



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



POST SHOW REPORT

Overview

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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 m²

Visitors

37,826

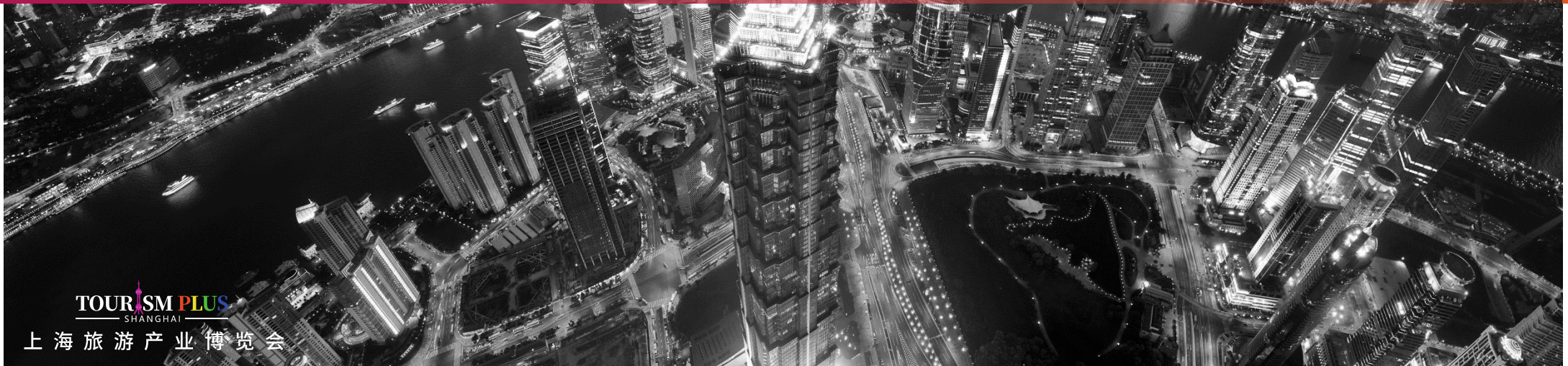
Exhibitors

Nearly 800

Events

150+

Analysis of Visitors

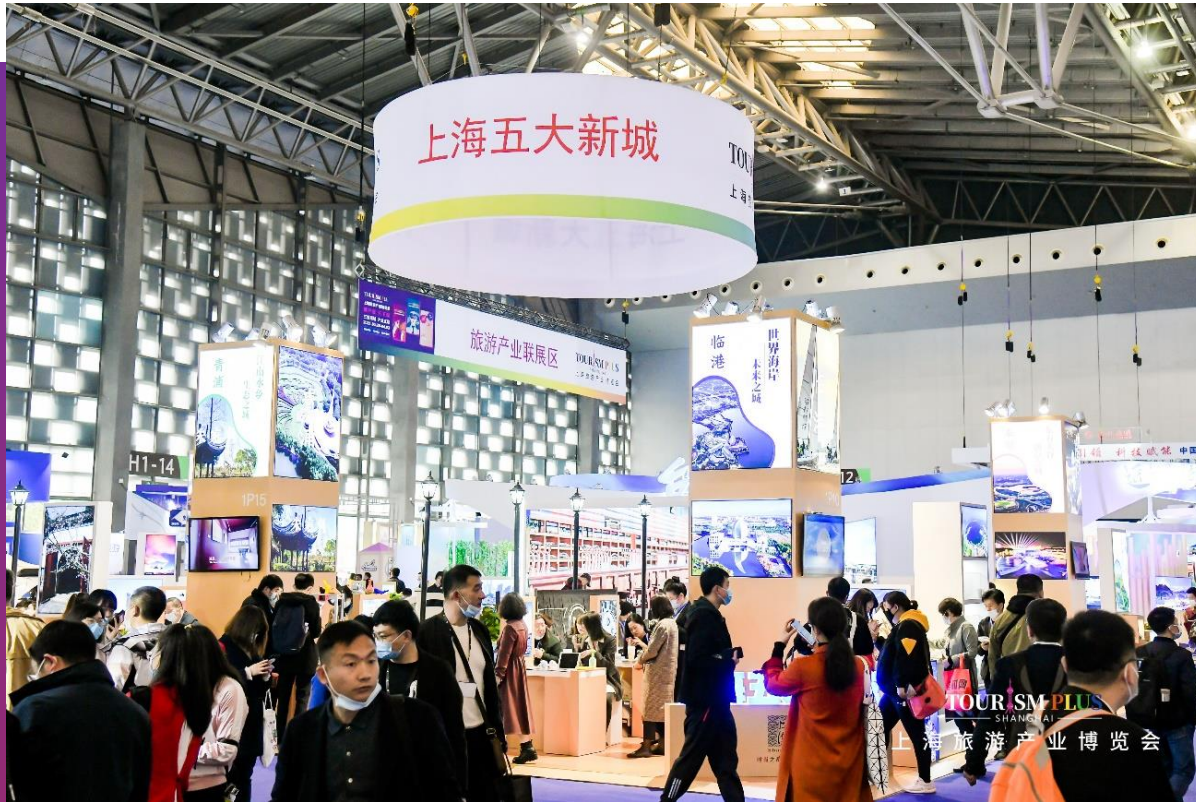


