



新华联文旅发展
Macrolink Culturalainment

股票代码:000620



新华联文化旅游发展股份有限公司
Macrolink Culturalainment Development Co., Ltd.

新华联文旅 开启幸福之旅

MACROLINK CULTURAL ENTERTAINMENT
EMBARK ON A JOURNEY OF HAPPINESS



企业简介 Company Profile

新华联文化旅游发展股份有限公司（股票代码：000620）位于北京城市副中心，于2011年7月8日在深交所上市。历经30多年的创业发展，公司形成了文旅景区开发运营、酒店管理、旅行社、房地产开发、建筑施工、物业服务、规划设计等多产业布局。

自上市以来，公司积极响应国家政策号召，向文化旅游产业大力转型，投入真金白银打造了长沙铜官窑古镇等系列文旅项目，旗下文旅业态涵盖大型景区、博物馆、文化演艺、娱乐体验、高端酒店、民宿客栈、旅行社、文旅设计院等，是国内目前为数不多的全产业链文旅企业和产业型文旅上市公司，为世界旅游联盟核心发起理事成员单位和旅游协会理事单位。

Located in the city sub-center of Beijing, Macrolink Culturaltainment Development co., Ltd. (stock code: 000620) went public on the Shenzhen Stock Exchange on July 8, 2011. After more than 30 years of business growth, the company has formed a multi-industry layout including the development and operation of tourism & cultural scenic area, hotel management, travel agencies, real estate development, construction, property services, planning & design, etc.

Since its going public, Macrolink Culturaltainment has been proactively responding to the national policy initiatives and making great efforts to transform into the cultural & tourism industry. Macrolink Culturaltainment has made substantial investment in developing a series of cultural & tourism projects such as the Tongguan Kiln Ancient Town in Changsha City. Its cultural & tourism portfolio covers large-scale scenic spots, museums, cultural-related performances, entertainment & experience centers, high-end hotels, homestays, travel agencies, cultural & tourism design institutes, etc. As one of the full-chain cultural & tourism enterprises and industry-based listed cultural & tourism companies in China, Macrolink Culturaltainment is a core founding member of the World Tourism Alliance and a member of the China Tourism Association.

30

三十余年创业发展

2011

2011年在深交所上市

000620

股票代码



CONTENTS

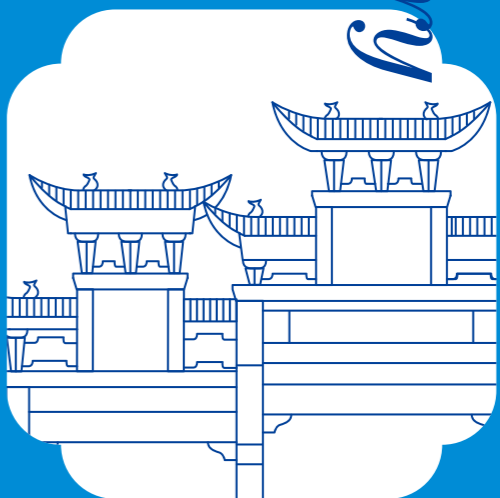
目录



07	公司产业 Corporate Industry	25	教育产业 Education Industry	56	企业文化 Corporate Culture
08	文旅景区 Tourism & Cultural Scenic Area	26	房地产业 Real Estate	62	企业责任 Corporate Responsibilities
18	酒店管理 Hotel Management	30	海外产业 Overseas Industries	64	企业荣誉 Honors
22	旅行社 Travel Agencies	32	其他产业 Other Industry	66	企业理念 Enterprise Philosophy
24	设计院 Design Institute	34	过往业绩 Achievements in the Past	67	企业大事记 Events

公司产业

Corporate Industry



诗酒岁月，
烟火人间，
新华联文旅在等你，
等你穿越山海而来，
赴一场幸福之旅。

Enjoy the poetry and drinks
And take a break in the hustling and bustling life
Macrolink Culturaltainment is awaiting you
To come across from far away
And embark on a journey of happiness



Changsha

* 铜官窑古镇实景拍摄

TOURISM & CULTURAL SCENIC AREA

文旅景区



* 铜官马拉松



* 铜官窑古镇国风焰火节

TONGGUAN KILN ANCIENT TOWN IN CHANG SHA CITY

长沙铜官窑古镇

景区位于湖南省长沙市望城区，占地面积约 3000 亩，建筑面积 110 万平米，为长沙铜官窑国家级旅游度假区核心功能组团、国家 4A 级景区、全国旅游优选项目、湖南省级旅游度假区、省级研学旅游基地。景区依托有着 1200 多年历史的长沙窑国家考古遗址公园，以历史文化为魂，以陶瓷文化为根，以唐风古韵筑形，以工匠精神铸品，打造了 8 个博物馆、5 个大型娱乐体验项目、10 个特色文化演艺项目、18 处人文景点、4 座戏楼、4 个亲子游乐项目、3 个星级酒店、20 余家民宿客栈、多条特色街巷，为集文化、旅游、休闲、度假、娱乐和教育于一体的综合型旅游目的地，成为长沙市网红景点、夜游新地标和湖南省热门打卡地。

Located in Wangcheng District, Changsha City, Hunan Province, Tongguan Kiln Ancient Town covers an area of approximately 3,000 acres with a building area of 1.1 million square meters. It is the core functional cluster of Changsha Tongguan Kiln National Tourist Resort, a national 4A tourist attraction, a national recommended tourism project, a provincial-level tourist resort, and a provincial-level tourism research center. Bestowed with the 1,200-year-old Changsha Kiln National Archaeological Site Park, the scenic area takes historical culture as its soul, ceramic culture as its foundation, Tang Dynasty aesthetics as its form, and craftsmanship as its essence to boast the 8 museums, 5 large-scale entertainment and experience projects, 10 distinctive cultural performance programs, 18 cultural attractions, 4 opera houses, 4 parent-child amusement projects, 3 starred hotels, over 20 homestays and inns, and dozens of characteristic streets and alleys. Tongguan Kiln Ancient Town is a comprehensive tourist destination integrating culture, tourism, leisure, vacation, entertainment, and education, and has become a popular tourist attraction in Changsha, a new landmark for night tourism, and a popular check-in spot in Hunan Province.

📍 国家级旅游度假区

📍 国家 4A 级景区

📍 全国旅游优选项目



* 铜官窑古镇黑石音乐季

MUSEUM

博物馆

长沙铜官窑古镇博物馆群，由 8 个博物馆组成，它们是铜官窑古镇最为重要的文化载体和精神内核。

Changsha Tongguan Kiln Ancient Town Museum cluster is composed of 8 museums, which are the most important cultural carrier and spiritual core of the Tongguan Kiln Ancient Town.



八个博物馆：

长沙窑博物馆
绣珍阁
湖湘名人馆
机器人博物馆
矿物宝石博物馆
钱币博物馆
金东老酒博物馆
老家具博物馆

EIGHT MUSEUMS:

Changsha Kiln Museum
Embroidery Museum
Hunan Museum of the Celebrity's House
Robot Museum
Mineral and Gemstone Museum
Coin Museum
Jin Dong Alcohol Museum
Museum of Old Furniture



* 绣珍阁



*【苏绣】白色素纱地双层双面全异绣雨中江南风景图台屏正反面



*【湘绣】白色素缎地彩绣长江颂横幅



*【汴绣】米色素绸地彩绣《清明上河图》手卷 部分



* 铜官窑古镇博物馆群



* 长沙窑博物馆



* 矿物宝石博物馆



* 湖湘名人馆



* 机器人博物馆

CULTURE-RELATED PERFORMANCES

文化演艺

铜官窑古镇以自身文化 IP 为基底，精心打造的系列演艺节目《天宠湖南》《无梦到铜官》《黑石远渡》《花火铜官》《花姐豆腐》《簪花仕女》等大型史诗剧、行进式演出、特技秀、沉浸互动式演艺，注重地域文化背景，主题鲜明，互动性强，备受游客喜爱。

Based on its own cultural IP, Tongguan Kiln Ancient Town has delicately created a series of epic dramas, marching performances, stunt shows, immersed interactive performances such as "God Blessed Hunan (the origin of Hunan civilization)", "Dreamed Trip to Tongguan", "Black Stone Journey", "Fireworks Show in Tongguan", "Tofu from Sister Hua", "Court Ladies Adorning Their Hair with Flowers", etc. It attaches great importance to present the regional cultural background with distinctive themes, various interactions and thus has gained great popularity among tourists.



