

## Changsha's Evening Economy

In recent years, the number of tourists visiting Japan has increased. In response to this increase in tourism, “evening economies” have been gaining more attention, and they have recently become a topic of interest in China as well.

According to a study conducted by the Ministry of Commerce of the People's Republic of China regarding the consumption habits of citizens, 60% of expenditures are made at night. Department store sales from 6 PM to 10 PM account for more than half of a day's total sales. Evening economies have become a new source of economic growth for urban areas. Recently, local governments from all parts of China have been striving to promote evening economies, and as such evening economies from northern to southern China have become more diversified.

I'd like to introduce the evening economy of Hunan province's capital city, Changsha. In recent years Changsha's evening economy has experienced rapid growth and the percentage of evening consumers has had a growth rate of 49%.



Changsha IFS Tower T1 which was established by Wharf Holdings Limited  
(Abbreviation: Changsha IFS<sup>1</sup>)

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<sup>1</sup> Source : Changsha Evening Paper

## 1. A Look at Changsha's Evening Economy

The staples of Changsha's evening economy include Hunan cuisine, theaters, concerts, live shows, bars, foot massages, etc.

Changsha is known as a “gourmet city”. Even at 1 AM you will find many people joyfully enjoying cuisines such as crayfish, yakiniku, bullfrog, stinky tofu, and rice vermicelli at Taiping Historical Block, Huo Gong Dian (also called the Fiery Palace or the Fire God Palace), and Pozi Street.



Taiping Historical Block: A street with a long history of culture, it is known as a pedestrian paradise<sup>2</sup>.

With frequent live shows, musical festivals, and music weeks, Changsha has become a city overflowing with passion and energy. Over 40,000 people gathered at the Helong Sports Center during June of this year to see Singaporean-born singer JJ Lin's live performance. The Strawberry Music Festival, which is extremely popular among young people in China, is held every year in Changsha and many famous singers such as Taiwan-born Jonathan Lee, Jay Chou, etc. have been coming one after another to perform in Changsha.

24-hour bookstores, restaurants, and convenience stores have been on the rise, and late night movie theaters, karaoke boxes, internet cafes, and bars have been gaining popularity

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<sup>2</sup> Source : Hunan Daily

Mini karaoke boxes, DJ bars, themed hotels, rental houses, etc. have been gaining popularity among young people. Firework shows with a dazzling, night-sky backdrop, opportunities to experience intangible cultural assets at a night market, traditional performances in the dead of night; all of these things have been attracting a number of people.



A food stall selling blown sugar art<sup>3</sup>.

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<sup>3</sup> Source : Changsha Evening Paper

## The Brand of Changsha's Evening Economy

During the 2018 Double Seventh Festival (Chinese Valentine's Day) and this year's International Youth Forum on Creativity and Heritage along the Silk Road, hundreds of drones took to the night sky and formed a variety of patterns and pictures. Many viewers were deeply impressed by the stunning show.



A drone show held during the Double Seventh Festival 2018 in Orange Isle, Changsha<sup>4</sup>

Hunan province's first 24-hour bookstore, Desiqin Bookstore, not only offers high-quality literature, but in the past 4 years has held over 800 cultural events, and invited over 100 authors to come and interact with readers. It's a great change of pace and a place where you can relax and get work done. Throughout the year there have been over 1,400,000 visitors.

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<sup>4</sup> Source : Hunan Daily



A couple reading at a 24-hour bookstore at 1 AM<sup>5,5</sup>

Even past midnight there are people lining up at Chayanyuese to buy Changsha brand milk tea. This brand has become a sense of pride for the citizens of Changsha.

Wenheyoun, Asia's largest crayfish restaurant, has become a new landmark and sightseeing spot in Changsha. During the 4-day holiday in May of this year, they issued a record number of tickets at over 7,000, and sales this year exceeded 100,000,000 yuan (approximately 1,500,000,000 yen). According to a media report, the 5,000m<sup>2</sup> shop plans to expand to 20,000m<sup>2</sup> and will include a Deyunshe (a talent office in China for standup comedy shows performed by two people), a Shugu Bookstore, an izakaya, a photo studio, and a post office. In addition, they will operate Changsha's first evening art gallery, the "Wenheyoun Art Gallery". Thanks to this, customers will be able to enjoy Changsha's delicious cuisine and culture at the same time.

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<sup>5</sup> Source : Hunan Daily



Customers enjoying crayfish during the dead of night<sup>6</sup>.

## 2. Changsha's Evening Economy Moving Forward

What's going to happen with Changsha's evening economy moving forward? The Changsha media has stated the following:

- ☆ In order to promote the evening economy, we plan to create 30 large-scale facilities for businesses, promote the creation of a top-level business district, improve the quality of eight, high-level business districts, and develop unique business districts in 4 counties.
- ☆ Taking advantage of our unique evening gourmet, we plan to create a unique night market and streets filled with night restaurants. We will use the internet to boost PR of popular, gourmet restaurants.
- ☆ We plan to create an evening tourism route utilizing an illuminated nightscape and buildings along the Xiangjiang River.

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<sup>6</sup> Source : Hunan Daily



Changsha's nightscape<sup>7</sup>

- ☆ We plan to develop an area overflowing with energy even during the dead of night that is rich with cultural elements such as museums, libraries, science and technology centers, etc. In addition, we plan to increase the number of evening performances at theaters and create bars and unique streets that will be popular among people.
- ☆ In addition to improving public transportation routes around businesses, we are planning to further diversify available lodging options
- ☆ We will continue to promote the fireworks and drone show that is held in Orange Isle in order to gain popularity.

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<sup>7</sup> Source : Hunan Daily



Wuyi Business District <sup>8</sup>

Changsha's evening economy is going to continue to provide more amazing opportunities for people to enjoy.

(This piece was written based on information from the Changsha Evening Paper, Bafangzhengshi's WeChat account, etc.)

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<sup>8</sup> Source : Hunan Daily