

拓跋競技城

# TUOBA CITY

WELCOME BROCHURE

山西 · 大同 / SHANXI · DATONG

拓跋竞技城 Tuoba City

Produced by: Shanxi Tuoba City Cultural Tourism Development Co., Ltd. (in preparation)

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<http://www.tuobacity.com>



# TUOBA CITY

拓跋競技城



# A thousand-year-old capital embarks on a new journey along the Silk Road.

Datong, Shanxi Province—capital of the Northern Wei Dynasty and one of China's first National Famous Historical and Cultural Cities—stands as one of the nine ancient capitals of China. With its profound historical legacy and innovative cultural tourism practices, the city has continued to polish its four distinctive titles: “Capital of Culture, Capital of Cool Summer, Capital of Cuisine, and Capital of Integration.” With an open embrace, Datong welcomes global cooperation.

大同





# 融合之都

In recent years, Datong has emerged as one of the most dynamic cultural and tourism cities in China, attracting visitors from across the country and around the world.

As a benchmark for international cultural and tourism integration innovation in response to the “Belt and Road” Initiative, Tuoba City has been meticulously crafted over three years. Based on the ancient city of Datong, it deeply extracts the essence of Northern Wei Xianbei culture to construct a full-scene immersive cultural and tourism complex with a complete “History + Competition + Commerce” scenario. It aims to build a new cultural landmark and a new consumption destination where the ancient and the modern intersect.





## Civilization Inheritance

Rooted in the Tuoba Xianbei culture as its soul and the Northern Wei official language (Datong dialect) as its carrier,

It focuses on cultural exchange and integration, artistic aesthetics, ideological beliefs, and social values, safeguarding the diverse and integrated cultural roots of Chinese civilization.

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TUOBA CITY

# 内核

## Aesthetic Expression

Innovatively inheriting the aesthetic genes of the Northern Wei dynasty, integrating the colors of cultural relics, stone-carving patterns, Wei tablet calligraphy, and the essence of Northern Wei attire, It recreates the era's splendor of the “Pingcheng Wonderland.”

TUOBA CITY



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## Outdoor “Tuoba City International Bazaar”

Taking the cultural integration and trade exchanges of the Northern Wei period as its historical backdrop, it features 52 permanent national cultural and tourism commodity pavilions and 36 temporary shops, reviving the prosperity of the “Datong International Bazaar of a united world, a Millennium of Flourishing Exchange” from 1,600 years ago.

Foreign cultural and commodity institutions operating in China are welcomed to establish a presence through a free-construction model, with foreign merchants maintaining independent operation.

In the spirit of cultural integration, it establishes the Tuoba Customs Stage, where performances by different ethnic groups take turns, showcasing global cultural charms.

Through cultural and tourism innovation, it stages performances of “Opening the City at Dawn, Lighting Lanterns at Dusk, and Closing with Prayers of Blessing,” open to tourists free of charge throughout the day.



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## Indoor “Tuoba Immersive Experience Zone”

This zone features four major themes: Tuoba Customs Experience, Northern Wei Ancient-Style Competitions, Modern Sports Competitions, and Digital Sports Activities.

