

上海旅游产业博览会

Tourism Plus Shanghai 2021
Theme Exhibition

**Guided by:** Shanghai Municipal Bureau of Culture and Tourism

Organized by: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd

Supported by: Yangtze River Delta Tourism Promotion Alliance

**Partners:** Architecture and Culture Society of China, China Tourism Association, China Tourism Automobile And Cruise Association, China Tourist Hotels Association, China Commerce Association For General Merchandise, China Association of Lighting Industry





# Create A Big Platform to Empower the Whole Industry

The first **Theme Exhibition** of **Tourism Plus Shanghai**, Shanghai International Boat Show & Shanghai Lifestyle Show 2021, which lasted for 3 days, came to a successful conclusion on April 3, 2021 at Shanghai World Expo Exhibition & Convention Center. Nearly 800 exhibitors and more than 37,000 visitors gathered in Pudong, Shanghai with the scale of 44,000 m² exhibition area.



Scale

44,000 m<sup>2</sup>

**Visitors** 

37,826

**Exhibitors** 

Nearly 800

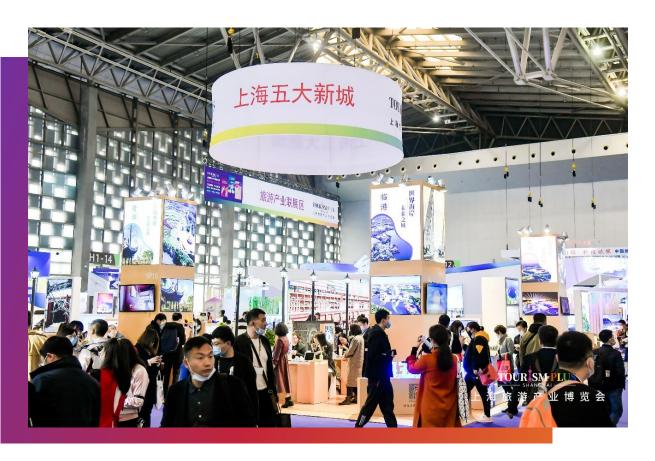
**Events** 

150+



#### **Enthusiastic Visitors From All Over the World**

### **Highly-demanded Negotiation And Exchanges**



The first Tourism Plus Theme Exhibition attracted people from all walks of life in the industry chain, including tourism scenic spots, tourism investment and management companies, hotel investment and management groups, chain restaurant brands, yacht clubs, architectural design companies, real estate developers, cultural and tourism product buyers, travel agencies, Hands-on Inquiry Based Learning (HIBL)/parent-child tour/group building organizations.

