

Research on the Construction of Cultural Tourism Characteristic Projects: A Case Study of Flower Festival Activities of Wuxi Cultural Tourism Group

Yongqiang Dong

Wuxi Taihu Yuantouzhu Tourism Group Co., Ltd., Wuxi, Jiangsu, China

Abstract: Under the background of cultural tourism integration, flower festival activities have gradually become a key development direction in the cultural tourism industry due to their seasonality, visual attractiveness, and strong cultural connotations. This study aims to explore the construction of a systematic and data-driven cultural tourism characteristic project system based on flower festival activities. Taking the flower festival events organized by scenic areas under Wuxi Cultural Tourism Group as the research object, the paper systematically analyzes operational data such as total expenditure, total revenue, net profit, tourist visits, and year-on-year changes. The study employs methods including data analysis, screening evaluation, and inductive summarization to compare activities across scenic areas such as Yuantouzhu, Huishan Ancient Town, Meiyuan, Liyuan, and Wuxi Zoo. Based on a five-dimension evaluation framework covering profitability, brand influence, cultural compatibility, sustainability, and risk resistance, high-quality activities with development potential are identified. The results categorize these activities into three types: core profit-oriented activities, potential growth activities, and characteristic supplementary activities. Finally, a hierarchical flower festival cultural tourism project system is proposed to optimize resource allocation, strengthen brand competitiveness, and enhance long-term economic performance. The study concludes that constructing a structured festival activity system is an effective path for promoting high-quality development of regional cultural tourism destinations.

Keywords: Cultural Tourism Projects; Flower Festivals; Data Analysis; Characteristic Tourism Projects; Project System Construction

1. Introduction

1.1 Research Background

With the continuous development of China's economy and society, tourism demand has gradually shifted from traditional sightseeing toward comprehensive and experiential travel. Flower festival activities have become an important form of tourism development due to their seasonal characteristics, aesthetic appeal, and cultural value. Wuxi has long been known for its abundant floral resources and deep Jiangnan cultural heritage. Since the 1980s, the city has gradually formed a distinctive tourism development model centered on garden culture and seasonal flower events.

According to the *Three-Year Action Plan for the High-Quality Development of the Cultural Tourism Industry in Wuxi (2025–2027)*, local authorities encourage the exploration of regional cultural resources and the creation of distinctive cultural tourism brands. Wuxi Cultural Tourism Group integrates several major scenic areas including Yuantouzhu, Huishan Ancient Town, Meiyuan, Liyuan, and Wuxi Zoo. Through organizing various flower-themed festivals and traditional celebrations, the group has accumulated abundant operational experience and data resources.

In order to effectively carry out cultural tourism project investment planning, it is necessary to clarify investment directions and objectives, objectively analyze surrounding environmental and economic factors, conduct comprehensive investment planning from multiple perspectives, and scientifically avoid unfavorable investment risks [1]. Therefore, through systematic analysis of the flower festival activity data of Wuxi Cultural Tourism Group, selecting high-potential activities and constructing a characteristic project system consistent with Wuxi's resource characteristics and industry trends has become the key for the group to break development

bottlenecks and achieve high-quality development.

1.2 Research Significance

Since 2010, tourism development has entered the Tourism 4.0 era, in which the “leisure vacation + smart tourism” model has gradually become dominant. With the further influence of the Internet, many tourists choose personalized travel methods such as self-driving and adventure tourism through online and offline interaction [2].

Therefore, based on the data of flower festival activities of Wuxi Cultural Tourism, this study analyzes the advantages and shortcomings of activity operations, identifies high-quality activities, and constructs a characteristic project system. The research provides references for future activity planning and management of Wuxi Cultural Tourism Group, improves economic benefits and brand competitiveness, and also provides practical experience for other cultural tourism groups in China.

At the same time, theoretical research on flower festival activities under the background of cultural-tourism integration is carried out, establishing a research framework and technical route of “data collection, problem analysis, project evaluation, characteristic construction, and implementation guarantee”, forming a data-oriented and systematic research approach, and providing new ideas and methods for the cultivation of flower festival projects.

