

TOURISM PLUS

Shanghai
2026

POST SHOW REPORT

2026.3.29-31

Shanghai World Expo
Exhibition & Convention Center

CONTENT

01

Exhibition Overview

02

Visitor Analysis

03

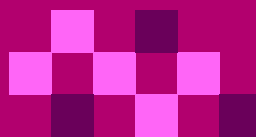
Highlights

04

Events

05

Media Promotion



TOURISM PLUS Shanghai 2026

The "Tourism Plus Shanghai" (TPS) stands as a globally comprehensive tourism industry exhibitions, distinguished by its leading global scale and innovative concept. This exhibition cluster encompasses the full spectrum of the tourism industry chain, including 'catering, hotels, transportation, sightseeing, shopping, and entertainment'. TPS integrates a variety of formats such as exhibitions, festivals, international competitions, significant forums and conferences, as well as online and offline events.

With the mission to "Connect Industries and Tourism Worldwide", TPS is dedicated to fostering the improvement of tourist destinations and fostering investment and collaboration within related sectors.

As a industry platform, TPS has broadly embraced other sectors like agriculture, traditional industry, commerce, science & technology, culture, sports, health care and etc. It has also implanted raw materials, auxiliary materials and accessories, manufacturing, technology, services, trade and other segments of the supply chain.

700,000+m²
Exhibition Area

6,000+
Premium Exhibitors

459,883
Professional Visitors

32,609
Overseas Buyers

16
Major Industry
Categories

58
Exhibition Zones



**WORLD TOURISM
& INDUSTRIES GET TOGETHER**

EXHIBITION OVERVIEW

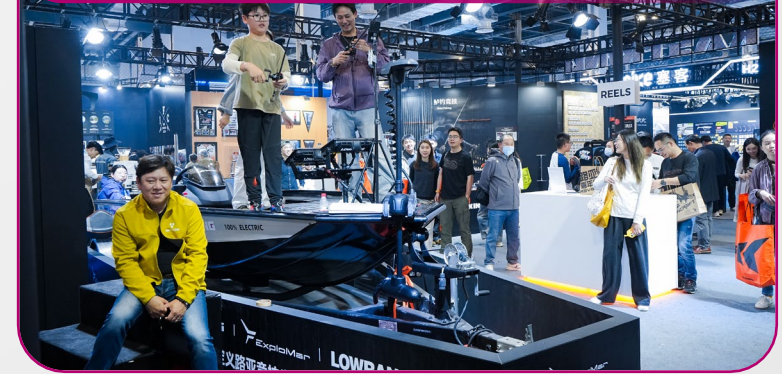
Tourism Plus Shanghai (SWECC)



The 29th China (Shanghai) International Boat Show 2026 & Shanghai International Workboat Show



The Lifestyle Show 2026



CCTS Scene Innovation Festival 2026 & The 12th Shanghai Modern Concept World Expo



