

On December 10th, 2021, the “PVCP China & CCTID group’s Hanshui Hometown signing ceremony and PV-Holidays Culture product launch” were held in Shiyan City, Hubei Province.





CCTID group is a group enterprise specializing in the investment, development and operation of cultural and tourism industry towns. It is headquartered in Beijing and has set up many branches throughout the country. Over the past 20 years since its establishment, CCTID group, as a small-town operator of China's cultural and tourism industry, adhering to the

brand concept of "making the city more Chinese", has a mature development, construction and operation mode of cultural tourism towns, and has successfully built national AAAA scenic spots (Chinese government separates tourist attractions into 5 grades from "A" to "AAAAA" or "5A", the latter embodying the highest degree of quality. AAAA represents some of the top destinations in term of scenic view, cultural heritage and flow of travelers) such as Yi ancient town, Luanzhou ancient town, Tianzhou ancient town, Jinxiu ancient town and Shiyang ancient town.





PVCP China will establish a long-term strategic cooperative relationship with CCTID group to jointly expand the diversification of vacation methods, aiming to open a new chapter for China's high-end cultural tourism vacation. In the initial cooperation, not only the PV-Holidays Culture project in Shiyan, Hubei Province was officially released, but another in Hunan Zhaoshan is also under active preparation. The resort in Hunan Zhaoshan will be built into a new and upgraded high-end full-age resort with Chinese style, ancient town style and world-

class operation. The overall number of guest rooms is expected to reach more than 500, of which about 150-200 are planned in phase I (subject to the final approved design scheme).



Project plan for CCTID Hanshui Hometown in Shiyan



Project plan for CCTID Hanshui Hometown in Shiyan



Project plan for CCTID Hanshui Hometown in Shiyang

Zhang Yingchun, member of the Standing Committee of Hunan provincial Party committee and Secretary of Xiangtan Municipal Party committee, said:

“PVCP China's brand image and all-round operation service system are very valuable. The strong combination of CCTIDP and PVCP, relying on the high-quality landscape resources of Xiangjiang River and Yangtian lake, the resort in the Millennium Xiaoxiang project will fill the gap of high-end parent-child vacation in Changsha Zhuzhou Xiangtan metropolitan area and even Hunan Province, and will form a new benchmark of China's humanistic and ecological vacation.”

PVCP China also briefly announced the launch of the PV-Holidays Culture resort brand and its products for the first time during the press conference.

[PV-Holidays Culture - Brand introduction](#)

PV-Holidays Culture brand is born from the thought that each country, region and city have different story to tell. Located in tourism destination's hot spots, PV-Holidays Culture resorts are ideal for explorers and curious minds desiring to discover a world of mesmerising sceneries, rich local cultures and history while experiencing a new feeling of home. Travelers simply willing to sit back and relax can spend pleasant moments enjoying the quiet and cosy atmosphere of the resort.

Comfortable rooms and cottages, the best of regional and international delicacies for a quick snack, an afternoon tea break or a relaxing dinner...PV-Holidays Culture has it all. But we are much more than a traditional hotel experience. Because when travellers book a room, they automatically book a lot of extras too. That means a lot of extra joy and fun to share. Indoor or outdoor, for all ages, looking for relaxation or excitement, our resorts offer a wonderful

adventure. In the Kids Klub, teaching young ones local craftsmanship and martial arts or sharing bedtime stories blending surroundings legends and fantasy or challenging themselves with our Action Company's biking, archery, hiking, high rope climbing, survival, and many more...with dozens of activities to choose from, guests are bound to find just what they are looking and experience that carefree holiday feeling.

Embracing authenticity, every resort offers a unique décor immersing travellers in an atmosphere of serenity, romance, comfort, relaxation, and charm for travellers to unwind after a fun day of local treasure discovery and fun activities. Once reenergized, the beauty and uniqueness of the décor become a playground for our guests' fantasy. Whether taking pictures or enjoying friends gathering, the place will be a memorable set for your imagination. Traditional style with a contemporary touch, each PV-Holidays Culture preserves the character of the past while discretely incorporating modern comforts and technology.