

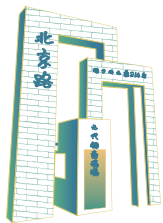
shopping
购在中国 Shopping
in China

WOW
CANTON

潮购
广州
Shopping

购在中国





北京路—海珠广场商圈

BEIJING ROAD - HAIZHU SQUARE AREA

广州市越秀区 YUEXIU DISTRICT

建立在千年古道上的北京路步行街，是广州城建之始所在地。这里汇集了广百百货、新大新百货、北京路天河城等商业载体，还拥有西汉南越国宫署遗址、大佛寺等多个文化古迹。这里还举办西湖花市、广府庙会等特色传统文化活动。

Built on a thousand-year-old ancient path, it is where Guangzhou's urban development began. Today, it gathers houses multiple shopping malls like Grandbuy, Xin Da Xin, and Teemall.

The area is also home to the Historic Site of Nanyue Kingdom Palace and the Great Buddha Temple, while hosting traditional events such as the Xihu Flower Fair and the Guangfu Temple Fair.

长隆—万博商圈

CHIMELONG - WANBO AREA

广州市番禺区 PANYU DISTRICT

汇聚四海城、天河城、万达、山姆、K11的超级商圈。长隆旅游度假区动物园夜游、国际大马戏等夜间业态，结合万博商务区的24小时商业，"7X24"不夜经济发展迅猛。

This super business hub brings together Four Seas City, Teemall, Wanda Plaza, Sam's Club, and K11. Complemented by Chimelong Tourist Resort's Safari Night Tours and International Circus, and combined with the 24-hour Wanbo Business District, the "7x24" night economy here is booming.



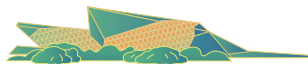
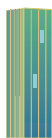
天河路—珠江新城商圈

TIANHE ROAD - ZHUJIANG NEW TOWN AREA

广州市天河区 TIANHE DISTRICT

天河路商圈——华南第一商圈。商业面积达240万平方米。国际级多元文化文旅融合场所。集聚正佳广场、太古汇等14家大型商业综合体。

Tianhe Road Business District, the No. 1 commercial hub in South China, covers a commercial area of 2.4 million square meters. It is an international, diversified complex integrating business, culture, tourism, and sports, bringing together 14 mega malls such as Grandview Mall and Taikoo Hui.



珠江新城——位于天河CBD。中国300米以上摩天建筑最密集的地方。广州大剧院、广东省博物馆、广州市图书馆、广州市少年宫、双子塔（东塔和西塔）为珠江新城六大标志性建筑物。

Zhujiang New Town, located in the Tianhe CBD, has the highest concentration of skyscrapers over 300 meters in China. Guangzhou Opera House, Guangdong Museum, Guangzhou Library, Guangzhou Children's Palace, and Twin Towers (East and West) form its six signature landmarks.



江南西—江南文商旅融合圈

JIANGNAN CULTURE-BUSINESS-TOURISM AREA

广州市海珠区 HAIZHU DISTRICT

海珠商业的发源地。地上地下商城成立体式分布。主街江南西路与江南大道中——集聚富力海珠城、万国广场、广百新一城等商业载体。嵌含在住宅区中的背街小巷——充分融入老广文化底蕴。以“宝藏小店”“招牌老店”与“网红潮店”打造市井消费宝业路。广州宵夜一条街“集聚各类烟火小吃”。

As the birthplace of Haizhu's commerce, this area combines aboveground and underground shopping complexes, forming a three-dimensional layout. Along Jiangnanxi Road and Jiangnan Avenue Middle stand various shopping malls such as R&F Plaza, Wangguo Outlets, and X-Mall. In the residential streets and alleys, local culture is deeply rooted, with hidden gems, time-honored restaurants, and trendy new stores creating a lively neighborhood economy. On Baoye Road, known as Guangzhou's Night Snack Street, food stalls gather to offer a feast of flavors.