Audience Satisfaction

71.29%

**Quite Satisfied** 

26.13%

Satisfied

2.58%

Fair

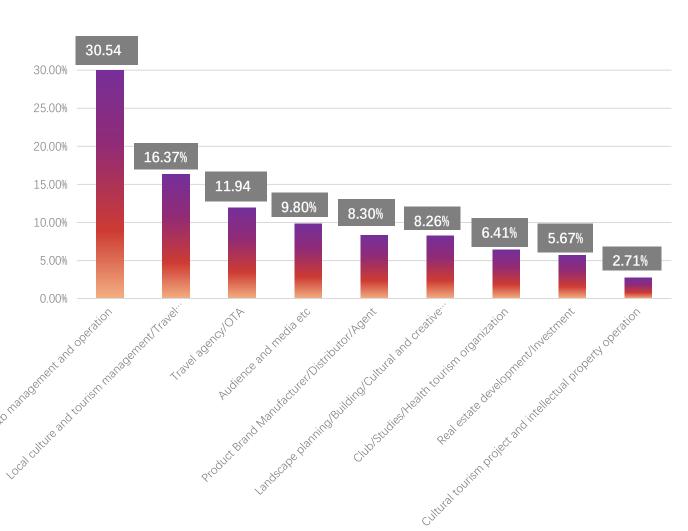


**Tourism Plus Theme Exhibition** 

Analysis of Visitors
SOURCE



### **TOP 10 Industry**

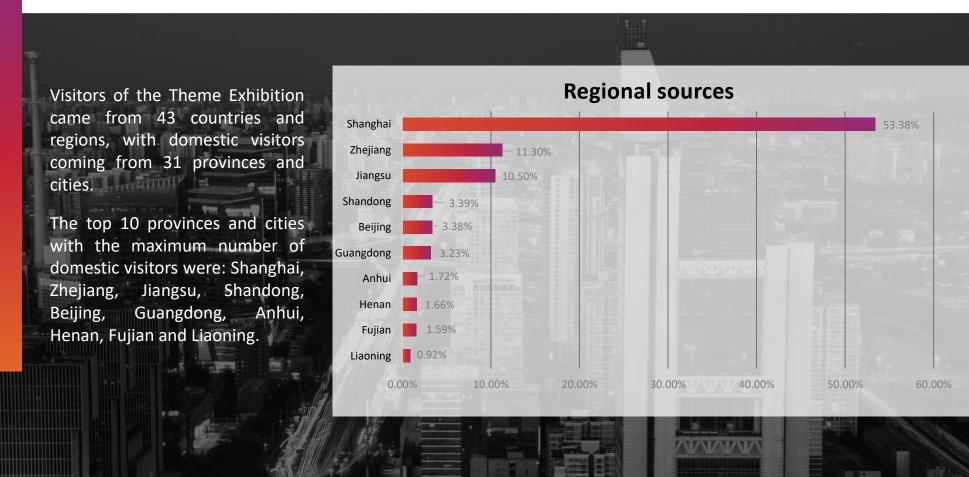




**Tourism Plus Theme Exhibition** 

**Analysis of Visitors** 

Regional Sources







### **Special Event**

# —Departure: One River, One Highway and One Tour

The special exhibition of "Departure: Departure: One River, One Highway and One Tour " provides new ideas and directions for tourism scene innovation. The cultural and tourism scenes built by the special exhibition lead the creative trends of industrial development and offer imaginative room for the industry to integrate resources. Each theme of the "One River, One Highway and One Tour" is a big IP, which can be extended unlimitedly.

The five scenes of "Exploring Shanghai", "Touring the Canal with Leisure", "All the Way North", "Tasting the Countryside Food" and "Running Rivers" allow visitors to experience micro-travel in urban architecture, follow a yacht through Yangtze River Delta, travel along the 318 National Highway from Shanghai to Mount Everest, roam in a maze of haystacks in the countryside and camp in the river and forest.

--Comments from *China Tourism News* 



## **Special Exhibition**

## — Departure: One River, One Highway and One Tour



















# Double Orientation of Destination Promotion, Development & Investment

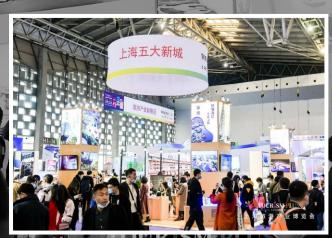
The first Tourism Plus Theme Exhibition attracted 207 exhibitors, who came not only to promote tourism destinations, but also to seek for upgrading of tourism resources and to find investment and partners.

- Cultural and tourismdepartments from all provincesand cities
- Tourism destinations
- Tourism investment and development companies
- Tourism Services

- IP owners and cultural creators
- Tourism technology service providers
- Tourism performing arts
- Hotels & resorts









### **List of Exhibitors**

The "Joint Exhibition of Tourism Industry" aims to promote cooperation between tourism destination resources and industry chains. Exhibitors brought a wide range of tourism destinations, tourism projects, tourism facilities such as hotels and resorts, local cultural and creative products, as well as tourism investment companies and development companies from various regions.









