

## 寻甸县凤龙湾小镇·龙溪谷生态康养建设项目

Ecological Wellness Construction Project of Fenglongwan Town · Longxi Valley In Xundian County

项目概述 Project Overview	1. 项目名称 Project name	寻甸县凤龙湾小镇·龙溪谷生态康养建设项目 Ecological Wellness Construction Project of Fenglongwan Town·Longxi Valley In Xundian County
	2. 所属产业 Industry	第三产业—旅游业 Tertiary Industry—Tourism Industry
	3. 建设地点 Construction site	昆明市寻甸县七星镇、塘子街道办凤龙湾景区内 Fenglongwan Scenic Area, Tangzi Street Office, Qixing Town, Xundian County, Kunming City
	4. 建设内容 Construction content	<p>项目依托凤龙湾小镇四季如春的舒适气候、良好的生态环境、便捷的区位交通条件、良好的现状建设基础，以当地少数民族文化、农耕文化、铁路文化、养生文化等为内涵，以自然生态修复为开发原则，以云南瑞奇德国际医院提供医疗服务为契机，建设温泉康养公寓、森林度假酒店、养生餐厅、林中树屋、花海庄园等项目，最终将龙溪谷生态康养建设项目打造成以健康产业为核心，融合康养度假、养生养老、文化体验、旅游观光、亲子娱乐等多种功能于一体的国际康养度假区，并使其成为凤龙湾景区的又一张新名片。</p> <p>Relying on the spring-like comfortable climate, good ecological environment, convenient location and traffic conditions, and good construction foundation at present in Fenglongwan Town, the project takes local minority culture, farming culture, railway culture, health culture, etc. as the connotation, natural ecological restoration as the development principle, and the opportunity of Yunnan Richland International Hospital to provide medical services, to build projects like hot spring wellness apartments, forest resort hotels, health-preserving restaurants, the tree houses in the forest, the flowers manor. Finally, it is to build the Longxi Valley Ecological Wellness Construction Project into an international wellness resort centered on the health industry, integrating wellness and vacation, wellness and elderly care, cultural experience, tourism and sightseeing, parent-child entertainment and other functions, and to make it another new name card of Longfengwan Scenic Area.</p>
项目实施背景 Project Background	1. 建设依据 Construction basis	<p>1. 项目符合国家产业政策要求依据； The project meets the requirements of the national industrial policy.</p> <p>2. 项目开发建设符合昆明市、寻甸县产业规划； The development and construction of the project conform to the industrial development plan of Kunming City and Xundian County.</p>

		<p>2. 项目备案、报建已审批。小镇总体规划、修建性详细规划已通过省市县审查，已上报县住建局待县规委会全会审批。同时，已取得项目备案、可研、环评、水保、矿覆、林业、文保等相关部门批复及市人民政府和市县6个相关职能部门规划、国土、环保、林业、水务、文广旅游出具的符合法定规划、与红线管控无冲突的16个证明文件。Project filing and construction report have been approved. The overall plan of the town and the detailed construction plan have passed review from province, city and county, and have been submitted to the County Housing and Urban-rural Construction Bureau for approval by the county planning committee. At the same time, it has obtained project filing, feasibility study, environmental assessment, soil and water conservation, mining cover, forestry, cultural protection and other relevant departments' approval, and has obtained 16 certification documents issued by the 6 relevant functional departments of planning, land and resources, environmental protection, forestry, water affairs, culture and broadcasting and tourism of the city and the county that comply with the statutory planning and have no conflict with the red line control.</p>
	<p>3. 产业政策 Industrial policies</p>	<p>《昆明市大健康产业发展规划（2019—2030年）》 "Kunming Big Health Industry Development Plan (2019-2030)" 《昆明市建设区域性国际中心城市实施纲要（2017—2030）》 "Implementation Outline For The Construction Of A Regional International Central City In Kunming (2017-2030)" 《寻甸回族彝族自治县旅游发展规划（2011-2020）》 "Xundian Hui and Yi Autonomous County Tourism Development Plan (2011-2020)"</p>
<p>项目建设方案 Project Construction Plan</p>	<p>1. 建设周期 Construction period</p>	<p>2017-2022</p>
	<p>2. 投资强度 Investment intensity</p>	<p>1. 投资估算：12.5亿元 Estimated investment:1.25 billion yuan 2. 筹措方式：企业自筹 Raising method: self-financing</p>
	<p>3. 项目业态设计 Project format design</p>	<p>项目建成后将具备康养度假、养生养老、文化体验、旅游观光、亲子娱乐、休闲运动等功能。 After the project is completed, it will have functions such as wellness and vacation, wellness and elderly care, cultural experience, tourism and sightseeing, parent-child entertainment, and leisure sports.</p>
<p>项目优势 Project Advanta</p>	<p>1. 区位优势优越 Excellent location and transportation 寻甸回族彝族自治县属于云南省昆明市下辖县，属昆明1小时经济圈，地处昆明市</p>	