大西关—(上下九-永庆坊)商圈

XIGUAN (SHANGXIAJIU - YONGQING FANG) AREA

广州市荔湾区 LIMAN DISTRICT

永庆坊——广州城市更新中采用“绣花功夫”进行微改造的典范。坐落于十三行中，西关风情最为浓郁的恩宁路。融入人文古建、传统艺术、时尚潮流于一体，焕发老城市新活力。上下九步行街——全国第一条步行街。商业文化悠久，建筑文化独特，骑楼林立，老字号美食汇聚。

Yongqing Fang, a model of Guangzhou's "embroidery-style" micro-renovation in urban renewal, is located on Enning Road, which sits in the Thirteen Hongs area and boasts the strongest Xiguan (Western Guangzhou) style. Blending historical buildings, traditional arts, and fashion trends, it breathes new vitality to this old city. Shangxiajiu Pedestrian Street is China's very first pedestrian street. With a long-standing commercial culture, distinctive arcade buildings, and time-honored restaurants, it is a showcase of the authentic Lingnan lifestyle.

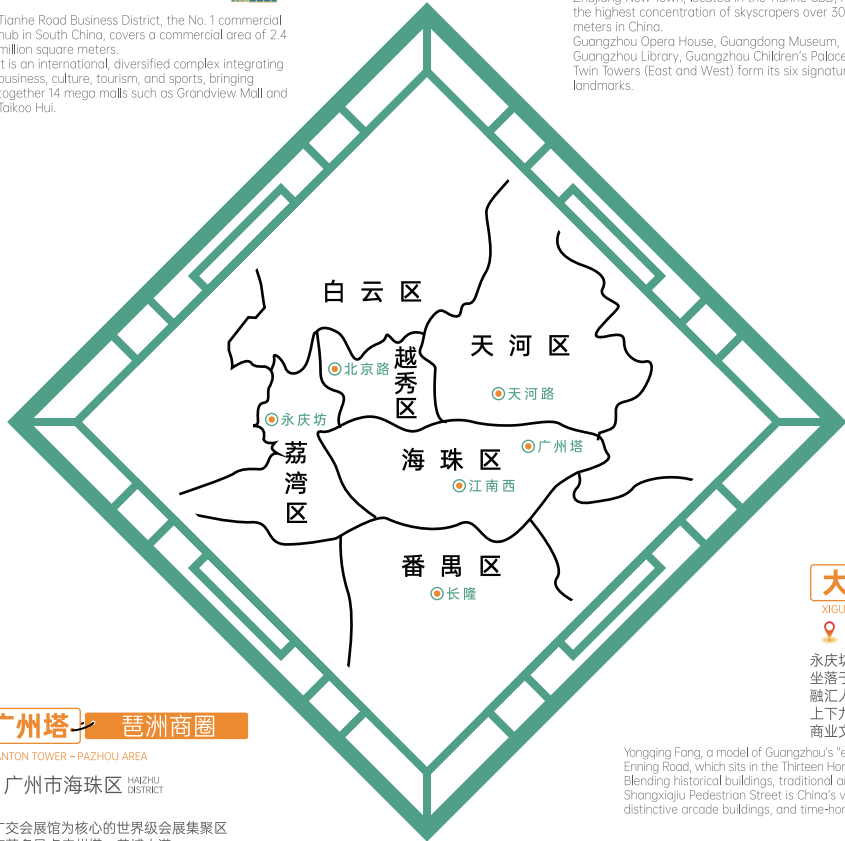
广州塔—琶洲商圈

CANTON TOWER - PAZHOU AREA

广州市海珠区 HAIZHU DISTRICT

以广交会展馆为核心的世界级会展聚集区。既有著名景点广州塔、黄埔古港，又有广州夜经济名片之一——琶醍。广州塔广场2024年12月全新开业。定位为国际潮奢高端购物广场。主打首店经济和夜间经济。

Pazhou is a world-class exhibition hub centered around the Canton Fair Complex. Alongside the iconic Canton Tower and historic Huangpu Ancient Port, the area also boasts Party Pier, one of Guangzhou's most popular nightlife spots. In December 2024, the brand-new Canton Tower Plaza opened as an international luxury shopping destination, featuring first-store brands and night-time experiences.



