



Wellness with Zhejiang Charm Medicinal Zhejiang

Hangzhou·Taizhou·Ningbo·Jinhua·Zhoushan·Huzhou
Making it the Top-Choice Wellness Destination in the
Yangtze River Delta

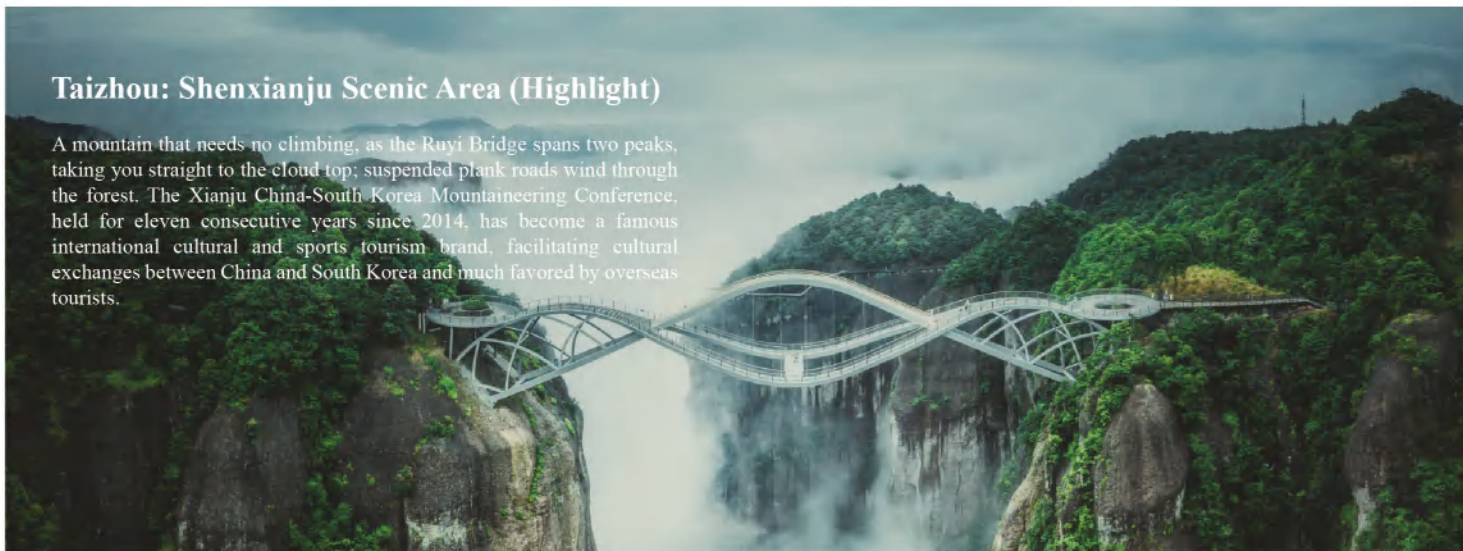
Hangzhou: Tea aroma and herbal fragrance

At Huqingyutang, experience AI diagnosis, make herbal sachets, drink medicinal tea, and immerse yourself in the cultural heritage of traditional Chinese medicine; at Longwu Tea Town, from picking to tasting tea, enjoy the leisurely tea culture of Jiangnan.



Taizhou: Shenxianju Scenic Area (Highlight)

A mountain that needs no climbing, as the Ruyi Bridge spans two peaks, taking you straight to the cloud top; suspended plank roads wind through the forest. The Xianju China-South Korea Mountaineering Conference, held for eleven consecutive years since 2014, has become a famous international cultural and sports tourism brand, facilitating cultural exchanges between China and South Korea and much favored by overseas tourists.



Ningbo · Minghe Ancient Town

First built during the Kaiyuan Reign of the Tang Dynasty, Minghe Ancient Town is the oldest market town in Cixi, Ningbo. It is also the birthplace of traditional Chinese medicine industry, giving birth to over 150 time-honored brands, including the renowned Beijing Tong Ren Tang. Nestled mountains and a lake, the town is often praised by the saying, “The scenery of Minghe rivals that of Suzhou.” Today, technological experiences such as AR interaction and digital diagnosis & treatment are bringing new vitality to this millennium-old medicine town.



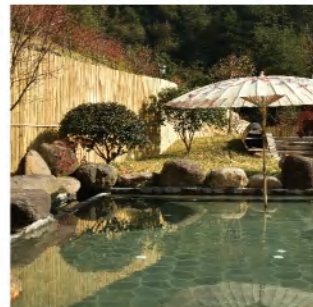
Lishui: She Ethnic Township Charm

Jingning, the core settlement of the culture of She ethnic minority in Zhejiang, has systematically collected over 500 kinds of herbal medicines of She ethnic minority and launched the “Ten Herbal Dishes of She Township” series. In 2025, the She Ethnic Township “March 3rd” Cultural Festival attracted 265,000 visitor-times to the county within three days, generating total tourism revenue of RMB 244 million.



