism strengths. Highlights included five major ski resorts, 52 ski trails, a 1.56-million-square-meter Ice and Snow World, and more than 200 ice-and-snow sporting events and folk cultural activities. The tourism brand "Learn Skiing in Changchun" continues to gain international recognition. Tailor-made tourism itineraries designed specifically for the Singapore market were also unveiled at the event. Hainan Airlines provided detailed information on its flight services between Singapore and Changchun, offering greater convenience for international travelers.

### Hong Kong Stop: Powder Snow Captivates the City, Joining Hands to Reach the Global Stage

On February 5, the promotion series continued at the headquarters of Phoenix Satellite TV in Hong Kong. Nearly 100 guests attended the event, including Zhou He; Zhang Huiyong; Ma Yuk Man, Vice Chairman of the China Tourism Association of Hong Kong and Member of the Jilin Provincial Committee of the Chinese People's Political Consultative Conference (CPPCC); and Siu Fai Ho, Secretary General of the Hong Kong Ski Association, along with representatives from the tourism, sports, and cultural sectors.

In his address, Zhou He extended a warm invitation to Hong Kong residents, expressing his hope to further strengthen cooperation in "ice-and-snow tourism plus summer resort tourism." Ma Yuk Man emphasized the strong complementarity between the tourism resources of Changchun and Hong Kong, noting that Hong Kong's well-established international networks could provide strong support for Changchun's expansion onto the global tourism stage. Siu Fai Ho highlighted the potential of skiing as a link to promote deeper cooperation in sports competitions, talent development, and integrated tourism promotion between the two regions.

Director Zhang Huiyong vividly showcased Changchun's multifaceted appeal as a city rich in history and culture, a major industrial hub, and an ecologically livable destination, while further reinforcing its growing reputation as the "Capital of Powder Snow."

### Connecting the World, Embracing the Four Seasons Together

The two promotion events not only effectively conveyed Changchun's core tourism advantage of "Four Seasons of Splendor," but also successfully established practical cooperation platforms with tourism stakeholders in Singapore and Hong Kong. The events highlighted Changchun's transformation of its ice-and-snow "cold resources" into a thriving "hot economy," as well as its strong commitment to expanding into international tourism markets.

With improved air connectivity and deepening cross-border cooperation, Changchun is steadily advancing onto a broader international tourism stage, presenting its distinctive seasonal landscapes and rich cultural heritage while continuing to inject new momentum into people-to-people exchanges and mutually beneficial development between China and overseas regions.

## **Media Contact**

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