食在广州
Dining

吃在广州
食在中国





广州酒家

Guangzhou Restaurant

广州酒家，始创于1935年，享有“食在广州第一家”的美誉。酒家以传统经典的广府粤菜为主，秉承广州传统饮食文化精髓，常年供应数千款佳肴美点，菜式、特色点心“色、香、味、型、皿”俱佳，受到广大消费者的欢迎，在行业中颇有影响力。

Founded in 1935, Guangzhou Restaurant is renowned as "the No.1 Cantonese Dining Destination in Guangzhou". Staying true to the essence of Lingnan food culture, it serves thousands of classic dishes and dim sum year-round. With dishes and dim sum known for their color, aroma, taste, presentation, and plating, the restaurant has long been a favorite among diners and a leader in the industry.

莲香楼

Lian Xiang Lou Restaurant

莲香楼创立于1889年，至今已有一百三十余年的历史，以“莲蓉第一家”“广式月饼鼻祖”著称，集传统粤菜、广式饼食、中西糕点于一体，产品远销海外，品牌享誉中外，是游客争相打卡的“岭南手信”首选品牌。

Lian Xiang Lou Restaurant, founded in 1889, enjoys a history of over 130 years. It is famed as the "Pioneer of Lotus Seed Paste" and the "Originator of Cantonese Mooncakes". It offers a wide range of traditional Cantonese dishes, pastries, and both Chinese and Western-style desserts. Its products are exported worldwide, earning the brand international acclaim. Today, it is a must-visit "Lingnan souvenir stop" for tourists.

代表门店 REPRESENTATIVE STORES:

莲香楼（第十甫路店）

地址：广州市荔湾区第十甫路67号

Lian Xiang Lou (Dishifu Road Branch)
Address: No. 67 Dishifu Road, Liwan District, Guangzhou



泮溪酒家

Panxi Restaurant

泮溪酒家坐落在广州西关荔湾湖畔，是一家气派恢宏的滨水观景、大型园林、中华老字号食府，曾被称为“完美的东方建筑艺术交响诗”。经营粤菜粤点七十余载，获奖无数，名师辈出，曾接待过众多国家首脑、外国政要、知名人士。

Nestled on the banks of Liwan Lake in Guangzhou's historic Xiguang area, Panxi Restaurant is a grand garden-style dining destination and a recognized "China Time-Honored Brand". Once praised as a "Symphony of Oriental Architecture", the restaurant has specialized in Cantonese cuisine and dim sum for over 70 years. Known for its award-winning chefs, Panxi Restaurant has hosted numerous heads of state, foreign dignitaries, and cultural icons.

地址：广州市荔湾区龙津西路151号

Address: No. 151 Longjinxi Road, Liwan District, Guangzhou



中华老字号

China Time-honored Brand

代表门店 REPRESENTATIVE STORES:

广州酒家·文昌总店

地址：广州市荔湾区文昌南路2号

Guangzhou Restaurant (Wenchang Main Branch)
Address: No. 2 Wenchangnan Road, Liwan District, Guangzhou

广州酒家·粤壹西关

地址：广州市荔湾区龙津西路98号

Guangzhou Restaurant (Yue Yan Xiguan)
Address: No. 98 Longjinxi Road, Liwan District, Guangzhou



陶陶居

Tao Tao Ju

陶陶居，始创于1880年，是广州家喻户晓的百年粤式茶楼。名字寓意乐也陶陶，牌匾为康有为所题。历史上以浓厚文化和优质菜式倾倒无数文人墨客。陶陶居一直坚持传统手工加上优质食材，展示粤式点心文化，还原粤菜最纯正的味道。

Tao Tao Ju, founded in 1880, is a century-old Cantonese restaurant well known to every household in Guangzhou. Its name conveys joy and harmony, and the plaque was inscribed by the renowned reformist Kang Youwei. For generations, it has enchanted scholars and gourmets alike with its cultural atmosphere and exquisite cuisine. Staying true to traditional handicrafting and premium ingredients, Tao Tao Ju is dedicated to showcasing authentic Cantonese dim sum and cuisine at their finest.