ges	<p>东北方向，距离昆明市约 100 公里。县域道路交通四通八达，有嵩待、昆曲、寻倘等多条高速通达，渝昆高铁建成后，寻甸县将进入高铁时代。寻甸回族自治县属于滇中大昆明国际旅游区，地处滇渝旅游经济走廊和滇黔旅游经济走廊沿线。</p> <p>Xundian Hui and Yi Autonomous County is a county under the jurisdiction of Kunming City, Yunnan Province. It belongs to Kunming's one-hour economic circle. It is located in the northeast of Kunming City, about 100 kilometers away from Kunming City. County road traffic extends in all directions, and there are many highways such as Songming-Daibu, Kunming-Qujing, Xundian-Tangdian, etc. After the completion of the Chongqing-Kunming High-Speed Railway, Xundian County will enter the era of high-speed rail. Xundian Hui and Yi Autonomous County belongs to the Kunming International Tourism Zone in Central Yunnan and is located along the Yunnan-Chongqing Tourism Economic Corridor and the Yunnan-Guizhou Tourism Economic Corridor.</p> <p>本项目地块区位优势明显，处于滇渝、贵昆两大经济走廊必经之地，位于昆明市与曲靖市之间，距昆明 80 公里，距曲靖 80 公里，两小时车程范围内有 1000 万以上的居民人口，区位优势明显。</p> <p>This project has obvious geographical advantages, it is located in the two major economic corridors of Yunnan-Chongqing and Guizhou-Kunming. It is located between Kunming and Qujing, 80 kilometers away from Kunming and 80 kilometers away from Qujing. With a population of more than 10 million residents within a two-hour drive, the location and transportation advantages are obvious.</p> <p><b>2. 区域环境条件优越</b></p> <p><b>Superior regional environmental conditions</b></p> <p>寻甸县生态环境优越，宜业宜养宜居，为发展旅游产业提供了良好的基础条件。</p> <p>Xundian County has a superior ecological environment and is suitable for business, recuperating and living, which provides good basic conditions for the development of the tourism industry.</p> <p>项目所在区域海拔 1867m，年平均气温 16.5℃，为北亚热带山地季风气候，降雨量大，但干湿季节极其分明，气候温良，年温差小，具有冬无严寒、夏无酷暑、四季如春的气候特点，一年四季都可以开展度假旅游活动。</p> <p>The area where the project is located is 1867m above sea level, with an annual average temperature of 16.5℃. It has a monsoon climate in the northern subtropical mountains, with heavy rainfall, but the dry and wet seasons are extremely distinct. The climate is mild and the annual temperature difference is small. It has the characteristics of no severe cold in winter, no scorching heat in summer, and spring in all seasons. Holiday and tourism activities can be carried out all year round.</p> <p>区域森林覆盖率 83%，自然生态环境优美，区内有水域、沼泽地、河滩、疏林以及大面积森林，生物资源丰富，白鹭成群。</p> <p>The regional forest coverage rate is 83%, and the natural ecological environment is beautiful. There are waters, marshes, river beaches, sparse forests and large areas of forests in the area, rich in biological resources, and with flocks of egrets.</p> <p><b>3. 项目已有开发基础</b></p>
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**Existing development foundation of the project**

