

TOURISM PLUS
SHANGHAI
上海旅游产业博览会

HOTEL & SHOP PLUS
Shanghai



A sub-show of Hotel & Shop Plus

Shanghai International Hospitality Design and Supplies Expo

March 26-29, 2024

Shanghai New International Expo Centre

Co-located Events

The 32th Expo Build China
Expo Lighting for Commercial Properties
Shanghai International Hotel Investment & Franchise Expo
Shop Plus

Organizers



中国旅游饭店业协会
China Tourist Hotel Association



住建部·中国建筑文化中心
China Architectural Culture Center



中国百货商业协会
China Commerce Association
for General Merchandise



中国食品土畜进出口商会
China Chamber of Commerce of
Foodstuffs and Native Produce



中国照明电器协会
China Association of Lighting Industry



上海博华国际展览有限公司
Shanghai Sinoexpo Informa Markets
International Exhibition Co., Ltd.



2023 Fact & Figures

210,000+ sqm

Exhibition Space

124,505

Professional Visitors

2,000+

Exhibitors

80+

Forums

10+

Activities

In 2023, as the epidemic faded, the cultural and tourism industry recovered strongly, according to statistics from the data center of the Ministry of Culture and Tourism, the total number of domestic tourism trips during the 2023 May Day holiday totaled 274 million, recovering to 119.09% of the same period in 2019. The overall boom in the travel market has brought recovery momentum to related industries such as the hotel industry faster than expected.

The ensuing demand for cultural tourism and vacation consumption and renovation of the hotel accommodation stock market is strong. In the magnificent process of witnessing, experiencing and promoting the continuous development and evolution of China's hotel market, always fully focusing on the field of hotel construction and operation, providing a one-stop trade procurement platform for the construction and operation of hotel and commercial space end buyers, Hotel & Shop Plus, Shanghai International Hospitality Design and Supplies Expo has been held for 32 editions, and will be held on March 26-29, 2024 by China Tourism Hotel Association, China Commerce Association for General Merchandise, China Architectural Culture Centre, MoHURD, China Chamber of Commerce of I/E of Foodstuffs, Native Produce and Animal By-products and Sinoexpo, Informa Markets were co-organized at the Shanghai New International Expo Center. Covering hotel, commercial space, cultural and business tourism innovation and development, shopping center development, lighting design and other industry elites gathered to share pioneering concepts and interpret the future development trend of hotels and commercial spaces. Invite professional visitors from hotel management groups, real estate developers, cultural tourism planning enterprises, architects, designers, chain stores and other parties to help the deep integration of the upstream and downstream industry chains of the hotel and commercial industries through rich activity content and diversified channel business opportunities.

As one of the series of exhibitions of the "Shanghai Tourism Industry Expo", a comprehensive tourism industry expo cluster with leading scale and concept in the world, it radiates at home and abroad, presenting a highly influential hotel and commercial space industry event.

Show Sectors

E1 Bathroom, Total Solutions

Unit Bathroom, Smart Toilets, Bathroom Cabinets, Shower Rooms, Smart Bathroom Mirrors, Faucets & Shower Heads, Floor Drains & Hardware Accessories, Bathroom Countertops, Spa, Pool Equipment

E2 Ceramics, Flooring, Customized Whole Decoration

Ceramics, Flooring, Resilient Flooring, Carpets, Stones, Mosaics, Whole House Customization, Doors, Windows, Automatic Sliding Doors, Ventilation Systems & Air Conditioners, Wellness and Fitness, Parent-Child Recreational Facilities, Outdoor Furniture, Containers, Integrated Houses, RV, Other Engineering Facilities

E3 Wall Decoration, Fine Design

Decorative Panels, Assembled Integrated Materials, Decorative Glass, Wallpaper & Wall Cloth, Soft Fabrics, Paintings, Decorative Hardware, Design Company

E4 Lighting & Smart Control, Commercial Design, Smart Retail

Hospitality & Commercial Lighting, Decorative Lights, Architectural Lighting, Landscape Lighting, Intelligent Control Systems, Intelligent Electrical Equipment, Lighting Design Firms, Sound & Lighting Installations & Systems, Landscape Installations, Visual Merchandising Solutions, Commercial Displays, E-commerce