Hotelex Shanghai 2026



Hotel & Shop Plus Shanghai 2026



EXHIBITION OVERVIEW

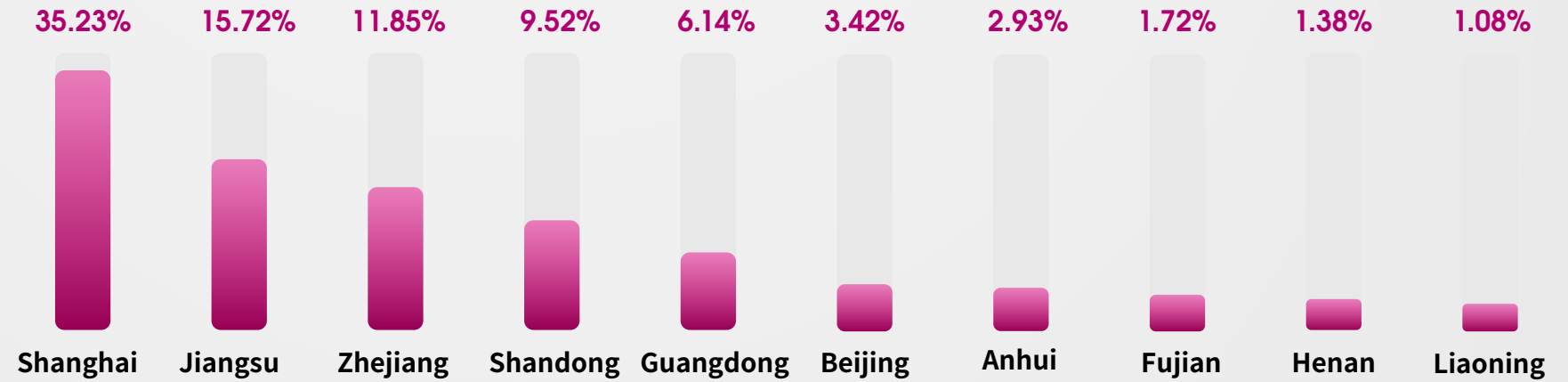
On March 31, 2026, the Tourism Plus Shanghai 2026 (SWECC) concluded successfully at the Shanghai World Expo Exhibition & Convention Center. As a core cluster exhibition featuring highly concentrated tourism elements within the Tourism Plus Shanghai 2026, this year's exhibition brought together over 1,000 exhibitors covering cultural tourism destinations, cultural tourism technology, cultural tourism supporting facilities, cultural tourism consumption, angling cultural tourism, art installation industrial chains and other sectors. Through diversified online and offline exhibitions and interactive exchanges, it has fueled the high-quality integrated development of the entire tourism industrial chain.

Held concurrently with the exhibition were CIBS 2026 (The 29th China (Shanghai) International Boat Show 2026 & Shanghai International Workboat Show), Lifestyle Shanghai 2026 and The 12th Shanghai Modern Concept World Expo, the overall exhibition space reached 60,000 square meters, showcasing more than 1,000 high-quality brands and exhibitors. Dozens of industry forums and road show were held on-site, alongside over 150 interactive experience activities. The event attracted a total of 49,007 on-site visitors, including 3,292 professional buyers from 131 overseas countries and regions, marking a year-on-year increase of 16.74% compared with 2025.