凤龙湾景区核心项目之一——凤龙湾特色小镇目前完成一期投资 10.68 亿元，建成游客接待中心、游客集散广场、瀑布餐厅、亲水木栈道以及城堡酒店、湖畔木屋酒店、洞穴酒店等特色酒店，8 公里旅游观光火车游线和 16 公里水上游线投入运营。One of the core projects of Fenglongwan Scenic Area - Fenglongwan Featured Town has completed the first phase of investment of 1.068 billion yuan, built a tourist reception center, tourist distribution square, waterfall restaurant, water wooden plank road, castle hotel, lakeside wooden house hotel, cave hotel and other specialty hotels, 8 kilometers of tourist sightseeing train line and 16-kilometer water tourist route was put into operation.

目前该项目已荣获国家发改委重点支持项目、国家旅游局 2017 年全国优选旅游项目、云南省重大旅游项目、云南省重点文化产业项目、云南省省级一流特色小镇、云南省四个一百重点项目、昆明市六大旅游发展片区重点打造项目等殊荣。

At present, the project has won the honor of being one of the National Development and Reform Commission's key support projects, the National Tourism Administration's 2017 National Preferred Tourism Project, Yunnan Province's major tourism project, Yunnan Province's key cultural industry project, Yunnan Province's provincial first-class characteristic town, and Yunnan Province's four-one hundred key The project, the key construction projects of the six major tourism development areas in Kunming, etc.

作为凤龙湾景区另一个核心项目，龙溪谷生态康养建设项目在这样的发展前提下，必将迎来长足发展。

As another core project of Fenglongwan Scenic Area, the Longxi Valley Ecological Wellness Construction Project is bound to usher in rapid development under such a development premise.

**4. 区域旅游资源丰富****Rich regional tourism resources**

区域内山川河流纵横交错，水域面积 3295 亩，山为凤、水为龙，蜿蜒曲折、景观奇特，习近平总书记强调的“山水林田湖草是一个生命共同体”的多样性生态文明建设在这里得到完美体现。

Mountains and rivers crisscross the area, with a water area of 3295 mu, with mountains as phoenixes and water as dragons, winding twists and turns, a peculiar landscape. The construction of diverse ecological civilization that "landscapes, forests, fields, lakes and grasses are a community of life" emphasized by General Secretary Xi is perfectly embodied here.

凤龙湾旅游资源丰富，以凤龙湾水库为代表的水域风光；以石板河、小三峡、大叠水为代表的瀑布、叠水景观；以水域周边茂密的森林为代表的森林生态景观；以凤龙湾水系纪念碑(附近的文笔塔)为代表的文物资源；以回族、彝族、苗族文化风情为代表的民俗风情等主要旅游资源，资源组合度非常丰富，生态资源特色在滇中、滇东北区域都是独一无二的，为项目的打造提供良好的资源禀赋和创意空间。

Fenglongwan is rich in tourism resources, there are main tourism resources like water scenery represented by Fenglongwan Reservoir, waterfalls and overlapping water scenery represented by Shibao River, Small Three Gorges, and Dadieshui, forest ecological scenery represented by dense forests around the water area, cultural relic

