



2210

广州城庆旅游专辑

'96 广州国际旅游展销会会刊

广州市旅游局
GUANGZHOU TOURISM BUREAU

南国春来早，花城百花开。

1996年是广州建城2210周年。这是一个不平常的年份，是羊城有史以来的第一个“城庆年”，广州将举行隆重的城庆活动。画眉欢叫，木棉怒放。白云山下，珠水岸边，到处是歌的海洋，诗的意境。满城春色挥不去，欢乐人间胜天堂。

旅游业如喜鹊报春，飞上枝头展风骚。这是一本献给首届广州城庆的旅游专刊，是反映广州旅游业发展的窗口。在这里，您可以看到近年来广州旅游业发展的概况，旅游资源的开发利用，旅游行业管理的完善，行业内外的交流合作以及现代化产业格局的形成等各方面的情况。今日的广州旅游业已成为重要的产业之一，为广州建设现代化国际大都市增添了更为动人的篇章。

立足广州，面向世界；加强合作，共同发展。广州旅游业将一如既往，不断加深同海内外的交流联系，提高广州在国际上的知名度。

美丽的广州欢迎您。

广州欢迎您 WELCOME TO GUANGZHOU

Spring has come round early and the Flower City is now in full blossom.

The year 1996 sees the 2210th anniversary of the initiation of Guangzhou. This is unusual for the Guangzhou people as they are, for the first time in history, staging festivities to mark the birthday of their ancient hometown. Now it seems that the whole city has been thrown into an ocean of songs and flowers. Everywhere you can see people laughing and enjoying, as if they are living in paradise.

Tourism has also heralded good news. Now what is laid open before you is a special fair bulletin for the anniversary event. It showcases the latest developments of Guangzhou's tourism in utilizing resources, perfecting management, promoting swaps and cooperation, and modernizing both hardware and software facilities. Tourism has become one of the supporting pillars of Guangzhou's entire industry. It has accelerated the conversion of the ancient city into a modern international metropolis.

In future, Guangzhou's tourism industry is bent on increasing interflows with the outside world and raising the fame of Guangzhou to a new height.

Welcome to this beautiful city of Guangzhou.

献 辞 CONGRATULATORY MESSAGE 2

历史篇 HISTORICAL HERITAGE 3-15

景点篇 SCENIC SPOTS 16-18

节庆篇 FESTIVITIES 19-22

交流篇 INTERFLOWS 23-29

'96 广州 国际 旅游 展销 会 30-46

GUANGZHOU INTERNATIONAL TRAVEL TRADE FAIR '96

发展篇 DEVELOPMENT 47-54

线路篇 ITINERARIES 55-58

创建篇 UNDERTAKING 59-63

资料篇 DIRECTORY 64-79

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献辞

CONGRATULATORY MESSAGE

广州市副市长 王守初

Wang Shouchu, Vice Mayor of Guangzhou

新春伊始，值此 '96 广州国际旅游展销会开幕之际，我谨代表广州市委、市政府和全市人民，对前来参加本次盛会的海内外来宾表示热烈的欢迎，并对你们的支持表示衷心的感谢。

广州市旅游局精心编印的这本城庆旅游专辑，记录了近年来广州旅游业发展的历程，展示着广州旅游业蓬勃发展的风貌。这是一件大喜事，是献给广州首次城庆的最好礼物。

2210 年，弹指一挥间。广州是一座名副其实的历史文化名城。悠久的历史，动人的传说，给南国这座繁华的都市增添了更为迷人的魅力。广州又是全国重点旅游城市。广州旅游业沐改革开放之风，得天时地利之助，发展迅速。喜看今天的广州旅游业，景点众多，布局合理，月亮星星相互辉映；宾馆酒楼，富丽堂皇各领风骚，旅行社更上一层楼，旅游线路众多，令人眼花缭乱；各具特色的旅游节庆活动，给旅游者带来了欢乐；国际旅游展销会誉声四起，架起了行业内外相互联系的金桥。大旅游观念正在羊城大地上逐步形成；旅游业的发展已成为广州建设现代化国际大都市的重要组成部分。

广州正在努力争取成为中国优秀旅游城市。我们相信，广州旅游业的发展充满着生机和活力，有着无比美好的未来。

Guangzhou International Travel Trade Fair '96 will be convened in March. Please let me, on behalf of the municipal government and the local people, extend a warm welcome to all the guests coming from different parts of the world.