代表门店 REPRESENTATIVE STORES:

陶陶居酒家（第十甫路总店）

地址：广州市荔湾区第十甫路20号

Tao Tao Ju (Dishifu Road Main Branch)
Address: No. 20 Dishifu Road, Liwan District, Guangzhou

陶陶居酒家（西塔国金店）

地址：广州市天河区珠江西路5号IFC国金天地5层

Tao Tao Ju (IFC Branch)
Address: 5/F, International Finance Center, No. 5 Zhujiangxi Road, Tianhe District, Guangzhou

北园酒家

Beiyuan Restaurant

北园酒家创立于1928年，是广州具有岭南庭院建筑特色的园林式酒家。酒家秉承“岭南至臻 尊贵粤菜”之精髓，既保留传统岭南风味的经典粤菜菜肴，亦不断精心搜罗世界各地优质的食材，演绎传统而时尚的广府菜佳肴。

Founded in 1928, Beiyuan Restaurant is a classic garden-style restaurant with Lingnan architectural charm. Embracing the essence of "Exquisite Lingnan, Noble Cantonese Cuisine", it preserves the flavors of traditional Cantonese dishes while also sourcing premium ingredients from around the world, reinterpreting Cantonese cuisine with both tradition and modern flair.

地址：广州市越秀区小北路202号

Address: No. 202 Xiaobei Road, Yuexiu District, Guangzhou



畅游 中国
广州
Tourism





塔映花城 Canton Tower Gracing Flower City

含广州塔、广州艺术博物院（广州美术馆）、花城广场、珠江夜韵、海珠湿地、广州文化馆。
作为广州新中轴线上的城市地标，广州塔与赤岗塔、琶洲塔遥相呼应，隔珠江与花城广场、海珠湿地公园、广州市艺术博物院、广州市文化馆相映成趣，展现新时代新广州的靓丽风景。

Related scenic areas: Canton Tower, Guangzhou Museum of Art, Huacheng Square, Pearl River Night Cruise, Haizhu Wetland Park, and Guangzhou Cultural & Arts Center. Standing proudly on Guangzhou's new central axis, Canton Tower rises in harmony with Chigang and Pazhou Pagodas, gazing across the Pearl River at Huacheng Square, Haizhu Wetland Park, Guangzhou Museum of Art, and Guangzhou Cultural & Arts Center. Together, they capture the dazzling skyline of a vibrant new Guangzhou.

云山叠翠 Baiyun Mountain amid Green Gardens

含白云山、云萝植物园、云溪植物园
云溪植物园、云萝植物园与享有“羊城第一秀”美誉的白云山共融，呈现“城园共融、生态共生、人民共享”的园林艺术魅力。

Related scenic areas: Baiyun Mountain, Yunluo Botanical Garden, and Yunxi Botanical Garden. Celebrated as the “finest scenery of Guangzhou”, Baiyun Mountain blends seamlessly with Yunxi and Yunluo botanical gardens. Here, city and nature, ecology and community, coexist in perfect balance, creating a living masterpiece of Lingnan garden culture.



欢乐长隆 Chimelong's Realm of Joy

广州长隆旅游度假区

“欢乐”是长隆呈现给世界的一张文旅名片。广州三十多年打造的综合性主题旅游度假区，将欢声笑语酿成日常，成为无数家庭的记忆锚点，更是广州向全球绽放的活力笑脸。

Related scenic area: Chimelong Tourist Resort. Chimelong has been Guangzhou's signature attraction for more than three decades, a world-class resort where joy is the daily language. It is where families laugh, play, and create lifelong memories, and where Guangzhou greets the world with a smiling, vibrant face.

流溪烟渚 Liuxi's Mist-Clad Sanctuary

含流溪河国家森林公园、从化温泉旅游度假区、中国国家版本馆广州分馆
“广州的母亲河”流溪河沿岸，以“生态+生产+生活”融合发展，向世界展示生态之美与人文之韵。流溪河国家森林公园、中国国家版本馆广州分馆、从化温泉旅游度假区，道尽从化钟灵毓秀的生态，成为花城广州流动的诗画。

Related scenic areas: Liuxi River National Forest Park, Conghua Hot Spring Resort, and the Guangzhou Branch of China National Archives of Publications and Culture. Along the banks of the Liuxi River, known as the “Mother River of Guangzhou”, the integrated development of “ecology, production, and livelihood” unfolds, showcasing to the world the region's ecological beauty and humanistic charm. Liuxi River National Forest Park, the Guangzhou Branch of China National Archives of Publications and Culture, and Conghua Hot Spring Tourist Resort together highlight Conghua's rich natural and cultural heritage, emerging as a flowing poem and painting of Guangzhou.