1.3 Research Objects and Methods

1.3.1 Data analysis method

Core data such as total expenditure, total revenue, net profit, number of ticket purchases, and year-on-year changes of each activity are

Table 1. Data Analysis of Flower Festival Activities in Yuantouzhu Scenic Area

Activity	Total Expenditure (10k RMB)	Total Revenue (10k RMB)	Net Profit (10k RMB)	YoY Change (Revenue)
International Cherry Blossom Festival	283	10100	9817	+29.86%
Iris Festival	12	1469.28	1457.28	+6%
Fisherman Cultural Festival	174.54	3289.22	3114.68	+4.18%
Mid-Autumn Fireworks Gala	227.5	215.67	-11.83	+50%

The data show that among the four activities in Yuantouzhu Scenic Area, except for the Mid-Autumn Fireworks Gala, which incurred a slight loss due to improper scheduling (the second session was held on a weekday, leading to a sharp decline in visitor flow), the other three activities achieved high profits. Among them, the International Cherry Blossom Festival

systematically sorted out. Through comparisons among different scenic areas, different activity types, and different operation modes, as well as analysis of the input-output ratio of individual activities, problems are identified and addressed.

1.3.2 Screening method

Based on the characteristics of Wuxi’s cultural tourism resources, industry development trends, and policy orientation, evaluation criteria are established to comprehensively assess 19 activities and screen out high-quality activities with development potential.

1.3.3 Inductive summary method

The common characteristics of high-quality flower festival activities of Wuxi Cultural Tourism Group are summarized, and a characteristic project system for flower festival cultural tourism in Wuxi is constructed.

2. Data Analysis of Flower Festival Activities of Wuxi Cultural Tourism Group

The flower festival activities of Wuxi Cultural Tourism Group have developed two major categories: flower-themed activities and festival-themed activities. In 2019, a total of 19 activities were held, including 16 independently operated activities and 3 cooperatively operated activities. The specific data and analysis are as follows:

2.1 Yuantouzhu Scenic Area: Core Profit Pillar with Strong Brand Effect

Yuantouzhu, as the core revenue pillar of Wuxi Cultural Tourism, relies on the landscape resources of Taihu Lake and its flower advantages to organize four flower festival activities, namely the International Cherry Blossom Festival, Iris Festival, Fisherman Cultural Festival, and Mid-Autumn Fireworks Gala. The specific data are shown in Table 1:

generated a total revenue of 101 million RMB and a net profit of 98.17 million RMB, making it the most profitable activity of the group in the year, with a highly prominent brand effect.

2.2 Huishan Ancient Town Scenic Area: Distinctive Folk Culture and Strong Secondary Consumption

Table 2. Data Analysis of Flower Festival Activities in Huishan Ancient Town Scenic Area

Activity	Total Expenditure (10k RMB)	Total Revenue (10k RMB)	Net Profit (10k RMB)	YoY Change (Revenue)
Golden Autumn Chrysanthemum Exhibition	220.84	1776.07	1555.23	+1.4%
Erquan Yingyue Folk Tourism Festival	145.9	1381.5	1235.6	+7.1%
Huashen Festival	21.32	546.06	524.74	+34.03%(no comparable period)
Spring Festival Event	77.41	529.37	451.96	+5.09%
Lantern Festival	47.78	72.92	25.14	-40.54%
Summer Cooling Carnival (Cooperation)	19.86 (Party A)	34.46	1.74(Party A)	-
Fantasy Light Garden Festival (Cooperation)	75.86(Party A)	53.24	-22.62(Party A)	-

Huishan Ancient Town features folk culture and historical heritage, and organized seven activities including the Spring Festival event, Lantern Festival, Huashen Festival, Erquan Yingyue Folk Culture Tourism Festival, Summer Cooling Carnival, Fantasy Light Garden Festival, and Golden Autumn Chrysanthemum Exhibition. The specific data are shown in Table 2.