* 铜官窑古镇演艺中心



* 天宠湖南

* 无梦到铜官



* 无梦到铜官



* 花鼓戏楼



* 君生戏楼

* 黑石远渡

* 花火铜官



ENTERTAINMENT & EXPERIENCE

娱乐体验

铜官窑古镇坚持文旅与科技融合，精心打造了系列沉浸式娱乐体验项目，让游客深度体验历史与现代交融、人文与科技集聚的交互感、场景感和代入感。

Adhering to the core concept of integrating culture, tourism and technology, Tongguan Kiln Ancient Town has delicately created a series of immersive entertainment & experience projects, allowing tourists to thoroughly experience the immersed interactions and scenes of history & modern elements, and culture & technology factors.



* 石渚摩天轮

5

Entertainment Experience



*5D 影院《魔法釉传奇》

娱乐体验项目

飞行影院《美丽湖南》
5D 影院《魔法釉传奇》
石渚摩天轮
星空馆
云裳映画

ENTERTAINMENT & EXPERIENCE PROJECTS

Feitian Cinema 'Picturesque Hunan'
5D Cinema: Legend of Magic Glaze
Shizhu Ferris Wheel
Star Room
Yun Shang painting



* 星空馆



* 云裳映画



* 飞行影院《美丽湖南》



千年前的铜官窑，楷圣故里，釉下瓷都，故事迭现；帝王将相，士商农工，人才辈出。今天的铜官窑古镇再造了这里曾经拥有的18处人文景点，让人们感受时空的变幻，体味历史的变迁。

Tongguan Kiln was the hometown of Kai Sheng and the capital of glaze porcelain a thousand years ago where plenty of interesting stories take place and abundant emperors, generals & ministers, scholars, merchants, peasants & workers, and talents were seen in history. The 18 cultural attractions in Tongguan Kiln Ancient Town today has been reconstructed, allowing people to experience the changes of time and space and appreciate the changes of history.

十八处人文景点:

- 欧阳询书院
- 梁元帝行宫
- 欧阳稚进士第
- 杨福田将军府
- 曾氏祠堂
- 程普祠
- 大鸿昌布庄
- 泥人刘陶瓷艺术馆
- 都司衙署
- 文山草堂
- 童家绣楼
- 长风镖局
- 铜官驿
- 铜官窑老酒馆
- 铜官豆腐铺
- 杜甫守风亭
- 五柳居
- 《长沙赋》碑刻

EIGHTEEN CULTURAL ATTRACTIONS:

- Ouyang Xun College
- Liang Yuan Emperor's Palace
- Quyang Zhi's traditional residence
- General Yang Futian's House
- Zeng's ancestral hall
- Cheng Pu Memorial Temple.
- Great Hongchang cloth house
- Liu's clay figure ceramic art museum
- Army and government office
- Wenshan Cottage
- Tong's embroidery building.
- Changfeng escort agency
- Tongguan courier station
- Tongguan Kiln ancient inn
- Tongguan tofu shop
- DuFu Shou Feng Pavilion
- Poet Wuliu's residence
- The inscription of "The Poem of Changsha"



* 梁元帝行宫



* 杜甫守风亭



* 曾氏祠堂



* 欧阳询书院



* 文山草堂



* 五柳居

HOTEL MANAGEMENT

酒店管理

新华联酒店管理公司

Macrolink Culturaltainment Hotel Management Company

深耕酒店行业十余年，运营管理的酒店遍及北京、上海、长沙、西宁、银川等 10 多个城市，酒店总投资近百亿元，包括索菲特、喜来登等外资托管品牌酒店，以及新华联绿心谷、新华联丽景、新华联瑞景等自主经营品牌酒店，先后获得中国饭店业协会理事长单位、中国饭店业协会 60 强、中国酒店星光奖、世界酒店联盟五洲钻石奖等殊荣。

Having been involved in the hotel industry for over ten years, Macrolink Culturaltainment has operated and managed hotels in more than ten cities including Beijing, Shanghai, Changsha, Xining, Yinchuan and other cities. Our total investment in hotels is nearly 10 billion RMB, including foreign managed brands such as Sofitel and Sheraton, as well as Macrolink self-operated brand hotels such as Xinhualian Green Heart Valley, Xinhualian Lijing, and Xinhualian Ruijing. We have won honors such as the Chairman Unit of China Hotel Industry Association, Top 60 of China Hotel Industry Association, China Hotel Star Award, and The Diamond Award Across Five Continents from the World Hotel Alliance .

长沙铜官窑新华联绿心谷酒店

国家五叶级主题文化酒店，位于铜官窑古镇内，占地面积 3.72 万平米，建有低密度院落 68 套，为典型中式园林风格，以水、石、荷、廊为造景要素，打造中式禅意美学生活和私享雅致休闲度假空间。

Macrolink Lvxin Valley Hotel in Changsha Tongguan Kiln Ancient Town

Located in Tongguan Kiln Ancient Town, Macrolink Lvxin Valley Hotel is a national cultural-theme green hotel. The hotel covers an area of 37,200 square meters, with 68 sets of low-density courtyards of typical Chinese garden style, which features water, stones, lotus and corridor as the landscape elements, to create the aesthetic Chinese Zen life style and the elegant & private recreational space.



China Green Hotel (Level V)



长沙铜官窑新华联丽景酒店

五星级酒店，建筑面积约 12 万平米，拥有客房 631 间套，是一家集客房、餐饮、康体、娱乐、大型会议接待于一体的高端特色酒店，尽显盛唐古典艺术风情。

Macrolink Lijing Hotel in Changsha Tongguan Kiln Ancient Town

Macrolink Lijing Hotel is a five-star hotel with a total construction area of approximately 120000 square meters and 631 guest rooms. It is a high-end characteristic hotel that integrates guest rooms, catering, fitness, entertainment, and large-scale conference reception, showcasing the classical art style of the prosperous Tang Dynasty.



海南新华联香水湾大酒店

位于海南省陵水县香水湾，风光秀美，占据山景、湖景和海景三大自然景观资源，建筑面积约 3.2 万平米，拥有客房 406 间套。

Hainan Macrolink Xiangshui Bay Hotel

Located in the Xiangshui Bay, Lingshui County, Hainan Province, the hotel features the unique beautiful scenery and occupies three natural landscape resources of mountain view, lake view and sea view, with a building area of about 32000 square meters and 406 guest rooms.



长沙铜官窑新华联瑞景酒店

四星级酒店，建筑面积约 4.3 万平米，拥有客房 237 间套，是一家集客房、餐饮、休闲于一体的民国风格休闲度假酒店。

Macrolink Ruijing Hotel in Changsha Tongguan Kiln Ancient Town

Macrolink Ruijing Hotel is a four-star hotel with a total construction area of approximately 43000 square meters and 237 guest rooms. It features the building style in the Republic of China period and is a leisure resort hotel that integrates guest rooms, dining, and leisure.



海南新华联瑞景酒店

位于海南省陵水县香水湾，为集旅游度假、休闲养生于一体的欧式热带滨海度假酒店，建筑面积约 1 万平米，拥有客房 153 间套。

Hainan Macrolink Ruijing Hotel

Located in Xiangshui Bay, Lingshui County, Hainan Province, the Hainan Macrolink Ruijing Hotel is a European style tropical seaside resort hotel integrating tourism, vacation, leisure and health care, with a building area of about 10000 square meters and 153 guest rooms.



HOMESTAYS AND INNS

民宿客栈

铜官窑古镇景区沿湖两岸建有 20 余家风格迥异的主题民宿客栈，外观设计、造型布局与景区文化特色深度融合，内部装饰、室内设施、功能配置按星级标准配备，深受游客青睐。

There are more than 20 themed homestays and inns with different styles built along both sides of the lake in Tongguan Kiln Ancient Town Scenic Area. The exterior design, layout, and cultural characteristics of the scenic area are thoroughly integrated. The interior renovation, indoor facilities, and functional configurations are set in accordance with star hotel standards and thus the hotel has gained great popularity among tourists.