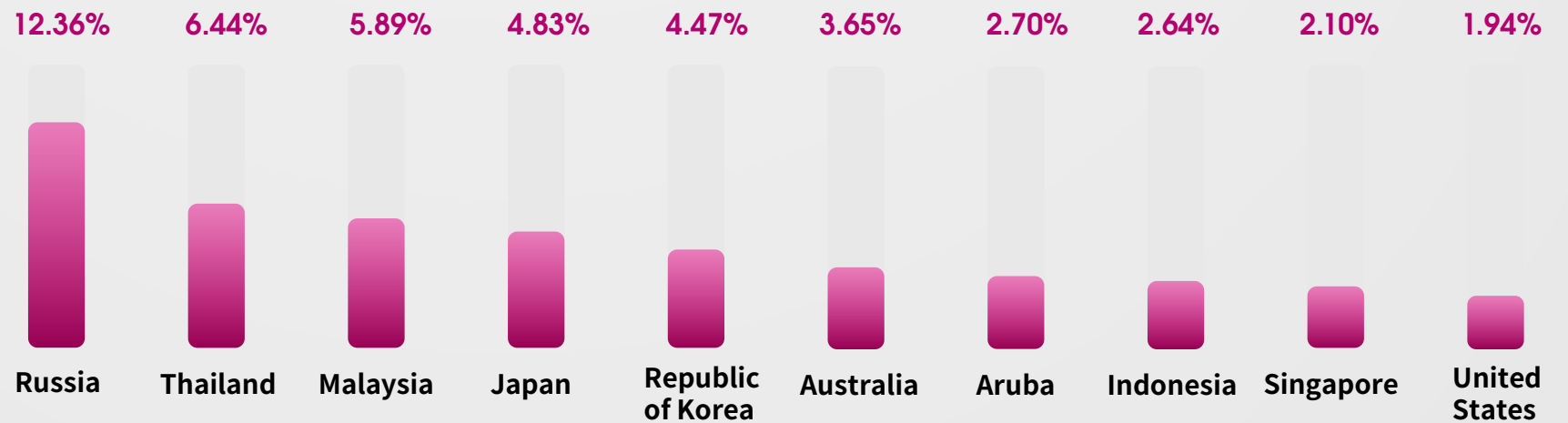


Visitor Analysis

TOP 10 Mainland China Visitor Distribution



TOP 10 Overseas Visitor Distribution



Visitor Analysis

Tourist destinations / Scenic spots /
Transportation hubs / Waterfront docks **18.49 %**

Commercial real estate / Shopping centers /
Department stores & outlet malls **12.21 %**

Tourism supporting facilities & technology
manufacturers / Brand owners **10.49 %**

Hotels / Resorts / Homestays **8.57 %**

Travel agencies / OTAs (Online Travel Agencies) /
Tour operators / Clubs **8.49 %**

4.94 % Tourism Investment Groups / Urban Construction Investment
Groups / Cultural Investment Groups / Financial Institutions

4.29 % KOL/ Self-media / Media

2.86 % Government Agencies / Research Institutions
/ Public Institutions

27.72 % Travel Enthusiasts / Outdoor Sports / Water Sports /
Angling / RV & Camping Enthusiasts

1.49 % Others



High-Lights

Cultural & Tourism Destinations

Suzhou Taihu Lake Highlights



The 286-kilometer Taihu Lake Ring, dubbed "a condensed panoramic window to Taihu Lake", features a gathering of local cultural and tourism enterprises. It presents the landscapes, culture, and brand-new cultural tourism experiences around Taihu Lake in an all-round way.



The Republic of Uganda

National Parks × Handicrafts × Coffee Experience × Themed Performances

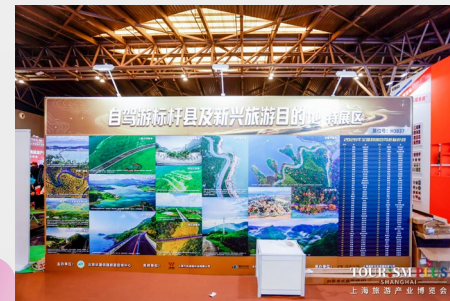
Special Exhibition: Benchmarks of Road Trip in County Destination of China

- On-site release of multiple premium road trip routes
- Integrated new business models: complete road trip supporting facilities × rural leisure × cultural-tourism integration
- Target audience: road trip enthusiasts



Shanghai Hengsha Island

Highlighting five distinctive business models: creative rice paddy arts, slow island tours, original river-island fishing experiences, a natural tranquil oxygen bar, and trendy internet-famous photo spots.



Shanghai Lin-Gang Cultural & Tourism Matrix

- High-end resort hotel cluster around Dishui Lake
 - Shanghai Haichang Ocean Park
- Shanghai L+SNOW Indoor Skiing Theme Resort
 - China Maritime Museum
 - Shanghai Planetarium

High-Lights

New-quality productive forces

Cultural & Tourism Interactive Imaging Platform

Developed by Newport AI, the "Smart Imaging Engine" cultural and tourism interactive imaging platform uses the AI Ostrich Robot and AI Magic Mirror as its carriers. It offers voice interaction, photo/video recording, AIGC image generation, and on-site printing services.



Newport AI

Travel Photography Business Growth Solutions



PixCheese

- Instant multi-device sync transfer
- AI-powered professional retouching
- Mini-program based photo selection & payment
- Custom physical product manufacturing

Smart Viewing Pod

The Ombra Smart Viewing Pod has garnered widespread attention from cultural and tourism operators, hotel groups, and scenic spot investors worldwide, thanks to its groundbreaking innovations in three dimensions: "space folding, smart technology and emotional value".



