

# 2025 TOURISM PLUS SHANGHAI POST SHOW REPORT

**TOURISM PLUS®**  
SHANGHAI  
上海旅游产业博览会

Overseas & Domestic Tourist Destinations | Immersive IP / New Quality  
Productivity of Cultural tourism | Tourism Operations and Support |  
Cultural and Tourism Consumption |  
Wellness Tourism

March 30<sup>th</sup>–April 2<sup>nd</sup>, 2025  
Shanghai World Expo Exhibition & Convention Center

Guided by: Shanghai Municipal Administration of Culture and Tourism

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

Shanghai International Convention & Exhibition Co., Ltd.

Co-organized by: China Tourism Association

# TOURISM PLUS SHANGHAI 2025

TOURISM PLUS®  
— SHANGHAI —  
上海旅游产业博览会

**700,000** m<sup>2</sup>  
Exhibition Area

**6,000+** Premium  
Exhibitors

**445,737** Professional  
Visitors

**8** Lifestyle  
Festivals

**22** Professional  
Competitions

**300+** Forums and  
Events

From March 30 to April 3, **Tourism Plus Shanghai 2025** was held at the National Exhibition and Convention Center (Shanghai), Shanghai World Expo Exhibition & Convention Center, Shanghai New International Expo Centre, and Shanghai Convention & Exhibition Center of International Sourcing. The five collective exhibitions include Tourism Plus Shanghai, HOTELEX-Shanghai International Hospitality Equipment & Foodservice Expo, China (Shanghai) International Boat Show & The Lifestyle Show Shanghai, Hotel & Shop Plus-Shanghai International Hotel, Shop, Office and Public Space Expo, and Modern Concept World Expo, covering a total of 15 industrial categories and 68 exhibition sections.





**700,000 m<sup>2</sup>**

One City With Four Venues  
Interconnecting industries



2025 TOURISM PLUS

# TOURISM PLUS SHANGHAI 2025

## Exhibition Overview



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**Exhibition Overview**

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**Highlights**

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**Media Promotion**



# Exhibition Overview of TOURISM PLUS SHANGHAI 2025

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# 60,000

m<sup>2</sup> Exhibition Area

# 48,378

Professional Visitors

On April 2, 2025, **Tourism Plus Shanghai** came to a successful conclusion at the Shanghai World Expo Exhibition and Convention Center. As the most concentrated collective exhibition of tourism elements in the Tourism Plus Shanghai, it features over 200 exhibitors covering areas such as overseas & domestic tourist destinations, immersive IP / new quality productivity of cultural tourism, tourism operations and support, cultural and tourism consumption, and wellness tourism. The exhibition promotes the high-quality integrated development of the entire tourism industry chain through diverse forms of display and exchange both online and offline.

This exhibition was held concurrently with the 28<sup>th</sup> China (Shanghai) International Boat Show and the Lifestyle Show Shanghai 2025. The exhibition area covered **60,000** square meters, with over **800** high-quality brands and exhibitors making a grand appearance. There were dozens of new product launches and industry exchange forums, and more than **150** exciting interactive experience events. This exhibition attracted **48,378** visitors, an increase of **35.88%** compared to last year. Among them, **2,820** professional buyers from **117** countries and regions overseas came, a **35%** increase compared to 2024.



TOURISM PLUS  
SHANGHAI



# 800+

Premium Exhibitors

# 150+

Fascinating Activities



# Visitor Analysis

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**Highlights**

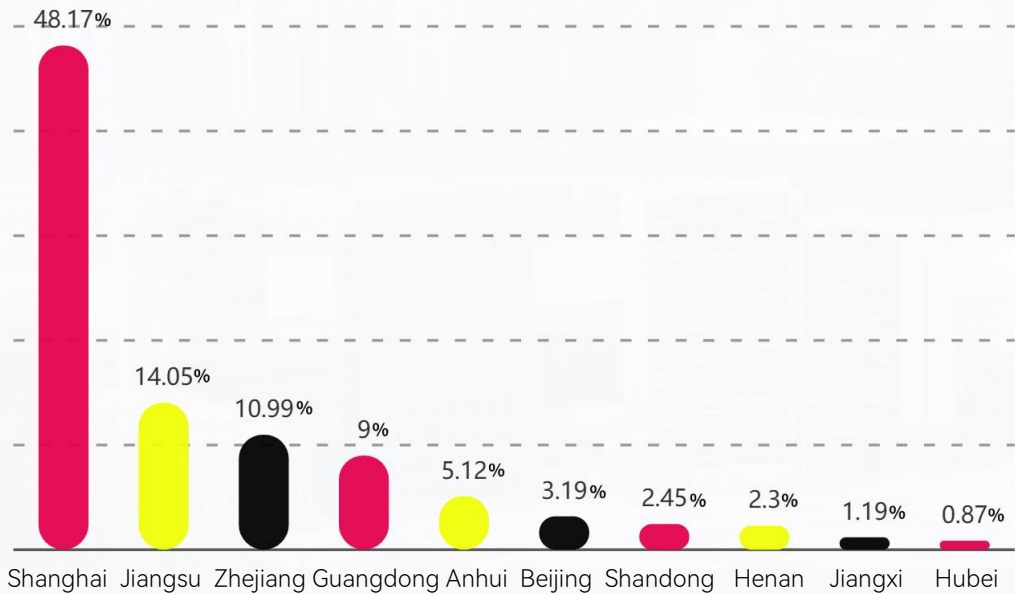
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**Events**