Among the five independently operated activities in Huishan Ancient Town, all achieved profitability. Among them, the Golden Autumn Chrysanthemum Exhibition and the Erquan Yingyue Folk Culture Tourism Festival both

exceeded 10 million RMB in revenue. Their secondary consumption performance was outstanding (9.9305 million RMB and 6.932 million RMB respectively).

2.3 Meiyuan Scenic Area: Strong Resource Foundation and Win-Win Cooperation Activities

Meiyuan takes plum blossom resources as its core and organized three activities: the Plum Blossom Festival, Wind Chime Flower Sea Children's Festival, and Light Art Festival. The specific data are shown in Table 3:

Table 3. Data Analysis of Flower Festival Activities in Meiyuan Scenic Area

Activity	Total Expenditure (10k RMB)	Total Revenue (10k RMB)	Net Profit (10k RMB)	YoY Change (Revenue)
Plum Blossom Festival	65.60	2641.03	2575.43	-4.37%
Wind Chime Flower Sea Children's Festival (Cooperation)	21.59	62.00	40.41	+83%
Light Art Festival	325.2	351.76	26.56	-9.34%

All three activities in Meiyuan achieved profitability. Among them, the Plum Blossom Festival generated a total revenue of 26.4103 million RMB and became the core profit-generating activity of the scenic area.

2.4 Liyuan Scenic Area: Four-Season Flower Linkage with Unstable Revenue

Liyuan focuses on Jiangnan garden landscapes and flower resources, and organized three

seasonal flower activities: the Peach Blossom Festival, Lotus Festival, and Golden Sunflower Festival. The data are shown in Table 4.

The data show that all three activities in Liyuan achieved profitability, but the revenue fluctuated significantly. Among them, the Peach Blossom Festival performed best with a year-on-year increase of 18.14%, while the Golden Sunflower Festival performed the worst, with a decrease of 26.76%.

Table 4. Data Analysis of Flower Festival Activities in Liyuan Scenic Area

Activity	Total Expenditure(10k RMB)	Total Revenue(10k RMB)	Net Profit(10k RMB)	YoY Change(Revenue)
Peach Blossom Festival	47	654	606	+18.14%
Lotus Festival	37	441	404	-11.09%
Golden Sunflower Festival	29	245	216	-26.76%

Table 5. Data Analysis of Flower Festival Activities in Zoo Scenic Area

Activity	Total Expenditure (10k RMB)	Total Revenue (10k RMB)	Net Profit(10k RMB)	YoY Change(Revenue)
Fantasy Animal Magic Festival	41.58	1153.78	1094.2	-13.05%
Zoo Night Adventure	180.1	231.26	51.16	-

2.5 Zoo Scenic Area: Innovative Night Tour

Model with Significant Consumption Growth

The Zoo focuses on animal viewing and

organized two activities: the Fantasy Animal Magic Festival and the Zoo Night Adventure. The data are shown in Table 5:

Both activities in the Zoo achieved profitability. The secondary consumption of the Fantasy Animal Magic Festival increased by 38.09% year-on-year.

3. Evaluation of Flower Festival Activities of Wuxi Cultural Tourism Group

Based on the data of flower festival activities of Wuxi Cultural Tourism Group in 2019, and grounded in the local cultural resources of Wuxi and the characteristics of its scenic areas, while referring to the transformation trend of the cultural tourism industry in 2026 characterized by the “experience economy, technological empowerment, and deep cultivation of IP”, an evaluation system is established to comprehensively assess 19 activities, screen out high-quality activities, and lay the foundation for the construction of a characteristic project system.

3.1 Evaluation Criteria

The influencing factors of high-quality development of cultural tourism projects mainly include government behavior, infrastructure construction, development of the tourism industry, cultural inheritance and public cultural services, and ecological civilization construction [3].