E5 & E6 Smart Hotel

Smart Hotel Total Solutions, Commercial & Hotel Robots, E-gaming Hotel Total Solution, Guest Control Systems, Hotel Lock and Management System, Self Check-in Kiosks & Total Solutions, Digital Signage & Wayfinding Command, IT & Security, TV, Hotel Door Plates, Curtain Moto, Commercial Screen Displays, PMS, Projection, Intelligent Sleep Aid System, Hotel Fragrance System, Occupancy Sensing System

Promotion

WeChat Followers

260,000+

EDM

650,000+

Offline Ads

1,000+

SEM Clicks

750,000+

Online Ads

20,000+

SMS

300,000+

Online Platform Exposure

650,000+

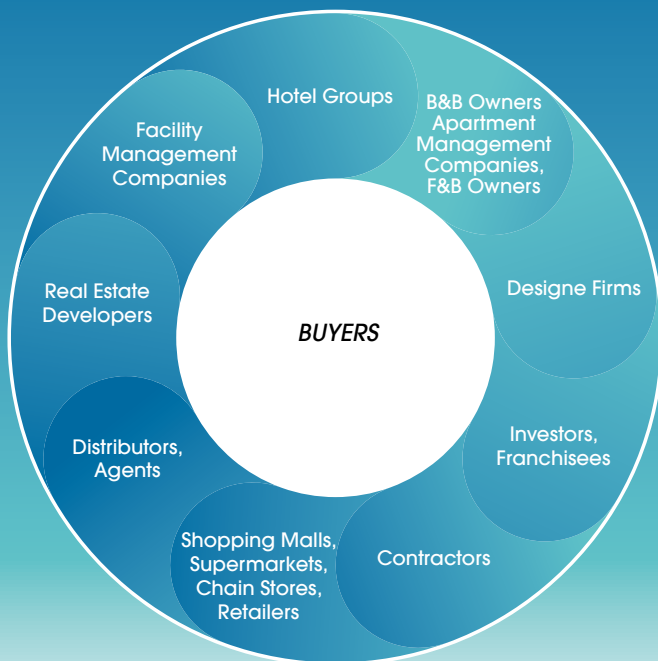
Active Communities

50+

Media Partners

200+

Business Ecosystem for Construction and Operation of Hotels and Commercial Space



VIP Buyers

Hotel



Design



Real Estate



F&B



Creating the joy of life

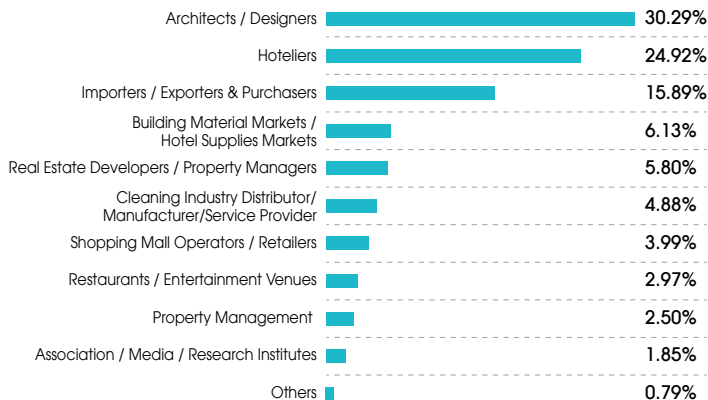
2023

Show Review



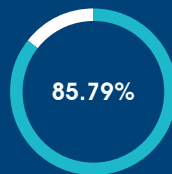
Visitor Industrial Distribution

As the first annual exhibition in the hotel industry, 2023 Hotel & Shop Plus is facing a surge in demand in the post pandemic market, with improvements in exhibition scale, number of professional buyers, and quality of exhibitors. The exhibition attracted professional visitors from domestic and foreign **star rated hotels, hotel engineering architects, soft decoration designers, distributors, hotel supplies manufacturers, and members of various associations** to visit and purchase.

