

Entertainment / Leisure / Sport

Inspiring **all-new** **visitor experiences** at a centuries-old cultural landmark

Summer Palace

How the Summer Palace and Lenovo brought Beijing's first smart tourist service system to life, supporting smoother park management and an unforgettable visitor experience.



Lenovo

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Who is the Summer Palace?

The Summer Palace in Beijing is China's largest and best-preserved imperial garden. The culmination of several hundred years of imperial garden design, it has had a major influence on subsequent oriental garden art and culture.

Created in 1750, originally as the Emperor's garden retreat in the Qing Dynasty, the Summer Palace combined political and administrative, residential, spiritual, and recreational functions within a landscape of lakes and mountains. It was largely destroyed during the Second Opium War of the 1850s, rebuilt in 1886, and has been a public park since 1924.

The Summer Palace was added to UNESCO's World Heritage List in 1998. Today, it counts itself among the four famous Chinese imperial gardens and is one of Beijing's top-ranking tourist attractions.



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The Challenge

Every year, people from near and far flock to the Summer Palace to take in its majestic scenery and architecture. Prior to the pandemic, the park received an average of 70,000 visitors per day, with over 100,000 visitors during peak season.

Delivering a high-quality experience for each and every visitor is a key objective for park administrators. They were keen to harness technology to gain deeper insights into visitor preferences, provide more tailored information and personalized services, as well as improve overall park management.

This drive also aligned with a recent push from China's Ministry of Culture and Tourism to promote the high-quality development of tourism through the use of modern technology. In 2021, the Ministry of Culture and Tourism, along with other government departments, issued a series of recommendations for speeding up the development of intelligent tourism and innovating visitor services—giving the Summer Palace an even stronger impetus to reinvigorate the visitor experience.

Why **Lenovo**?

The park's leaders had a vision for a "Smart Summer Palace", blending centuries of cultural heritage and tradition with cutting-edge technology. To bring it to life, they launched the Summer Palace Smart Tourism Project, aimed at enhancing the visitor experience, as well as the operation and management of the park itself.

The Summer Palace knew that choosing the right technology infrastructure would be critical to the project's success. It needed a partner with proven IT credentials and experience in smart tourism initiatives—and found the perfect fit in Lenovo.

Working closely with park administrators and senior leadership, a team from Lenovo designed a solution underpinned by the Lenovo Smart Service Cloud Platform: an end-to-end service management and IT resource delivery platform, powered by a cloud-based software-as-a-service model. On this cloud foundation, Lenovo weaved together an integrated "smart park" solution, comprising three key elements: a high-precision digital twin visualization platform, a digital operation and maintenance platform, and an integrated smart building solution.



Smart technology for a **smart park**

Together with Lenovo, the Summer Palace has structured its smart park project into three distinct phases, focused on visitor service, park management, and cultural innovation.


In the first phase, the team established the Smart Tourist Service System of the Summer Palace. Built on Lenovo's Smart Park Solution, it's the very first tourist service system of its kind in Beijing. At its heart is an all-new intelligent visitor information center, equipped with a state-of-the-art visual display that allows visitors to obtain information on the park and its main scenic sites, book guided tours, and browse and purchase cultural and creative products.

Solutions

Lenovo Smart Park Solution
Lenovo Magic-Cube



Through a multi-channel service management platform, visitors can also make self-service inquiries and request assistance through video or voice calls. Any issues that cannot be answered on the spot are assigned to work orders and flow through an internal service platform for further resolution.



In the second phase of the project, Lenovo worked with the Summer Palace to build a Smart Service Management Center. This serves as a central hub for aggregating visitor and operational data together with park management processes. Through an intelligent service platform, park administrators can analyze daily visitor numbers, sources, and quality of service, as well as orchestrate operational management activities, visitor support, and emergency services.

For the final phase, Lenovo has helped the park to create a Data-Interpreted Summer Palace knowledge base. This aims to help visitors understand the information and services of the Summer Palace more quickly and accurately. Meanwhile, the knowledge base can help to achieve cultural innovation, heritage conservation, as well as promote the sharing of traditional Chinese culture with a wider audience.

In the future, Lenovo and the Summer Palace plan to build five additional visitor information centers throughout the park. These will be fully automated—requiring no human staff—and will provide visitors with all the information and services they need to enjoy the Summer Palace to its fullest.



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Results

The Summer Palace Smart Tourism Project has won wide recognition for its advanced technical architecture and intelligent service system and management platform. The project was a winner at the 2022 IDC Smart City Asia Pacific Awards (SCAPA), taking first place in the category of Economic Development, Tourism, Arts, Libraries, Culture, and Open Spaces.

Today, both visitors and the administration of the Summer Palace are enjoying the added benefits that Lenovo's smart tourism solutions have brought to the park. Tourists can get even more out of their experience, thanks to new technology that presents historic and cultural information on the heritage site in a highly visual and accessible way. If people have questions or need assistance during their visit, the smart service platform connects them to support quickly and easily, improving satisfaction.



For park administrators, the intelligent service system and management platform provides valuable insights into visitor behavior and needs, and allows them to better co-ordinate day-to-day work activities. Teams can view and respond to service requests and issues as they occur in real time, ensuring faster resolution of problems. With newfound analytical insights, the management department has also been able to drive better decision-making and provide services that are adapted to visitor preferences and needs.

The Summer Palace Smart Tourism Project is a beacon of how modern technology can be used to bring centuries-old locations to life in new ways, allowing historical and cultural relics to release greater value and meaning for the next generation of visitors.



Award-winning: took a top spot at the 2022 IDC Smart City Asia Pacific Awards



Richer experience: lets visitors experience an iconic heritage site in new ways



Smoother operations: fresh insights help teams monitor and manage the park more effectively



IDC Smart City

Asia Pacific Awards

How do you give visitors an unforgettable experience?

Blending tradition and technology with Lenovo, helping tourists get the most out of their trip.

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