https://www.chinadaily.com.cn/a/202403/25/WS6600b7f4a31082fc043be637.html

By Yang Feiyue | chinadaily.com.cn | Updated: 2024-03-25 07:32

**Rural fair boosts tourism**

Distinctive rural produce, books, calligraphy works and handicrafts have drawn big crowds to Donggu fair that boasts a history of more than 100 years.

The fair, which is held about six times a month in Chongwen street, Guanxian county, Liaocheng, Shandong province, has evolved into a gathering that integrates traditional and modern elements.

"Now it's different from before when we used to just buy necessity, but I often come here to fish for interesting items or just hang out with friends," says local villager Sun Lihai.

During Spring Festival, the fair attracted more than 90,000 visitors, according to local authorities.

In addition to shopping, traditional temple and lantern fairs have also been staged to spice up visitor experiences, says Sha Tao, a local official.