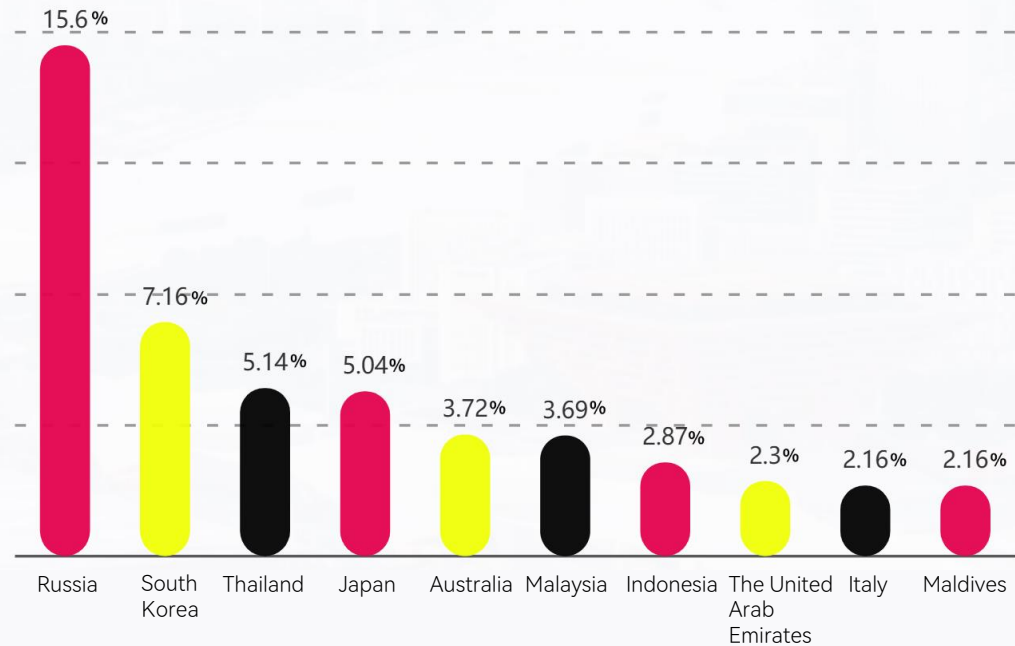
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**Media Promotion**