黄埔云帆 Huangpu's Wave-Braving Legacy

含南海神庙、黄埔军校

南海神庙、黄埔军校，作为海上丝绸之路的起点和近现代革命摇篮，“黄埔云帆”，是历史镌刻的精神坐标，更是广州“向新图强”，实现科技创新和产业融合发展的宏伟蓝图。

Related scenic areas: Nanhai God Temple and Huangpu Military Academy. From the Nanhai God Temple, the gateway of the Maritime Silk Road, to the Huangpu Military Academy, cradle of modern revolution, Huangpu carries the spirit of Guangzhou's resilience. Today, that same spirit drives the city's bold vision of tech innovation and industry working hand in hand.

南沙旭日 Nansha's Rising Sun Radiance

含南沙天后宫、蒲洲花园、南沙滨海公园、南沙湿地公园
20公里的黄金海岸线串联起南沙天后宫、蒲洲花园、滨海公园、邮轮母港等大湾区地标，与南沙湿地景区交相辉映，融合了历史传承、自然风光与现代都市休闲，展现着“湾区明珠”的澎湃活力。

Related scenic areas: Nansha Tianhou Palace, Puzhou Garden, Nansha Seaside Park, and Nansha Wetland Park. The 20-kilometer golden coastline links together GBA landmarks—including Nansha Tianhou Palace, Puzhou Garden, Nansha Seaside Park, and Nansha Cruise Home Port—and complements the Nansha Wetland Park. Blending historical heritage, natural landscapes, and modern urban leisure, it radiates the vibrant energy of the “Pearl of the GBA”.



越秀风华 Yuexiu's Eternal Charm

含北京路、南越王博物院、越秀公园、中山纪念堂
2200多年的城市传统中轴线，是广州城脉、文脉的原点。北京路、南越王博物院、越秀公园、中山纪念堂等坐标，记录了这座古老商都的巨大变迁，在这里能感受广州的深厚底蕴与蓬勃生机。

Related scenic areas: Beijing Road, Nanyue King Museum, Yuexiu Park, and Sun Yat-sen Memorial Hall. For over 2,200 years, Guangzhou's traditional central axis has been the heart of the city's history and the birthplace of its cultural roots. Landmarks along this axis such as Beijing Road, Nanyue King Museum, Yuexiu Park, and Sun Yat-sen Memorial Hall bear witness to the remarkable transformations of this ancient commercial hub. Here, one can feel both the profound heritage and vigorous vitality of Guangzhou.

荔湾胜境 Liwan's Riverside Essence

含永庆坊、陈家祠、白鹅潭、大湾区艺术中心、沙面
作为岭南文化中心核心区、千年商都发源地，西关腹地以珠江水为纽带，经荔枝湾涌，串联永庆坊、陈家祠、白鹅潭、大湾区艺术中心、沙面，彰显“最广州”的城市风韵。

Related scenic areas: Yongqing Fang, Chen Clan Academy, Baifetan, GBA Art Center, and Shamian Island. As the cradle of Lingnan culture and Guangzhou's millennium-old commerce, Xi Guan takes the Pearl River as a link, connects Yongqing Fang, Chen Clan Academy, Baifetan, GBA Art Center and Shamian Island, and offers the very essence of “authentic Guangzhou”.



艺荟广州

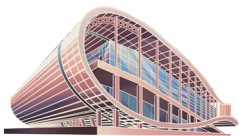
中国
看在中国

Exhibitions &
Performances

会展中心 Convention and Exhibition Centers

2024年广州重点专业展览场馆举办经贸类展览279场，展览面积1161万平方米，参展参观人次超1500万人次，展览整体规模稳居全国第二位。

In 2024, Guangzhou's major professional exhibition venues hosted 279 economic and trade-focused exhibitions, covering a total area of 11.61 million square meters, with over 15 million visits. The overall scale of exhibitions remained stable as the second-largest in China.