The current "Special Issue of GITF '96 in Celebration of the 2210th Anniversary of Guangzhou" is a good record of the latest developments of Guangzhou's tourism industry. It is a nice gift for the anniversary event.

2210 years have passed in a flash. Guangzhou is in every sense a historical and cultural city. The historical and even legendary heritage has added much to the charm of this southern metropolis. Being one of the key tourism cities in China, Guangzhou is becoming more and more attractive to outside travellers. Apart from the numerous tourist sites and scenic spots, there are all those high-class hotels, restaurants and guesthouses whose quality services are indispensable for a pleasant trip. The itineraries are also well-organized. Now we are staging this International Travel Trade Fair to show our tourism partners what we have to offer and what we are hoping for.

Guangzhou is striving to be one of China's best cities to tour. We have full confidence that Guangzhou's tourism will become more brisk and fruitful in the future.

献辞





历 史 篇

HISTORICAL HERITAGE



广州，位于东经 $113^{\circ}17'$ ，北纬 $23^{\circ}8'$ ，是中国的南大门，华南地区政治、经济、文化的中心，广东省的省会。广州地处亚热带，横跨北回归线，气候温和，雨量充沛，四季常青，风光旖旎，素有“花城”的美誉。

广州是一座古都，是1982年国务院首批公布的中国24座历史文化名城之一，有着2000多年的历史。在漫长的发展过程中，留下了许多名胜古迹。南越王墓、光孝寺、六榕寺、南海神庙、五仙观、怀圣寺、陈家祠、石室、三元宫……每一处名胜，反映着广州某一阶段发展的历史，也是广州成为历史文化名城的生动见证。

这里又是一座英雄的城市，近代和现代轰轰烈烈的中国革命的风云，同样在此留下了辉煌过去。黄花岗七十二烈士墓、广州起义烈士陵园、中山纪念堂、农民运动讲习所旧址、黄埔军校旧址、三元里平英团旧址、十九路军抗日阵亡将士坟园等等，这些今日可以见到的革命史迹，怎不令人荡气回肠，激动不已呢？