通宝客栈
【钱币主题客栈】



通宝客栈内景



陶源居客栈
【“宿美湖南”十佳主题民宿】



铜官窑花满楼客栈
【湖南省五星级旅游民宿】



北城门客栈
【夜登城墙 一览古镇全貌】



君语客栈
【禅意文化主题民宿】

TRAVEL
AGENCIES

旅行社

Corporate Industry
公司产业

旅行社

22



湖南海外旅游

Hunan Overseas Tourism

- 🏆 全国百强旅行社
- 🏆 全国青年文明号
- 🏆 全国旅游标准化示范单位
- 🏆 中国旅行社业优秀企业

Honor

湖南海外旅游有限公司

湖南省最早具备出入境旅游资质的旅行社之一，主营业务涵盖旅游服务、会议会展、媒体执行、商旅定制、航空机票、房产置业和贸易代理六大板块。公司先后荣获全国百强旅行社、全国青年文明号、全国旅游标准化示范单位、湖南省五星级旅行社等殊荣，是湖南省旅行社行业领军企业。

Hunan Overseas Tourism Co. LTD

Hunan Overseas Tourism Co., Ltd. is one of the earliest travel agencies that is qualified for inbound and outbound tourism in Hunan Province. Its principal business covers six major sectors: tourism services, conferences and exhibitions, media execution, business travel customization, airline tickets, real estate and trade agency. The company has successively won honors such as National Top 100 Travel Agencies, National Youth Civilization Award, National Tourism Standardization Model Unit, and Hunan Province Five Star Travel Agency. Hunan Overseas Tourism is a leading enterprise in the travel agency industry in Hunan Province.

Corporate Industry
公司产业

旅行社

23



OVERSEAS
TOURISM

DESIGN INSTITUTE

设计院

中海文旅设计研究院(大连)有限公司

具有建筑设计甲级资质、城乡规划编制乙级资质等，是政府认定的科技型中小企业、ISO9001-2015 质量认证企业和国家级高新技术企业。业绩涵盖旅游景区、商业综合体、酒店、住宅等策划规划与落地设计，荣获国家级、省级、市级设计奖 60 多项，拥有知识产权 60 多项。

Zhonghai Cultural Travel Design and Research Institute (Dalian) Co.LTD

Zhonghai Cultural Travel Design and Research Institute has Grade A qualification for architectural design and Grade B qualification for urban and rural planning, etc. Zhonghai Cultural Travel Design and Research Institute is a technology oriented small and medium-sized enterprise which is recognized by the government. It is also an ISO9001-2015 quality certificated enterprise and national high-tech enterprise. Its achievements cover the planning and construction design of tourist attractions, commercial complexes, hotels, residential buildings, etc. Zhonghai Cultural Travel Design and Research Institute has won more than over 60 national, provincial and municipal design awards and holds more than 60 intellectual property rights.

★ 国家级高新技术企业

★ 科技型中小企业



EDUCATION INDUSTRY

教育产业



西宁新华联学校

成立于 2019 年 4 月，是一所民办寄宿制完全中学。学校教学设施设备先进齐全，师资力量强大雄厚，历届中高考成绩斐然，特色建设成效显著。获评西宁市教育局“优秀办学单位”“放心消费示范单位”“平安校园示范校”等荣誉称号。

Xining Macrolink School

Established in April 2019, Xining Macrolink School is a private boarding secondary school. The school has advanced and complete teaching facilities and equipment, with extraordinary qualified faculty, with excellent remarkable results achieved in previous high school and college entrance exams, which brings remarkable achievements in characteristic construction. Xining Macrolink School has received honorary titles from the Education Bureau of Xining City, such as "Excellent Education Unit", "Trusted Consumption Model Unit", and "Safe Campus Model School".

长沙新雅中学

铜官窑古镇配套项目，拟由新华联铜官窑公司与长沙市雅礼中学合作开办。雅礼中学是湖南省首批挂牌的重点中学之一，为具有国际影响力的百年名校。

Changsha Xinya Middle School

Changsha Xinya Middle School is a supporting project of Tongguan Kiln Ancient Town,. The school was jointly established by Macrolink Tongguan Kiln Company and Changsha Yali Middle School. Yali High School is one of the key high schools listed in Hunan Province, and is a century old prestigious school with international influence.



REAL ESTATE

房地产业

西宁新华联梦想城

位于青海省西宁市多巴新城，总建筑面积 100 万平米，涵盖花园洋房、高端住宅、沿街商业等，欧式风格建筑，绿化率 35%，优享童梦乐园、石榴籽园、西宁新华联中学、吉的堡幼儿园、商业体育中心、生态公园等生活配套。

Xining Macrolink Dream City

Located in Doba New Town, Xining City of Qinghai Province, Xining Macrolink Dream City occupies a total construction area of 1 million square meters, covering garden houses, high-end residences, street businesses, etc. The dream city features European style architecture with greening rate of 35%. In the dream city, you can enjoy Children's Dream Park, pomegranate seed garden, Xining Macrolink Middle School, KID CASTLE Kindergarten, commercial & sports center, ecological park and other living facilities.



100 万平米 35% 绿化率

湖南新华联梦想城

位于湖南省长沙市望城区核心地段，总建筑面积约 58 万平米，为涵盖湖湘文化特色商业街区、低密度生态住宅、幼儿园等业态的大型泛文旅综合体，配套商业街吸引了近 200 家一线品牌商家入驻，长沙市网红楼盘和商业标杆项目。

Hunan Macrolink Dream City

Located in the core area of Wangcheng District, Changsha City of Hunan Province, Hunan Macrolink Dream City covers a total construction area of about 580,000 square meters. It is a large-scale Pan cultural & tourism complex integrating Hu and Xiang cultural characteristics, which features commercial blocks, low-density ecological housing, kindergartens and other business types. The supporting commercial street has attracted nearly 200 first-line brand merchants to join in the dream city, and is an online popular real estate and commercial benchmark project in Changsha City.



58 万平米 200 家一线品牌商家



Xi ning



Hu nan



Hai nan

公司产业

房地产业

28

海南新华联香水湾

位于海南省陵水县香水湾，占地面积约30万平方米，业态涵盖海景住宅、星级酒店、高端度假别墅、滨海风情商业街，绿化率60%，四季如春，背山面海，交通便利，高品质旅居康养综合体。

Hainan Macrolink Xiangshui bay

Located in Xiangshui Bay, Lingshui County of Hainan Province, the project covers an area of about 300,000 square meters. It features seascape residences, star-rated hotels, high-end holiday villas, coastal style commercial streets, which covers a 60% greening rate. Xiangshui Bay is a high-quality traveling, residing and health complex with all seasons just like spring all year round, mountains and sea surrounded, and transportation convenient and easy for travel.

30 万平方米 60% 绿化率



长沙新华联北雅郡

位于长沙铜官窑古镇东南侧，自然景观优美，建筑面积约5.2万平方米，共34栋中式墅院，铜官窑古镇的配套项目。

Changsha Macrolink North Ya County

Located on the southeast side of Tongguan Kiln Ancient Town in Changsha, North Ya County features a beautiful & natural scenery and covers a building area of about 52,000 square meters. There are a total of 34 Chinese style villas and courtyards, which are the supplementary projects supporting the development of Tongguan Kiln Ancient Town.

5.2 万平方米

34 栋



长沙新华联紫铜府

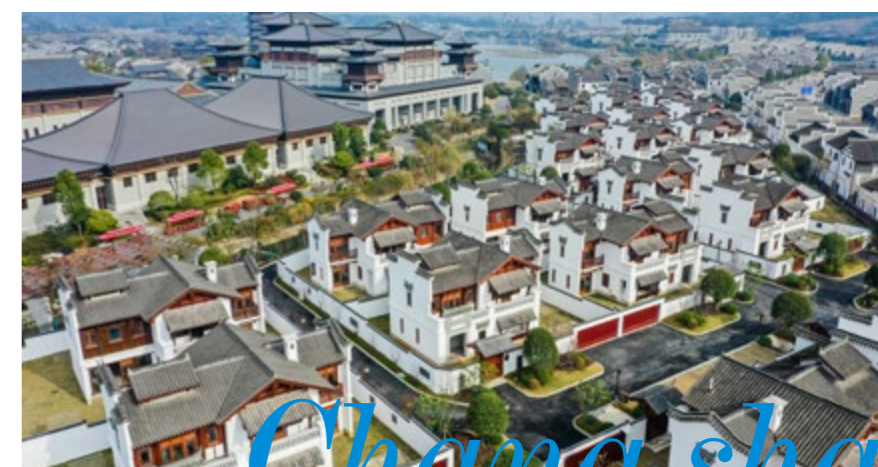
位于长沙铜官窑古镇东南侧，建筑面积约1.6万平方米，22栋中式独栋建筑，前庭后院中式复古风格，阔绰庭院，私密尊享。

Changsha Macrolink Tong House

Located in the southeast side of Changsha Tongguan Kiln Ancient Town, the Tong House covers a construction area of about 16,000 square meters. It features 22 Chinese individual buildings with the Chinese retro style front and backyards that presents an abundant courtyard space providing sufficient privacy and the exclusive experience.