KIL J	展與名称	展位号	展商名称	展位号	展商名称
P08	恰尔思实业(上海)有限公司	1P30	上海航空国际旅游(集团)有限公司		松阳县文化和广电旅游体育局
	青山鲜(北京)文化传播有限公司		上海航空国际商务会展有限公司		双重山景区/浙江创宇旅游文化发展公司
	上海蒙匈文化传媒有限公司		上海航空假期旅行社有限公司		景宁畲族自治县畲风文化传播有限公司
1P10	上海市奉贤区文化和旅游局 (上海五大新城)		北市为快科技有限公司(VecR)		景宁畲族自治县文化和广电旅游体育局
	上海南漢畔文化发展有限公司		上海市无人机产业协会	1730	新江卡尔斯品牌管理有限公司
			秦志信息	1140	新江下沙明的院育经物域公司 上海安征生進活东西(集团)有限公司 上海即代人開社
	海湾旅游区		红杨镇人民政府	1750	上海现代人附社
	上海市奉责区青村镇人民政府			1760	北京村玛查家艺术家具有限公司
	上海市奉授区青村镇社事中心		無世集团 红杨婧乡村旅游与特色农业融合发展协会		
	上海奉贤新城建设发展有限公司		红杨镇乡村旅游与特色农业融合发展协会	1180	芜湖市文化和旅游局
	上級传说坊		<b>無世集团</b>		芜湖市塘湖区文化旅游体育局
P11	中國(上海)自由贸易试验区临港新片区管委会(上海五大新城)		和平养生谷		芜湖市施江区文化旅游体育局
	上海海岛海洋公园		红杨山汽车体育公园		芜湖三山经开区教育文体局
	上海天文馆		芜湖县云省传统手工坊		芜湖市湾沚区文化旅游体育局
	上海科技馆		芜湖响民生态农业有限公司		飞龙铁圈
	上海滴水湖商业旅游开发管理有限公司		芜湖凤如意生态农业有限公司		芜湖新华联文化旅游投资管理有限公司文化旅游分公司
		1P50	進州市文化广电旅游局		芜湖市工艺美术厂
	上海海水湖皇冠假日酒店	IPSU			华强方特 ( 芜湖 ) 文化科技有限公司
	上海中国航海博物馆		湖州乡村旅游运营有额公司		
	上海新松机器人有限公司		湖州妙西旅游开发有限公司		芜湖立早慢慢文化创意有限公司
	上海云镜三维科技有限公司		湖州南浔花园名都大酒店		鸠江区截翠兰酒酿坊
12	上海市青浦区文化和旅游局(上海五大新城)		湖州南،得巨人君源度假酒店		安徽中快旅大浦旅游开发有限公司
	上海朱家角古镇旅游发展有限公司		湖州市南浔丽菁大酒店有限公司		芜湖杭绿灵芝生态图有限公司
	上海大河西施游发展有限公司		湖州南浔旅游投资发展集团有限公司		芜湖裕丰生态农业有限公司
	上海东方绿丹企业管理有限公司		湖州绿灣生态农业有限公司		马仁奇峰景区
			莫干山开元森泊度假乐园		芜湖市汉华园生态果木开发有限公司
	上海联始枇杷乐园投资管理有限公司		第十四并元¥和接限水四 湖州莫干山南新旅游发展有限公司		途居露营股份有限公司
	上海美帆游艇俱乐部有限公司				
	上海阿特麦旅游咨询有限公司		德清国际会议中心有限公司		安徽徽府酒业有限责任公司
1P15	上海市嘉定区文化和旅游局(上海五大新城)		德清滋农乡旅旅游开发有限公司		芜湖市城桥镇人民政府
	上海察定机党酒店		杭州HelloKitty乐园		芜湖经济技术开发区社会事业局
	上海久事国际体育中心有限公司		吉兮远洲轩廷酒店	1W10	海南省旅游和文化广电体育厅
	上海绿洲鹿北郊野公园运营管理有限公司		Anadu莊園酒店/阿那度酒店管理(上海)有限公司		海南自贸区带峪科技有限公司
	上海汽车博物馆		上海後國酒店管理有限公司總濟公公司		三亚开元国际邮轮股份有限公司
	上海保利大副玩管理有限公司	1810	商通市文化广电和旅游局		三亚螺支洲岛旅游区
		III IU	如學市文体广电和旅游局		三亞国光豪生度假酒店
	新方成(上海)文化发展有限公司		海安市文化广电和旅游局		三亚国际免税域
	高定区旅游公共服务中心				
	上海华茶文化发展有限公司		如东县文化广电和旅游局		三亚理文素菲特度假酒店
1P16	松江区文化和旅游局(上海五大新城)		南通市藩河管理处		华润石梅湾旅游开发有限公司
	上海松江大学城建设发展有限公司广富林文旅分公司		南通市濠河公司		三亚泛秀演艺有限公司