## TOP10 Mainland China Visitor Distribution



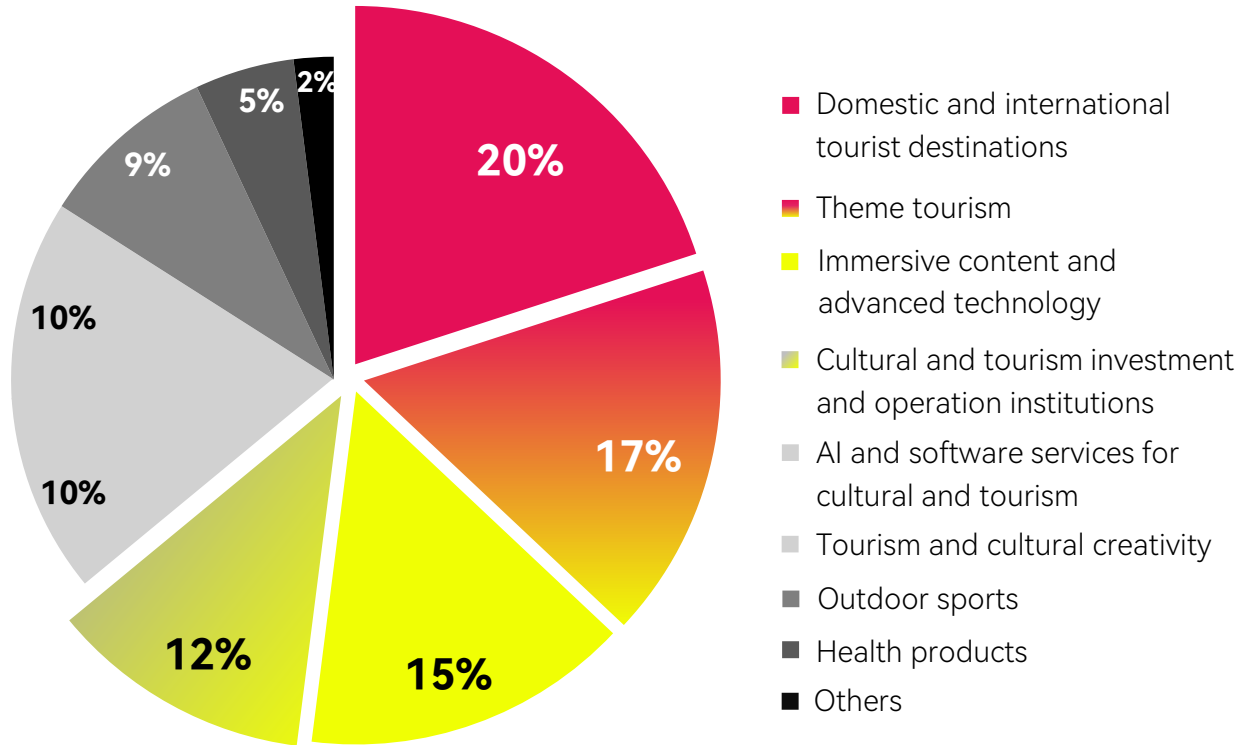
## TOP10 Oversea Visitor Distribution



The exhibition attracted professional visitors from **Shanghai, Jiangsu, Zhejiang, Guangdong, Anhui, Beijing, Shandong, Henan, Jiangxi, Hubei** and other mainland cities as well as Hong Kong, Macao and Taiwan region to gather in Shanghai for the grand event. In addition, overseas businessmen from 117 countries and regions visited the exhibition, including **Russia, South Korea, Thailand, Japan, Australia, Malaysia, Indonesia, The United Arab Emirates, Italy, Maldives**, etc.