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Enthusiastic Visitors From All Over the World

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

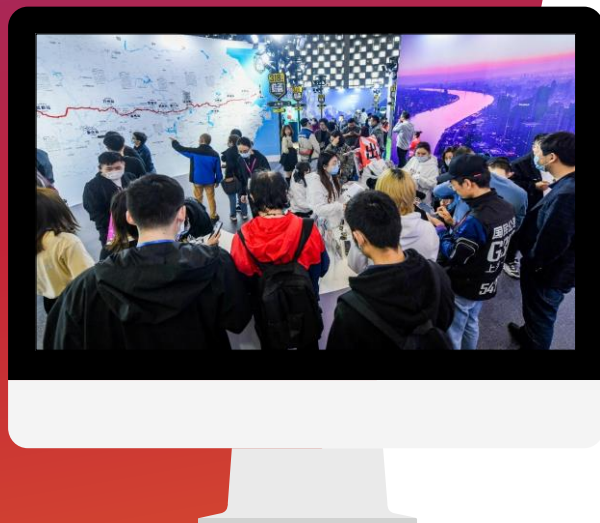
2.58%
Fair



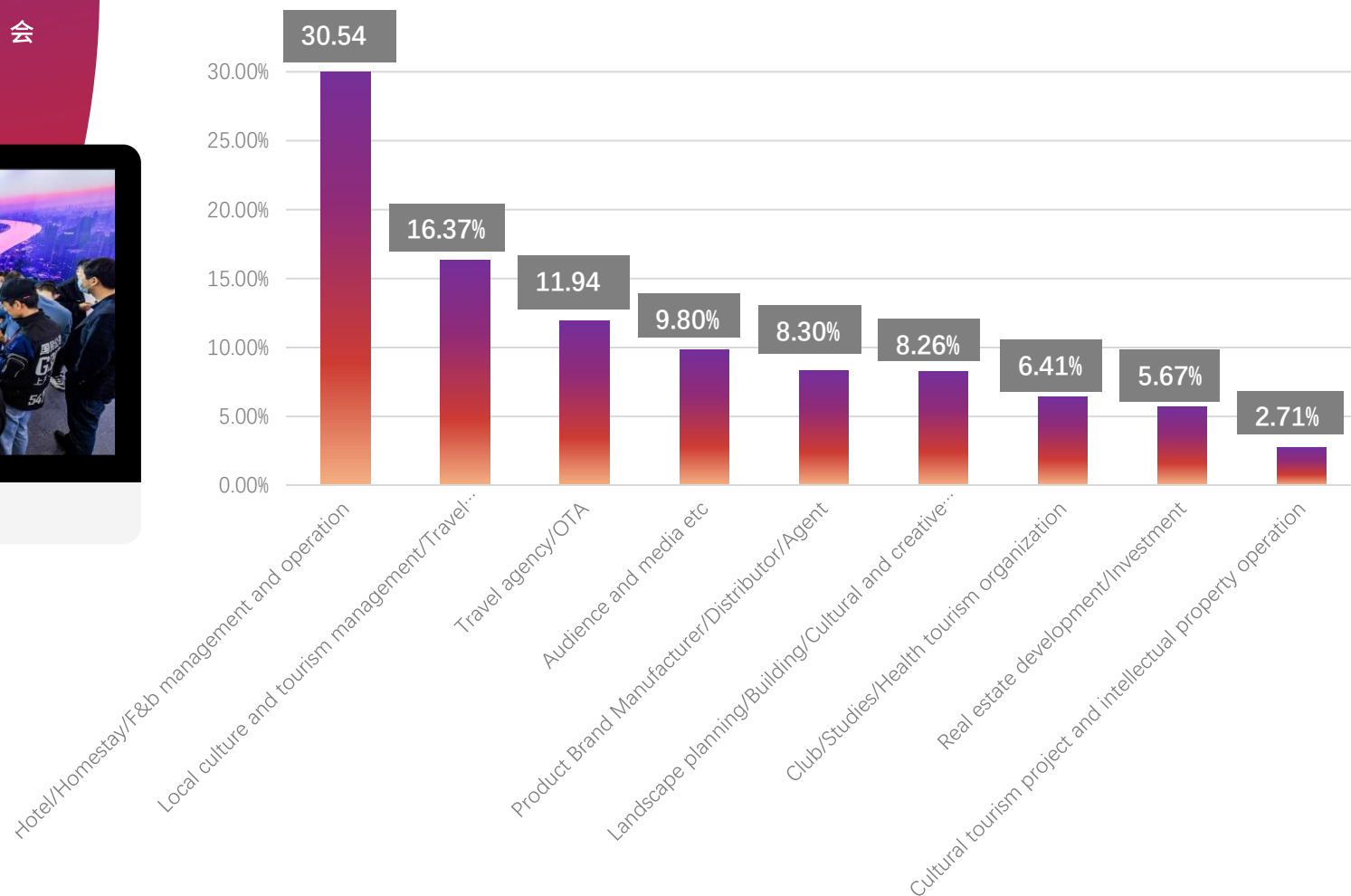
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Tourism Plus Theme Exhibition