	余山国家旅游度假区		如东小洋口旅游度假区		万蒙国际集团海南区
	上海家绿蔬菜专业合作社		五山建设发展有限公司		三亚金诺丽生物科技有限公司
	上海東図旅游发展有限公司		南通市江海文化旅游投资发展有限公司		三亚东舰旅业投资有限公司
		1R20			海南地洲海洋旅游有限公司
	上海云间粮仓投资有限公司	IRZU	PROTECTION - DEPOSITION -		三亚海昌梦幻不夜城发展有限公司
ire irea	上海汇蓝农业股份有限公司		扬州城市旅游推广中心有限公司		海南兴科兴隆热带植物图开发有限公司
20	台州市文化和广电旅游体育局		江苏省阿玛姆野营用品有限公司		
	模江区文化和广电旅游体育局		扬州广陵文化旅游开发集团有限公司		海南南山文化旅游开发有限公司
	台绣文化创意设计产业园		扬州大运河文化旅游度假区管理办公室		三亚市海棠区旅游协会
	黄岩区文广版体局		扬州侗山体育小镇建设发展有限公司		海南文笔峰盘古文化旅游区
	台州市黄岩智能模員小镇开发有限公司		江苏卫航汽车通信科技有限公司		海南智海王湖会议展览有限公司
	黄岩交板集团(枕山酒店管理有限公司)		仅征市文体旅問	1W11	紅口区文版灣
	路桥区文广版体問		仅征市枣林湾旅游度假区管理办公室		虹口旅游公共服务中心
	台州市路桥区陆海建设集团有限公司		中体密林港投资仪征有限公司		上海稻草人旅行社有限公司
			中国体育产业有限公司	1W20	上海接到60%提供制度以共
	台州府城旅游产业有限公司	1R30	要水市文化和广电旅游体育局	20222	THE SHOE SEALING PROPERTY AND ADDRESS OF THE SHOELD SHOW AND ADDRESS OF THE SHOP SHOW AND ADDRESS OF THE SHOP SHOW AND ADDRESS OF THE SHOP SHOW AND ADDRESS OF THE SHOW A
	临海市文化和广电旅游体育局	1830		1W40	上海賽爾东方派游产业投资有限公司
	临海市灵湖旅游开发有限公司		丽水市莲都区文化和广电旅游体育局	1W4U	上四条内外方面部厂业区货售帐公司
	临海牛头山旅游度假区发展中心		商水市莲都区旅游投资发展有限公司	1W50	中國銀行紅巡紅(上海)有限公司
	温岭市文化和广电旅游体育問		節水市金知了电子商务有限公司		国旅樂团上海有限公司
	温岭市旅游实业有限公司		龙泉市文化和广电旅游体育局	1W60	紹兴市文化广电旅游局
	五环市旅游事业发展中心		上海珠彦文化传媒中心		柯桥区文广旅游問
	玉环大商岛旅游开发和联公司		龙原市龙威陌良号刀剑有限公司		新聞县文广旅游局
	王环市鸡山乡人民政府		青田县文化和广电旅游体育局		越城区文广旅游問
	王环市鸡山岛景区		青田政通石雕文化发展有限公司		绍兴镍蛋丝绸
			而由以應付應文化及展有限公司 云和县文化和广电旅游体育局		<b>乔波冰雪世界</b>
	天台县文广版体局				が成か当に介 適響乃全文化传播有限公司
	浙江天台山旅游集团有联公司		云和韓田投资发展有限公司		
	天台国大铝丰酒店管理有限公司雷迪森容园分公司		云和县仙宫旅游开发有限公司/云和湖仙宫服区		心宿东山大观酒店
	仙居县文化和广电旅游体育简		庆元县文化和广电旅游体育局		新舊旅游集团
	浙江临神仙居旅游度假区		庆元县万里林生态旅游开发有限公司(首山祖景区)		新門旅行社
	浙江神仙居旅游集团有限公司		想云县文化和广电旅游体育局		商投集团
	新江神仙居体育发展有限公司		想云曼伯都旅游文化产业有限公司		<b>压优假眼旅行社</b>
			速昌县文化和广电旅游体育局		绍兴开元名都大酒店
	三门县文化和广电旅游体育商				成李清店
	浙江蛇蝎岛旅游开发有限公司		進問金矿国家矿山公园		<b>州山风景区</b>
	台州市大学康振投资发展有限公司		遂誾干佛山景区		※ では できません できません できません できません こうしゅう こう こうしゅう こうしゅう こう こうしゅう こう