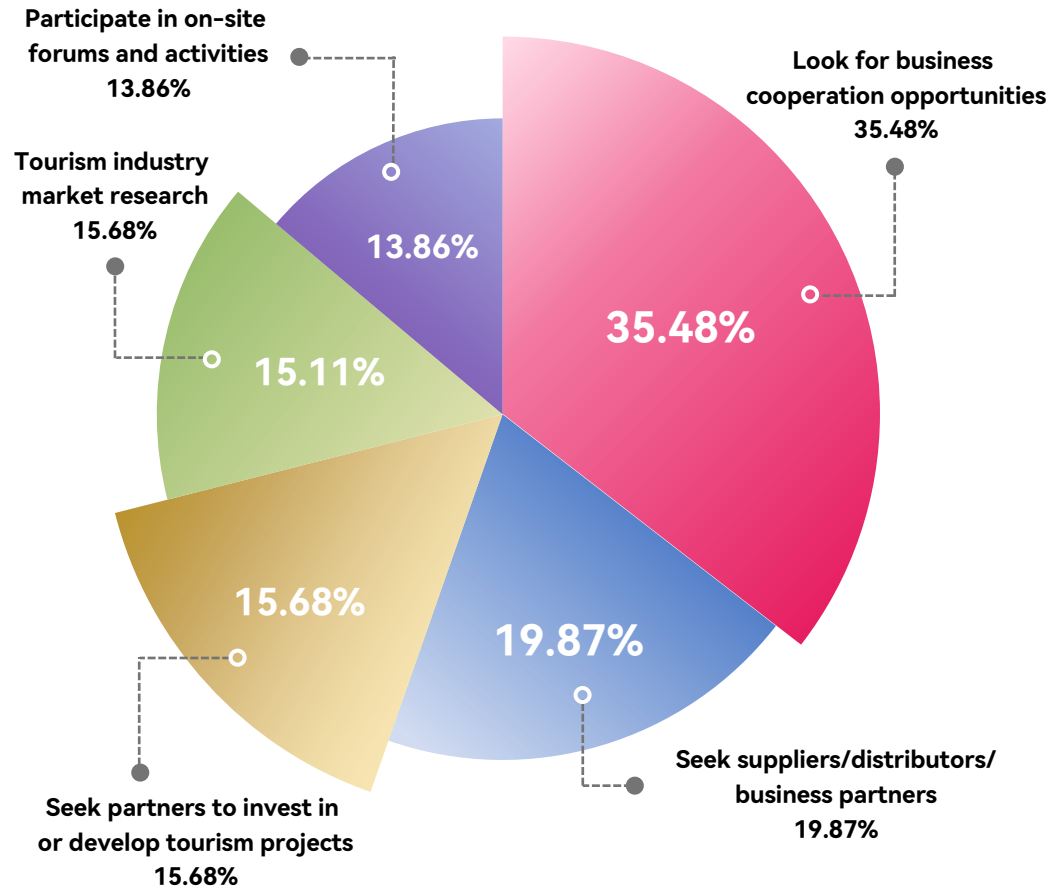


## Sections of interest to visitors

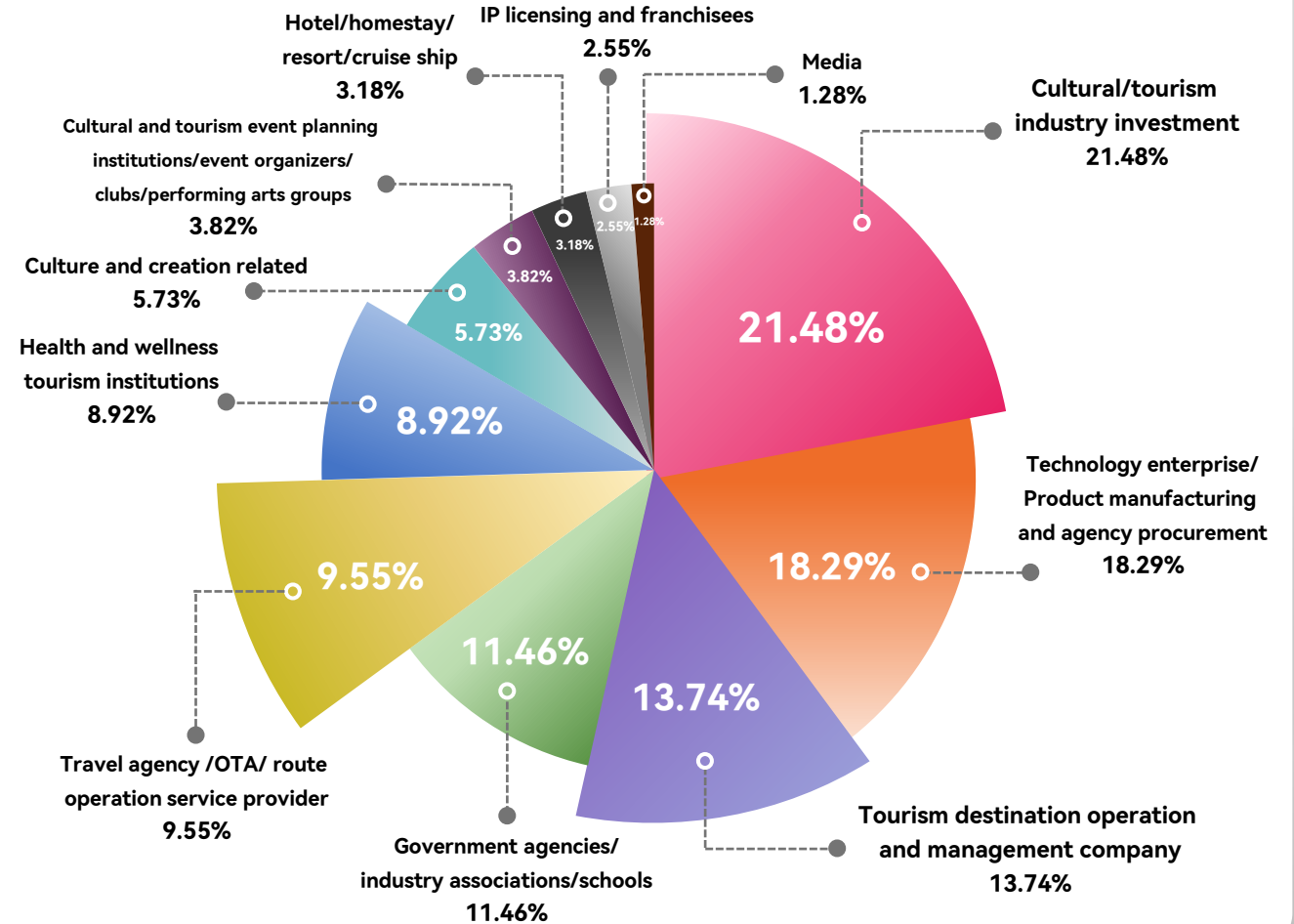




## TOP5 Purpose of Visit



## TOP10 Professional Buyers



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# Tourism+Technology

## Highlights

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# 2025 TOURISM PLUS

## Unitree G1 / Go2



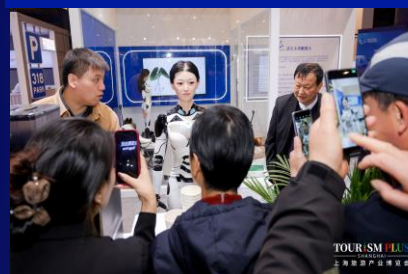
Unitree G1, the "star" of the Chinese Spring Festival Gala, and Go2, which is a flexible the robot dog can do various performances, always make the booth crowded.

## ULSrobotics FIT-HV / ULS TR1



The same ULSrobotics smart exoskeleton as that used in "The Wandering Earth" was showcased at the exhibition and is actively expanding its application in cultural and tourism scenarios.