1.6 万平方米

22 栋



Chang sha

公司产业

房地产业

29

OVERSEAS PROJECTS

海外产业

新丝路文旅有限公司

新华联文旅控股的港股上市公司，股票代码 00472.HK，主营业务为物业管理、房地产开发等。

New Silk Road Culture and Tourism Co., Ltd

Being a Hong Kong listed company under the stock code 00472.HK, the New Silk Road Culture and Tourism is owned by Macrolink Culturalainment. Its main businesses include property management and real estate development, etc.

00472.HK 股票代码



悉尼新华联歌剧院壹号

紧邻澳大利亚悉尼环形码头、悉尼歌剧院、皇家植物园、英国总督府，坐拥世界一线国际大都市不可复制的核心地段，建筑面积约 2.3 万平米，世界级奢华公寓，南半球地标性建筑。

NO.1 Macrolink Sydney Opera House

Close to Sydney Circular Quay, Sydney Opera House, Royal Botanic Garden, British Governor's House in Australia, the project is at the core location that even can not be replicated by the world's first-line international metropolis. It covers a total construction area of about 23,000 square meters and is considered as the world-class luxury apartment and the landmark in the southern hemisphere.



马来西亚新华联南洋国际度假中心

位于马来西亚柔佛州依斯干达经济开发区，建筑面积约 19 万平米，获 GreenRE 国际绿色认证，为集酒店式公寓、住宅、商业于一体的高端生活社区，享有区域国际顶尖医疗、教育、旅游、度假、康养资源。

Malaysia Macrolink Nanyang International Resort Center

Located in the Iskandar Economic Development Zone, Johor of Malaysia, the resort center occupies a total building area of approximately 190,000 square meters. It has been awarded the GreenRE international green certification, and is a high-end lifestyle community integrating service apartments, residences and commercials. In the resort center, you can enjoy the regional top international resources in healthcare, education, tourism, vacation, and wellness.



韩国新华联锦绣山庄

位于韩国济州岛，建筑面积约 70 万平米，拟建国际度假休闲目的地。

Macrolink Jinxiu Villa, South Korea

Located in Jeju Island of South Korea, Macrolink Jinxiu Villa covers a total construction area of about 700,000 square meters. It intends to be built as an international holiday and leisure destination.



加拿大信安橡树湾

位于加拿大安大略省万锦市，建筑面积约 4 万平米，集联排别墅、公寓和商业于一体的高端社区。

Principal Oak Bay, Canada

Located in Markham, Ontario of Canada, the project occupies a construction area of about 40,000 square meters and is a high-end community integrating townhouses, apartments, and commercial function.

OTHER INDUSTRIES

其他产业

北京悦豪物业管理有限公司

成立于 2001 年，具有国家一级物业管理资质，已通过 ISO 质量体系认证、ISO 环境管理体系认证、OHSAS 职业健康安全管理体系认证，被北京市质量技术监督局指定为《物业管理企业标准体系》编写单位，先后被授予中国物业管理 100 强、中国物业管理行业优秀品牌企业、中国最具竞争力服务业 500 强暨中国物业管理行业十佳竞争力之星等荣誉称号。

Beijing Yuehao Property Management Co., LTD

Founded in 2001, Beijing Yuehao Property Management holds the national first-class property management qualification. It has obtained ISO quality system certification, ISO environmental management system certification and OHSAS occupational health & safety management system certification. It has been designated by Beijing Municipal Bureau of Quality and Technical Supervision as the author of "Enterprise Standard Procedure on Property Management". Beijing Yuehao Property Management has been awarded a variety of honors such as the Top 100 China Property Management Unit, the Excellent Enterprise in China Property Management Industry, China's Top 500 Competitive Service Unit and China's Top 10 Competitive Property Management Unit.



惠州拓新建设工程有限公司

成立于 2022 年，拥有建筑工程施工总承包二级资质、地基基础专业承包二级、消防设施工程专业承包二级、钢结构工程专业承包二级、建筑装饰装修工程专业承包二级、防水防腐保温工程专业承包二级等施工资质。公司自成立以来，始终秉承“以质量求生存，以信誉求发展”的经营理念，致力打造优质精品工程。

Huizhou Tuoxin Construction Engineering Co., LTD

Founded in 2022, Huizhou Tuoxin Construction Engineering holds the second level qualification of general contracting the engineering construction projects, the second-level qualification of contracting the ground foundation engineering projects, the second-level qualification of contracting the fire fighting facilities engineering projects, the second-level qualification of contracting the steel structure engineering projects, the second-level qualification of contracting the building renovation engineering projects and the second-level qualification of contracting the waterproof, anti-corrosion and insulation engineering projects. Since its establishment, Huizhou Tuoxin Construction Engineering has always been adhering to the business philosophy of "Relying on quality for survival and depending on creditworthiness for development" and thus it is committed to creating high quality projects.



过往业绩



Achievements in the Past

三十余载光辉岁月

新华联文旅以建设美丽中国为己任

让每一个产品，成为一处佳境

让每一个项目，成为一处胜景

For more than 30 glorious years,
MacroLink Culturaltainment has been taking
it as our own responsibility to build a more beautiful China.
Hence, MacroLink Culturaltainment strives
to make each project an excellent place
and every project a splendid scene.



Wuhu

* 芜湖鸠兹古镇实景拍摄

CULTURE & TOURISM

文化旅游

芜湖鸠兹古镇

位于安徽省芜湖市扁担河沿岸，占地面积 1100 亩，建筑面积 45 万平米，为国家 4A 级景区、安徽省特色小镇。作为徽文化传承之地、徽商文化兴盛之地、文旅融合示范之地、夜间经济繁荣之地和欢乐芜湖代表之地，鸠兹古镇涵盖系列人文景点、非遗体验项目、徽商老字号、徽文化沉浸演艺、特色街区以及 2 个星级酒店和 1 个海洋公园，于 2019 年 12 月 8 日全面开园。

Wuhu Jiuzi Ancient Town

Located along the Biantan River in Wuhu City of Anhui Province, Jiuzi Ancient Town covers an area of 1,100mu and a construction area of 450,000 square meters. Jiuzi Ancient Town is a national 4A-level scenic spot & a characteristic town in Anhui Province. As a carrier for the inheritance of Huizhou culture, the space showing Huizhou's prosperous business culture, the showcase of culture and tourism integration, the space presenting the flourishing nighttime economy, and the representative of Happy Wuhu, Jiuzi Ancient Town features a series of cultural attractions, intangible cultural heritage experience projects, Huizhou's time-honored merchant brands, the immersive performances of Huizhou culture, the characteristic blocks, as well as 2 star hotels and 1 ocean park. It was completely open on December 8, 2019.



芜湖大白鲸海洋公园

鸠兹古镇核心项目，建筑面积约 8.2 万平米，涵盖海洋极地馆、海洋秀场、风情商业街等多种业态。

Wuhu Great White Whale Marine Park

Wuhu Great White Whale Marine Park is the core project of Jiuzi Ancient Town. It covers a construction area of about 82,000 square meters and features a variety of functions such as the Ocean Polar Museum, ocean show, and the commercial street.





西宁新华联国际旅游城

位于青海省西宁市多巴新城，占地面积约3000亩，建筑面积约170万平方米，为国家4A级景区，青海省级旅游度假区。核心景点童梦乐园为青海首家大型儿童主题乐园，集海洋文化、欢乐文化、民族文化、丝路文化、体验式游乐于一体，2019年8月18日开园，青海省旅游黄金目的地、西北地区文化旅游新引擎。

Xining Macrolink International Tourism Town

Located in Doba New Town, Xining City of Qinghai Province, the tourism Town covers an area of about 3,000 mu, with a construction area of about 1.7 million square meters. It is a national 4A scenic spot and Qinghai provincial tourism resort. Children's Dream Park, as the core scenic spot in the tourism town, is the first large-scale children's theme park in Qinghai Province, integrating Marine culture, joy culture, national culture, Silk Road culture and experience amusement. The tourism town was open on August 18, 2019, and has become an amazing tourist destination in Qinghai Province. Hence, it becomes a new engine for cultural tourism development in Northwest China.



西宁海洋世界

目前世界海拔最高的大型海洋馆，建筑面积2.8万平方米，集展示、科普、娱乐为一体的综合性海洋馆。

Xining Sea World

As the world's highest large-scale oceanarium, Xining Sea World occupies a building area of 28,000 square meters and is a comprehensive oceanarium that integrates exhibition, science popularization, and entertainment.