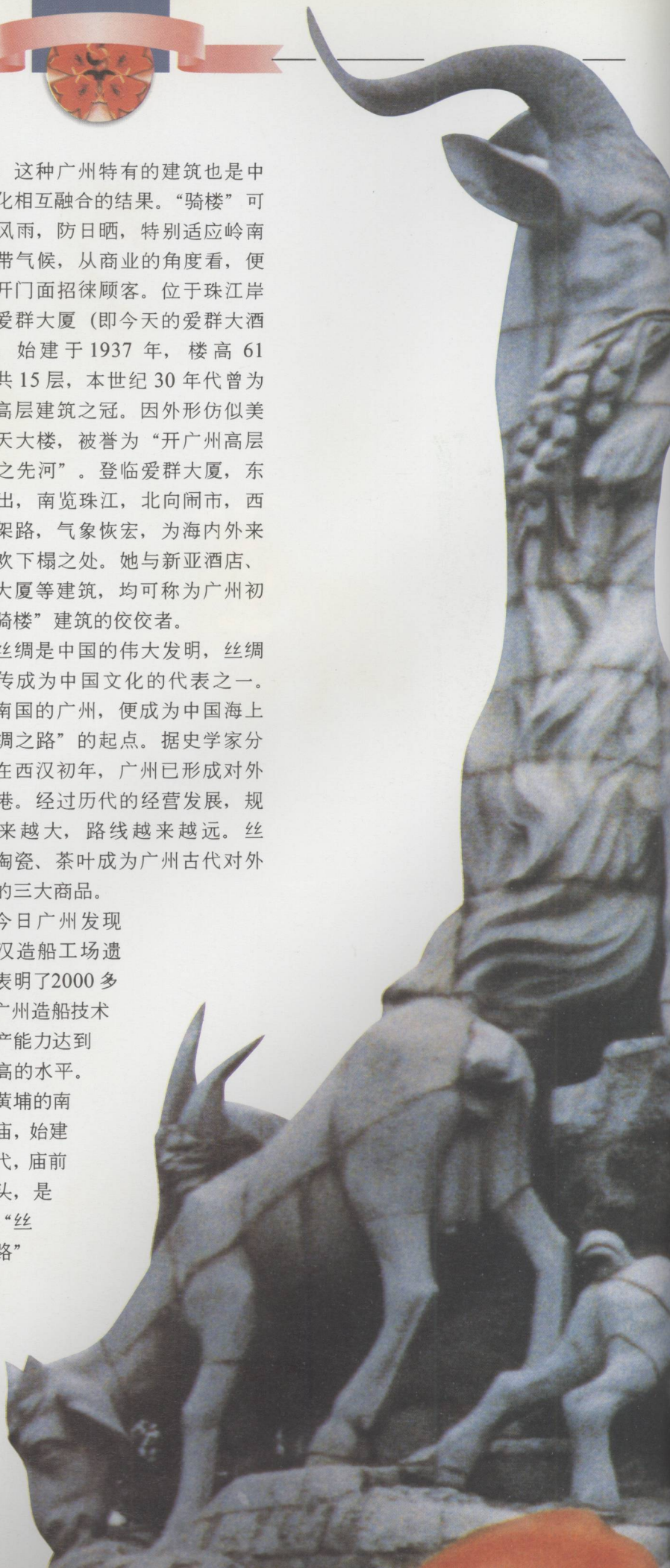
悠久的历史，独特的地理位置，广州形成其独特的文化景观。自然风物，人文风俗，民间艺术，无不充满了浓烈的岭南地方特色。传统文化与现代文明相互辉映，构成今日羊城迷人的地方风情。

西关大屋、骑楼、花园式洋房、西式建筑，单从广州城里建筑物的风格，便可充分领略到建筑文化的丰富多彩，虽然这仅仅是五花八门的羊城文化中的一个方面。如

骑楼，这种广州特有的建筑也是中外文化相互融合的结果。“骑楼”可以防风雨，防日晒，特别适应岭南亚热带气候，从商业的角度看，便于敞开门面招徕顾客。位于珠江岸边的爱群大厦（即今天的爱群大酒店），始建于1937年，楼高61米，共15层，本世纪30年代曾为广州高层建筑之冠。因外形仿似美国摩天大楼，被誉为“开广州高层建筑之先河”。登临爱群大厦，东观日出，南览珠江，北向闹市，西望高架路，气象恢宏，为海内外来宾喜欢下榻之处。她与新亚酒店、南方大厦等建筑，均可称为广州初期“骑楼”建筑的佼佼者。

丝绸是中国的伟大发明，丝绸的外传成为中国文化的代表之一。地处南国的广州，便成为中国海上“丝绸之路”的起点。据史学家分析，在西汉初年，广州已形成对外贸易港。经过历代的经营发展，规模越来越大，路线越来越远。丝绸、陶瓷、茶叶成为广州古代对外贸易的三大商品。

今日广州发现的秦汉造船工场遗址，表明了2000多年前广州造船技术和生产能力达到相当高的水平。位于黄埔的南海神庙，始建于隋代，庙前有码头，是海上“丝绸之路”的





起点，也是中国古代海外交通贸易的重要遗址。

海上“丝绸之路”遗址的存在充分证明了广州自古以来就是著名的商业贸易城市。今日广州，作为华南地区以至全国的重要商品集散地，许多商品在这里销售和转口，广州商品门类齐全、商品信息灵通，服务质量较好，商品经济活动频繁，市场活跃。尤其是旅游商品，品种繁多，质优价廉，旅游购物场所遍及大街小巷，北京路和中山五路商业区、人民路和长堤商业区、第十甫和上下九路商业区是羊城有名的商业中心区域，而新大新公司、广州百货大厦、南方大厦、华夏百货公司、东山百货大楼、广州友谊商店、海珠购物中心等更是著名的大型购物商场。广州作为国际性的商务中心，是旅游购物的理想之地。