Combined with the operational patterns of flower festival activities and the development needs of Wuxi Cultural Tourism, the evaluation criteria mainly cover the following five aspects. The weight of each dimension is set according to actual operational priorities to ensure the scientific and rationality of the evaluation results:

3.1.1 Profitability (Weight: 40%)

Evaluate total revenue, net profit, input–output ratio, and year-on-year changes of activities;

3.1.2 Branding (Weight: 20%)

Evaluate brand awareness, market influence, and word-of-mouth effect of activities;

3.1.3 Compatibility (Weight: 20%)

Evaluate the degree of compatibility between activities and scenic area resource characteristics, as well as Wuxi’s local culture (Jiangnan gardens, folk culture, Taihu culture);

3.1.4 Sustainability (Weight: 10%)

Evaluate replicability, upgradability, and seasonal complementarity of activities;

3.1.5 Risk resistance (Weight: 10%)

Evaluate the extent to which activities are affected by external factors such as weather and market competition.

3.2 Evaluation Process and Results

According to the above evaluation criteria, the 19 flower festival activities of Wuxi Cultural Tourism Group are scored and comprehensively evaluated one by one. Finally, eight high-quality activities with development potential are screened out and divided into three categories: core profit-oriented activities, potential growth activities, and characteristic supplementary activities. The specific results are as follows:

3.2.1 Core profit-oriented activities

(1) Yuantouzhu international cherry blossom festival

Total revenue reached 101 million RMB, net profit reached 98.17 million RMB, and revenue increased by 29.86% year-on-year, with an extremely high input–output ratio. Relying on the natural landscape of Taihu Lake and cherry blossom resources, it created a four-stage viewing experience of “morning, daytime, dusk, and night”, and its brand awareness covers the entire country. It is highly compatible with the Jiangnan landscape characteristics of Wuxi, and is capable of deeply exploring cherry blossom culture, with great potential for secondary consumption. It has strong risk resistance, mainly affected only by the blooming condition of late cherry blossoms. Sustainability can be improved by optimizing species selection. It is the core benchmark activity of Wuxi Cultural Tourism.

(2) Yuantouzhu fisherman cultural festival

Total revenue reached 32.8922 million RMB, net profit reached 31.1468 million RMB, and revenue increased by 4.18% year-on-year. Relying on Taihu aquatic resources, it created characteristic projects such as lake delicacy experiences and sailing tours, which align with Taihu culture. Through promotion by Douyin influencers and cooperation with cross-city two-day tours, it expanded the medium- and long-distance tourism market. It has a rich secondary consumption structure and can be further optimized and upgraded, with strong profit stability.

(3) Meiyuan plum blossom festival

Total revenue reached 26.4103 million RMB, and net profit reached 25.7543 million RMB. With deep plum blossom resource foundations and high brand recognition, it is the core winter

flower festival activity in Wuxi. By introducing innovative content such as powerful drum performances, it aligns well with the positioning of Meiyuan Scenic Area. Although revenue slightly declined year-on-year due to adjustments in the garden annual pass policy, overall profitability remains stable. Revenue can be improved through optimizing ticketing policies and expanding group tourism markets.

3.2.2 Potential growth activities

Although the revenue scale of these activities is not as large as that of core profit-oriented activities, they demonstrate strong innovation and growth potential, can fill operational gaps in scenic areas, align with industry transformation trends, and can become new profit growth points after optimization and upgrading. Specifically including:

Huishan Ancient town huashen festival

Total revenue reached 5.4606 million RMB, net profit reached 5.2474 million RMB, and revenue increased by 34.03% compared to periods without activities. It innovatively explores Han culture by creating interactive projects such as flower deity worship ceremonies and Hanfu parades, aligning with the folk cultural positioning of Huishan Ancient Town. With low cost and high return, it fills the market gap after the Spring Festival and before the azalea exhibition. Its brand influence and revenue scale can be further improved by deepening Han culture exploration and integrating intangible cultural heritage elements.