Analysis of Visitors SOURCE



TOP 10 Industry





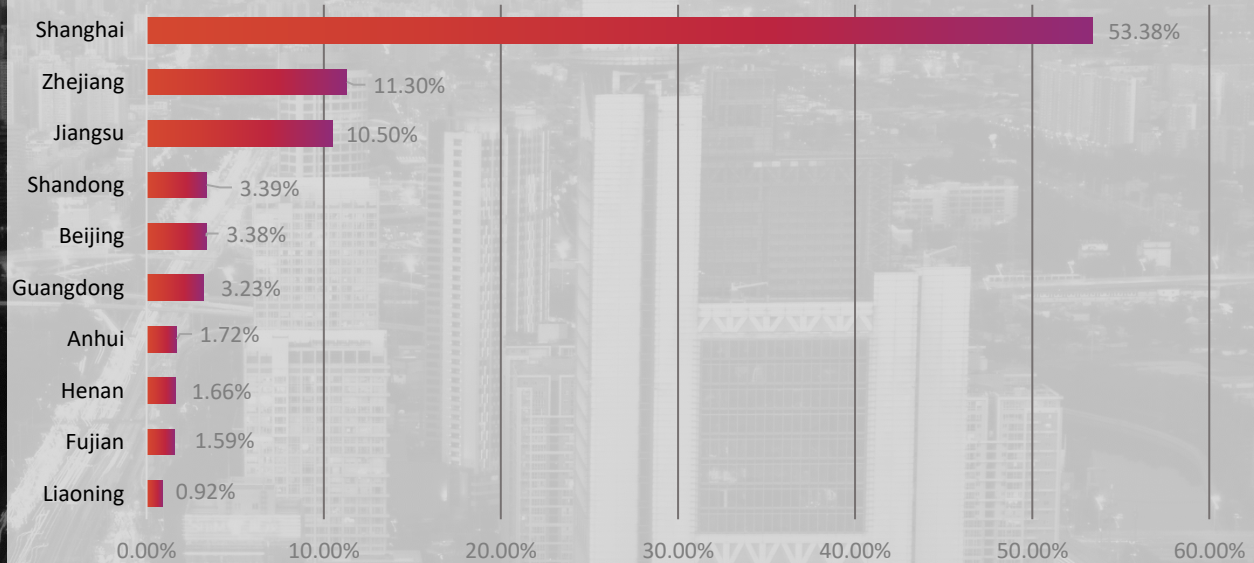
Tourism Plus Theme Exhibition

Analysis of Visitors Regional Sources

Visitors of the Theme Exhibition came from 43 countries and regions, with domestic visitors coming from 31 provinces and cities.