HIGH-END HOTELS

高端酒店

北京丽景湾国际酒店

五星级酒店，位于北京市朝阳区东四环十里堡路，建筑面积约 3.95 万平米，拥有客房 303 间套。

Beijing Lijing Bay International Hotel

Located in Shilibao Road, East Fourth Ring Chaoyang District of Beijing, it is a five-star hotel covering a construction area of about 39,500 square meters with 303 guest rooms.



北京新华联丽景温泉酒店

五星级酒店，位于北京市顺义区，建筑面积约 7.6 万平米，拥有客房 406 间套，温泉入户。

Beijing Macrolink Lijing Hot Spring Hotel

Located in Shunyi District of Beijing, it is a five-star hotel with a building area of approximately 76,000 square meters and 406 rooms which feature the hot spring in the rooms.



上海新华联索菲特大酒店

五星级酒店，位于上海市虹桥商务区核心地段，由法国雅高国际酒店集团经营管理，建筑面积约 5.4 万平米，拥有客房 357 间套。

Sofitel Shanghai Macrolink Hotel

Located in the core area of Hongqiao Business District, Shanghai, it is a five-star hotel covering a construction area of about 54,000 square meters and holding 357 guest rooms. The hotel is operated and managed by ACCOR France, the International Hotels Group.



西宁新华联索菲特大酒店

五星级酒店，位于青海省西宁市城西区，青海省首家国际品牌酒店，建筑面积约 10.4 万平米，拥有客房 492 间套，酒店式公寓 197 套。

Sofitel Xining Macrolink Hotel

Being a five-star hotel, it is located in the western district of Xining City, Qinghai Province. The hotel is the first international branded hotel in Qinghai Province. It covers a construction area of about 104,000 square meters and holds 492 guest rooms & 197 service apartments.



银川新华联喜来登酒店

五星级酒店，位于宁夏银川阅海湾中央商务区，建筑面积约 6.7 万平米，拥有客房 410 间套。

Yinchuan Macrolink Sheraton Hotel

Located in the Central Business District of Yuehai Bay, Yinchuan of Ningxia, it is a five -star hotel which covers a construction area of about 67,000 square meters and holds 410 guest rooms.



银川新华联瑞景酒店

四星级酒店，位于宁夏银川火车站东广场侧，建筑面积约 2.2 万平米，拥有客房 311 间套。

Yinchuan Macrolink Ruijing Hotel

Located beside the east square at Yinchuan Railway Station of Ningxia, the project is a four-star hotel that covers a construction area of about 22,000 square meters and owns 311 guest rooms.



芜湖新华联绿心谷酒店

位于安徽芜湖，徽派别院式高端酒店，建筑面积约 1.3 万平米，由 56 间套豪华客房和 12 套院落组成。

Wuhu Macrolink Lvxin Valley Hotel

Located in Wuhu City of Anhui Province, it is a Huizhou style high-end hotel with courtyards, which covers a building area of approximately 13,000 square meters and consists of 56 luxurious guest rooms and 12 courtyards.



芜湖新华联丽景酒店

位于安徽省芜湖市鸠江区，为集客房、餐饮、会议于一体的高端休闲度假酒店，建筑面积约 8 万平米，拥有客房 402 间套。

Wuhu Macrolink Lijing Hotel

Located in Jiujiang District, Wuhu City of Anhui Province, it is a high-end leisure resort hotel that integrates guest rooms, catering and conferences. The hotel covers a construction area of about 80,000 square meters and holds 402 guest rooms.

唐山新华联铂尔曼大酒店

五星级酒店，位于河北省唐山市南湖生态城，建筑面积 5.4 万平米，拥有客房 316 间套。

Tangshan Macrolink Pullman Hotel

Located in Nanhu Eco-Town, Tangshan City of Hebei Province, the project is a five-star hotel which supports the 2016 World Horticultural Expo. Tangshan Macrolink Pullman Hotel occupies a construction area of 54,000 square meters and accommodates 316 guest rooms.



黄山新华联丽景酒店

五星级酒店，位于安徽省黄山市徽州区，欧式风格，建筑面积 5 万平米，拥有客房 321 间套。

Huangshan Macrolink Lijing Hotel

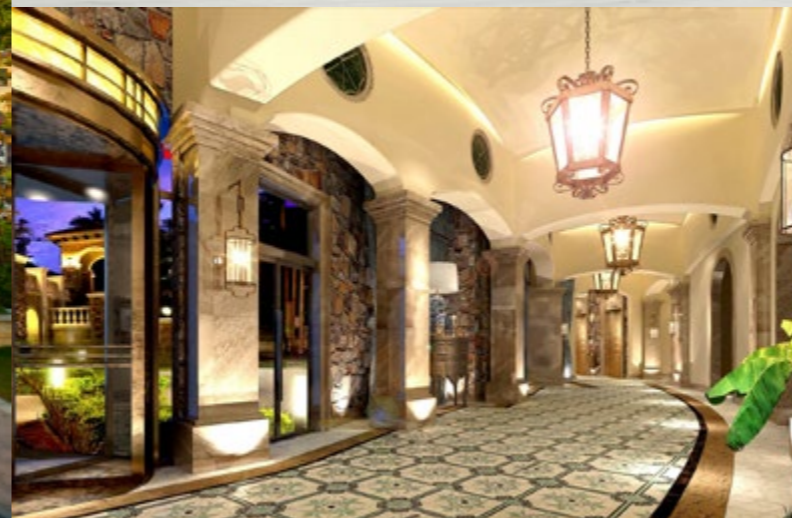
As a five-star hotel, it is located in Huizhou District, Huangshan City of Anhui Province. The hotel features the European style, occupies a construction area of 50,000 square meters and owns 321 guest rooms.

西宁新华联海洋度假酒店

位于青海省西宁市多巴新城，青海省首个海洋主题酒店，建筑面积约 6.5 万平米，拥有客房 441 间套。

Xining Macrolink Ocean Resort Hotel

Located in Doba New Town, Xining City of Qinghai Province, Xining Macrolink Ocean Resort Hotel is Qinghai Province's first ocean-theme hotel. It covers a construction area of about 65,000 square meters and holds 441 guest rooms.



西宁新华联天鹅堡酒店

位于西宁童梦乐园景区内，由五种不同风格的欧式主题客房组成，建筑面积约 0.69 万平米，拥有客房 61 间套。

Xining Macrolink Swan Castle Hotel

Located in the Xining Children's Dream Park scenic area, the hotel is composed of five different European styles of guest rooms. It covers a construction area of about 6,900 square meters and holds 61 guest rooms.

BUSINESS CENTER

商业中心

银川新华联购物中心

位于银川金凤区北京中路，建筑面积约 14 万平米，融合购物、餐饮、休闲、娱乐等多种功能于一体，满足一站式、全业态体验消费需求。



Yinchuan Macrolink Shopping Center

Located on Middle Beijing Road, Jinfeng District of Yinchuan City, the shopping center covers a construction area of about 140,000 square meters. It integrates shopping, dining, leisure, entertainment and other functions and thus meets consumers' demand for one-stop experience of all forms of business sectors.

西宁新华联购物中心

位于西宁市城西区文汇路，建筑面积约 16 万平米，餐饮、娱乐、零售、亲子、沉浸体验业态一应俱全，满足消费者吃喝玩乐游购娱一体化生活体验。

Xining Macrolink Shopping Center

Located on Wenhui Road, West District of Xining City, the shipping center occupies a construction area of about 160,000 square meters. Xining Macrolink shopping Center managed to integrate catering, entertainment, retail, parent-child immersive experience of all forms of business to meet consumers' needs for the unique life experience that integrates dining, playing, and enjoying shopping and entertainment.



上海新华联购物中心

位于上海市闵行区申滨路，建筑面积约 10 万平米，集购物、餐饮、休闲、娱乐等多种功能于一体，打造 City walk 城市新印象。



Shanghai Macrolink Shopping Center

Located on Shenbin Road, Minhang District of Shanghai, the shopping center occupies a construction area of approximately 100,000 square meters and integrates various functions such as shopping, dining, leisure, and entertainment, to create a new impression of City Walk.

北京平谷新华联商业中心

位于北京市平谷区马坊镇，建筑面积约 1.5 万平米，业态涵盖生鲜超市、儿童娱乐、休闲餐饮等，填补了区域商业空白。

Beijing Pinggu Macrolink Business Center

Located in Mafang Town, Pinggu District of Beijing, the business center contains a construction area of about 15,000 square meters. Beijing Pinggu Macrolink Business Center features the supermarket of fresh food, children's entertainment center, leisure & joyful dining, etc. The business center managed to fill the commercial gap in the region.