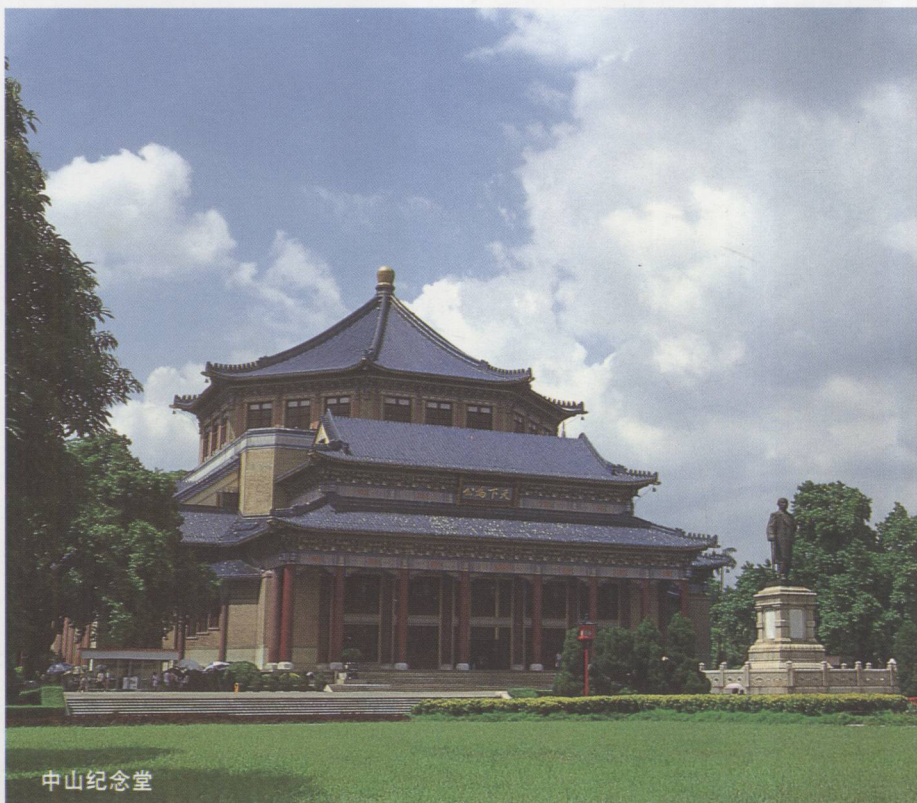
经济的发展带来了城市的繁荣。广州又是一座具有国际性会议中心功能的大都市。从1957年开始，每年两届的中国出口商品交易会（春交会和秋交会）在广州举

办，至今已有78届，每届交易会万商云集、誉满海内外，给广州、全国乃至全世界的经济发展都发挥了积极的作用。与广州商业中心紧密联系，广州每年都举办多次大型的国际性展览，随着旅游综合接待能力的提高，会议旅游、商务旅游迅速发展，广州作为国际性会议展览中心的作用越来越受到海内外客商的重视和关注。

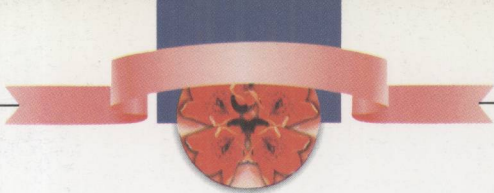
商业的发展必然促进酒店业的繁荣。贸易交往的增多，酒店服务设施的完善与否也成为商业文化的重要内容。发展至今，广州已有主要旅游涉外酒店189家，其中星级酒店75家，拥有客房42000多间，日接待海内外旅游者能力达10多万人次。白天鹅宾馆、花园酒店、东方宾馆、中国大酒店、广东国际大酒店都是国内有名的五星级酒店。在众多的星级宾馆中，东方宾馆独具一格，它是全国第一家国有五星级涉外宾馆。馆内花园相连，假山荷池，回廊曲榭，鸟语花香，环境十分幽雅。颇有东方民族特色的装饰和园林风格的建筑艺