Jinhua: Nourishing Hot Springs

As the well-known Chinese Hot Spring City in Zhejiang, Wuyi, Jinhua offers hot spring water with over 20 trace elements that moisturize and beautify the skin and relieve joint pain. A 13-kilometer pipeline delivers hot spring water directly to mountain guesthouses.



Pan'an Traditional Chinese Medicine Wellness

Known as the “Hometown of Chinese Medicinal Herbs”, Pan'an is home to over 1,200 species of wild medicinal plants. The annual transaction volume at Zhebevei Medicinal Herbs Market exceeds RMB 8 billion. In Jiangnan Medicine Town, visitors have the opportunities to identify and purchase herbs, savor the wellness herbal diet tailor-made by a TCM master, and experience a complete TCM wellness journey that combines herb identification by scent, herbal diet therapy, and hot spring healing.



Huzhou · Changxing · Tribute Tea Museum of the Tang Dynasty

Changxing is where Lu Yu, renowned as tea saint, wrote his classic *The Classic of Tea*, making it a pilgrimage site for Chinese tea culture. The Tribute Tea Museum of the Tang Dynasty is the first “imperial tea plant”, and Purple Bamboo Shoot Tea (Zisun Cha) was the top tribute tea of the Tang Dynasty. Visitors can experience Tang-style tea decoction and ancient tea-processing techniques. In 2025, it received over 4 million visitor-times, making it the most healing tea destination in the Yangtze River Delta.



Zhoushan · Island Wellness

Based on “One Signature Product for One Island” philosophy to island wellness, the Baisha Island has built the Dream Boat Wellness Complex along with an industry chain for Tetrastigma hemsleyanum (a medicinal vine). The Chai Island has transformed into an artistic wellness island, while the Gouqi Island has introduced a high-end resort complex. The Putuo Mountain area continues to refine its wellness and healing ecosystem, turning an island vacation into a journey of physical and mental rejuvenation.

Wellness with Zhejiang Charm Medicinal Zhejiang

ITINERARY

Day 1: Hangzhou

Huqingyutang: (A time-honored brand, known as “Medicine King of Jiangnan Area”)
Longwu Tea Town (Largest Production Area of West Lake Dragon Well Tea)

Day 2: Jinhua · Pan'an

Pan'an – “Hometown of Chinese Medicinal Herbs”
Jiangnan Medicine Town

Day 3: Jinhua · Wuyi

Hot Spring Experience (Hot Spring Physiotherapy, Traditional Chinese Massage)

Day 4: Jinhua – Taizhou · Xianju

Shenxianju Scenic Area
Ruyi Bridge, Nantian Peak

Day 5: Lishui · Jingning

China She Ethnic Township Window in Jingning

Day 6: Choose One – Huzhou · Changxing Zhoushan · Island Wellness

Option A: Huzhou · Changxing – The Tribute Tea Museum of the Tang Dynasty
The Tribute Tea Museum of the Tang Dynasty
Option B: Zhoushan – Island Wellness
The Baisha Island, The Chai Island, The Gouqi Island



THREE PREMIUM THEMATIC JOURNEYS OF ZHEJIANG

浙江三大臻选主题之旅

Digital Jiangnan
Picturesque Zhejiang
数字江南·诗画浙江

Traces of Poetry Road
Landscape Zhejiang
诗路寻踪·山水浙江

Wellness with Zhejiang Charm
Medicinal Zhejiang
浙韵康养·本草浙江



Zhejiang, a magnificent paradise, used to be a hub of the millennium-old Maritime Silk Road, where travelers like Marco Polo and Ibn Battuta once marveled. From ancient times to the present, Zhejiang has been an open gateway connecting China to the world, so it is a gift to the world.

Digital Future
Picturesque Zhejiang

Hangzhou·Jinhua·Jiaxing
A journey to the frontier of digital technology

Wensan Road Block (Highlight)

At Wensan Future Technology Experience Center, robots are performing Tai Chi; the brain-computer interface device, with just a flash of idea, can move the cursor on the screen. In front of the “Black Myth: Wukong” VR experience zone, about 50,000 adolescents embark on the journey of the Destined One.



Jinhua·Hengdian World Studios



A world-renowned large-scale film and television base, with over 30 real-life sets and more than 130 studios, has accommodated over 5,500 production crews. The LED virtual digital studio achieves seamless virtual-real integration. In 2025, “Being an Extra in Hengdian” became the favorite experience for international tourists.



Jiaxing · Puyuan Fashion Ancient Town

It hosts trendy events such as Puyuan Fashion Week, Puyuan Fashions, and Puyuan E-sports Festival. In 2025, the “Internet Life Carnival” was launched, featuring immersive digital experiences integrating AI products, VR interactions, and more. In May 2026, the second Puyuan E-sports Festival attracted participants from over 40 countries and regions worldwide, with more than 50 competition stations set up along the ancient streets and alleys, so the historic alleys were transformed into a live gaming arena.



