

CULTURAL AND SPORTING RECENT TRENDS

Since 2023, local governments in China have increasingly focused on culture and tourism, leading to the emergence of phenomenally popular trends on Chinese social media. This report identifies the top cultural and sports trends on Chinese platforms.



#Tianfu Greenway

Tianfu Greenway is a cycling path around Chengdu built by the local government. Since 2023, cycling influencers have posted videos of their rides, attracting widespread attention. In response, the Chengdu government launched the "Tianfu Greenway 100km Cycling Challenge" to encourage public participation.

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| Total Weibo Hashtag Reads | Total Douyin Hashtag Impressions |
| 350m | 480m |
| Number of Users Interacting with the Hashtag | |
| 120k | |



#Tianshui Spicy Hot Pot

Tianshui Spicy Hot Pot has become a sensation on Chinese social media, attracting tourists to Gansu Province. Famous for its unique chili oil and hand-pulled noodles, it offers a distinct culinary experience. This surge in popularity has transformed Tianshui into a bustling food tourism hub, prompting the local government to host food festivals and improve tourist amenities.

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| Total Weibo Hashtag Reads | Total Douyin Hashtag Impressions |
| 99m | 4.88b |
| Number of Users Interacting with the Hashtag | |
| 281k | |



#Small Potato - Harbin
(小土豆, xiǎo tǔdòu)

"Small Potato" is a playful nickname for southern Chinese tourists visiting Harbin, a northeastern city famous for its ice and snow festival. This humorous term describes these tourists, who are often perceived as shorter and dressed in bulky, light-coloured winter clothing, making them stand out among the locals, who typically wear darker outfits.

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| Total Weibo Hashtag Reads | Total Douyin Hashtag Impressions |
| 100m | 31.1b |
| Number of Users Interacting with the Hashtag | |
| 1.15m | |



#Zibo BBQ

The buzz on Chinese social media began with college students sharing their love for Zibo-style barbecue on Douyin. This affordable, tasty barbecue sparked a tourism boom in Zibo, a previously overlooked industrial city in Shandong province, turning it into a viral hotspot. The local government capitalised on this, promoting barbecue-themed tours and events to sustain the excitement.

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| Total Weibo Hashtag Reads | Total Douyin Hashtag Impressions |
| 1.04b | 4.04b |
| Number of Users Interacting with the Hashtag | |
| 261k | |



#Chengdu Rongcheng

Chengdu Rongcheng, a professional football club in Chengdu, competes in the Chinese Super League and has become a phenomenon on the Chinese Internet. Their home games at Phoenix Mountain Sports Center feature spectacular light shows and a collective fan chorus, creating a unique atmosphere that draws both fans and non-fans alike. Promoted by the Chengdu government and media like Sichuan TV, Chengdu Rongcheng matches have become a "special tourism project" resulting in sold-out tickets for every game.

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| Total Weibo Hashtag Reads | Total Douyin Hashtag Impressions |
| 50m | 1.5b |
| Number of Users Interacting with the Hashtag | |
| 65k | |



#Guizhou VSL

The Village Super League, or "Cun Chao," is a grassroots football tournament in Rongjiang County, Guizhou Province, showcasing rural amateur teams, fostering community spirit, and promoting local culture and cuisine. It has attracted millions of viewers and tourists, boosting the local economy and celebrating the region's ethnic diversity and passion for football.

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| Total Weibo Hashtag Reads | Total Douyin Hashtag Impressions |
| 370m | 10.8b |
| Number of Users Interacting with the Hashtag | |
| 258k | |



#Datang Everbright City

A viral Douyin video of a girl dressed as a "Weeble" at Datang Everbright City, a pedestrian street in Xi'an, sparked tourist interest and extensive media coverage. Over 70 media outlets discussed it under the Weibo topic "Datang Everbright City," with more than half being official Shaanxi and Xi'an government media. This exposure transformed Datang Everbright City into a nationally renowned landmark with significant year-round traffic.

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| Total Weibo Hashtag Reads | Total Douyin Hashtag Impressions |
| 250m | 20.15b |
| Number of Users Interacting with the Hashtag | |
| 2.14m | |



#Kaifeng Wangpo

A viral social media trend centred around a matchmaking show hosted by Zhao Mei in Kaifeng, Henan Province. Zhao engages in humorous and interactive matchmaking, which has made her a popular online celebrity and significantly boosted local tourism.

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| Total Weibo Hashtag Reads | Total Douyin Hashtag Impressions |
| 70m | 10.5b |
| Number of Users Interacting with the Hashtag | |
| 343k | |

*Weibo Hashtag Reads: The number of times content related to this topic/hashtag has been viewed on Weibo.

*Douyin Hashtag Impressions: The number of times content related to this topic/hashtag has been viewed on Douyin.