术，于繁华闹市中格外引人注目，这里每年都要接待大批来自世界各地的商务、旅游探亲的宾客和国家元首、政府要员，在海内外拥有较高的知名度。

流花宾馆位于越秀山麓，北望广州火车站与民航售票处，南倚流花湖公园，东临中国出口商品交易会，西连省、市长途汽车站。这里是广州最为繁华的地段之一，宽阔的火车站广场人来人往，气势雄伟的高架路向东西两边延伸，客流量大，堪称为黄金地带。具有20多年历史的流花宾馆在这里特别引人注目，宾馆拥有各类客房750间，各具特色的餐厅8个，优越的地理位置和现代化的科学管理，能为下榻于此的宾客提供完善的服务。改革开放以来，流花宾馆发展迅速，业务蒸蒸日上。1992年10月，以流花宾馆为核心企业，红棉大酒店、乐苑大酒店、红华酒店为紧密层企业的流花酒店企业集团正式成立，流花宾馆也改组为流花宾馆股份有限公司，从而在火车站地区形成一个颇具规模的酒店群经营格



中山纪念堂



局。流花酒店群规模大，独具特色，已成为广州酒店业发展的标志之一。

海珠广场，绿草如茵。雄伟的海珠桥跨江而过，连通南北。这里车水马龙，热闹非凡，耸立于此的广州宾馆，楼高 27 层，曾经是广州最高的建筑物。今日的广州宾馆，在海内外拥有较高的知名度，宾馆拥有新装修的豪华客房 450 多间，各种各样的餐厅 10 多个，供应中、西、日等菜式。在 26 楼的得云宫餐厅，边进餐边欣赏珠江的秀丽景色，领略珠水晴波的动人神韵。这是集食、住、商于一体的多功能三星级宾馆。

广州地处岭南，自然风物众多。荔枝、香蕉、菠萝、杨桃、龙眼、柑橙、木瓜等“岭南佳果”可令游客大饱口福。工艺美术品更名闻遐迩，牙雕、木雕、玉雕、广彩、广绣使人爱不释手。广东音乐、粤剧、岭南画派、岭南盆景、广州杂技，每一种艺术，都蕴藏着深厚的文化内涵。广州的历史，无不洋溢着浓烈的地方特色和乡土风情。

食在广州，众口皆碑。广州饮食业发展迅速，目前饮食点档达 15700 多个，饮食业年营业额有 80 多亿元。广州是粤菜的发源地。粤菜取百家之长，用料广而精，配料多而巧，味重清、鲜、爽、滑、嫩，讲求镬气，尤以小镬小炒著称，调味遍及“酸甜苦辣咸鲜”，菜肴有“香酥脆肥浓”之别，“五滋六味”俱全。除粤菜以外，国内的川菜、鲁菜、淮扬菜已进入广州饮食市场，西餐酒廊、日本料理、韩国菜、东南亚风味，中西快餐也在羊城纷纷亮相，今日羊城，多种菜系并存共同发展的多层次、多元化的经营格局已经形成。食肆众多，遍布大街小巷；品种丰富，令人眼花缭乱。泮溪酒家、广州酒家、南园酒家、北园酒家、莲香楼、陶陶居都是声名远播，妇孺皆知的饮食老



六榕寺

店。普通的各种各样的小食店和小食档更是数不胜数，主要分布在市区的西濠二马路、广大路、清平路、龟岗、洪德路、沿江路等，这些食街集广州小食之大成。有云吞面、及第粥、艇仔粥、炒田螺、炒河粉、煲仔饭、生滚粥、炖果子狸、炖白鸽等具浓烈地方风味的食品，如位于海印桥下的西贡渔港，10 多家大排档靠岸而设，食客到此，可边吃不同风味的广州小食，又可欣赏珠江两岸风光，惬意之处，难以形容。而座落于广州城西荔湾湖畔的全国最大的园林酒家——泮溪酒家，店内楼台水榭，曲径通幽；两湖四苑，细水长流，雕栏画阁，古榕垂柳，风景极为秀丽迷人。这里汇集南北菜系精华，名厨巧制，其金龙化皮乳猪、绿茵白兔饺等八大名菜、八大名点扬名中外，八仙宴、九如献瑞宴、像型点心宴迷煞食客，泮溪美食，融美食文化与园林艺术于一体，被众多的外国元首和名人雅士誉为“气派宏大的园林食府”。