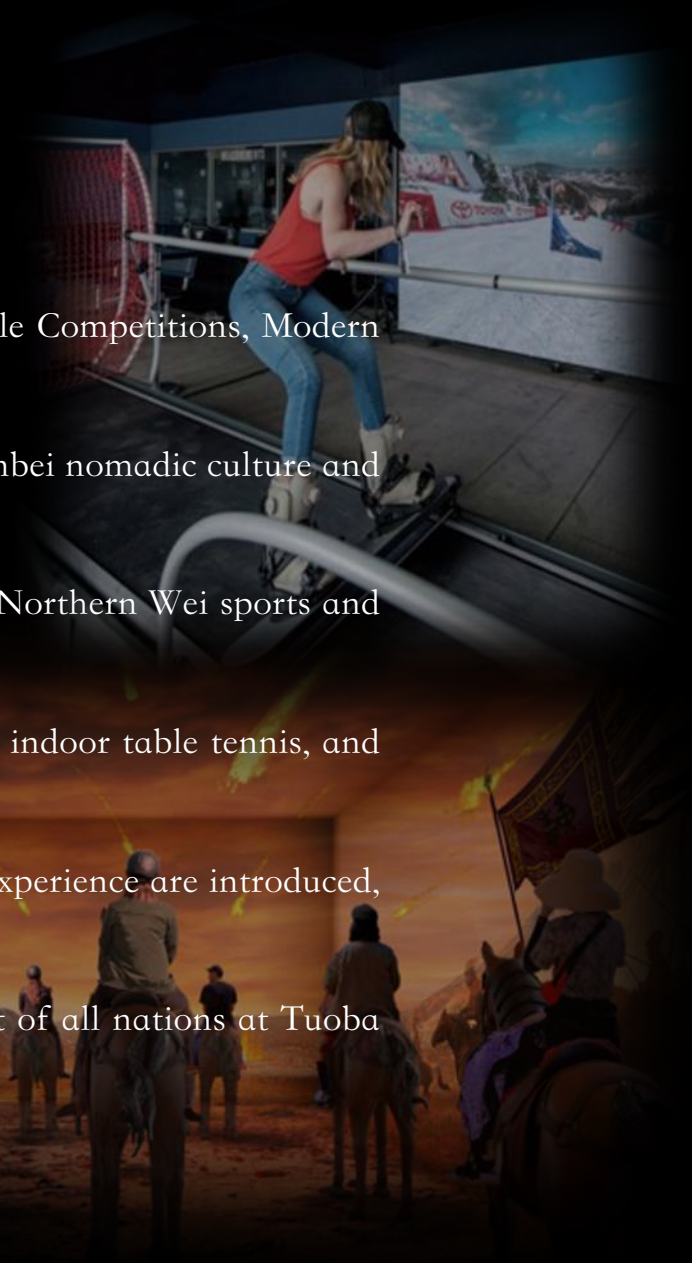
The space employs a time-travel scenario construction, replicating the unique blend of the Xianbei nomadic culture and Central Plains civilization. Visitors can dress in Northern Wei attire for immersive check-ins.

Classic ancient sports are inherited and adapted, allowing visitors to experience the charm of Northern Wei sports and the fun of ancient athletics.

A series of professional sports are introduced, including indoor basketball, indoor badminton, indoor table tennis, and shooting, to establish Tuoba IP-related competitions/events.

Digital sports such as digital golf, digital tennis, digital baseball, digital skiing, and wing-suit experience are introduced, offering visitors a chance to relax and unwind within a historical setting.

Forty-six foreign specialty restaurants are introduced indoors, offering tourists an exotic “Feast of all nations at Tuoba City.”





# 《TUOBA CITY》

Empowering the cultural experience with digital technology, the project innovatively creates a full-domain immersive cultural tourism complex.

Using Tuoba Xianbei culture as its foundation, it deeply integrates full-scenario NPC live interaction, multi-dimensional light and shadow art, and immersive performances, constructing a cultural fusion space that transcends time and space.

By building a Northern Wei Xianbei culture check-in landmark and an edutainment interactive space, it activates a new ecosystem for the regional nighttime economy through the innovative model of “Technology + Culture & Tourism + Nighttime Sightseeing.”

We invite you to step through the portal where virtual and real intertwine, embarking on a five-sense immersive odyssey into the wonders of Xianbei civilization.





### Full Sense of Ceremony

Enjoy Northern Wei-themed rituals on the hour to awaken historical memories.



### All-Weather Entertainment

The indoor all-access pass system integrates competition, sports, and entertainment, breaking through limitations of time and climate.



### Full-Scene Time Travel

Experience the restoration of the International Bazaar, creating an immersive, everyday life experience.



### Shared Space for Guests and Locals

Centered on culture and tourism, the complex addresses the multi-layered needs of both local residents and tourists.



### Cross-Sector Integration Complex

History and modernity coexist, culture & tourism and commerce mutually nourish, sports and entertainment without boundaries.





# INDOOR AREA

TUOBA CITY

• 拓跋铁骑 •  
• Tabgach Bar





## Tuoba City – Indoor Area

The 12,000 square meter “Tuoba Cultural Immersive Experience Zone” allows visitors to enjoy all areas with a single admission ticket.

The area featuring Northern Wei ancient-style Competition, Modern Sports Competition, and Digital Sports Activities can simultaneously accommodate 1,200 visitors.

The 3,000 square meter “Tuoba Western Regions Dining Experience Zone,” named “Feast of all nations at Tuoba City”, offers 46 world multi-ethnic restaurants with free, move-in-ready setups, capable of accommodating 600 visitors simultaneously.

Nine “Immersive Performance Viewing Zones” offer the Tuoba Style Experience, allowing visitors to travel through the interwoven reality and virtuality of a thousand years of prosperity.