Ombra

Wuhan Huachuang Holographic Digital Technology



MR Ultra-Large Space Positioning Technology

- In-vehicle / passenger-carrying MR mixed reality
- Outdoor large-space MR positioning tools
- AI personal tour guide



Humanoid Robot

The on-site demonstration showcases its application capabilities in scenarios such as commercial services and cultural tourism guidance. Humanoid robots are accelerating their entry into real-world environments, providing intelligent service solutions for commercial robots.



LEJU ROBOT

WOW Planet



XR/VR/MR

Shaanxi's first youth XR exploration center deeply integrates cutting-edge XR technologies with original IPs, delivering an immersive experience that combines aesthetic appeal and technological innovation for young audiences.

High-Lights

Tourism & Cultural Operations



Yizheng Group

Yizheng Group presents a full matrix of products for large-scale global events, including NFC wristband tickets, event credentials, official IP souvenirs, custom molded products, city-limited editions, and more.



Shendi Group

Shendi Group focuses on the integrated development of cultural, commercial, tourism, sports and exhibition sectors. It systematically plans tourism service products and ecosystems and explores cooperative mechanisms for content co-creation and shared value with partners.



BUILDING EAST ASIA'S TOP LEISURE & VACATION DESTINATION

SHANGHAI JIUSHI TRAVEL



Water tourism · Water transportation · Hotel services · Travel services

Huangpu River Cruise (Suzhou Creek): Multiple spring-exclusive routes + themed experiences

BENCHMARK SCENIC AREA PROJECTS

Zhongjingyi (Beijing) Tourism Culture



Multiple winners of international design awards including if, New York ADC, Red Dot, etc.

All exhibits and booths presented by Zhongjingyi at this exhibition are independently developed by Honeycomb Creature and manufactured in its own factory. Focusing on lightweight, intelligent and modular design, the products can be rapidly replicated.

AIRLINE RATINGS

Vietnam Airlines



One of the World's Best Full-Service Airlines

- High cost-performance
- Comfortable experience
- Immediate departure

High-Lights

Tourism & Cultural Integration



Shanghai Ancient Towns Intangible Cultural Heritage Exhibition Area



WORLD TOURISM
& INDUSTRIES GET TOGETHER

- Eight Ancient Towns in Six Districts: Zhujiajiao (Qingpu), Sijing (Songjiang), Nanxiang (Jiading), Fengjing (Jinshan), Qingxi (Fengxian), Chuansha Ancient Town, Gaoqiao Ancient Town & Xinchang Ancient Town (Pudong)
- Cross-border Collaboration: Integrated linkage with the Shanghai Literature Institute of Traditional Chinese Medicine
- Three-in-One Exhibition Concept: "Ancient Towns & Intangible Cultural Heritage & Wellness"

High-Lights

Tourism & Cultural Consumption



SHANGHAI GIFTS



Shanghai Gifts booth presents cultural and creative products designed and developed based on Shanghai's cultural and museum venues, iconic landmarks, intangible cultural heritage projects, time-honored brand merchandise and more.

High-Lights

Tourism & Cultural Consumption



Shanghai Antique & Curio Exchange Center Shanghai Antique & Curio Store



- "Antique Jade, New Adornments" products with unique creativity and brand characteristics
- Public welfare cultural relic and artwork appraisal consultation services
- On-site craft workshop experience

Concurrent Events



2026 Shanghai Cultural and Tourism Investment Promotion Week & Shanghai Tourism Industry Expo Cultural and Tourism Investment Match Meetings

This year's event includes two sessions: the "Tourism + All Industries" Quality Upgrading Session and the Emerging Tourism Destination Resource Development Session. At the venue, representatives from 50 district/county-level cultural and tourism destinations, government authorities, and tourist resorts (the project owners) engaged in in-depth discussions with over 90 investors, operators, and enterprises in the field of new quality productive forces.



50 + District/county-level cultural and tourism destinations, government authorities, tourist resorts, etc.

