

GGN - Geopark Annual Report 2024

1. GEOPARK IDENTITY

Geopark name, country, regional Network:

Zhangye UNESCO Global Geopark, China, Asia-Pacific Geoparks Network

Year of inscription / Year of the last revalidation: 2020 / 2023



The hiking and science popularization activity of Zhangye UNESCO Global Geopark,

"Let's Meet for a Beautiful Journey on Women`s Day", was held in the Binggou

Danxia

2. GEOPARK FIGURES

Number of Geopark staffs: 800 staffs

Number of visitors: 3.603 million people

Number of Geopark events: 33

- 1) On January 11th, the inaugural ceremony of the "Rainbow Zhangye · Colorful Danxia" high-speed railway was held at Shanghai Hongqiao High speed Railway Station;
- 2) From January 11th to 12th, more than 1,300 students visited the Zhangye UNESCO Global Geopark Museum to carry out research activities.
- 3) From February 9th (New Year's Eve) to February 24th (the Lantern Festival), Zhangye UNESCO Global Geopark's Colorful Hills and Binggou Danxia offered free admission preferential activities.
- 4) From February 15th to 16th, folk activities of Shehuo performances were carried out in the Colorful Hills.
- 5) On February 24th (the Lantern Festival), Binggou Danxia held activities such as visiting Danxia, guessing lantern riddles, and eating yuanxiao, to celebrate the festival.
- 6) On March 9th, the hiking and science popularization activity, "Let's Meet for a Beautiful Journey on Women`s Day", was held in the Binggou Danxia of Zhangye UNESCO Global Geopark. Meanwhile, Zhangye UGGp launched the 2024 series of themed popular science publicity activities titled "Meeting at the UNESCO Global Geopark • Exploring the Magical Marks of the Earth".
- 7) On March 14th, the Geopark participated in the "Fun in Gansu, Enjoying the Silk Road in Guangdong" special promotion event for the Guangdong-Hong Kong-Macao Greater Bay Area held in Guangzhou.
- 8) From March 15th to April 22nd, Zhangye UGGp held the "Painting Children's Rainbow Dream" Children's Painting Competition.
- 9) On March 26th, Zhangye UGGp held a popular science training activity titled "Entering the Geopark and Conserving Geoheritages".
- 1 0) On March 28th, representatives of Zhangye UGGp participated in the Second

"Dialogue Gansu" Seminar on Sustainable Tourism on the Silk Road jointly organized by the Department of Culture and Tourism of Gansu Province, UNESCO, and the World Bank.

- 1 1) On March 29, more than 500 students and teachers from Zhangye Experimental High School visited Zhangye UNESCO Global Geopark Museum, marking the beginning of the "2024 Science Popularization Tour for Ten Thousand of Students" themed activities.
- 1 2) Zhangye National Geopark Administration inspected the safety of the tourism industry before the Qingming Festival.
- 1 3) On April 5th, Zhangye UNESCO Global Geopark held the "Thousand People Hiking in Colorful Hills Science Popularization Activity of the" in the Colorful Hills.
- 1 4) From April 22nd to 28th, Zhangye UNESCO Global Geopark, together with 45 geoparks including Yandangshan Geopark and Danxiashan Geopark, launched the publicity activities of "Sister Geoparks' Mutual Exhibition and Interaction" and the 5th Asia-Pacific Geopark Week.
- 1 5) On April 26th, the launching ceremony of "Follow the Silk Road to Paris" and the release ceremony of the discovery ambassadors, hosted by the Chinese National Geography Magazine, was successfully held in the Colorful Hills of Zhangye UNESCO Global Geopark.
- 1 6) On April 30th, Binggou Danxia held a bonfire party.
- 1 7) From May 1st to 5th, the Colorful Hills carried out activities such as Yugur Folk Music Performances, Flying Apsaras, Hanfu Showcases, and the "Colorful Hills Chorus".
- 1 8) From May 3rd to 4th, sixteen artists guided by Mr. Fan Di'an, Chairman of the Chinese Artists Association, as the art advisor, visited the Colorful Hills under the theme of "Crossing Hexi - Sketching Trip of Famous Chinese Oil Painters in Gansu" .