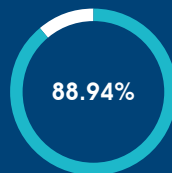


Visitor Feedback

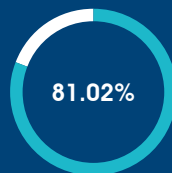
Satisfied and very satisfied with the exhibition



Will recommend this exhibition to friends or colleagues



Will continue to participate in this exhibition next year



Visitor Testimonials

Thomas Hao, Senior Design Director, Golden Mantis

In the current situation of the hotel industry's diverse and turbulent development direction, Hotel & Shop Plus still adheres to its original intention, deeply cultivates the professional development of the industry, and provides a professional platform with themes and guiding significance, which is not easy. It also injects a continuous source of power into the hotel industry for further development and re-launching.

Wang Ying, Vice President of Development, North Asia, Melia Hotels International Group.

This hotel expo is the largest hotel industry exhibition in Shanghai after the epidemic and has been very successful. The exhibitors' products are diverse and complete in categories. During the expo, major hotel industry media and platforms also held sub-forums, inviting many industry guests to participate. It can be said that while the event was lively, it was also full of practical information, and we gained a lot. We look forward to the successful holding of the next hotel supplies expo!

Zhang Manyia, General Manager, Wuhan Zhongbai Department Store Co., Ltd.

The content of this retail conference is very broad, from the main forum to the themed sub-forums, and each theme is very focused. The lineup of speakers is also particularly strong. I have heard and learned a lot about the industry's hot issues and hot business projects. It is a very rare opportunity.

Exhibitor Testimonials

An Hongbo, Hotel Business Operation Director, Lansen

This year's Shanghai Hotel Exhibition is the first large-scale professional exhibition in the hotel industry after the pandemic. We estimate that there will be many guests attending the exhibition this year. We have made adequate preparations in terms of program design, reception personnel, and behind-the-scenes promotion. The four-day exhibition exceeded our expectations and achieved the results we wanted. We would like to thank the organizers for providing such a valuable platform.

Zhou Li, Founder, Energy-X Cabin

This is the second time that Yuangong Cabin has participated in the Shanghai Hotel Engineering Design and Supplies Exhibition. Our newly launched mobile technology version F1 Plus has received positive feedback and has attracted high-quality customers and partners from homestays, cultural tourism real estate, and resort hotels. We will continue to optimize the product and outdoor application performance, and provide owners and operators with overall solutions and travel experiences.

Lei Songlin, Hotel Industry Director, NVC Lighting

This year's hotel exhibition was the first large-scale brand event that the Ledsen Lighting participated in after the easing of the epidemic situation, and the effect far exceeded expectations. Through this exhibition, we met a large number of effective customers, especially the number of hotel investors and designers far exceeded previous years, which will greatly benefit Ledsen in the promotion of projects in the next year!

Xu Tiantian, VP, Guangdong Rosery Bath Equipment Co., Ltd

Guangdong Rosery Bath Equipment Co., Ltd. debuted at the Hotel & Shop Plus, releasing the new Rose Island 1858 Haute Couture Bathroom and discussing star hotel bathrooms space solutions that redefine the standard of shower in star hotels. The exhibition gives us a stage to communicate with star hotels and designers, where we have obtained high-quality hotel brand owners and designer partners, laying the foundation for expanding the star hotel channel. Looking forward to more cooperation opportunities next year.

Guo Hongfu, GM of China, Bittel Intelligent Technology Co., Ltd

As the first industry exhibition after three years of the epidemic, it was as lively as expected. This exhibition is the first year of the ecological alliance cooperation model, and everyone is looking for strategic cooperation with ecological partners. There are many customers and buyers, and our booth area has doubled. All the customers who visit our booth gave a good evaluation on the full range of products. This year, Bit, together with Alibaba Future Hotel and Tmall Genie, released the overall solution of Smart Hotel 6.0. The solution has brought a lot of shock to the industry, and has also launched the hotel version of Huawei's whole house intelligent PLC and Bluetooth solution for existing hotels and new construction, providing more options for existing hotels and new construction hotels in their digital transformation journey.