(2) Liyuan peach blossom festival

Total revenue reached 6.53 million RMB, net profit reached 6.06 million RMB, and revenue increased by 18.14% year-on-year. Relying on Jiangnan garden resources, it creates immersive fairy-tale experiences, and its brand effect is gradually emerging. Secondary consumption products themed around peach blossoms (such as peach wine and peach gum milk tea) are highly popular among tourists and show significant growth. Revenue potential can be enhanced by optimizing landscape design, expanding the parent-child market, and extending the cultural creative industry chain.

(3) Zoo night adventure

Total revenue reached 2.3126 million RMB, and net profit reached 0.5116 million RMB. It opened night tours in the zoo for the first time, creating seven themed experience areas, aligning with the development trend of the night-time economy. It introduced VIP parent-child

exploration camps and affordable ticket pricing strategies to accurately target the family market. Profit scale can be expanded by upgrading night-tour experiences, increasing interactive projects, and improving supporting facilities.

3.2.3 Characteristic supplementary activities

These activities have moderate revenue scale but possess distinctive characteristics. They enrich the matrix of flower festival activities in Wuxi Cultural Tourism, fill seasonal or business gaps, and form complementary relationships with core and potential activities. Specifically including:

(1) Huishan ancient town golden autumn chrysanthemum exhibition

Total revenue reached 17.7607 million RMB, net profit reached 15.5523 million RMB, and revenue increased by 1.4% year-on-year. With large-scale chrysanthemum displays and a wide variety of species, combined with the Grand Canal Cultural Life Festival, it aligns with the folk cultural positioning of Huishan Ancient Town. Secondary consumption performance is outstanding, making it a core supplementary activity for autumn flower festivals in Wuxi. Revenue stability can be improved by expanding medium- and long-distance markets, optimizing exhibition landscapes, and enriching interactive experiences.

(2) Yuantouzhu iris festival

Total revenue reached 14.6928 million RMB, net profit reached 14.5728 million RMB, and revenue increased by 6% year-on-year. It fills the gap between the cherry blossom festival and lotus-picking activities, with significant growth in group tourism markets. Relying on Yuantouzhu's water resources, it creates iris landscapes that align with scenic positioning. Brand influence and secondary consumption revenue can be improved by adding cultural creative products, enriching on-site activities, and deepening cultural exploration.

At the same time, activities such as the Huishan Ancient Town Fantasy Light Garden Festival, Yuantouzhu Mid-Autumn Fireworks Gala, and Huishan Ancient Town Lantern Festival are eliminated. These activities either have poor profitability, insufficient compatibility with scenic characteristics, or weak risk resistance, and do not have long-term development potential.

4. Construction of the Flower Festival Characteristic Project System of Wuxi Cultural Tourism Group

The construction of the flower festival characteristic project system of Wuxi Cultural Tourism Group should establish brand awareness, learn from the mature development models of well-known festival activities at home and abroad, integrate and optimize local festival activities with repetitive themes and content, and carry out large-scale, systematic, and industrialized operation of festival activities, so as to enhance regional influence [4].

Based on the resource positioning of scenic areas under Wuxi Cultural Tourism Group and the local cultural characteristics of Wuxi, closely following the transformation trend of the cultural tourism industry in 2026 characterized by “experience economy, technological empowerment, and deep cultivation of IP”, as well as the policy requirements for high-quality development of cultural tourism in Wuxi, a three-level flower festival characteristic project system of “core benchmark projects + potential growth projects + characteristic supplementary projects” is constructed. This system aims to achieve “activities in all four seasons, highlights every month, and distinctive features for each project”, promote the transformation of flower festival activities from quantitative expansion to quality improvement, and build a cultural tourism brand with Jiangnan charm, cultural depth, and market competitiveness.

4.1 Principles of System Construction

4.1.1 Differentiation principle

For modern festival activities to gain recognition and expand the market, unique themes are essential, and personalization has become an inevitable trend. Personalization is the key to maintaining the long-term vitality of festival activities [5].

Based on the resource characteristics of each scenic area, the core positioning and distinctive highlights of each project should be clarified to avoid homogeneous competition. For example, Yuantouzhu focuses on “landscape + flowers + lake delicacies”, Huishan Ancient Town focuses on “folk customs + culture + intangible cultural heritage”, and Meiyuan focuses on “plum blossoms + parent-child experiences”, forming a project pattern with differentiated focuses and complementary development.