- 1 9) From May 19th to 21st, the management team of Zhangye UNESCO Global Geopark participated in the International Symposium on Geoheritage of International Significance in Kanbula Geopark.
- 2 0) From May 20th to 22nd, the management team of Enshi Grand Canyon-Tenglong Cave UNESCO Global Geopark came to Zhangye for an inspection, and the two sides established a sister geopark cooperation relationship.
- 2 1) On May 24th, the well-known tea brand CHAGEE, in conjunction with the Chinese National Geography Magazine, launched a live broadcast activity themed "Exploring the Thousand-year-old Silk Road and Traversing the Ten-thousand-mile Tea Road" in the Colorful Hills.
- 2 2) On June 21st, the scenic area publicity and promotion meeting titled "Meeting at Kangle Grassland • Experiencing Yugur Customs" was held in the Yugur Customs Corridor of Zhangye UNESCO Global Geopark.
- 2 3) On June 22nd, the Yugur Customs Corridor carried out the red-themed hiking fitness activity of "China Sports Lottery".
- 2 4) On June 25, a representative of Zhangye UGGp participated in the Service Enhancement Training of Science Popularization Base held in Beijing, hosted by the China Association for Science and Technology.
- 2 5) On June 26th, special emergency drills for operation projects such as low-altitude sightseeing and camel riding sightseeing were carried out in the Colorful Hills.
- 2 6) On June 29th, the Colorful Hills participated in the promotion conference titled "Traveling in the Beautiful China and Sharing a Happy Life" organized by the China Tourism Scenic Area Association and was selected as one of the "2024 Innovation Development Cases of Famous Tourism Cities, Towns, and Tourist Scenic Areas".

- 2 7) From June 29th to 30th, the program "Mysterious Eyes" created by the Publicity Center of the National Forestry and Grassland Administration and CCTV visited the Colorful Hills of Zhangye UNESCO Global Geopark.
- 2 8) On July 13th, the School of Geological Sciences and Mineral Resources of Lanzhou University carried out internship activities in Binggou Danxia and the Colorful Hills.
- 2 9) From July 29th to 31st, the Colorful Hills carried out the 4th Zhangye Colorful Danxia Hot Air Balloon Carnival and the 1st Zhangye Colorful Danxia Music Carnival.
- 3 0) On August 12th, the Lanzhou Traffic Music Radio conducted a live broadcast activity in Binggou Danxia.
- 3 1) From August 13th to 14th, the participants of the 22nd National Symposium on Mineral Inclusions and Geological Fluids visited Binggou Danxia for on-site inspections and held on-site academic discussions.
- 3 2) On September 23rd, the management team of Zhangye UNESCO Global Geopark participated in the 2024 Annual Conference of China UNESCO Global Geoparks and the 20th Anniversary Symposium of the Global Geoparks Network in Xingyi, Guizhou.
- 3 3) From October 9th to 15th, the management team of Zhangye UGGp attended the 8th International Training Course on UGGps Management and Development held in Xiangxi UGGp.

Number of school classes realize Geopark educational programmes: the Geopark Education Program is conducted in six classes within Mingde School, the Zhangye UGGp School;

Number of Geopark press release: A total of 173 pieces of information were published in national, provincial, and municipal media throughout the year.

3. GEOPARK ACTIVITIES

Major achievements in 2024

- 1) Successfully held the 2024 series of science popularization activities titled “Soak up the UNESCO Global Geoparks, Explore the Marvelous Globe”.
- 2) Successfully held “Let's Meet for a Beautiful Journey on Women`s” Zhangye UNESCO Global Geopark science popularization and hiking activity.
- 3) Succesfully held the 4th Zhangye Colorful Danxia Hot Air Balloon Carnival and the 1st Zhangye Colorful Danxia Music Carnival.
- 4) One more sister geopark was added.