REAL ESTATE

房地产业

北京新华运河湾

位于北京市通州区京杭大运河畔，建筑面积 31 万平米，现代化绿色、生态、节能、环保的宜居型社区，获北京市明星楼盘等多项荣誉称号。

Beijing Macrolink Canal Bay

Located by the Beijing-Hangzhou Grand Canal in Tongzhou District of Beijing, the project occupies a construction area of 310,000 square meters and is a modern ecological, energy saving and environmentally friendly livable community. Beijing Macrolink Canal Bay project has won many honors such as the Beijing Starred Real Estate.



北京新华联潮白河 8 号

位于北京市顺义区，建筑面积约 20 万平米，80 栋高端企业会所，配建五星级温泉度假酒店、国际文化交流中心等，经典法式及中式建筑风格，温泉入户。

Macrolink No.8 Chaobai River in Beijing

Located in Shunyi District of Beijing, the project covers a construction area of about 200,000 square meters. It features 80 high-end corporate clubs, five-star hot spring resort hotel and international culture exchange center. The project integrates the classic French and Chinese architectural style with hot spring introduced into the interior space.



北京新华联家园

位于北京市通州区，建筑面积约 60 万平米，被北京市人民政府授予“北京市金牌居住区”等荣誉称号。

Beijing Macrolink home

Located in Tongzhou District of Beijing, the project covers a construction area of about 600,000 square meters and has been awarded by Beijing Municipal People's Government the honor of "Beijing Gold Award for Residential Area".

北京新华联慧谷

位于北京市平谷区马坊新城核心地段，建筑面积 14 万平米，法式建筑风格，为高端绿色生态住宅区。



北京新华联锦园

位于北京市通州区，建筑面积约 30 万平米，荣获北京市优秀楼盘奖、北京市用户满意建筑工程奖等奖项。

Beijing Macrolink Garden Jin

Located in Tongzhou District of Beijing, Garden Jin possesses a construction area of about 300,000 square meters and has won the Beijing Excellent Real Estate Award, and Beijing Customer Satisfied Construction Project Award, etc.

Beijing Macrolink Intelligence Valley

Located in the core area of Mafang New City, Pinggu District, Beijing, the valley covers a building area of 140,000 square meters and features a French architectural style. It is a high-end green ecological residential area.





北京新华联国际

位于北京市海淀区翠微路，建筑面积 14.7 万平米，高端商务公寓、大型商场综合体。

Beijing Macrolink International

Located on Cuiwei Road in Haidian District, Beijing, the project occupies a construction area of 147,000 square meters and is a high-end business apartment and large shopping mall complex.



北京新华联丽港

位于北京市朝阳区酒仙桥路，建筑面积约 8 万平米，业态涵盖精装公寓、写字楼、商业街等，获评中国百佳经典楼盘等荣誉称号。

Beijing Macrolink Harbour Li

Located in Jiuxianqiao Road, Chaoyang District of Beijing, the project possesses a construction area of about 80,000 square meters and the business covers renovated apartments, office buildings, and commercial streets, etc. The project has been awarded the honor of China's Top 100 Classic Real Estate project.

天津新华联悦澜湾

位于京津协同战略重要发展核心区位，建筑面积约 10 万平米，40%绿化覆盖，现代科技智能化生态居住区。

Tianjin Macrolink Yuelan Bay

Tianjin Macrolink Yuelan Bay is located in an important development core area for the Beijing-Tianjin coordinated strategy. The project covers a building area of about 100,000 square meters. With a 40% green coverage, Tianjin Macrolink Yuelan Bay is a modern technologically intelligent & ecological residential area.



天津新华联梦想城

位于天津市武清区，建筑面积约 18 万平米，低密度高端住宅，毗邻大黄堡湿地，坐拥 23 万平米中央绿谷公园。

Tianjin Macrolink Dream City

Located in Wuging District of Tianjin City, the project possesses a construction area of about 180,000 square meters and features the low-density high-end residential building. It is adjacent to the Dahuangbao wetland covering 230,000 square meters of the Central Green Valley Park.

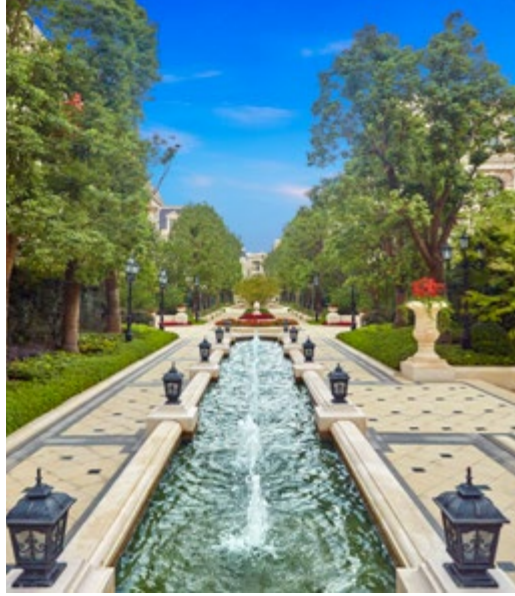
北京新华联丽景

位于北京市朝阳区东四环十里堡路，建筑面积约 13 万平米，由欧式高端住宅和五星级酒店组成，获评中国金房奖等荣誉称号。

Beijing Macrolink Lijing

Located on Shilibao Road, East Fourth Ring, Chaoyang District of Beijing, the project covers a construction area of approximately 130,000 square meters and consists of the European style high-end residential buildings & five-star hotels. It has been awarded honors such as the Golden Award of Chinese Real Estate.





上海新华联国际中心

位于上海市虹桥商务核心区，建筑面积 28 万平米，集高品质企业独栋办公楼、综合购物中心、五星级酒店、商业街区于一体，为虹桥商务地标。

Shanghai Macrolink International Center

Located in the core business district of Hongqiao, Shanghai, the international center accommodates a construction area of 280,000 square meters. It integrates high-quality individual office buildings, comprehensive shopping centers, five-star hotels and commercial blocks. The center has become a business landmark in Hongqiao district.

三亚新华联奥林匹克花园

位于海南省三亚市，建筑面积约 19 万平米，由精品住宅和产权式酒店构成，高端度假及科技智能社区。

Sanya Macrolink Olympic Garden

Located in the center of Sanya, Hainan Province, the Olympic Garden occupies a construction area of about 190,000 square meters. It is composed of boutique residences and property hotels. The Olympic Garden is a high-end resort and technologically intelligent community.



上海新华联奥莱悦府

位于上海市青浦区，建筑面积 10.6 万平米，涵盖法式精装墅、公寓以及私人会所，地铁沿线高端墅区。

Shanghai Macrolink Olaiyue House

Located in Qingpu District of Shanghai, the Olaiyue House covers a construction area of 106,000 square meters and features the French style apartments and private clubs, creating a high-end villa zone along the subway.



西宁新华联广场

位于青海省西宁市，建筑面积 78 万平米，青海省首席欧式风格的城市综合体。

Xining Macrolink Square

Located in Xining City of Qinghai Province, the square occupies a construction area of 780,000 square meters. It is the chief European-style urban complex in Qinghai Province.



惠州新华联广场

位于广东省惠州市大亚湾，建筑面积 130 万平米，配套有高端住宅、购物广场、商业街等多种业态。

Huizhou Macrolink Square

The square is located in Daya Bay, Huizhou City, Guangdong Province and covers a construction area of 1.3 million square meters. The supporting facilities include high-end residential buildings, shopping plazas, commercial streets and other forms of business.



武汉新华联青年城

位于湖北省武汉市江夏区，建筑面积约 60 万平米，为武汉南光谷稀有的低密度人文社区。

Wuhan Macrolink Youth City

Located in Jiangxia District of wuhan City, Hubei Province, the project covers a construction area of about 600,000 square meters. It is a distinct low-density cultural community in Nanguang Valley, Wuhan.



唐山新华联国花园

位于河北省唐山市，建筑面积 80 万平米，涵盖高端住宅、花园洋房、商业街等多种业态。

Tangshan Macrolink Garden Guo

Located in Tangshan City of Hebei Province, the garden covers a construction area of 800,000 square meters and features high-end residential, garden houses, commercial streets and other forms of business.



