







## Experience the Magic of Xinjiang. Kiss Xinjiang Unveiled at the 2024 China International Travel Mart

Xinjiang's captivating culture and stunning landscapes took center stage at the 2024 China International Travel Mart, held from November 22-24 at the National Exhibition and Convention Centre in Shanghai. Spearheaded by Trip.com Group and the Xinjiang Provincial Department of Culture and Tourism, the "Kiss Xinjiang" project celebrated the region's year-round allure, drawing global attention to its rich heritage and diverse attractions.



### A Showcase of Xinjiang's Wonders

Representing 12 regions, three hotels, 15 scenic spots, and a robust delegation of 37 cultural and tourism enterprises, Xinjiang's exhibit unveiled 379 cultural and agricultural products. Highlights included iconic destinations like the Hami Yadan Scenic Area, Bosten Lake, Tianchi International Ski Resort, and the enchanting Grape Valley in Turpan.