The top 10 provinces and cities with the maximum number of domestic visitors were: Shanghai, Zhejiang, Jiangsu, Shandong, Beijing, Guangdong, Anhui, Henan, Fujian and Liaoning.

Regional sources



Three Highlights of the Theme Exhibition



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01

Special Event *'Departure: One River, One Highway and One Tour'*

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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*

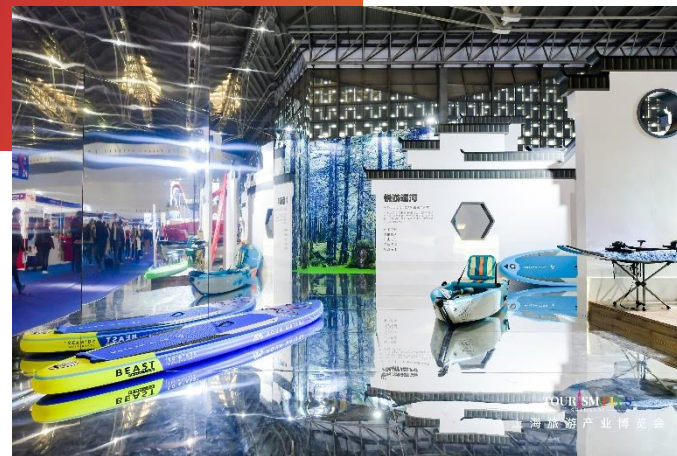


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Special Exhibition

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



02

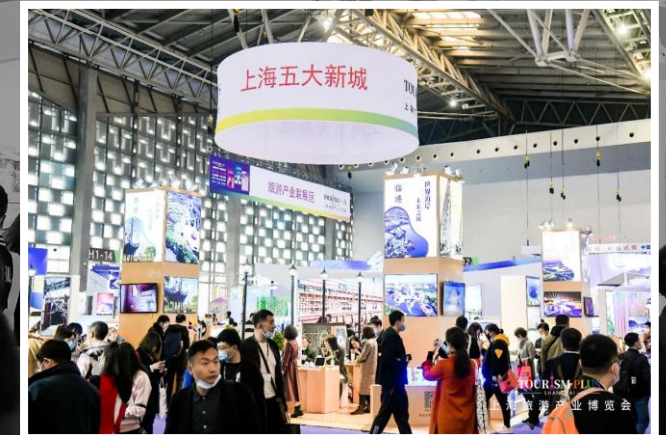
Joint Exhibition of Tourism Industry



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 tourism departments from all provinces and cities
- Tourism destinations
- Tourism investment and development companies
- Tourism Services
- IP owners and cultural creators
- Tourism technology service providers
- Tourism performing arts
- Hotels & resorts



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.



TOUR SMP II

Comments from Exhibitors

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



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.

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



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.

Zhejiang Kars Brand
Management Co., Ltd.



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.

03

2021 Shanghai Tourism Industry Development Summit



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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



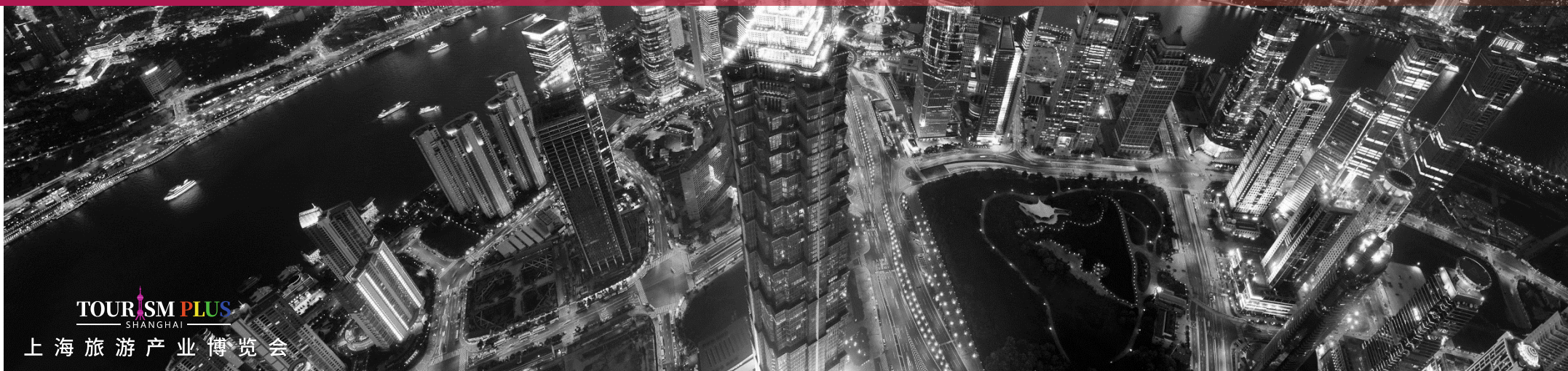
This event was jointly organized by *iDriver Media* and *Sinoexpo Informa Markets*. Shanghai is the starting point of G318 and the Yangtze River Delta is an important tourist source of G318. The conference proposed "Creating and Sharing the Global Brand of G318 National Highway", with the Yangtze River 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.