90 + Investors, operators, and enterprises in the field of new quality productive forces

*In no particular order

Concurrent Events

During the roadshow segment of the cultural and tourism investment match meetings at TPS, several high-quality participants took the stage, including the Embassy of the Republic of Uganda in China, Ningbo Fenghua District Cultural and Tourism Group, Jiangsu Original Force Digital Technology, Easy Festival Co., Ltd., Ningguo Municipal Bureau of Culture and Tourism, Zhongyi Industrial(Ombra), and Greenland City Investment Group, among others. Covering diverse fields such as regional cultural and tourism development, digital empowerment of cultural and tourism, investment promotion of comprehensive regional resources, supporting industries for cultural and tourism, and comprehensive urban cultural and tourism development, they collectively released high-quality cultural and tourism investment projects, investment policies, and cooperation opportunities.

Project Roadshow



Concurrent Events



2026 TPS Tourism Investment and Development Conference

Organizers: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.
Shanghai Exhibition Co., Ltd.

Guiding Organization: Shanghai Tourism Industry Association

With the theme of "Gather the Industry, Promote Investment, Revitalize Tourism", the conference brings together government agencies, industry associations, international organizations, investment enterprises, operating enterprises, and participants from the entire industrial chain. It serves as a key platform for cultural and tourism investment matching, resource integration, and industrial upgrading, supporting Shanghai's goal of becoming the Asia-Pacific tourism investment hub.



ICOMIA World Marinas Conference 2027 Launch Ceremony

IWMC is a professional conference organized by the International Council of Marine Industry Associations (ICOMIA), held every two years in different locations worldwide. Since its debut in Amsterdam in 1993, the conference has been hosted in more than ten well-known waterfront cities globally, including Istanbul, Athens, Dubai, Algarve, and Venice, consistently shaping the development trends of the global marina industry.

The IWMC 2027, a grand event for the global marina industry, is co-hosted by ICOMIA and Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. Moving from Venice, Italy (2025 host city), the conference will make its debut in China in 2027, landing in Shanghai. This marks the relay of global marina resources and innovative concepts, as well as a key milestone in the conference's journey of advancing waterfront development worldwide.

On March 29, the 2027 ICOMIA World Marinas Conference press conference was grandly held in Shanghai. Attendees included representatives from ICOMIA, marina equipment suppliers, yacht manufacturers, tourism organizations, and Asian marina enterprises, who gathered to support this significant event.

Concurrent Events

在大洋彼岸 / 有这样一条公路
是世界公路旅行爱好者的朝圣之

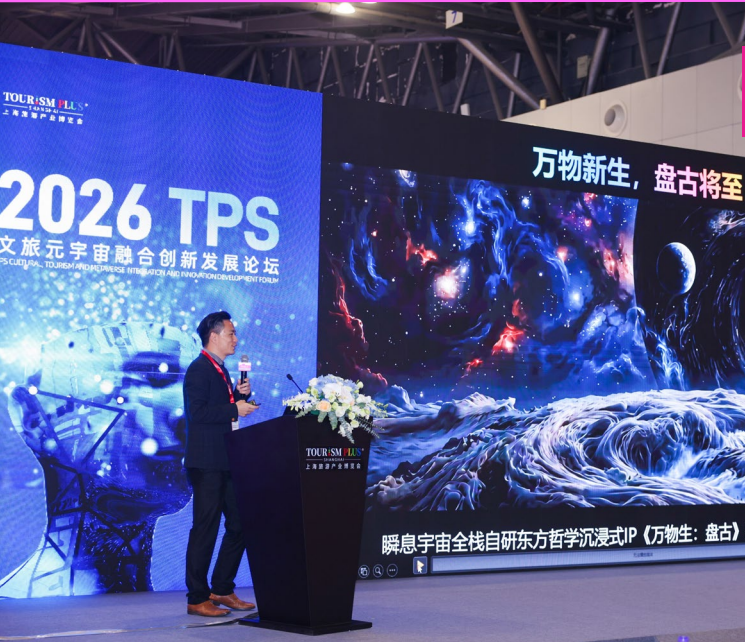


2026 Road Trip Conference

Organizers:

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.
iDriver Media

On the year of Centennial Celebration of U.S. Route 66, this year 's Road Trip Conference took a bridge to link U.S. Route 66 and China Route 318. At the event, the Route 318 Alliance initiative has been launched, while the National County Tourism Research Group and Huaxia Top 100 Tourism Consulting Center released "The 2026 Report on Benchmarks of Road Trip in County Destination of China". The concept of the "Majiao Awards", an authoritative ranking in road travel hosted by iDriver Media, will also be unveiled.