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## —— WIN-WIN COOPERATION

# Indoor “Feast of all nations at Tuoba City”

1. Public Dining Facilities: Tuoba City provides public shared consumption venues and services for the dining areas.
2. Basic Shop Setup: The complex supplies foundational restaurant infrastructure and kitchen layouts for culinary operations.
3. Vendors Responsibilities: Vendors are responsible for their own stylistic interior decorations, cooking equipment, and all necessary operational supplies.
4. All transactions are managed through a unified payment platform, with sales revenue settled on a regular basis.

TUOBA CITY





■ No. 001     ■ Area: 47m<sup>2</sup>



■ No. 002     ■ Area: 21m<sup>2</sup>



■ No. 003     ■ Area: 21m<sup>2</sup>



■ No. 004     ■ Area: 21m<sup>2</sup>



■ No. 005     ■ Area: 23m<sup>2</sup>



■ No. 006     ■ Area: 23m<sup>2</sup>



■ No. 007     ■ Area: 21m<sup>2</sup>



■ No. 008     ■ Area: 19m<sup>2</sup>



■ No. 009     ■ Area: 24m<sup>2</sup>



■ No. 010     ■ Area: 52m<sup>2</sup>



■ No. 011     ■ Area: 24m<sup>2</sup>



■ No. 012     ■ Area: 29m<sup>2</sup>





■ No. 013

■ Area: 21m<sup>2</sup>



■ No. 014

■ Area: 21m<sup>2</sup>



■ No. 015

■ Area: 21m<sup>2</sup>



■ No. 016

■ Area: 21m<sup>2</sup>



■ No. 017

■ Area: 24m<sup>2</sup>



■ No. 018

■ Area: 45m<sup>2</sup>





■ No. 019     ■ Area: 18m<sup>2</sup>



■ No. 020     ■ Area: 21m<sup>2</sup>



■ No. 021     ■ Area: 20m<sup>2</sup>



■ No. 022     ■ Area: 21m<sup>2</sup>



■ No. 023     ■ Area: 20m<sup>2</sup>



■ No. 024     ■ Area: 22m<sup>2</sup>



■ No. 025     ■ Area: 30m<sup>2</sup>



■ No. 026     ■ Area: 20m<sup>2</sup>



■ No. 027     ■ Area: 20m<sup>2</sup>



■ No. 028     ■ Area: 20m<sup>2</sup>



■ No. 029     ■ Area: 20m<sup>2</sup>



■ No. 030     ■ Area: 20m<sup>2</sup>



■ No. 031     ■ Area: 30m<sup>2</sup>



■ No. 032     ■ Area: 20m<sup>2</sup>



■ No. 033     ■ Area: 20m<sup>2</sup>



■ No. A     ■ Area: 15m<sup>2</sup>



■ No. B     ■ Area: 15m<sup>2</sup>



■ No. C     ■ Area: 16m<sup>2</sup>





■ No. D

■ Area: 21m<sup>2</sup>



■ No. E

■ Area: 16m<sup>2</sup>



■ No. F

■ Area: 25m<sup>2</sup>

Indoor Dining: “Feast of all nations at Tuoba City”  
We welcome your establishment.

An aerial, high-angle view of a walled city at night. The city is enclosed by a high stone wall with battlements. Numerous buildings are visible within the walls, many of which are illuminated from within, casting a warm glow. The streets and courtyards are also lit, showing a detailed urban layout. The overall atmosphere is one of a bustling, fortified city at night.

# OUTDOOR SHOPS

TUOBA CITY



## Tuoba City – Outdoor Area

The 5,000 square meter outdoor “Tuoba International Bazaar” features 52 national pavilions and numerous specialty shops.

We invite nearly 80 foreign commodity dealers from 36 countries to move in free of charge and with move-in-ready setups. These foreign merchants will maintain independent operation.

The entire area will be open all day and is free of charge for visitors.

The complex features four Tuoba Style Performance Stages and seven cultural totems representing the ethnic groups of the Tuoba Regions.

The “Tuoba International Bazaar” features rituals staged during three time slots: Opening the City at Dawn, Lighting Lanterns at Dusk, and Closing with Prayers of Blessing.





TUOBA CITY





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TUOBA CITY





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## —— WIN-WIN COOPERATION

# Partnership Principles-Outdoor Shops

- 1.Tuoba City provides shops designed in the architectural style of the Northern Wei period.
- 2.Vendors are responsible for supplying their own goods and operate sales while dressed in themed attire.
- 3.No Fixed Stall Fees: Vendors operate independently, with a revenue-sharing model agreed upon by contract.
- 4.All transactions are managed through a unified payment platform, with sales revenue settled on a regular basis.