## QINGBAO Humanoid robot



QINGBAO humanoid robots welcomed guests at the opening of TPS2025, introducing various highlights of this year's event to the audience. She is proficient in eight foreign languages and dialects, and can also make coffee and serve it to guests.

## Joint Exhibition Group of Shanghai Federation of Industry and Commerce

Enterprises in the Shanghai Federation of Industry and Commerce exhibition group, such as HIGH GREAT, Zhifei Aviation, HANDOM, and C77 Cultural and Creative Industrial Park, showcased their applications in low-altitude economic fields like drone performances and drone driving training.





# “TPS Immersive Experience Day”

## Highlights

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The first TPS Immersive Experience Day, driven by the four-dimensional engine of "Innovation Trend Forum × Special Exhibition experience × New Product Roadshow × Closed-door Matchmaking meeting", strongly activated the energy field of the theme pavilion on the third day of the exhibition.



This immersive event, which integrates the collision of ideas, scene experience and resource connection, not only achieves precise matching of the upstream and downstream of the industrial chain, but also attracts 5 domestic and foreign project parties to make their debut in TPS2025 with the full-chain innovation of "Trend Release + Scene Implementation + Capital Empowerment".





# “TPS Immersive Experience Day”

## Highlights

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◀ Many IP Immersive Experience Matrices ▶

## ART MASTERS

A VIRTUAL REALITY EXPERIENCE

“ART MASTERS”

The **Global Debut** of an International Project



“The River All Red”

“The Lost City Underwater”

The **Global Debut** of Domestic Projects



## 《敦煌：千色之境》

DUNHUANG: THE REALM OF THOUSAND COLORS

XR全景奇幻LBE体验展

出品方 中鼎天下(北京)文化科技有限公司

联合出品方  
文化和旅游部艺术发展中心  
敦煌文化发展有限公司  
敦煌市文化体育发展有限公司  
中鼎乐融(北京)私募基金管理有限公司

艺术指导单位 文化和旅游部艺术发展中心

「敦煌：千色之境」精心打造全球首个XR全景奇幻LBE体验馆，带领观众回到那个辉煌世界，身临其境感受视觉的艺术细节、定时的文化讲座、将带您艺术的精髓、聆听的神话、本地人的传说、将为一场盛大丰富的奇幻旅程，带您大千世界、带您、看敦煌的美好广传至全世界。

“FAIRY TALES”

“DUNHUANG: THE REALM OF THOUSAND COLORS”

The Project Exhibited **for the First Time** in Shanghai



# 公路旅行 场景秀

## ROADTRIP SHOW



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The highly anticipated **"2025 ROADTRIP SHOW"** has joined hands with self-driving tourism clubs, tourist destinations along the route, and the road travel industry chain. On the grand stage with the 318 Road as the road travel scene, under the guidance of 108 destination and scenic spot road signs and the background of a thumbnail map of 5,476 kilometers of road, it integrates new self-driving experiences and cultural film and television works along the way. It makes the visitors feel extremely fresh.

A ROAD TO  
KNOWING  
CHINA

A ROAD TO KNOWING CHINA



ROADTRIP SHOW



Highlights

# Tourism + New Scene + New Play



# Highlights

39

Powerful investment institutions, property owners and government agencies

54

Cultural and tourism new quality productivity and IP project cultural and tourism operation units

15

Provinces and overseas regions and countries



This year's investment matchmaking meeting saw the strategic gathering of over a hundred leading enterprises, with more than 1,000 face-to-face offline meetings held on site! It has attracted 6 leading enterprises at home and abroad to use it as the global launch publicity platform.

Three themes of the "Tourism Plus Shanghai 2025 Cultural Tourism Investment Matchmaking Meeting" :

Special Session on Cultural and Tourism - Operation of Existing Cultural and Tourism Assets

Special Session on Cultural and Tourism Equipment - Cutting-edge Technologies and Equipment in Cultural and Tourism

Special Session on Content Innovation - Immersive Cultural Tourism and IP Empowerment

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# Tourism + Investment

Road Show +1V1 Communication + Free Negotiation



\*Companies are ranked in no particular order

## Tourism + Consumption



### Shanghai Tourism Quality Life Festival

Museums and intangible cultural heritage and cultural and creative enterprises launched discounted products at the "Shanghai Tourism Quality Life Festival"



### Travel Agency

**JINJIANG Travel, U-tour, SPRINGTOUR** and other travel agencies have launched tour group line discounts, the highest line discount range of up to 5000 yuan.



### Famous State Guest Hotel

Many hotels, represented by well-known state guest hotels in Shanghai such as **XIJIAO State Guest Hotel** and **DONGJIAO State Guest Hotel**, have launched special offline discount room vouchers and meal vouchers for the exhibition.