烈士陵园



爱群大厦 AIQUN HOTEL

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Guangzhou is located at 113°17'N and 23°8'E. It is the political, economic and cultural centre in the south of China as well as the seat of the provincial government. As a subtropical area crossed by the Tropic of Cancer, Guangzhou enjoys mild climate and rich rainfall. Its evergreen landscape has brought about the name of "Flower City".

Guangzhou was in the first list of 24 famous historical and cultural cities in China revealed by the State Council in 1982. With a history of more than 2000 years, Guangzhou is endowed with a rich treasury of historical relics. Among the best-known are the Imperial Tomb of the



陈家祠



西汉南越王墓博物馆

Nan Yue King, the Guangxiao Temple, the Six Banyan Trees Temple, the Nanhai Divine Temple, the Five Fairies Temple, the Huaisheng Temple, the Chen Family House, the Stone House, the San Yuan Temple, etc. All these historical leftovers represent different periods of the lengthy history of the city.

This is also a heroic city. Many modern revolutions

occurred here, which left behind the Huanghuagang Grave of 72 Martyrs, the Guangzhou Uprising Martyrs' Park, the Memorial Hall of Dr. Sun Yat-sen, the Peasant Movement Institute, the Huangpu Military Academy, the Anti-British Fighting Spot in Sanyuanli, the Graveyard of the Martyrs of the 19th Group in Anti-Japanese War, etc. These remainders are reminiscent of the

heroic and bloody past of Guangzhou.

Apart from the long history, Guangzhou also owes its charm to its natural settings, its folk culture, its customs and civilities. Traditional heritage and modern civilization make a sharply contrasting yet highly complementary co-existence here.

The big house in Xiguan District, the arcades that ceiled the pavements, the garden-like western houses—one can easily see in Guangzhou all these architectures in different styles. The "arcades", for example, are the buildings that protrude on the second floor to cover the pavement. They prevent the pedestrians from rain and sunshine. They also offer much convenience to shopping. The Aiqun Building (now called "Aiqun Hotel") on the north bank of the Pearl River was built in 1937. It's 64 metres tall, with 30 storeys. In 1930s, it topped all other buildings in Guangzhou. Its western style also started a



广州宾馆 GUANGZHOU HOTEL

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trend. Commanding a good view of the Pearl River and the downtown sector of the city, Aiqun Hotel is a favourite place for foreign travellers. It joins with Xinya Hotel and the Nanfang Department Building to make the earliest and most spectacular "arcades" of Guangzhou.

Silk is a great creation of China. Its export in history conveyed the Chinese culture to overseas. Guangzhou was the starting point of the "Silk Road" by sea. According to historians, more than 2000 years ago, Guangzhou was already a foreign trade port. It scaled up with the passage of time and its extension got further and further. Silk, ceramics and tea were the three biggest staples of Guangzhou in foreign trade. The remains of the dockyard of the Qin and Han Dynasties excavated recently show that more than 2000 years ago Guangzhou's shipmaking technology and capacity were rather high. The Nanhai Divine Temple located in Huangpu was built in the Sui Dynasty. Before the temple, there was a dock, which was the starting point of the "Silk Road" by sea. It is one of the most important relics of China's ancient overseas transportation.

The remains of "Silk Road on the Sea" prove that Guangzhou has been a commercial and trading city since ancient times. The nowadays Guangzhou has, nonetheless, developed into an important distribution centre on the South China area and in China as a whole. Many commodities are sold and transited here. Guangzhou has a relatively complete category of commodities, sophisticated information nexus, good service quality, and prosperous commercial activities. Its mar-



ket is brisk. Souvenir shops, for example, are scattered in streets and lanes, attracting tourists by their rich commodity mix, good quality and low prices. Famous downtown areas are in Beijing Road, Zhongshan 5th Road, Renmin Road, the Bund, Dishipu Road, and Shangxiajiu Road. In these areas there are located such notable shopping malls as Xin Da Xin Company, Guangzhou Department Store Building, Nan Fang Department Store Building, Hua Xia Merchandise Company, Dong Shan Department Store Building, Guangzhou Friendship Store, Haizhu Shopping Centre. Guangzhou is becoming a shopping paradise for tourists.

