

GGN - Geopark Annual Report 2024

1. GEOPARK IDENTITY

Geopark name, country, regional Network: Huangshan UNESCO Global Geopark, China, APGN

Year of inscription / Year of the last revalidation: 2004 / 2024

Representative photo with caption (from the most important event this year)



2. GEOPARK FIGURES

Number of Geopark staffs: 879 staffs including 4 geoscientists

Number of visitors: 5.56 million

Number of Geopark events: 113

Number of school classes realize Geopark educational programmes: 20

Number of Geopark press release: placeholder text

over 600 news on Huangshan geopark official Chinese websites, 30 news on Huangshan geopark English website, 1 news on GGN Chinese website, and several other news on other media.

3. GEOPARK ACTIVITIES

Major achievements in 2024

- Achieving 45 consecutive years without forest fires.
- Selected as one of the "Top Ten Scenic Resorts Favored by Inbound Tourists in 2024" by the China Tourism Academy (Data Center of the Ministry of Culture and Tourism).
- The Huangshan Geopark Museum was awarded the title of "Youth Civil Practice Base" by

Huangshan City.

- The investigation and diversity study of large fungi (mushrooms) in Huangshan discovered four new species: *Amanita circulata* Y.Y.Cui et al., *Amanita multicingulata* Y.Y.Cui et al., *Amanita orientalis* Q. Cai et al., and *Tricholomopsis glabra* Zhu L. Yang & G.S. Wang.
- The photo "Drone Chemical Control" won the third prize in the biosecurity photography contest organized by the National Forestry and Grassland Administration's Center for Pest and Disease Control.
- The jointly developed and applied "A Visualization Method, System, Device, and Storage Medium for Abnormal Reservoir Water Level Data" with Hefei University of Technology has been granted a national invention patent.
- The Huangshan Geopark Committee participated in drafting the group standard "Technical Specifications for Lightning Disaster Risk Assessment of Ancient and Famous Trees and Plants" (T/AHLPA 0003—2024), which was promulgated and implemented on September 9, 2024.
- The leading draft of the "Self-Guided Interpretation Service Standards for the Greater Huangshan Scenic Area" and the "Guidelines for Age-Friendly Services in the Greater Huangshan Scenic Area" has been approved for inclusion in the 2024 third batch of Anhui Province's local standard revision plan.
- At the Seventh Anhui Provincial Youth Volunteer Service Project Competition and Volunteer Service Exchange Conference, Huangshan's project "Mountain Rescue at Your Side" won the gold award, while "Welcoming Guests with Warmth and Youthful Vigor" and "Caring for Nature and Protecting Rivers and Mountains" won silver awards.
- At the comprehensive drill of the Zhejiang-Fujian-Jiangxi-Anhui Four Province Marginal Red Cross Emergency Rescue Alliance, the Huangshan Geopark Emergency Rescue Team represented Huangshan City and won the team first prize.

Contribution towards GGN - Networking and participation

- Paid the GGN 2024 membership fee.
- Provided feedback on GGN financial report.
- Signed friendship park agreements with Aras UGGp in Iran and Yuntaishan UGGp in China.
- Jointly organized the 20th anniversary celebration of the GGN and the "World Earth Day" science popularization activities with UGGps in China, like Shilin, Danxiashan, and Lushan.
- Provided Huangshan materials to the Muskau Arch UGGp for its GGN 20th anniversary promotion.
- Published articles on the 20th anniversary of Huangshan's joining the GGN in different media such as the Huangshan Daily and China News.

- Conducted reciprocal visits and exchanges with Taishan UGGp.
- Exchanged and trained cadres with Dunhuang UGGp.
- Attended the 2024 China Global Geopark Annual Meeting held in Xingyi, Guizhou.
- Attended the 2024 Global Geopark Management and Development Training Course held in Xiangxi, Hunan.
- Attended the Fourth High-End Forum on Natural Culture held in Arxan, Inner Mongolia.
- Attended the Eighth Asia-Pacific Geoparks Network Symposium held in Vietnam.
- Received visits from Jiuhuashan UGGp and Alxa Desert UGGp.
- Provided an introduction to Huangshan and photos to Lushan UGGp for its friendly park promotion.