## Tourism + National Fashion

**Shanghai New Chinese Fashion Week 2025**, through multiple fields such as clothing, beauty products, home furnishings, and trendy gifts, with "Inheritance · Innovation · Life" as the core, explores traditional Eastern aesthetics and creates new Chinese-style products and services that conform to contemporary lifestyles, and explores the infinite charm and broad prospects of the new Chinese-style life aesthetics. There is also a highly dynamic vertical community platform for cultural and creative industries – **WEN CHUANG QUAN**, which builds a top-level resource matrix for the cultural and creative industry.



# Events

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# 2025Meta SVS SHANGHAI VIRTUAL SPORTS OPEN



**2025Meta SVS SHANGHAI VIRTUAL SPORTS OPEN** made its final appearance at Tourism Plus Shanghai 2025 and held at the Shanghai World Expo Exhibition and Convention Center on March 30<sup>th</sup>! Eighteen university cycling teams from three countries gathered and ultimately decided on the champion!



1



## 2025 Tourism Innovation and Development Trend Forum: One Road, One Ecosystem

Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd., IDRIVER MEIDA

Focusing on tourism innovation, with the Chinese road travel ecosystem at its core, the forum exchanges and shares through various sections such as sightseeing, travel, and supporting facilities, providing interpretations and analyses.

2



## 2025 Global Tourism New Economy Innovation Week & Dragon Sparrow Cultural Tourism Hosts Gala

Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.  
Co-organizers: CTCAS Longque Awards Committee, TRIPVIVID

2025 Global Tourism New Economy Innovation Week & Dragon Sparrow Cultural Tourism Hosts Gala, guided by the three major trends of "Debut economy, Low-altitude economy, and 'Goods' economy", focuses on ten innovative fields including low-altitude tourism, 'goods' culture, pet economy, theme entertainment, AI technology, hotel accommodation, child-friendly, equipment manufacturing, immersive performance, and international marketing.

3



## TPS Immersive Project Innovation Forum for Cultural and Tourism Destinations

Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.,  
Shanghai International Convention & Exhibition Co., Ltd., MANA SYNERGIES

To promote the integrated development of the immersive industry and the cultural and tourism industry, and to encourage cultural and tourism scenic spots and commercial shopping centers to introduce immersive cultural and tourism projects, especially LBE large-space projects, the "TPS Immersive Experience Day" event introduces high-quality immersive projects to the cultural and tourism industry.

4



## Global Tailor-made Travel Resources Summit

**Organizer:** Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.,  
CHINA TRAVEL TRADE MEDIA

The "Global Tailor-made Travel Resources Summit" brings together comprehensive resources from customized tour suppliers, platforms, distributors, etc., shares the latest customized tour market data and changes in customer consumption, and jointly explores the core topics of concern in the customized tour industry.

5



## The Opening Ceremony of the 14<sup>th</sup> HSREXPO

**Organizer:** Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.,  
SHANGHAI HEALTH INDUSTRY ASSOCIATION

HSREXPO provides industrial chain support from hardware to services for the upgrade of health and wellness tourism destinations, and also offers an exchange platform for introducing more health and wellness and elderly care management and operation institutions to health and wellness tourism destinations.

6



## The Theme Forum of the 14<sup>th</sup> HSREXPO

**Organizer:** Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.,  
SHANGHAI HEALTH INDUSTRY ASSOCIATION

The HSREXPO theme forum invites industry experts and leaders of leading enterprises to jointly discuss, deeply analyzing the current situation and development trends of the industry from an international perspective, practical experience and professional insights.



7



## The 4<sup>th</sup> Forum on Innovative Development of Medical, Health and Wellness Tourism Industry

Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.,  
World Natural Medicine Organization Health Promotion Association

The forum focuses on the innovation of health products and services, and delves deeply into the cross-border integration and innovative development paths of tourism with multiple fields such as medical services, health preservation, elderly care, cultural experiences, sports and martial arts.

8



## WENCHUANGQUAN Annual Theme Practical Forum and WENCHUANGQUAN "China Mascot Competition" Spokesperson Summit

Organizer: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.,  
Supporting units: European Art Union, CRAFTSMAN OF GREAT POWERS DESIGNING INSTITUTE

The WENCHUANGQUAN Annual Theme Practical Forum brings together dozens of domestic cultural and creative entrepreneurs and innovators with annual output value and traffic of over 100 million yuan. They share their insights on the cultural and creative industry, interpret the future trends of cultural and creative industries, and explore new models of cultural and creative industries!