株洲北欧小镇

位于湖南省株洲市，建筑面积 100 万平米，涵盖高端低密度住宅、五星级酒店、特色商业街等多种业态。

Zhuzhou Nordic Town

Located in Zhuzhou City of Hunan Province, the Nordic Town occupies a construction area of 1 million square meters. It includes high-end & low-density residential buildings, five-star hotels, characteristic commercial streets and other forms of business.



醴陵新华联广场

位于湖南省醴陵市，建筑面积约 50 万平米，由购物中心、商业街和高端公寓等业态组成。

Liling Macrolink Square

Located in Liling City of Hunan Province, the square covers a construction area of about 500,000 square meters. It is composed of shopping center, commercial street, and high-end apartment.



唐山新华联广场

位于河北省唐山市，建筑面积 40 万平米，唐山市首席纯欧式花园生活社区。

Tangshan Macrolink Square

Tangshan Macrolink Square is located in Tangshan City of Hebei Province and covers a construction area of 400,000 square meters. It is the chief European style garden & living community in Tangshan city.



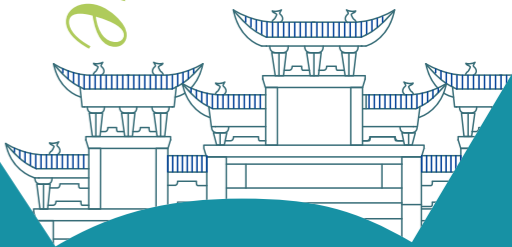
呼和浩特新华联雅园

位于内蒙古呼和浩特市，建筑面积 50 万平米，为献礼青城的高端欧式住宅小区。

Huhhot Macrolink Garden

Huhhot Macrolink Garden is located in Huhhot City of Inner Mongolia and covers a construction area of 500,000 square meters. It is a high-end European residential community delicately built for Qingcheng.

企业文化 Corporate Culture



新华联文旅

用文化成就事业

用文化成就价值

用文化成就梦想

Macrolink Culturalainment

To achieve career with distinct culture features

To realize value through cultural elements

To fulfill dreams via valuable cultural elements



*铜官窑古镇实景拍摄

Changsha

PROSPEROUS MACROLINK

美好新华联

新华联文旅顺应国家发展大势，以坚定的信心、决心、匠心为文旅赋能，致力打造有温度、有热度、有深度的文旅场景和内容，不断满足人民群众日益增长的美好生活需求，助推美丽中国在文旅融合中走向繁荣富强。

In line with the general trend of national development, Macrolink Culturaltainment holds firm confidence, determination and ingenuity, and is committed to creating a pleasant and in-depth cultural tourism space and content. Aiming to constantly meet the growing needs of all people for a better life, Macrolink Culturaltainment strives to promote the prosperity of beautiful China in the integration process of culture and tourism.

* 铜官窑古镇一期盛大开放



* 铜官窑古镇二期盛大开放

新华联文旅始终坚持以人为本，不断提升员工的归属感、获得感和幸福感。公司积极开展企业文化建设，组织系列文化活动，增强团队的凝聚力和战斗力。

Macrolink Culturaltainment has always been people-oriented, and constantly dedicated to help all employees obtain the sense of belonging, gain and happiness of. Macrolink Culturaltainment takes the initiative to power the corporate culture construction and organizes a series of cultural activities to enhance the cohesion and competitiveness of the team

HAPPY MACROLINK

快乐新华联



* 文旅总公司妇女节活动



* 文旅总公司员工主题生日会



* 铜官窑古镇举办潮音节活动



* 跨越新高峰颁奖晚会精彩节目



* 员工表演的大型史诗歌舞剧《文成公主》



* 新华联文旅年度颁奖盛典



* 文旅总公司主题团建活动



* 澳洲新华联团建活动



* 铜官窑新华联员工趣味运动会

LEARNING ORIENTED MACROLINK

学习型新华联

“构建学习型组织”是新华联文旅永恒的主题。公司形成了崇尚学习、尊重知识、敢于创新的良好风气。学习为企业带来了无穷的活力，也成为了企业发展的助推器。

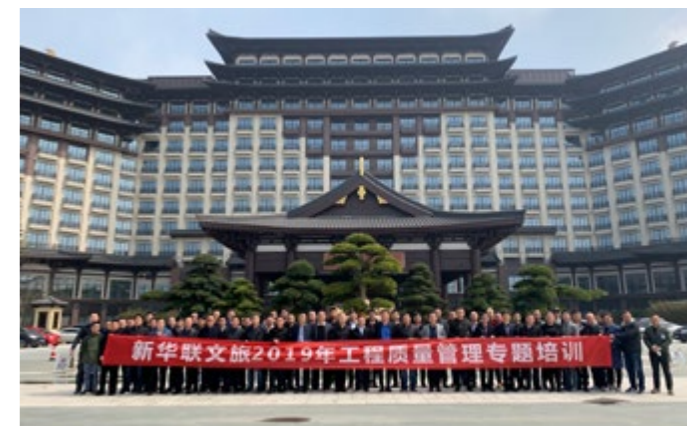
To build a learning oriented organization" is the eternal concern for Macrolink Culturaltainment. Macrolink has developed a good atmosphere of advocating learning & respecting knowledge and proactively taking the initiative for innovation & creation. Learning has brought endless vitality to Macrolink and has also become a booster for Macrolink's further growth & development.



* 酒店服务技能大比武



* 景区运营服务技能大比武



* 工程质量管理专题培训

* 酒店后备干部管理培训



* 新华联文旅总裁为景区金牌推广大使颁奖



* 运营服务技能展示



* 新员工培训



* 上市公司合规专题培训

CORPORATE RESPONSIBILITY

企业责任

责任成就品质，责任塑造品牌，责任演绎精彩。新华联文旅始终秉承“承载责任，报效国家”的企业宗旨，用品质与实力成就了公司的发展与壮大。公司30多年来一直践行绿色、环保理念，为构建人与自然、城市和谐共生的文旅景区和生态家园贡献着自己的力量。

Responsibilities secure quality, help branding, and enable brilliance. Macrolink Culturaltainment has always been adhering to the enterprise objective "Bear responsibility to serve the country" and realizing the development and growth with reliable quality and improved capability. For more than 30 years, Macrolink Culturaltainment has been practicing the concept of green and environmental protection, and contributing to the construction of cultural & tourism scenic spots as well as ecological homes featuring harmonious coexistence between people, nature and city.



绿色产品

新华联文旅积极响应落实国家节能减排方针，致力打造良心产品、放心产品、节能产品、环保产品，践行生态文旅和绿色人居，先后获多项殊荣。

Green product

Macrolink Culturaltainment proactively responds to and implements the national energy conservation and emission reduction policy. With the efforts striving to create conscientious, trustworthy, energy-saving, and environmentally friendly products, Macrolink Culturaltainment executes ecological culture & tourism and green living concepts, and hence has won multiple awards.

匠心品质

新华联文旅把品质管理作为企业管理的核心，工匠精神贯穿项目生产经营的始终。每一个文旅项目，均坚持文旅融合，实行文化传承和文化创意结合，打造高品质文旅精品。

Originality quality

Macrolink Culturaltainment considers quality management as the eternal theme of enterprise management and thus the spirit of craftsmanship is held through the entire process of project execution and operation. Every cultural and tourism project adheres to the philosophy of integrating culture and tourism, implements the combination of cultural inheritance and cultural creativity, and creates high-quality cultural and tourism products.

公益捐助

- 新华联文旅 2013 年向湖南炎帝陵景区捐款。
- 西宁新华联 2013 年向雅安地震灾区捐款。
- 铜官窑新华联 2014 年向贫困家庭捐款。
- 新华联文旅 2016 年向北京外国语大学捐助教育基金。
- 湖南新华联 2019 年向长沙望城区捐赠防汛物资。
- 新华联文旅境外企业 2020 年向国内捐赠抗击新冠疫情医疗物资。
- 新华联文旅 2020 年向长沙市望城区红十字会捐款。
- 湖南海外旅游 2022 年为益阳孤残老人捐赠物资。

Public Welfare Donations

- Macrolink Culturaltainment donated to Emperor Yandi Mausoleum Scenic Spot in Hunan Province in 2013
- Xining Macrolink donated to Ya'an earthquake disaster area in 2013
- Macrolink Tongguan Kiln donated to local poor families in 2014
- Macrolink Culturaltainment donated to Beijing Foreign Studies University in 2016
- Hunan Macrolink donated flood-fighting materials to Wangcheng District, Changsha City
- Macrolink Culturaltainment overseas donated medical materials to fight the COVID-19 epidemic in 2020
- Macrolink Culturaltainment donated to the Red Cross Society of Wangcheng District, Changsha City in 2020.
- Hunan Overseas Tourism donated materials to elderly people with disabilities in Yiyang in 2022.