Management and Financial Status

No significant change

Geoconservation

- Conducted 22 geo-hazard investigations, patrols, and emergency surveys. Immediate measures were taken to eliminate any geological disaster and risks identified during the investigations.
- Strictly enforced duty shifts during the flood season. All disaster prevention staff, patrol and monitoring personnel, and emergency duty personnel were on duty, ensuring 24/7 communication availability and readiness for emergency response.
- Implemented grid-based forest fire management. Divided the area into 6 large fire prevention grids and 21 small grids, implementing management through "defined grids, assigned personnel, defined responsibilities, and mapped areas." Conducted 4 rounds of comprehensive forest fire inspections, addressing and rectifying 11 fire potential hazards. Completed the annual joint prevention and control assessment with neighboring regions, disbursing 1.167 million yuan in reward-based funding.

Sustainable tourism (Geotourism)

- Conducted specialized training for study tour guides in the low mountain tourism area of Huangshan (including the hot springs area), with 200 guides from the city participating. Distributed materials such as the "Huangshan Study Tour Interpretation Outline" and the "Huangshan Scenic Area Guidebook" to travel agencies and guides.
- Engaged with the study tour market. Accompanied travel agency and school leaders on 9 site visits, completing the site visit work for the "100 Hong Kong School Principals Visit the Mainland" program. Throughout the year, the hot springs, Yungu, and Songgu areas

received a total of 179,022 low mountain tourists.

- The Huangshan Geopark Museum hosted large-scale study tour groups from Nanjing Normal University's Affiliated High School, with over 600 students, and from Jilin Changchun Beihu School, with over 2,000 students, among other school groups conducting study tours and research activities.
- Collaborated with Huangshan University to conduct regular monthly tourist satisfaction surveys.
- Completed the "Research Report on the Adjustment and Optimization of Visitor Statistics for the Huangshan Scenic Area."
- Jointly completed the 2024 ground monitoring of the ecological environment with Anhui University.
- Invited 6 experts in tourism from both domestic and international fields to participate in the Mystery Visitor Program and submit specialized reports.
- Fully implemented water conservation measures to reduce water waste. Eight service units, including Paiyun Hotel, and the public institutions of the Huangshan Scenic Area (Geopark) Management Committee, were respectively certified as "Water-Saving Service Units in Huangshan City" and "Water-Saving Public Institutions in Huangshan City."
- Invited a professor from Sun Yat-sen University to give a specialized lecture on "Issues and Challenges of Sustainable Tourism Development in Huangshan during the Transition Period."
- Completed the 2024 monitoring work of the UNESCO World Tourism Organization (UNWTO) Huangshan Sustainable Tourism Observatory.

New education programmes on geoconservation, sustainable development and disaster risk reduction

- Conducted 20 sessions of the Huangshan Nature Lectures throughout the year.
- Organized 4 lectures of the Huangshan UNESCO designated site to promote the integrated management of Huangshan UGGp, Huangshan World Cultural and Natural Heritage, and Huangshan World Biosphere Reserve.
- In collaboration with the UNESCO Asia-Pacific Regional World Heritage Training and Research Centre (Shanghai), Huangshan hosted the 2024 "World Heritage in Schools" series of events at Tongji University.

Strategic partnership

- Peking University
- Tsinghua University

- Sun Yat-sen University
- Hefei University of Technology
- China University of Geosciences (Wuhan)
- Nanjing University
- Nanjing Forestry University
- Anhui University
- Shanghai Academy of Agricultural Sciences
- Huangshan University
- 332 Geological Team of Anhui Provincial Bureau of Geology and Mineral Resources, Anhui Provincial Geological Museum
- Ali Travel
- Ctrip
- Lvmama
- Zhaixi Primary School