## TUOBA CITY





■ No. 001     ■ Area: 68m<sup>2</sup>



■ No. 002     ■ Area: 78m<sup>2</sup>



■ No. 003     ■ Area: 50m<sup>2</sup>



■ No. 004     ■ Area: 42m<sup>2</sup>



■ No. 005     ■ Area: 70m<sup>2</sup>



■ No. 006     ■ Area: 60m<sup>2</sup>



■ No. 007     ■ Area: 51m<sup>2</sup>



■ No. 008     ■ Area: 46m<sup>2</sup>



■ No. 009     ■ Area: 40m<sup>2</sup>



■ No. 010     ■ Area: 52m<sup>2</sup>



■ No. 011     ■ Area: 52m<sup>2</sup>



■ No. 012     ■ Area: 50m<sup>2</sup>





■ No. 013     ■ Area: 56m<sup>2</sup>



■ No. 014     ■ Area: 44m<sup>2</sup>



■ No. 015     ■ Area: 51m<sup>2</sup>



■ No. 016     ■ Area: 52m<sup>2</sup>



■ No. 017     ■ Area: 46m<sup>2</sup>



■ No. 018     ■ Area: 50m<sup>2</sup>



■ No. 019     ■ Area: 45m<sup>2</sup>



■ No. 020     ■ Area: 63m<sup>2</sup>



■ No. 021     ■ Area: 45m<sup>2</sup>



■ No. 022     ■ Area: 65m<sup>2</sup>



■ No. 023     ■ Area: 60m<sup>2</sup>



■ No. 024     ■ Area: 62m<sup>2</sup>





■ No. 025     ■ Area: 65m<sup>2</sup>



■ No. 026     ■ Area: 49m<sup>2</sup>



■ No. 027     ■ Area: 40m<sup>2</sup>



■ No. 028     ■ Area: 52m<sup>2</sup>



■ No. 029     ■ Area: 56m<sup>2</sup>



■ No. 030     ■ Area: 45m<sup>2</sup>



■ No. 031     ■ Area: 47m<sup>2</sup>



■ No. 032     ■ Area: 49m<sup>2</sup>



■ No. 033     ■ Area: 50m<sup>2</sup>



■ No. 034     ■ Area: 54m<sup>2</sup>



■ No. 035     ■ Area: 47m<sup>2</sup>



■ No. 036     ■ Area: 55m<sup>2</sup>





■ No. 037     ■ Area: 62m<sup>2</sup>



■ No. 038     ■ Area: 50m<sup>2</sup>



■ No. 039     ■ Area: 37m<sup>2</sup>



■ No. 040     ■ Area: 41m<sup>2</sup>



■ No. 041     ■ Area: 48m<sup>2</sup>



■ No. 042     ■ Area: 52m<sup>2</sup>



■ No. 043     ■ Area: 68m<sup>2</sup>



■ No. 044     ■ Area: 34m<sup>2</sup>



■ No. 045     ■ Area: 90m<sup>2</sup>



■ No. 046     ■ Area: 61m<sup>2</sup>



■ No. 047     ■ Area: 68m<sup>2</sup>



■ No. 048     ■ Area: 28m<sup>2</sup>





■ No. 049

■ Area: 69m<sup>2</sup>



■ No. 050

■ Area: 59m<sup>2</sup>



■ No. 051

■ Area: 60m<sup>2</sup>



■ No. 052

■ Area: 68m<sup>2</sup>

Outdoor “Tuoba International Bazaar”  
We welcome your establishment.

# TUOBA CITY







## Partnership Opportunities:

We welcome merchants interested in the following business activities in China to settle in Tuoba City:

1. Selling cultural & tourism products and daily consumer goods from various countries;
2. Establishing specialty restaurants featuring global ethnic cuisines;
3. Showcasing the diverse cultures of the world's ethnic groups.

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# Partnership Process of Tuoba City



TUOBA CITY



## Business & Partnership Inquiries

Should you have any questions or require further information about Tuoba City, please contact us via the following:



- Phone: +86 199-0352-1023
- Email: [contact@tuobacity.com](mailto:contact@tuobacity.com)
- WeChat (Corporate Account): Scan the QR code directly with WeChat for instant connection.



WELCOME TO JOIN US

期 待 您 的 入 驻

拓跋竞技城

TUOBA CITY





# 《 TUOBA CITY 》

山西 · 大同 / Shanxi · Datong

山西拓跋竞技城文化旅游发展有限公司(筹)

Shanxi Tuoba City Cultural Tourism Development Co., Ltd.