ENTERPRISE HONOR

企业荣誉



新华联文旅
中国文旅地产创新影响力企业
Macrolink Culturaltainment Development awarded the Innovative and Influential Enterprise in China's Cultural and Tourism Oriented Real Estate Industry



北京新华联置地
2009 中国十佳绿色责任企业
Beijing Macrolink Land awarded 2009 Top 10 Green Responsibility Enterprise in China



新华联文旅
世界旅游联盟核心发起理事成员单位
Macrolink Culturaltainment awarded the Core Initiating Member Units of the World Tourism Alliance



新华联文旅
优秀文旅企业
Macrolink Culturaltainment awarded the Excellent Cultural and Tourism Enterprise



长沙铜官窑古镇
国家 4A 级旅游景区
Changsha Tongguan Kiln Ancient Town awarded the National 4A Level Tourist Attraction



长沙铜官窑绿心谷酒店
国家五叶级文化主题饭店
Changsha Tongguan Kiln Lixin Valley Hotel awarded the National Five Leaf Cultural Theme Hotel



长沙铜官窑丽景酒店
五星级旅游饭店
Changsha Tongguan Kiln Lijing Hotel awarded the Five-star Tourist Hotel



长沙铜官窑古镇
湖南省标志性项目
Changsha Tongguan Kiln Ancient Town awarded the Landmark Project in Hunan Province



长沙铜官窑古镇
龙雀奖最佳夜间消费聚集示范区
Changsha Tongguan Kiln Ancient Town obtained the Longque Award Best Nighttime Consumption Model Zone



北京悦豪物业
中国物业服务综合实力百强企业
Beijing Yuehao Property is one of the top 100 comprehensive strength enterprises in China's property service industry



北京悦豪物业
中国物业服务企业品牌价值 100 强
Beijing Yuehao Property awarded the Top 100 Chinese Property Service Enterprise brands in terms of brand value



湖南海外旅游
全国青年文明号
Hunan Overseas Tourism awarded the country-wide youth civilization



湖南海外旅游
全国百强旅行社
Hunan Overseas Travel awarded the Top 100 Travel Agencies in China



湖南新华联梦想城
长沙市夜间消费示范街区
Hunan Macrolink Dream City awarded Changsha Night Consumption Model Block



西宁新华联置业
青海省房地产开发经营先进企业
Xining Macrolink Real Estate Advanced Enterprise in Real Estate Development and Operation in Qinghai Province

新华联文旅 ◀ 世界旅游联盟核心发起理事成员单位
中国旅游协会理事单位
中国文旅地产优秀运营 10 强企业
中国文旅地产优秀运营商
中国文旅地产创新影响力企业

北京新华联置地 ◀ 中国十佳绿色责任企业

长沙铜官窑古镇 ◀ 国家级旅游度假区
国家 4A 级旅游景区
全国旅游优选项目
湖南省级旅游度假区
湖南省标志性项目
湖南文旅产业融合发展示范区
湖南省级研学旅游基地
龙雀奖最佳夜间消费聚集示范区
长沙市十佳智慧文旅典型应用场景
长沙市夜间消费示范名片
长沙市中小学研学实践营地

长沙铜官窑丽景酒店 ◀ 五星级旅游饭店
长沙市十佳旅游饭店

长沙铜官窑绿心谷酒店 ◀ 国家五叶级文化主题饭店

长沙铜官窑花满楼客栈 ◀ 湖南省五星级旅游民宿

湖南海外旅游 ◀ 全国百强旅行社
全国旅游标准化示范单位
中国旅行社业优秀企业
全国青年文明号
国家文旅部旅行社创新发展典型案例
湖南省星级旅行社

西宁新华联置业 ◀ 青海省房地产开发经营先进企业

湖南新华联梦想城 ◀ 长沙市夜间消费示范街区

北京悦豪物业 ◀ 中国物业服务综合实力百强企业
中国物业服务企业品牌价值 100 强
中国最具竞争力服务业 500 强
中国标杆物业服务项目
首都绿化美化花园式社区

新华联悉尼歌剧院壹号 ◀ 入围澳大利亚建筑师协会建筑奖

西宁新华联学校 ◀ 西宁市平安示范校园
西宁市优秀办学单位
西宁好课堂优秀组织奖

中海文旅设计院 ◀ 辽宁省优秀工程勘察设计奖

ENTERPRISE PHILOSOPHY

企业理念

企业宗旨：以人为本 / 以客为尊 / 以质为上 / 以诚为魂

企业理念：以文塑旅 / 以旅彰文 / 文旅融合 / 高质发展

核心价值观：赓续中华文脉 / 坚持文旅融合 / 打造幸福产业 / 服务美好生活

企业战略：聚焦文旅主业 / 创新文旅发展 / 延伸文旅产业链 / 精构文旅生态圈

经营目标：卓越的商业信誉 / 庞大的客户网络 / 满意的服务质量 / 和谐的劳动关系 / 理想的股东回报 / 稳健的发展速度

企业愿景：成为令人尊敬的产业型文旅上市企业 / 成为中国文旅行业的龙头与骨干企业

ENTERPRISE OBJECTIVE: people-oriented/Customer-oriented/ Quality-oriented/ Sincerity is the soul

BUSINESS PHILOSOPHY: Culture powers tourism/Tourism highlights culture/Integration between culture and tourism/Growth with high quality

CORE VALUES: Inherit Chinese culture/Persist in integrating culture & tourism/Create a happy community/Serve a better life

ENTERPRISE STRATEGY: Focus on the main business of culture & tourism /Strive for innovate development of culture & tourism/ Extend the industrial chain of culture & tourism/Delicately create the cultural & tourism ecosystem

BUSINESS OBJECTIVES: Excellent business reputation/Enlarged customer network/Satisfactory service quality/Harmonious labor relations/Expected returns to shareholder/Steady growth pace

VISION: To become a respected industrial cultural & tourism listed enterprise. To be a leading and backbone enterprise in China's cultural and tourism industry

CORPORATE EVENTS

企业大事记

2011年

7月8日 新华联文化旅游发展股份有限公司在深交所成功上市。

2012年

11月25日 与芜湖市人民政府签订《新华联芜湖文化旅游项目合作协议》。

12月23日 与长沙市望城区人民政府签订《铜官国际文化旅游度假区项目合作协议》。

2013年

5月16日 芜湖鸠兹古镇项目开工奠基。

6月7日 在香港组建成立新华联国际置地有限公司，开启海外投资序幕。

2014年

1月17日 签署马来西亚项目合作协议。

1月18日 签署韩国济州岛项目合作协议。

2015年

5月28日 收购香港上市公司金六福投资，并更名为新丝路文旅有限公司。

7月18日 西宁新华联购物中心暨西宁新华联索菲特大酒店开业。

2016年

9月22日 芜湖新华联大白鲸海洋公园开园。

10月9日 西宁新华联国际旅游城开工奠基。

2017年

9月12日 成为世界旅游联盟核心发起理事成员单位。

2018年

10月12日 收购中海文旅设计院股权。

2019年

11月13日 收购湖南海外旅游股权。

8月28日 长沙铜官窑古镇一期开园。

2020年

1月9日 芜湖鸠兹古镇获评国家4A级景区。

6月28日 长沙铜官窑古镇二期开园。

8月18日 西宁童梦乐园开园。

12月8日 芜湖鸠兹古镇全面开园。

2021年

12月30日 长沙铜官窑古镇获评国家4A级景区。

2022年

11月17日 长沙铜官窑古镇获评湖南省级旅游度假区。

2023年

12月11日 西宁童梦乐园获评国家4A级旅游景区和青海省级旅游度假区。

2024年

11月18日 西宁童梦乐园获评全国文化和旅游系统先进集体。

2月4日 长沙铜官窑古镇黑石号亮相北京冬奥会和冬残奥会文化中国展区。

4月8日 北京丽景湾国际酒店获评党中央和国务院授予的双奥接待工作突出贡献集体。

12月10日 西宁童梦乐园石榴籽园民族风情街获评青海省特色步行街。

12月29日 新华联文旅司法重整执行完成。

1月19日 湖南海外旅游入选国家文化和旅游部旅行社创新发展典型案例。

6月12日 长沙铜官窑获评国家级旅游度假区。



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