	<p>resource represented by Fengongwan Water System Monument (the nearby Wenbi Tower), folk customs represented by the cultural customs of the Hui, Yi and Miao people. The combination of resources is very rich, and the characteristics of ecological resources are unique in central Yunnan and northeastern Yunnan, providing a good resource endowment and creative space for the construction of the project.</p> <p>5. 旅游产业发展基础较好</p> <p>Good foundation for the development of tourism industry</p> <p>近年来，寻甸回族彝族自治县立足凤龙湾、钟灵山、柯渡纪念馆、石板河景区、北大营草原等精品旅游资源，大力实施“旅游活县”战略，发展全域旅游，“绿色精品”线路、“红色精品”线路、乡村旅游环线，东部养生度假旅游片区、中部风情体验旅游片区、西部乡村生态旅游片区，易白旅游经济带、仁倘旅游经济带、仁柯旅游经济带、轿子山专线旅游经济带等“三线三片四带”旅游发展格局初步形成。</p> <p>In recent years, Xundian Hui and Yi Autonomous County has been based on fine tourism resources such as Fenglong Bay, Zhongling Mountain, Kedu Memorial Hall, Shibanche Scenic Spot, Beidaying Grassland, etc., vigorously implement the strategy of "tourism counties", develop global tourism, "green boutique" routes, "Red boutique" route, rural tourism loop, eastern health resort tourism area, central customs experience tourism area, western rural eco-tourism area, Yibai Tourism Economic Belt, Rentang Tourism Economic Belt, Renke Tourism Economic Belt, Jiaozhi Mountain Special Line Tourism The tourism development pattern of "three lines, three areas and four belts" such as economic belts has taken shape.</p> <p>寻甸县旅游正呈现出多点开花的局面。寻甸县已举办过的节庆活动有美食文化旅游节、乡村文化旅游节、洋芋花节、花山节、摸鱼节及寻甸县 2018 年首届中国农民丰收节。5 年来，寻甸全县景区景点累计接待游客达 767.85 万人次，旅游综合收入 12.88 亿元，旅游产业发展基础较好。在 2020 年“五一”小长假期间，寻甸县共接待游客 6 万人次，实现旅游收入 1072 万元。</p> <p>Tourism in Xundian County is showing more blooming situation. Festivals that have been held in Xundian County include Food Culture Tourism Festival, Rural Culture Tourism Festival, Potato Flower Festival, Flower Mountain Festival, Fish Catching Festival and Xundian County's 2018 First Chinese Farmers Harvest Festival. Over the past five years, Xundian County's scenic spots have received 7,678,500 tourist trips, with a comprehensive tourism income of 1.288 billion yuan, which has a good foundation for the development of the tourism industry. During the "May 1st" holiday in 2020, Xundian County received a total of 60,000 tourist trips and realized tourism income of 10.72 million yuan.</p>
<p>项目资源 Project Resources</p>	<p>地块属性、现状及出让成本 Land attribute, current status and</p> <p>项目用地属旅游产业开发包含有建设用地，征用、流转土地及农林用地地。已收储，完成一级开发等。 The project land belongs to the development of tourism industry, including construction land, requisitioned and transferred land, and agricultural and forestry land. The land has been expropriated and reserved, and the first-level development has been completed .</p>