Contribution towards GGN - Networking and participation

- 1) Participated in the 10th GGN Annual General Assembly for Accounts and submitted relevant documents in a timely manner;
- 2) Participated in the GGN Online Workshop
- 3) Carried out a series of popular science activities for World Earth Day and the Asia-Pacific Geopark Week
- 4) Paid GGN Annual Membership fee in time.
- 5) Attend the 2024 Annual Conference of China UNESCO Global Geoparks
- 6) Participated in the 8th International Training Course on UGGps Management and Development and made a report.
- 7) Went to Longyan, Kanbula, Arxan, Xiangxi, Xingyi, Mount Kunlun UGGps to carry out sister geopark inspection and exchange, and received sister geoparks such as Xiangxi and Enshi those from Xiangxi and Enshi Grand Canyon-Tenglongdong Cave UGGps to Zhangye;
- 8) Participated in the online welcome Digital Events for the New Geoparks.

Management and Financial Status

In 2024, Zhangye UGGp received a total of 3.603 million domestic and foreign visitors, including 3.4 million visitors to the Colorful Hills, 59 thousand visitors to the

Binggou Danxia, and 144 thousand visitors to the Yugur Customs Corridor. The annual tourism revenue was 450 million yuan. The Colorful Hills has paid a resource-using fee of 3.5747 million yuan to the municipal finance, which will be prioritized for scientific research and popularization work in the geopark. Zhangye Geopark Management Administration guides tourism enterprises to implement national and provincial ticket reduction and exemption policies, allowing the public to share the benefits of tourism development. The geopark has established a development platform that enables surrounding communities to boost their income and achieve prosperity. It has directly created over 800 local employment opportunities, with more than half of these positions filled by female workers. Furthermore, the geopark's operations have stimulated the growth of 493 commercial enterprises in the adjacent areas, collectively generating employment for more than 5,000 residents.

Geoconservation

- 1) Timely carry out geoheritage protection inspections;
- 2) Carry out legal publicity activities on the "Zhangye Colorful Hills Protection Regulations";
- 3) Repaired 15 kilometers of plank ways, and protective fences, added 56 warning signs, and recruited 48 new security rangers;

Sustainable tourism (Geotourism)

- 1) Participated in the Second "Dialogue Gansu" Seminar on Sustainable Tourism on the Silk Road jointly organized by the Department of Culture and Tourism of Gansu Province, UNESCO, and the World Bank.
- 2) Launched the publicity activities of "Sister Geoparks' Mutual Exhibition and Interaction" and the 5th Asia-Pacific Geopark Week, together with 45 geoparks including Yandangshan Geopark and Danxiashan Geopark.
- 3 4) The participants of the 22nd National Symposium on Mineral Inclusions and Geological Fluids visited Binggou Danxia for on-site inspections and held on-site

academic discussions.

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

- 1) The management team of Zhangye UNESCO Global Geopark participated in the International Symposium on Geoheritage of International Significance in Kanbula Geopark.
- 2) Carried out special emergency drills for operation projects such as low-altitude sightseeing and camel riding sightseeing in Colorful Hills.

Strategic partnership

- 1) Received the management team of Enshi Grand Canyon-Tenglong Cave UNESCO Global Geopark for an inspection, and the two sides established a sister geopark cooperation relationship.

Promotional activities

- 1) Held the inaugural ceremony of the "Rainbow Zhangye · Colorful Danxia" high-speed railway at Shanghai Hongqiao High speed Railway Station;
- 2) Held the launching ceremony of "Follow the Silk Road to Paris" and the release ceremony of the discovery ambassadors, hosted by the Chinese National Geography Magazine in the Colorful Hills of Zhangye UNESCO Global Geopark.
- 3) Held the scenic area publicity and promotion meeting titled "Meeting at Kangle Grassland • Experiencing Yugur Customs" in the Yugur Customs Corridor of Zhangye UNESCO Global Geopark.
- 4) Carried out the 4th Zhangye Colorful Danxia Hot Air Balloon Carnival and the 1st Zhangye Colorful Danxia Music Carnival in the Colorful Hills.

4. CONTACTS

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