4.1.2 Cultural–tourism integration principle

In the development of the tourism industry, cultural factors are becoming increasingly important, and cultural innovation is highly

welcomed by the public [6].

It is necessary to deeply explore Wuxi’s Jiangnan garden culture, folk culture, Taihu culture, and intangible cultural heritage, and integrate cultural elements into the entire process of project planning, operation, and product development, so as to achieve “using culture to shape tourism and using tourism to promote culture”, thereby enhancing the cultural connotation and core competitiveness of projects.

4.1.3 Sustainable development principle

Attention should be paid to the upgradability and replicability of projects, and a long-term operational mechanism should be established.

Based on market demand and industry trends, project content should be optimized year by year, supporting facilities should be improved, and market channels should be expanded, so as to ensure long-term profitability and sustainable development of projects.

4.1.4 Market-oriented principle

With the continuous upgrading of the cultural tourism industry and the extension of the industrial chain, the core of traditional sightseeing tourism design has shifted toward diversified formats such as culture, leisure, vacation, and tourism [7].

Based on tourist demand, project experience should be optimized, secondary consumption formats should be improved, and products and services that meet market demand should be launched. At the same time, risk prevention should be emphasized to enhance the risk resistance of projects and ensure their market competitiveness.

4.1.5 Technology empowerment principle

AR technology breaks the limitations of time and space in traditional tourism, bringing immersive and technologically enhanced experiences to tourists and bringing revolutionary changes to the traditional tourism industry [8].

Advanced technologies such as AR, VR, and holographic projection should be actively introduced to optimize project presentation effects and visitor experiences, create smart cultural tourism scenarios, and align with industry transformation trends.

4.2 Specific Content of the Characteristic Project System

4.2.1 Core benchmark projects: Building the “Flagship Brand” of Wuxi cultural tourism

Core benchmark projects aim at “high

profitability, strong branding, and wide influence”, focusing on Yuantouzhu and Meiyuan scenic areas, and building three nationally influential flower festival brands as the core competitiveness of Wuxi Cultural Tourism:

(1) Yuantouzhu international cherry blossom festival

Upgrade it to the “China · Wuxi Taihu Cherry Blossom Cultural Festival”. Extend the cherry blossom viewing period by introducing early and late blooming varieties, expanding the viewing period from March–April to March–May. Deepen the development of cherry blossom IP by creating series of products such as cherry blossom cultural and creative products, cherry blossom-themed cuisine, and educational programs, thereby extending the industrial chain. Introduce technologies such as holographic projection and AR navigation to create immersive cherry blossom viewing scenarios, such as “Cherry Blossom Light Show” and “Digital Cherry Blossom Interactive Experience”. Optimize cross-scenic-area joint tickets and VIP customized services to expand medium- and long-distance markets and high-end markets. Strengthen online and offline promotional integration to build a nationally renowned cherry blossom festival brand, aiming for an average annual revenue growth of over 15%.

Meiyuan Plum Blossom Festival

Upgrade it to the “Wuxi Meiyuan International Plum Blossom Cultural Festival”. Expand the scale of plum planting, introduce rare plum varieties, and create characteristic landscapes such as “Plum Blossom Terraces” and “Plum Blossom Corridor”. Integrate intangible cultural heritage elements of Wuxi and establish folk experience zones. Optimize the annual pass policy and expand group and study tour markets. Develop immersive experiences such as “Plum Blossom + Camping” and “Plum Blossom + Photography” to extend visitor stay time. Strengthen linkage with surrounding scenic areas to create “Winter Plum Blossom Viewing Routes” and enhance brand influence.