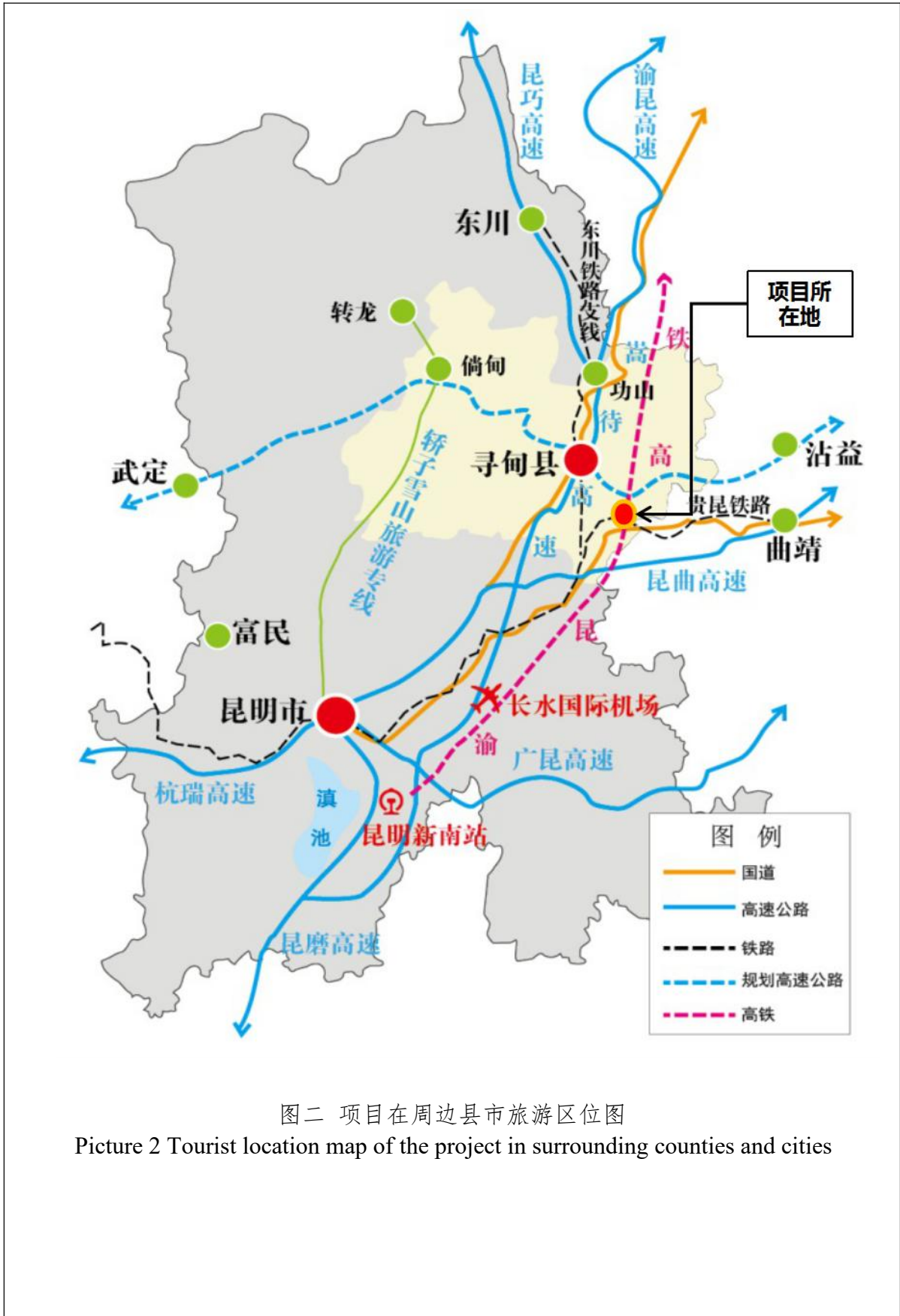


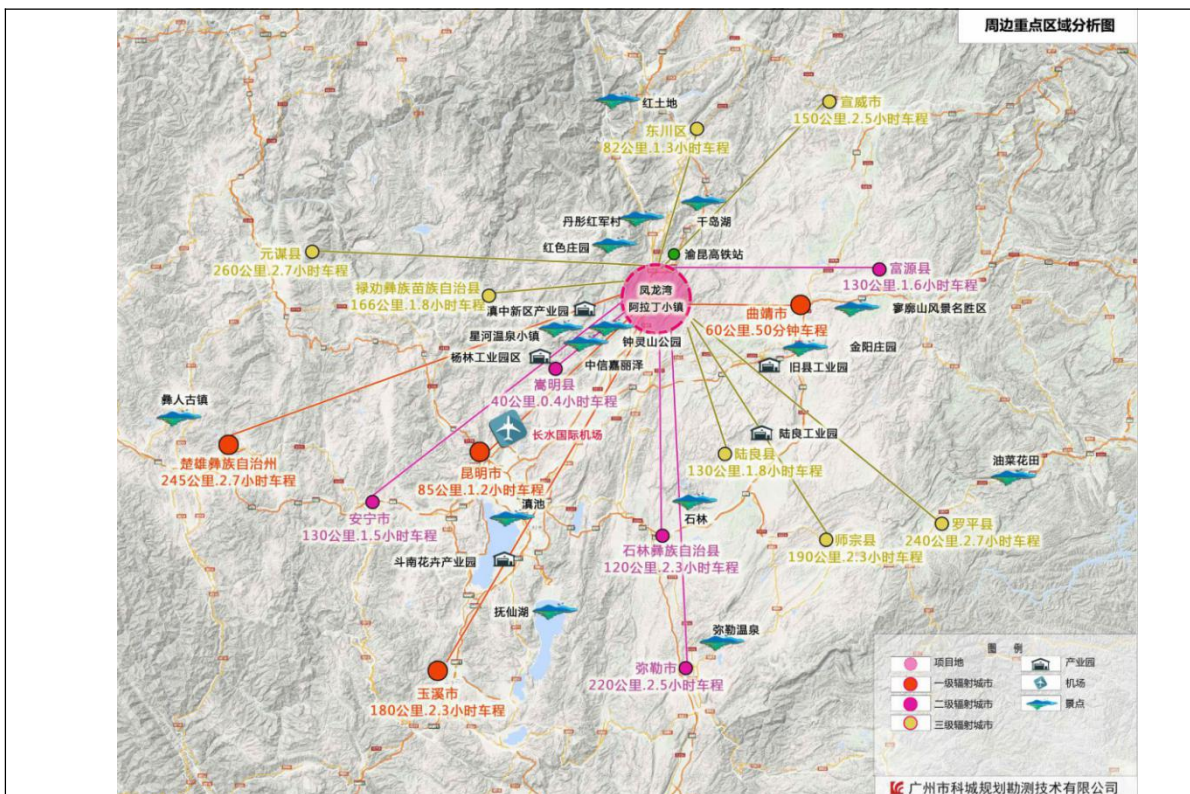
	transfer cost	
	原料供应成本 Raw material supply cost	建设所需大宗建材为商品混凝土、水泥、钢筋、空心砖、沙、石等，当地建材市场上相关物资均有采购来源，完全可以满足需求。 The bulk of building materials needed for construction are commercial concrete, cement, steel bars, hollow bricks, sand, stone, etc. Sources of purchase of related materials are available in the local building materials market, which can fully meet the demand.
	生产运营成本 Production and operation cost	工业用水约 4.5 元/吨，工业用电约 0.3—0.55 元/度。 Industrial water is about 4.5 yuan/ton, and industrial electricity is about 0.3-0.55 yuan/kWh.
	用工成本 Labor cost	按照行业平均水平执行。 As per the industry average level.
项目配套条件 Project Supporting Conditions	1. 项目产业配套情况 Project industry supporting conditions	<p>2020 年初，昆明市政府明确《昆明市旅游业高质量发展三年行动计划（2020-2022 年）》的发展目标：明确把昆明建设成为国内一流、国际知名的旅游目的地和辐射南亚东南亚的国际旅游集散地的发展目标，全面推进“旅游革命”和旅游产业转型升级。力争通过三年的努力，实现年旅游接待人数突破 2.8 亿人次，其中，入境游客接待量突破 180 万人次。旅游总收入突破 4500 亿元。</p> <p>At the beginning of 2020, the Kunming Municipal Government clarified the development goals of the "Three-year Action Plan for the High-Quality Development of Kunming Tourism Industry (2020-2022)": clearly defined the development goals of building Kunming into a first-class domestic and internationally renowned tourism destination and an international tourism distribution center radiating South Asia and Southeast Asia, and comprehensively promote the "tourism revolution" and the transformation and upgrading of the tourism industry. It strives to achieve an annual tourist reception number exceeding 280 million trips through three years of hard work, of which the number of inbound tourists will exceed 1.8 million trips. The total tourism revenue will exceed 450 billion yuan.</p> <p>寻甸提出“旅游活县”战略部署，目前寻甸县正在重点开发东部、东南部 381 平方公里的旅游资源，本项目处于县域重点旅游开发经济带上，已纳入重点开发的旅游项目，具有较好的开发机遇和基础条件。Xundian proposed the strategic deployment of "Tourism Revitalizing The County". At present, Xundian County is focusing on developing tourism resources of 381 square kilometers in the east and southeast. This project is located in the county's key tourism development economic</p>