Featured Exhibitors





Exciting Events

Insights and Practice Series Conference

China International Building & Interior Design Forum

As a high-profile event of Design Week Shanghai, the forum explores the latest trends in hotel and commercial space design with an international perspective. Previous forums have invited design celebrities such as Tony Chi, Steve Leung, Ed Ng, Roberto Baciocchi, Piero Lissoni, Bill Bensley, Ian Carr and so on. In the post-epidemic era, exchanges at home and abroad continue to collide, gathering diverse thinking and exploring the infinite possibilities of design, bringing inspiration to the hotel and commercial space design industry under the new normal. In addition, the forum will set up special sessions on "Hotel Design" and "Commercial Space Design", inviting highly influential architects, designers, representatives of real estate development groups and representatives of hotel management companies to have a dialogue on the same stage, share new and representative works of hotel, retail store, commercial complex and other designs, and deepen industry exchanges and cooperation through multi-dimensional cross-border dialogue

Design Week Shanghai

- "Reboot and Rejuvenate" 2023 China International Building & Interior Design Forum
- "Rebirth of Hotel Design" Theme Forum
- New Trends on Design
- "Creativity • Unbounded" fun solution to the new trend of design
- China Hotel Industry Innovation Empowerment Summit Forum
- Chinese Cultural Design Forum
- One City And One Side" Urban Local Culture and Commercial Design Development Trend Forum
- China Retail Marketing Forum
- Future Trends of Commercial and Construction Lighting
- China International Lighting Design Forum

Hotel Cultural Week

China Hotel Procurement Conference

The 2023 China Hotel Procurement Conference was jointly created by HOTELN and Sinoexpo Informa Markets for the sixth time, the conference focused on the hotel industry supply chain, in addition to inviting industry leaders to identify procurement development trends for hoteliers, we broke down the barriers of supply and procurement links, and built platform for both parties to connect resources on site. While visiting the exhibition, you would get to know nearly 100 hotel groups at once!

More Activities

- China Hotel Industry Innovation and Entrepreneurship Competition
- Digital products and service empower new retail and new cultural tourism
- The first China E-sports Hotel Brand Operation Summit
- The 3rd Edition China Hotel Brand Culture Festival
- China Retail Digital Transformation Forum



Hotel Plus Mockup Room Show

Hotel management groups and design firms are invited every year to present the latest hotel brands and concept mockup rooms in real-life scenarios, and become one of the new brands of Intercontinental, Hilton, Dossen, Kaiyuan, Wanda, Shimao, Greenland and other groups, docking with investors and franchisees, and providing the most competitive hotel brand solutions. At the same time, it gathers domestic first-class real estate development and hotel owner resources to create a nationally renowned hotel investment and franchise chain event. In the past 12 years, Hotel Plus mockup rooms have gathered more than 70 hotel brand model rooms, 500 speakers, and dozens of representative hotel industry chain enterprises at home and abroad. In the form of "real scene model room" + "summit forum", the site provides a platform and hub for "industry exchanges, grasping trends, and resource docking" for hotel management groups, provincial and municipal tourism bureaus, real estate developers, investment owners, vertical media, etc., and tends to the three goals of "investors and operators, projects and designers, products and channels".

Past Participants



"Fantasy Town" Resort Life Experience Area

"City tour", "camping off-road" and "micro-vacation" have become hot words for travel consumption, which means that the hotel revolution is coming. "Fantasy Town" Resort Hotel creates a one-stop leisure holiday destination with theme entertainment, trendy consumption and quality vacation as the core business format. The content of the fantasy town resort life exhibition area covers: wild luxury hotels, boutique B&Bs, China Chic IP, mobile lodging, leisure and entertainment facilities and other cross-border new formats, bringing new expectations to travel life.



Shanghai International Hospitality Design and Supplies Expo

26-29 March, 2024 | Shanghai New International Expo Center

Hall Layout



Shell Scheme: USD 265/sqm (min 12 m²) Raw Space: USD 215/sqm (min 27 m²)

Surcharge for extra open side: Two-side open +10% | Three-side open +15% | Island +20%

Early Bird Discount: 10% discounts for booking confirmed by Aug 31, 2023

5% discounts for booking confirmed by Oct 31, 2023

Exhibit Inquiry

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