Forum & Events



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 Jinlv 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.

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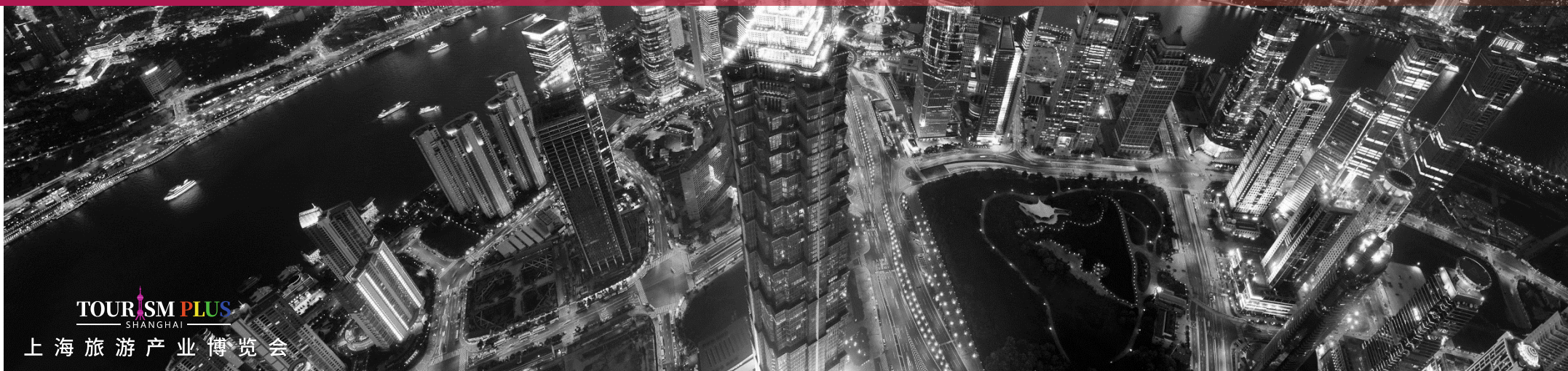
On-site Events

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

Media & Channel



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

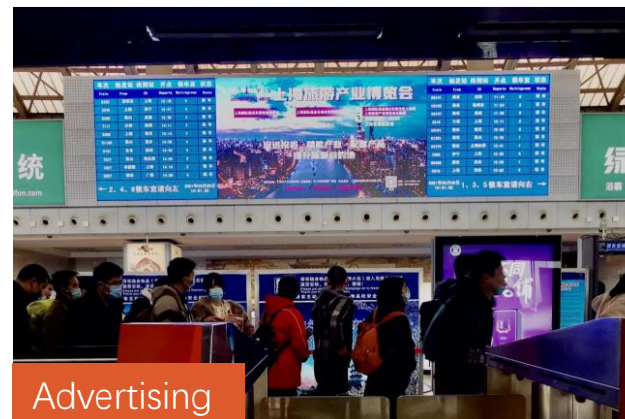
13,870,000+

Outdoor advertising

100,000,000+



Advertising



Advertising



Promotion



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.



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2022 Shanghai International Tourism Investment Expo

27-29 March, 2023

SWEECC (Shanghai)



For more information

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