		<p>belt, it has been included in the key development tourism project with good development opportunities and basic conditions.</p>
	<p>2. 项目前期准备情况 (根据实有条件填写) Preliminary preparation of the project (to be filled according to actual conditions)</p>	<p>(1) 产业规划是否具备: 具备 Industrial planning availability: available</p> <p>(2) 是否完成总体规划: 完成 Overall plan completeness: completed</p> <p>(3) 项目所需用地相关手续是否完备: 是 Whether the relevant procedures for the land required for the project are complete: yes</p> <p>(4) 拟合作的项目是否拥有某项技术和产品专利认证: 无 Whether the project to be cooperated has a certain technology and product patent certification: none</p> <p>(5) 是否建有或在建相应的原料基地: 无 Whether the corresponding raw material base is built or under construction: none</p> <p>(6) 项目其它手续报批审核情况: 无 Other procedures of the project submitted for approval: none</p> <p>(7) 其它配套条件等: 交通便利 Other supporting conditions, etc.: convenient transportation</p>
项目政策保障 Project Policy Guarantee	营商环境优化 Business environment optimization	<p>寻甸县加快改革创新, 加速优化营商环境。推进“放管服”改革, 实行“六证合一”。</p> <p>Xundian County is speeding up reform and innovation and optimizing the business environment. Promoting the reform of "Decentralization, Management and Service" and implementing the "Six Certificates In One".</p> <p>寻甸县实行县级领导挂钩联系重大项目和重点企业制度, 对重点招商引资项目“一企一策”“一事一议”, 积极为外商投资发展提供高效、务实的软环境。</p> <p>Xundian County is implementing a system of county-level leaders linking major projects and key enterprises, and "One Enterprise, One Policy" and "One Mater, One Discution" for key investment promotion projects, actively providing an efficient and pragmatic soft environment for foreign investment and development.</p>
	政府公信力保障 Government credibility guarantee	<p>寻甸县专门制定招商引资优惠政策, 严格落实各产业省、市相关扶持、优惠政策或措施。</p> <p>Xundian County has specially formulated preferential policies for investment promotion, and has strictly implemented the relevant supportive and preferential policies or measures of the province and city for various industries.</p>
	省/市/区县/园区等企业投资可享受	<p>《昆明市旅游发展资金管理使用办法(2014年)》</p> <p>"Measures for the Management and Use of Kunming Tourism Development Funds" (2014)</p>

	<p>的各级财税优惠政策 Enterprise investment can enjoy preferential fiscal and taxation policies at all levels of province/city/district/county/park</p>	
<p>合作方式 Cooperation Mode</p>	<p>合资、合作、参股、PPP 等 Joint venture, cooperation, equity participation, PPP, etc.</p>	
<p>联系方式 Contact Details</p>	<p>联系单位：云南丹彤集团文化旅游有限公司 Contact Unit: Yunnan Dantong Group Cultural Tourism Co., Ltd. 项目联系人：马昌俊 Project Contact Person: Ma Changjun 联系电话：15887131558 Contact No.:15887131558 电子邮箱：812737993@qq.com Email: 812737993@qq.com</p>	
<p style="text-align: center;"><b>项目配套图</b> <b>Project supporting pictures</b></p> <p style="text-align: center;">图一 项目交通区位图 Picture 1 Location map of project transportation</p>		







图三 项目规划范围  
Picture 3 Project planning scope map





图四 项目现状图  
Picture 4 Current status picture of the project