Economic development has brought about prosperity. Guangzhou has actually assumed the role of venue for international conferences. Beginning from 1957, the Chinese Export Commodities Fair has been in session twice a year (in spring and autumn) in Guangzhou without interruption. The upcoming session will be the 79th one. Each session records an immense attendance. The Fair has won a worldwide reputation and has

given impetus to international trade. As a commercial centre, Guangzhou stages many large international exhibitions every year. It won't take long before Guangzhou heightens her comprehensive reception capability and becomes a more and more desirable venue for international conferences and exhibitions.

Commercial development always leads to the prosperity of hotelling business. Increasing trade poses increasing requirements on the services and facilities of the hotels and restaurants. Now, Guangzhou has 189 hotels which can handle overseas tourism. Among them, 75 are starred hotels with a total of over 42,000 rooms which receive more than 100,000 travellers each day. The White Swan Hotel, Garden Hotel, Dong Fang Hotel, China Hotel and Guangdong International Hotel are among China's best-known five-star hotels. Dong Fang Hotel, the first State-owned five-star hotel in China, is unique in style. Inside the hotel, there are gardens, artificial hills, lotus ponds, twisting galleries and pavilions. Birds are heard chirping and flowers emit



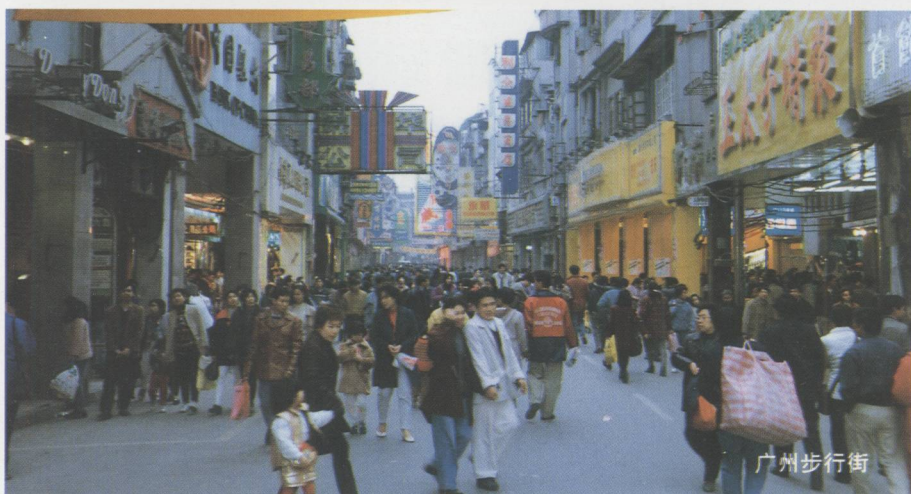
东方宾馆 DONGFANG HOTEL

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soothing fragrance. In the commercial hub of the city, this elegant hotel is outstanding for its oriental style and gardenlike architecture. Every year, large amounts of commercial, sightseeing or homebound travellers come and stay. It also receives top leaders and senior officials of foreign countries, and therefore enjoys a worldwide reputation.

Liuhua Hotel is located on the foot of the Yue Xiu Mountain. To its north are the Guangzhou Railway Station and the flight ticket station. To its south is Liuhua Lake Park. To its east is the Chinese Export Commodities Fair, and to its west are the provincial and municipal long-distance bus stations. This is one of the hubs of Guangzhou's commerce and trade. The square of the railway station is full of hustles and bustles. The overflying expressway extends from east to west. With such a great flux coming and going, the section is of golden value in terms of commerce and trade. Liuhua Hotel has conspicuously stood there for over 20 years. The hotel has 750 guest rooms and 8 dining halls in different styles. Apart from its geographical advantage, the hotel boasts modern management and quality services. Since the implementation of the reform and open policy, Liuhua Hotel's business is expanding rapidly. In October 1992, the Liuhua Hotel Enterprise Group was formed, with the Liuhua Hotel as the core enterprise, and Hongmian Hotel, Leyuan Hotel and Honghua Hotel as its close affiliates. They are scattered around the railway station. Liuhua Hotel itself was changed into Liuhua Hotel Co., Ltd. The Group exercises a tre-



mendous influence in the railway station vicinity and symbolized the latest development of Guangzhou's hotel industry.

