

Enduring presence

From ancient Silk Road trading post to international technology hub, Beijing remains a global-leading capital city

Beijing's rich historical and cultural heritage make it a significant tourist destination in China.

The city attracts millions of domestic and international tourists each year who visit iconic landmarks like the Great Wall of China, the Forbidden City, and the Temple of Heaven.

Tourism contributes to the local economy and generates employment opportunities.

But it isn't just Beijing's rich cultural and historical heritage that have transformed it into an appealing destination for tourists,

it has attracted both local and global companies.

Beijing has emerged as a leader in the business world.

Being one of the world's largest manufacturers and a leader in logistics and operations, Beijing also boasts an effective e-commerce structure and an array of global tech companies such as Alibaba, Apple, WeChat and Tencent Games (both under Tencent Holdings).

The great city is not just a tourist destination but a hive of innovative business platforms and evolving business practices.

WHERE TO STAY

Time can be the most valuable commodity when travelling for business in Beijing so get ahead and get central. Being just minutes away from major cultural attractions, including the Temple of Heaven, the Forbidden City and Tiananmen Square, and a 10-minute walk away from the metro station, the New World Beijing Hotel is one of the first options. The hotel offers a luxurious cultural experience and a location close to the CBD and within walking distance of Tiananmen Square, with stylish rooms, a fitness centre,

spa, and various dining options. In between Beijing's CBD and the bustling Wanfujing, Beijing's snack and night market, is St Regis Beijing. Located near a city highway, linking direct commute to the Beijing Capital Airport, and just minutes' walk to the Jianguomen Subway Station. The St Regis Beijing ties its award-winning status with its luxury, sophisticated and bespoke services to its established traditions in New York where visitors can partake in St Regis' Afternoon Tea.

Below: New World Beijing Hotel



From traditional to contemporary, the glass and chrome design of the Ritz Carlton exudes elegance and modernity. At the heart of the Financial District, the Ritz-Carlton is the crossroad between modernity and ancient traditions. It is a short commute to some of the must-see attractions such as the Temple of Heaven.

New World Beijing Hotel
+86 10 5960 8888

beijing.newworldhotels.com

The St. Regis Beijing
+86 10 6460 6688

marriott.com

Ritz-Carlton
+86-10-66016666

ritzcarlton.com

WHERE TO EAT

Beijing has a vibrant culinary scene for food enthusiasts, with a wide array of dining options catering to all tastes. Either indulge in tantalizing restaurants at your hotel or experience some of Beijing's must-visit places to savour the city's culinary delights such as the snack street, Wanfujing.

To try some authentic, traditional Beijing cuisine head to



Quanjude or Bianyifang, two of the city's oldest and most famous roast duck restaurants, with a history dating back 150 years.

Indulge in succulent roasted duck served with thin pancakes, scallions, and hoisin sauce. For a

taste of imperial flavours, visit the Fangshan Restaurant inside Beihai Park, known for its classic imperial-style dishes.

Sanlitun caters to diverse tastes and provides a memorable dining experience. Indulge in Japanese sushi at Hatsune, savour mouth-watering Italian fare at Mercante, or enjoy contemporary fusion dishes at Migas Mercado.

The Chaoyang District is home to numerous high-end dining establishments, making it an ideal choice for business dinners or networking events. Da Dong Roast Duck, Din Tai Fung, and Temple Restaurant Beijing (TRB) are acclaimed venues known for their delectable

Above: Wangfujing in the Dongcheng District has been one of Beijing's most famous shopping streets and traditional downtown areas since the middle of the Ming Dynasty
Left: Beijing's infamous Tiananmen Square



cuisine, elegant ambiance, and impeccable service.

WHAT TO SEE

Beijing is a vibrant metropolis with a rich history, impressive architecture, and an ability to merge ancient traditions and cultural past with the ever-evolving nature of modernity. This requires taking a step back to gain and enhance perspective.

Take a break and short journey to be awestruck in the presence of past emperors at the Forbidden City, now a UNESCO World Heritage Site. Opposite the Forbidden City is Tiananmen Square, the world's largest square. Built by the Ming Dynasty, it served as the entrance to the Imperial City. It is, however, more widely known for its 1989 public political demonstrations.

Beijing is a city that presents its past, where it has been and embeds it into a modern context showing where it is going.
english.visitbeijing.com.cn