# Media Promotion

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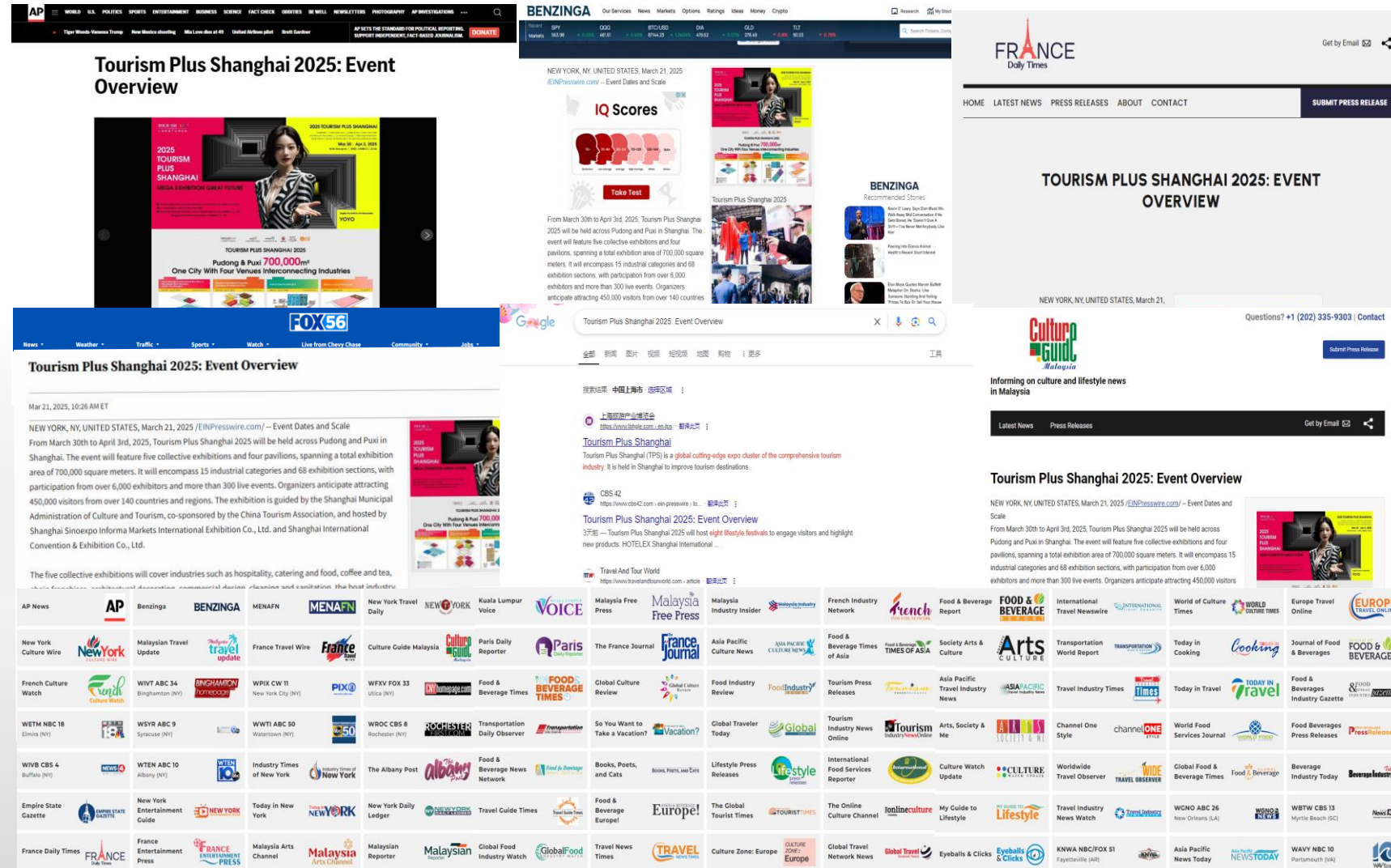


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2025  
TOURISM  
PLUS

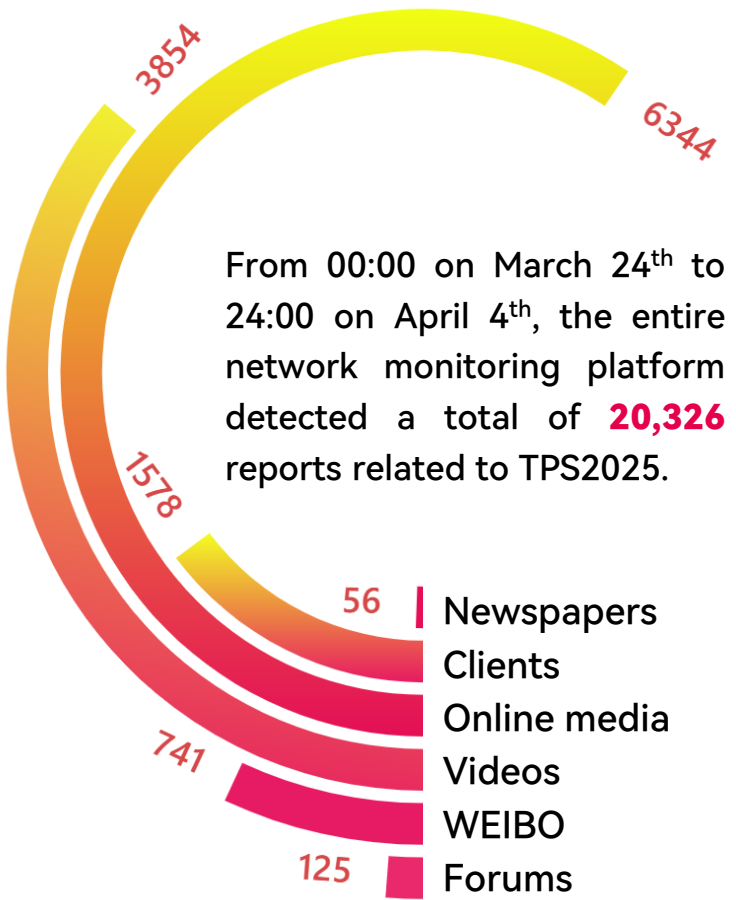
Xinhua News Agency, Jiefang Daily (Shangguan News),  
Wenhui Daily, Xinmin Evening News, Shanghai Radio  
Station, Shanghai Television Station, Kankan News, The  
Paper, Shanghai Daily, China Business Network (CBN),  
CCTV.com, People's Daily Online.....