文博场馆 Museums

作为岭南大地上的文化瑰宝聚集地，广州的诸多场馆共同承载着传承文明、汇聚灵感、绽放美学的时代使命。

As a treasure trove of Lingnan culture, Guangzhou's museums embody the mission to preserve civilization, spark creativity, and celebrate aesthetics in the new era.

中国国家版本馆广州分馆(文沁阁)

GUANGZHOU BRANCH OF CHINA NATIONAL ARCHIVES OF PUBLISHED BOOKS AND CULTURE HERITAGE PAVILION

地址：广州市从化区文沁路1号
No. 1 Wenqin Road, Conghua District, Guangzhou

白鹅潭大湾区艺术中心

BAI'ETAN BAY AREA ART CENTER

地址：广州市荔湾区长堤街航芳村码头南50米
50m south of GNG Fangcun Wharf, Changdi Street, Liwan District, Guangzhou

广州艺术博物院(广州美术馆)新馆

GUANGZHOU MUSEUM OF ART (NEW VENUE)

地址：广州市海珠区艺苑路196号
No. 198 Yiyuan Road, Haizhu District, Guangzhou



文博场馆 Museums

作为有着2000多年历史的国家历史文化名城，广州城里的博物馆，精心收藏了关于这座城市一路走来的珍贵回忆。

As a national historical and cultural city with over 2,000 years of history, Guangzhou's museums preserve precious memories of its journey through time.

南越王博物院

NANYUE KING MUSEUM

王宫展区地址：广州市越秀区中山四路316号
The Site of Palace and Garden: No. 316 Zhongshan 4th Road, Yuexiu District, Guangzhou

王墓展区地址：广州市越秀区解放北路867号
The Site of King's Tomb: No. 867 Jieliangbei Road, Yuexiu District, Guangzhou

广交会展馆

GUANGZHOU COMPLEX

地址：广州市海珠区阅江中路380号
No. 380 Yuejiangzhong Road, Haizhu District, Guangzhou

保利世贸博览馆

PAWTC EXPO

地址：广州市海珠区新港东路1000号
No. 1000 Xingangdong Road, Haizhu District, Guangzhou

广州空港博览中心

GUANGZHOU AIRPORT POLY EXPO CENTER

地址：广州市白云区迎宾大道1108号
No. 1108 Yingbin Avenue, Baiyun District, Guangzhou



广东省博物馆

GUANGDONG MUSEUM

地址：广州市天河区珠江东路2号
No. 2 Zhujiangdong Road, Tianhe District, Guangzhou

广州博物馆

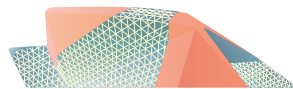
GUANGZHOU MUSEUM

地址：广州市越秀区镇海路99号越秀公园内
No. 99 Zhenhai Road, inside Yuexiu Park, Yuexiu District, Guangzhou

广州十三行博物馆

GUANGZHOU THIRTEEN FACTORIES MUSEUM

地址：广州市荔湾区西堤二马路37号
No. 37 Xidi'er Road, Liwan District, Guangzhou



演艺场所 Performing Arts Venues

一批国际水准的演艺中心落地多场高频演艺活动，演艺场所内精彩演出接连不断，好戏连台，成就了广州的“艺术范”。

A cluster of international-standard theaters and concert halls fuels Guangzhou's thriving arts scene. With frequent world-class performances and dazzling shows, these venues have made Guangzhou synonymous with cultural sophistication and artistic flair.

广州大剧院

GUANGZHOU OPERA HOUSE

地址：广州市天河区珠江西路1号
No. 1 Zhujiangxi Road, Tianhe District, Guangzhou

星海音乐厅

XINGHAI CONCERT HALL

地址：广州市越秀区晴波路33号
No. 33 Qingbo Road, Yuexiu District, Guangzhou

宝能广州国际体育演艺中心

BAONENG GUANGZHOU ARENA

地址：广州市黄埔区开创大道2666号
No. 2666 Kaichuang Avenue, Huangpu District, Guangzhou