Yuantouzhu Fisherman Cultural Festival

Upgrade it to the “Taihu Fisherman Cultural Fashion Festival”. Combined with the opening of Taihu fishing season, develop three sections: “Lake Fresh Food Festival”, “Sailing Experience Season”, and “Taihu Folk Performance”. Deepen product combinations such as “ticket + lake

delicacies” and “ticket + sailing” to improve secondary consumption. Create the “Yuanmeng Fish” IP and develop derivative cultural products, optimize check-in points, and enhance tourist interaction. Expand cross-city two-day and three-day tour routes, strengthen cooperation with cultural tourism groups in surrounding cities, and expand market coverage. Utilize platforms such as Douyin and Xiaohongshu to create trending labels like “Taihu Fresh Food” and “Sailing Experience” to enhance market influence.

4.2.2 Potential growth projects: Cultivating new profit growth points

Potential growth projects aim at “strong innovation, high growth, and gap filling”, focusing on Huishan Ancient Town, Liyuan, and the Zoo:

(1) Huishan ancient town Huashen festival

Upgrade it to the “Huishan Flower Festival Cultural Celebration”. Deeply explore local culture and develop themed tourism routes based on historical figures, folklore, and local customs. Through field exploration and scenario re-creation, cultural stories are conveyed to enhance tourists’ emotional resonance [9]. Develop activities such as flower deity ceremonies, Hanfu parades, floral art experiences, and Han culture study tours. Integrate intangible cultural heritage elements such as Wuxi embroidery and clay figurines, and create related cultural products. Optimize landscapes such as “Flower Sea” and “Hanfu Check-in Spots” to meet the needs of young tourists. Strengthen cooperation with Hanfu communities and educational institutions to expand the family and youth markets. Improve promotion channels to enhance brand awareness and aim for an annual revenue growth of over 20%.

(2) Liyuan peach blossom festival

Upgrade it to the “Lihu Peach Blossom Cultural Tourism Festival”. Based on Jiangnan garden resources, create immersive landscapes such as “Peach Blossom Wonderland” and “Fairy Tale Town”, and integrate Jiangnan poetry culture to build a “Poetry Check-in Corridor”. Extend the industrial chain by developing products such as peach wine, peach pastries, and peach-based cosmetics. Optimize boat tour services by designing themed routes such as “Peach Blossom Water Town Route” and “Taihu Scenic Route”. Expand the parent-child market through interactive experiences such as workshops and

themed parades.

(3) Zoo night adventure

Upgrade it to the “Wuxi Zoo Night Carnival Season”. Extend the night-tour period from July–August to June–September. Create three major sections: “Animal Night Exploration”, “Light and Shadow Interactive Park”, and “Family Camping Base”. Introduce interactive robots and NPC performances to enhance participation. Develop animal-themed cultural products such as plush toys and science booklets. Improve supporting facilities such as rest areas and catering services. Strengthen online promotion to create trending tags such as “Night Animal Exploration”.

4.2.3 Characteristic supplementary projects: Enriching year-round activities

(1) Huishan ancient town golden autumn chrysanthemum exhibition

Upgrade it to the “Huishan Grand Canal Chrysanthemum Cultural Festival”. Expand exhibition scale, integrate canal culture, and create themed landscapes such as “Chrysanthemum Canal” and “Chrysanthemum Ancient Town”. Develop layered science popularization systems including classification, origin tracing, and cultivation techniques [10]. Expand tourism markets and optimize secondary consumption.

(2) Yuantouzhu iris festival

Upgrade it to the “Yuantouzhu Iris Cultural Experience Festival”. Optimize the landscape structure of water–flower–path–scenery, integrate mist systems, and strengthen cultural atmosphere to create an elegant artistic conception.

5. Conclusion

Based on the five-dimensional weighted evaluation system designed according to actual scenic area operations, flower festival activities can be scientifically categorized into profit-oriented, growth-oriented, and characteristic types.

On this basis, a three-level cultural tourism flower festival project system of “core benchmark projects + potential growth projects + characteristic supplementary projects” can be constructed, achieving “activities in all four seasons, highlights every month, and distinctive

features for each project”, and promoting the transformation of flower festival tourism activities from quantitative expansion to high-quality development.

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