2026 TPS Metaverse Integration and Innovation Development Forum & Cultural Tourism Metaverse Application Innovation Awards Ceremony

Organizers:

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.
XR Media Alliance | AR in China

The forum focuses on the in-depth integration of technologies such as VR/AR/MR and metaverse with cultural and tourism scenarios. It highlights innovative applications of XR technology in cultural and tourism experiences, exploring how technologies like VR/AR/MR, and AI avatars can reshape the cultural and tourism consumption chain to create immersive scenarios with greater appeal and commercial conversion potential.

Concurrent Events



Revitalize Towns Through Industry, Carry Forward Heritage: The Ancient Towns & Intangible Cultural Heritage Cooperation Conference

Guiding Organization: Shanghai Municipal Bureau of Culture and Tourism

Organizer: Shanghai Culture and Tourism Industry Development Promotion Center

On the conference, Shanghai Literature Institute of Traditional Chinese Medicine, 8 ancient towns in Shanghai including Zhujiajiao, Sijing, Nanxiang, Fengjing (Jinshan District), Qingxi, Xinchang, Gaoqiao, and Chuansha, as well as travel agencies, ICH protection institutions and inheritors, retail enterprises, digital equipment companies, cultural and creative enterprises, and professional media. It aims to provide directional, content, and industrial connections for relevant ancient towns, ICH inheritors, and protection units in Shanghai.



New Consumption in Cultural Tourism · New Future of Destinations: The China Cultural Tourism Innovation Event

Organizers:

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Zhihui Group

Focusing on new consumption trends in cultural tourism and the innovative development of destinations, this forum brings together government representatives, industry experts, and business leaders. It serves as a professional platform for cultural and tourism industry exchanges, resource matching, and innovative development, supporting the upgrading of tourism destinations and industrial investment cooperation.

Concurrent Events



The 9th Golden Lantern Awards Ceremony & Business Forum

Organizers: Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.
MCW (Shanghai) Network Technology Co., Ltd.

As an annual authoritative event in the field of cultural, commercial, tourism and sports scenario innovation, the Golden Lantern Awards brings together industry leaders, pioneering practitioners and experts and scholars to jointly review the outstanding achievements of the past year and honor the exceptional scenario works that light up cities and warm people's hearts with creativity and craftsmanship. The grand opening of this ceremony is not only an annual coronation of glory, but also clearly marks the full arrival of a new era of large-scale scenarios driven by the deep integration of "culture, commerce, tourism and sports". Over its nine-year history, the Golden Lantern Awards has curated more than 3,200 works, vividly documenting the profound evolution of China's commercial spaces from functional carriers to emotional carriers.



Concurrent Events



2026 Commercial Real Estate Marketing Innovation Forum

The 2026 Commercial Real Estate Marketing Innovation Forum focuses on the in-depth integration of culture, commerce, tourism and sports industries. Centered on the core theme of "Making Scenarios Full of Love", it analyzes the cutting-edge trends in the integration of business, culture, tourism and sports today, and explores new paths for scenario marketing.



Shanghai Cultural-Tourism Integration Innovation Forum

This forum conducts in-depth exchanges with the theme of "tapping into the potential of cultural and tourism consumption by creating new scenarios under the dual empowerment of culture and technology". It aims to contribute intellectual support to Shanghai's efforts to accelerate its development as China's first stop for inbound tourism, a preferred urban tourism destination, and a demonstration zone for in-depth cultural-tourism integration.