## **Comments from Exhibitors**

Taizhou Bureau of Culture, Radio, Film, Television, Tourism and Sports

Shanghai Fengxian District Culture and Tourism Bureau (Shanghai Five New Towns)

Zhejiang Kars Brand Management Co., Ltd.



We received many clients from travel agencies, hotels, and C-ends on site, and are satisfied with the activities and arrangements there. Most of the buyers are the right ones.



Those who came to the booth for negotiation were mainly B-end travel agencies, cultural and creative enterprises, media, platforms and C-end people. One exhibitor received more than 300 visitors in 3 days, the highest number. We are satisfied with the overall results. There were a lot of visitors.



We received a lot of clients from the government, the investment bureau of the culture and tourism bureau, real estate companies, investment companies, culture and tourism developers, travel agencies, independent investors and other types of clients at this exhibition. We are satisfied with the exhibition because the organizer has well organized the exhibitor, and the quality of clients is good.



## 2021 Shanghai Tourism Industry Development Summit



#### Keynote Forum

Mr. Fang Shizhong, Director of Shanghai Municipal Administration of Culture and Tourism, delivered a speech titled "Implementing Multiplication Plan, Building Summit Project, and Writing a New Chapter of High-quality Development of Shanghai Tourism Industry" at the summit, and released the overall tourism data and three major changes of tourism consumption in Shanghai in 2020.

Mr. Dai Bin, President of China Tourism Academy, gave a keynote speech on "New Development Pattern and Reconstruction of Three Relationships of Urban Tourism", explained the three relationships of urban tourism and the reconstruction of "host-guest", "urban area-countryside" and "China-globe", and further pointed out that urban areas play a key role in the new development pattern of dual domestic and international cycles, and are also the fundamental driving force to promote the strategy of high-quality tourism development.

#### 2021 Shanghai Tourism Industry Development Summit – Sub-forum

## **2021 Tourism Resource Development Conference**



The conference, hosted by *Sinoexpo Informa Markets*, and organized by *TravelDaily*, invited a number of guests from all walks of life to explore how to rely on industrial innovation, elevate the existing service and management level, create a happier cultural and tourism experience, and discuss issues such as pulling regional economic development through the integrated cultural and tourism industry from the perspective of cultural and tourism integration and industrial empowerment.

#### **Road Trip on 318**



This event was jointly organized by *iDriver Media* and *Sinoexpo Informa Markets*. Shanghai is the starting point of G318 and the Yangtze River Delta is an important tourist source of G318. The conference proposed "Creating and Sharing the Global Brand of G318 National Highway", with the Yangtze River Delta culture to feed the G318 National Highway, thus promoting the road trip culture and providing more public products in China.

## **2021 Cultural and Tourism Scene Innovation Development Forum**



Zhong Lv, deputy chief engineer of Shanghai Municipal Engineering Design Institute (Group) Co., Ltd., Yu Bing, chief creative officer of Dinosaur Land Group, Yang Zhiqiang, general manager of Shenzhen Aidi Star Show Creative Technology Co., Ltd., as well as Zhou Ping, the curator and designer of this special exhibition, and Yu Hongquan, the sculpture artist, attended the forum and discussed the possibility of integrating cultural and tourism scenes from different perspectives.



## **Concurrent Forum**

## 2021 Seminar on New Trends in Cultural and Tourism Industry Development

Co-organized by Beijing Residential Real Estate Chamber and Qidi Huanyu Innovation (Beijing) Co., Ltd. to share new trends in the development of culture and tourism industry from different perspectives, such as culture and tourism real estate, Internet celebrity economy, technology empowerment and restaurant brands.

## 2021 China (Yangtze River Delta) Scenic Area Incremental Benefit Developer Conference

It is co-organized by Jinly Group and www.btiii.com to jointly discuss the reliable methodology for scenic destinations to obtain incremental benefits while preserving the stock.