AP News, BENZINGA, GOOGLE, Bing, Yahoo, ABC, FOX, NBC, CBS, CW, FRANCE Daily Times, Culture Guide Malaysia, New York Culture Wire, Malaysian Travel Update, MENAFN, France Travel Wire, French Culture Watch, Industry Times of New York, The Albany Post, Empire State Gazette, Asia Pacific Culture News.....



# Diversified Market Promotion

The external market promotion of Tourism Plus Shanghai 2025 and its concurrent forum activities covers various channels such as **industry associations, mass media, professional media, outdoor advertising, press releases, WECHAT major accounts, TIKTOK, WECHAT short videos, and WEIBO.**



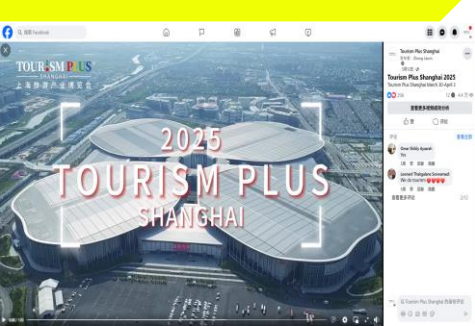
## Metro Advertising



## Bus Advertising



## FACEBOOK Advertising



## Tencent Moments Advertising

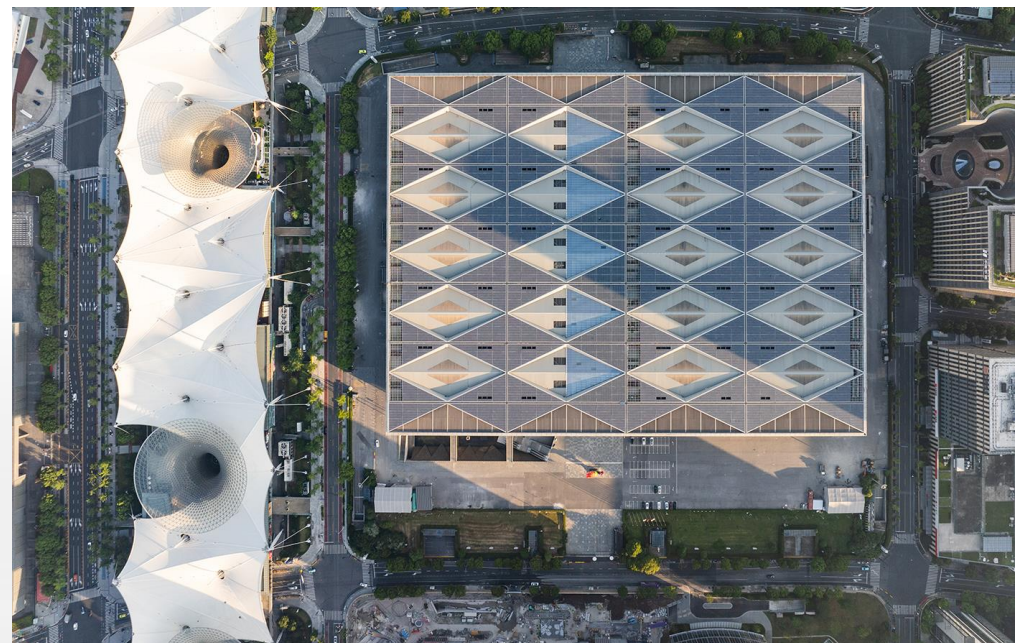


## TIKTOK Advertising





# TOURISM PLUS SHANGHAI 2026



**March 29<sup>th</sup>-31<sup>st</sup>, 2026**

**Shanghai World Expo Exhibition & Convention Center**  
**(No. 850, Bocheng Road, Pudong New Area)**