Promotional activities

- Throughout the year, a half-price ticket policy was implemented for residents of the surrounding seven cities (Huangshan, Anqing, Chizhou, Xuancheng, Quzhou, Nanping, and Shangrao) and international tourists.
- Throughout the year, a free admission policy was implemented for individuals aged 60 years and above, holders of the "Huangshan Tourism One-Card," residents of Anhui Province holding the "Huangshan Blood Donation Honor Card" or the "Blood Donation Honor Card" from other cities in Anhui Province.
- Throughout the year (excluding statutory holidays), a "Wednesdays Free Admission" event was conducted for all national tourists.
- From March 6 to March 8, a free admission policy was implemented for female visitors.
- Planned and organized festival activities: "Spring Encounter in Huangshan, Walking with Her" Women's Day Theme Event, "Spring Tour of the Yangtze-Huai River Region, Inviting You to Come" Media Tour, "Relaxed Tour of Huangshan, Happy Life" China Tourism Day Theme Event, "Cultural and Natural Heritage Day in Huangshan" Theme Promotion, "Romantic Huangshan, Sweet Summer" Qixi Festival Theme Event.
- Hosted the 20th China Huangshan Mountain Climbing Congress. The event recruited 1,874 participants, nearly double the number from the previous year, with an online exposure of 30.149 million, generating comprehensive consumption exceeding 2 million yuan in the event area.
- In collaboration with Baidu, organized Huangshan's first music festival, attracting 32,000

on-site attendees and 22 million online viewers, with a total exposure of 3.1 billion. Also, created the Huangshan Cloud Sea Festival brand event, which garnered 10.74 million online viewers, 25.48 million live interactions, and over 3,000 user-generated content posts on Xiaohongshu.

- In collaboration with Xiaohongshu, conducted an autumn Huangshan promotion. The event achieved a total exposure of 28.9 million on the Xiaohongshu platform, with 10 popular posts receiving over 1,000 likes, favorites, and comments.
- In collaboration with Bilibili, organized an animation collaboration event. Leveraging the Bilibili Original Animation "The Great Cultivator," the event achieved a total online exposure of over 20 million.
- In collaboration with Dongfang Zhenxuan, organized an Anhui Tour theme event, showcasing famous Huangshan attractions and diverse products through a live broadcast lasting 10 hours, with a total viewership exceeding 1 million.
- In collaboration with Maiba Media, produced the short drama "Iron Fist Invincible Yang Qianqian," which was included in the fourth batch of recommended dramas in the National Radio and Television Administration's "Travel with Short Dramas" creation plan. Upon its release, the drama achieved a total exposure of over 2.07 billion, with a 461.2% year-over-year increase and a 455.2% month-over-month increase in Huangshan tourism keyword searches.
- In collaboration with China Media Group, produced "The Pen of Dreams" which was included in the fifth batch of recommended dramas in the "Travel with Short Dramas" creation plan.
- In collaboration with Weiboyi, organized the 8th Social Media Trend Conference, which attracted over 1,000 MCN institution influencers, including 10 with over 10 million followers and 200 with over 1 million followers, with a total fan base exceeding 100 million. The influencers posted over 100 pieces of content related to Huangshan, achieving a total exposure of over 400 million.
- In collaboration with Yuewen Group, organized the 2024 T Literature Creator Conference, which attracted nearly 300 industry leaders, including Yuewen Platinum Authors, cartoonists, and overseas creators. The event generated 1,851 articles with a total exposure exceeding 10 million.
- In collaboration with 37 Interactive Entertainment, organized the "Seeking the Dao in the Great Thousand" game collaboration event. Through in-game scene integration and offline NPC interactions, players experienced a comprehensive digital representation of Huangshan. The event achieved a total exposure of over 760 million and over 5.2 million game participations.

- Conducted over 110 joint live broadcasts with local Huangshan KOL tour guides, achieving a total viewership of over 2 million and a total video playback of over 10 million.
- Throughout the year, Huangshan's three major overseas social media accounts posted 837 posts, with a total of 260,000 followers and a reach of 340.37 million. Two online interactive events in 2024 achieved a total topic reach of 10.78 million, with an increase of 17,000 online fans.
- Cooperated with international channels such as the China Federation of Chinese Communities, Xinhua News Agency's overseas, and the US-China Friendship Association, and participated in international tourism exhibitions including the Chinese New Year Celebration at Trafalgar Square in London, the ITB Berlin Travel Fair in Germany, the Asia Culture Festival in New York, the APTT in Bangkok, Thailand, and the 2024 Taipei Summer Travel Fair.

4. CONTACTS

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