# 2021 Cultural & Tourism Industry and Destination Investment Cooperation Seminar

It is co-organized by TRIPVIVID and Sinoexpo Informa Markets with the theme of "New Destinations, New Opportunities for Culture and Tourism". Many leaders of cultural and tourism industry authorities, brand founders, executives of tourism enterprises and project leaders expressed their views on new opportunities for destinations at the new stage of epidemic prevention and control.





## **On-site Events**

In the stage area of the special exhibition of "Departure: One River, One Highway and One Tour", the opening ceremony stage area in the atrium, a total of 11 events were held in 3 days, bringing wonderful sharing and vivid performances to the visitors.

Theme	Promoter		
"Red-tourism-themed" Product Launch	www.satrip.com		
Camplus Life	Camplus		
Taizhou Tourism Promotion Conference	Taizhou Bureau of Culture, Radio, Film, Television, Tourism and Sports		
Songjiang Tourism Promotion Conference	Songjiang District Culture and Tourism Bureau		
IP Development Industry and Combination of Cultural and Tourism Industry	China Licensing Expo		
Innovation and Future of Theme Tour Form	www.youxiake.com		
Promotion Conference	Sonic Yachts		
Offline Book Launch of National Highway G318	iDriver Media		
Productivity of Culture and Tourism	Maiji Media		
Large-scale Road Trip Reality Show of Long March	iDriver Media		
LIANGSHE The World's First Cultural Sensing Restaurant of Tang Dynasty Culture	Kieferzapfen Design		



# **Authoritative Mainstream Media**

It covers all of offline and online channels through authoritative mainstream media communication and all-round promotion in China, so as to achieve extensively effective access of the target groups.





- People's Daily
- Xinhua News Agency, Shanghai
   Branch
- GMW.CN
- China Youth Daily
- www.cnr.cn
- www.cctv.com
- People.cn
- www.xinhuanet.com
- www.chinanews.com
- Xuexi.cn China Daily
- China Tourism
- Global Travel Daily

- SMG
- Jiefang Daily
- Wenhui Daily
- Shanghai Fabu
- Xinmin.cn
- Shanghai Morning Post
- Pudong Fabu
- www.yica.com
- ThePaper.cn
- Shanghai Observer
- www.kankanews.com
- MCT
- Leyou Shanghai
- Eastday.com

### **Online Mainstream Media**





























### **Industrial Media**









































Sem search engine hits

101,660,000

Video and Yizhibo live

3,700,000+

Network Information flow promotion

2,578,709

We-Media & community promotion

15,000,000+

Weibo topic interaction exposure

13,870,000+

**Outdoor** advertising

100,000,000+















## Overview of Tourism Plus Shanghai 2021

644,000 sqm

5700+ Exhibitors

370,000 Visitors

"Tourism Plus Shanghai" is the world's leading comprehensive tourism industry expo in terms of scale and concept, held annually from the end of March to the beginning of April for the global market, aiming at promoting tourism destination enhancement and related industry investment and cooperation, and empowering the whole industry chain. It is guided by the Shanghai Municipal Administration of Culture and Tourism and held by Sinoexpo Informa Markets.

From March 29 to April 3, 2021, the first Shanghai Tourism Plus created a new milestone in the history of the global commercial exhibition industry. It consisted of four sub-exhibitions (theme exhibition, catering exhibition, hotel and commercial space exhibition, yacht and lifestyle exhibition) and three pavilions (National Exhibition and Convention Center (Shanghai), Longyang Road New International Expo Center, Shanghai New International Expo Center and Shanghai World Expo Exhibition & Convention Center). At the same time, the largest comprehensive tourism industry exposition in China was held in the same city, creating a super stage for the industry, focusing on big IP, driving large investment, and providing a new function for China's social and economic recovery and prosperity.

For 6 days, the total exhibition area of the exhibition was as large as 644,000 square meters, and more than 5,700 famous exhibitors were gathered on site. In the same period, 193 forums, competitions, carnivals, experience shows, promotion meetings and other live activities were held, attracting more than 370,000 professional visitors from more than 120 countries and regions.







2023 Tourism Plus Shanghai

3.29-4.1, 2023

**NECC** (Shanghai)



For more information

**Booth Reservation** 

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