The Pearl Square has two big lawns. The Pearl River Bridge straddles the river and connects the north side to the south side. Here, there are hustles and bustles. The Guangzhou Hotel towers building in Guangzhou. Now it is enjoying a fairly high reputation both in and outside China. The Hotel has over 450 newly-refurnished luxurious guestrooms, a dozen of dining halls in Chinese, western, Japanese and various other styles. In the Cloud Palace Dining Hall high on the 26th floor, one can enjoy at once the delicious food

and the surrounding view, seeing the dazzling ripples of the Pearl River. Apart from a comfortable stay, one can also get a complete range of commercial services from the hotel.

Guangzhou is a southern city and has many natural yields. For example, the litchi, banana, pineapple, carambola, longan, orange, tangerine, quince, etc. are the kinds of fruits no tourists would neglect. The fine arts and crafts are also attractive souvenirs, like ivory carving, wood carving, jade carving, Cantonese polychromes and Cantonese embroidery. The Cantonese music, opera, painting, potted landscape, acrobatics, etc. are all heavily laden with local cultural



流花宾馆 LIUHUA HOTEL

廣州流花酒店集團

流花宾馆 LIUHUA HOTEL

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珠江夜景

contents. They show the humanistic side of the highly commercialized metropolis.

"Dining in Guangzhou" has been a catchphrase for a long time. The city has as many as 157,000 dining spots, with an annual transaction of over 8 billion yuan. The Cantonese cuisine, originated from Guangzhou, has drawn on the merits of many other Cuisines. Its material range is broad yet highly selected. The foods are always quick-fried or stewed, which turn out to be extremely fresh, tender, slippery or crisp. The tastes range from sweet, acid, hot, salty to even bitter. In fact, the Cantonese the

14 the Guangzhou catering market has spared room for other cooking schools. Western meals, Japanese cookery, Korean foods and other tasty foods from Southeast Asia have also occupied their places in Guangzhou. As the pace of economic operation quickens, fast food—both western-styled and Chinese—is gaining prevalence. A multifarious and multi-levelled catering framework has taken shape. In Guangzhou, wherever you stand, a dining house is within easy reach. Some larger restaurants, like Banxi Restau-

rant, Guangzhou Restaurant, Nanyuan Restaurant, Beiyuan Restaurant, Lianxianglou, Tao Tao House have spread their names far and wide. Small pubs are just innumerable. They cluster in Xihao 2nd Road, Guangda Road, Qingping Road, Guigang, Hongdae Road, Yanjiang Road, etc. These food streets are conglomerations of nearly all Guangzhou's small dishes, like dumpling noodles, tasty porridges, stewed field snail, stir-fried rice noodles, hot-pot rice,

stewed racoon dog, stewed pidgeon, etc., all of which have strong local flavours. Special mention should be given to the Xigong Food Street under the Haiyin Bridge. There a dozen of large seafood restaurants stand side by side. People come here not only for the delicious seafoods, but also for the river sight. special mention should be given to Banxi Restaurant which is perhaps the biggest of its kind in China. Located on the beach of Liwan Lake, Banxi Restaurant has inside it small lakes and gardens on which stand the dining pavilions. Galleries twist and turn everywhere and brooklyns babble under the hanging willows and banyans. The scene is just beautiful. But still more beautiful are the foods. Famous cooks go all out to present spectacular dishes to show what catering culture really means. For the past years, the garden-like restaurant has received many foreign top leaders, senior officials and VIPs and has been acclaimed as "a magnificent garden restaurant".





泮溪酒家 BANXI RESTAURANT

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