2026 Cultural & Tourism Operation Innovation Forum

Centering on the core topics of scenario-based operation, business format innovation, digital empowerment and sustainable business models in the cultural and tourism industry, the forum shares cutting-edge insights and practical cases. It jointly explores how to deeply integrate cultural resources, urban spaces and consumer demands through refined and innovative operations, so as to build cultural and tourism destinations with lasting vitality.



2026 Cultural-Commercial-Tourism Event Planning & Art Installation New Product Launch Conference

The 2026 Cultural-Commercial-Tourism Event Planning & Art Installation New Product Launch Conference is a focused sharing session on "how to create". Industry innovators will take the stage to analyze the latest scenario design concepts, event planning schemes, and systematic solutions. They will also elaborate on the underlying logic and cutting-edge practices driving the integration of culture, commerce, tourism and sports, promoting knowledge renewal and strategy upgrading across the industry.

Media Promotion

Authoritative Mainstream Media Promotion

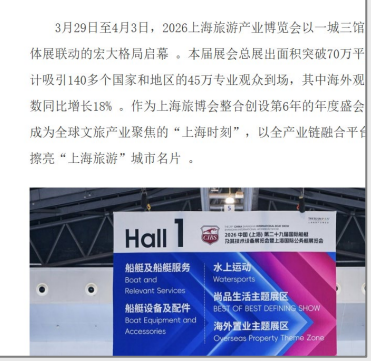
Xinhua News Agency, People's Daily, China News Service, Guangming Daily, Economic Information Daily, China Culture Daily, Jiefang Daily (ThePaper), Wenhui Daily, Xinmin Evening News, Shanghai Television Station, Shanghai Media Group, Shanghai Release, China Business News, Shanghai Daily (City News Service), The Paper, Shanghai Morning Post, Youth Daily · Youth Shanghai, Labor Daily, Travel Shanghai, Pudong Times, Pudong Observer, Travel Times, Tencent News, Eastday, Sina Shanghai...



2026上海旅游产业博览会启幕
构建“可体验、可消费、可打卡”的文旅消费新场景
中国文化报 黄艺芹 03-29 原创

2026上海旅游产业博览会开幕
“一城三馆”联动 文旅旅体展联动
首发经济向生态赋能跨越
1-2月消费强市成绩单 上海开年重夺“消费第一”

全球顶级游艇盛会官宣“落沪”
“AGI4S 穆朗玛计划”邀约全球科学家
今年首次“三船同游” 单日入城近5000人次



为爱好奔赴一座城, 上海旅博会解锁情绪消费新密码
来源: 上观新闻 作者: 新民晚报 杨玉虹
上海旅博会为各圈层爱好者搭建了一站式体验平台。

世界顶尖游艇大会官宣落地上海, 游艇平民化、露营吹空调、VR“复活”白隼豚……上海人周末选择越来越多
来源: 环球网 日期: 2026-03-28 18:48:11

2026上海旅游产业博览会开幕, 规模与内容创情绪消费重塑文旅产业全链条
来源: 文汇报 作者: 张天地 日期: 2026-03-30

新民·上观
今日清晨7点半, 上海世博展览馆外早已排起长队。来自河北的收藏爱好者程海东带着心爱的古玉来玩。上午9点30分, 2026上海旅游产业博览会于上海世博展览馆正门开幕。如今, “为爱奔赴一座城市”不再是小众选择, 成为当下文旅消费的全新潮流。

Media Promotion

Online Mass Media

Tencent 腾讯



头条 今日头条
信息创造价值

美通社
PR Newswire
A COMEN company



Metro Advertisement



Xiaohongshu



173,189 SEM Search Engine Clicks

57,814,536 Omnichannel Native Advertising Impressions

11,316,932 Tencent Online Ad Placement Impressions

18,000,000+ UGC & Community Promotion Impressions

78,350,000+ TikTok Topic Views

3,698,000+ rednote Topic Views

TOURISM PLUS®
— SHANGHAI —
上海旅游产业博览会

TOURISM PLUS

Shanghai
2027

2027.3.28-30

Shanghai World Expo
Exhibition &
Convention Center