Liangzhu VR Large Space

Creating an immersive 5,000-year-old Liangzhu civilization experience, a 35-minute journey through the ancient city of Liangzhu: climbing the Mojiao Mountain, riding a divine bird, shuttling on bamboo rafts, participating in rituals and flood control. Archaeologically precise, high-fidelity restoration; it received nearly 80,000 visitor-times during peak summer operation.



Digital Future
Picturesque Zhejiang

ITINERARY

Day 1: Hangzhou

Hangzhou Wensan Digital Life Block

Day 2: Hangzhou – Jiaxing

Hangzhou Liangzhu VR Large Space
Thematic Exhibition of Liangzhu Museum
Arrival in Jiaxing

Day 3: Jiaxing

Jiaxing: Puyuan Fashion Ancient Town

Day 4: Jiaxing – Jinhua

Jinhua · Hengdian World Studios, The Palace of Emperor Qin Dream Valley
Qing Ming Shang He Tu, Palace of Ming & Qing Dynasties
Guangzhou Street · Hong Kong Street
Hengdian: My Experience of Being an Extra in Hengdian

Day 5: Jinhua – Hangzhou (Return Trip)

Yiwu Global Digital Trade Center
Yiwu International Trade City



Traces of Poetry Road
Landscape Zhejiang

Hangzhou·Shaoxing·Taizhou·Wenzhou·Ningbo·Zhoushan
The Mountain and Sea Poetry Road in the Footsteps of Li Bai,
a Famous Poet

Shaoxing: Hometown of the Calligraphy Sage

At the Orchid Pavilion, the winding stream recreates the literati gathering depicted by Wang Xizhi. At the 41st Orchid Pavilion Calligraphy Festival, calligraphy enthusiasts from five continents gather at the Orchid Pavilion, writing calligraphy side by side, continuing the thousand-year elegance of brush and ink.



Shaoxing·The Tianmu Mountain: the Shanxi River (Highlight)

The Shanxi River is the main waterway of the Eastern Zhejiang Tang Poetry Road. Li Bai, a well-known poet of the Tang Dynasty, wrote his timeless masterpieces here. Touring the Tianmu Mountain and ascending the Xie's Path. Jean-Marie Gustave Le Clézio, a famous French writer and winner of the 2008 Nobel Prize in Literature, deeply attracted by the Poetry Road, authored book *Le flot de la poésie continuera de couler* (2020). The Chinese translation of the book was published as *Tang Shi Zhi Lu* in 2021. The book resonates with the entire world with eastern poetic charm.

Tiantai Mountain of Taizhou (Highlight)

Guoqing Temple, an ancient monastery from the Sui Dynasty, and the Stone Bridge Waterfall Scenic Area, where *Xu Xikao's Travel Notes* started. Huading National Forest Park, with its main peak at 1,098 meters, and the rosy Daxia landform of the Chicheng Mountain enjoys a landscape of divine beauty.



Wenzhou · The Yandang Mountain

A mountain of poetry cherished by men of literature and writing in Chinese history. During the Tang and Song dynasties, some 200 poems were composed in praise of the Yandang Mountain, including famous lines by literary masters such as Su Shi, Lu You, Fan Chengda, and Mei Yaochen. Forged by volcanic activity over a hundred million years, it was gifted with a grotesque and magnificent shape, endowed with an elegant and cultural soul nourished by a thousand years of poetic chanting.



Ningbo · Tianyige, the Oldest Existing Private Library in China

Books house the past and present—this is the cultural landmark of Ningbo. One of the three oldest private libraries in the world, Tianyige ranks alongside Biblioteca Medicea Laurenziana. Since the launch of its digital platform for ancient texts, over 30,000 rare books have become available for online access. What Tianyige preserves is not only age-yellowed pages, but also humanity's enduring faith in knowledge and cultural continuity.



Ningbo · Yue Kiln Site

The birthplace of Chinese celadon, the Yue kiln was working for over a millennium from the Eastern Han to the Southern Song Dynasty. In the late Tang and Five Dynasties, it produced the imperial “mise celadon”, whose existence was confirmed by the 1987 excavation of the Famen Temple underground palace. In 2017, the site became a National Archaeological Park. From the port of Mingzhou (present day Ningbo), celadon was exported to overseas countries along the Maritime Silk Road, so Ningbo is the very starting point of the “Thousand Peaks in Emerald Color”.

Traces of Poetry Road
Landscape Zhejiang

ITINERARY

Day 1: Hangzhou

Hangzhou West Lake: Bai Causeway

Day 2: Hangzhou – Shaoxing

Shaoxing Orchid Pavilion
Lu Xun Native Place
Shenyuan Garden

Day 3: Shaoxing – Taizhou

Shaoxing·The Shanxi River
Taizhou·The Tianmu Mountain
Guoqing Temple
Stone Bridge Waterfall Scenic Area

Day 4: Taizhou – Ningbo

Ningbo·Tianyige
Ningbo·Yue Kiln Site

Day 5: Zhoushan

The Putuo Mountain

