

A sub-show of Hotel & Shop Plus

Shanghai International Hospitality Design and Supplies Expo

31 March – 3 April 2025

Shanghai New International Expo Centre

Co-located Events

The 33th 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



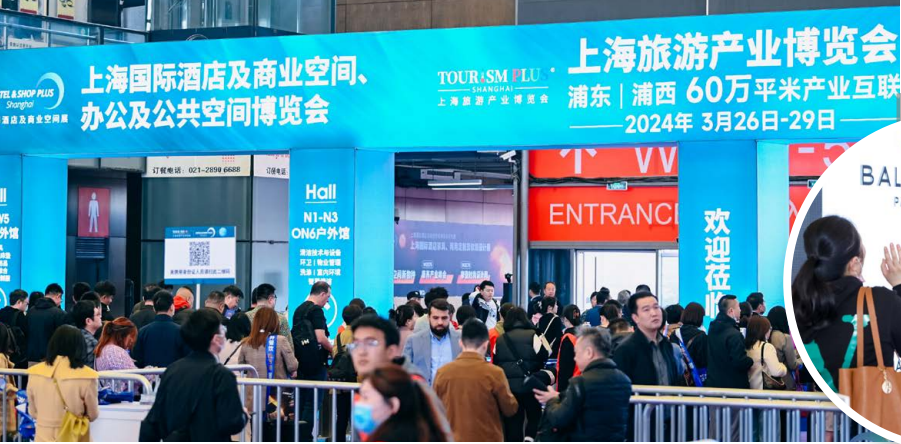
ISSA 国际清洁卫生行业协会
ISSA - The Worldwide Cleaning Industry Association



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.



Hotel & Shop Plus organized by Sinoexpo Informa Markets was successfully held from 26 - 29 March 2024 at Shanghai New International Expo Center (SNIEC). The show was supported by China Tourist Hotel Association, China Commerce Association for General Merchandise, China Association of Lighting Industry, China Architectural Culture Centre, MoHURD, ISSA - The Worldwide Cleaning Industry Association.

This year's exhibition features 19 exhibition halls, bringing together over 2000 high-quality exhibitors. The exhibition focuses on building & decoration materials, engineering design, lighting, smart hotels, hotel supplies, commercial space, and other fields. During the same period, dozens of forums, professional competitions, technical exchanges, and other activities were also presented, receiving a total of 133,843 visitors, including 4,469 overseas visitors.

The number of overseas visitors in 2024 has increased by 141% compared to 2023, coming from 125 countries and regions. Over 150 exhibitors joined more than 280 matchmaking sessions, and many of them and multiple exhibitors received international cooperation projects and large orders.

The TOP 10 countries and regions are USA, UK, Germany, Canada, Australia, Russia, Singapore, Malaysia, Thailand, the Philippines, Japan, South Korea, as well as Hong Kong, Macao, and Taiwan regions of China. The global hotel and commercial space construction and operation procurement market has unlimited potential.



Previous Review



2024 Visitor Industrial Distribution

As the first annual exhibition in the hotel industry, 2024 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.

Architects/Designers/ Design Agencies	31.2%
Star Rated Hotels/Resorts/Hotels	25.7%
Import And Export Merchants	15.1%
Real Estate Developers /Department Stores	9.2%
Building Materials/Hotel Supplies Market	8.7%
Restaurant/Entertainment Venues	4.2%
Property/Asset Management	3.2%
Associations/Research Institutes	1.6%
Other	1.1%

VIP Buyers

Hotel

Marriott

Hilton

WYNDHAM
HOTEL GROUP
温德姆酒店集团

IHG
HOTELS & RESORTS

H 华住
WORLD

开元酒店集团
NEW CENTURY
开元酒店集团

DOSEN
东呈国际

雷迪森酒店集团
LANDISON HOTEL GROUP

SHANGRI-LA
香格里拉酒店集团

SUNMEI
尚美数智

WANDA
万达酒店及度假村

BANYAN TREE
 Banyan Tree

FUNYARD
FUNYARD

凤悦酒店及度假村

新旅如家

SAVILE
Hotel Group
萨维尔酒店集团

SSW 君亭酒店
JUNTING HOTEL

SHANGRI-LA
HOTELS & RESORTS

MINYOUN
MINYOUN

CANBEAUTY

Design

CCD

SLD

YANG

HBA

B+H

CALLISON

Foster + Partners

Gensler

gmp

HASSELL

HPS

CONCEPTS 4

KOKAISTUDIOS

KSL

mad

rockwellgroup

RTKL

RWD

SOM

WOODS
BAGOT

Goldman Sachs

上海设计集团

现代设计集团

现代设计集团

现代设计集团

现代设计集团

现代设计集团

现代设计集团

Real Estate

SOHOT CHINA

POWERLONG
宝龙集团

保利置业

和记黄埔地产

华润置地
CR LAND

Capitaland
凯悦地产

LANDSEA
朗诗地产

Longfor 龙湖地产

绿地控股
Greenland

瑞安房地产
SIFY ON LAND

Tomson Group

万达集团
WANDA GROUP

vanke

招商地产

招商地产

招商地产

savills

F & B

德庄
DE ZHUANG

翠华酒店
CUI HUA

海底捞

呷哺呷哺

Chia's

深圳东成

深圳东成

星巴克

luckin coffee

和记黄埔地产

和记黄埔地产

和记黄埔地产

KFC

麦当劳

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Exhibitor Feedback

Satisfied and very satisfied
with the exhibition

91.6%

Will recommend this exhibition
to friends or colleagues

91.9%

Will participate in
this exhibition next year

92.9%

创造美好人生
Create the way to life

Visitor Testimonials

Rob Wagemans, Founder and Creative Director, Concrete

I am honored to be invited to participate in the Hotel & Shop Plus 2024. This is my first time participating in such a large-scale exhibition and sharing design concepts. The scale of the exhibition is impressive, covering all aspects of the hotel industry, from innovative hotel construction solutions to exquisite daily necessities, which has brought me a lot of inspiration and creativity.

Wang Huadao, General Manager, REZEN Hotel Group

The organizers of Hotel & Shop Plus have done a great job in early preparation, on-site management, and post service, providing exhibitors and visitors with a good exhibition experience. At the same time, the exhibition's rich activities and forums provide participants with opportunities for in-depth communication and learning.

Hu Bin, Chief Design and Engineering Director, InterContinental Hotels Group in Greater China

The Hotel & Shop Plus provides a shared and interdisciplinary communication platform for our hotel management company. At the exhibition site, you can see the latest hotel design trends, new technologies and products both domestically and internationally, and make more new friends, injecting more new thinking and motivation into the industry.

Rakesh Makwana from 4R Guest Supplies Limited

Thank you for your kind hospitality shown at Hotel and Shop Expo last month in Shanghai. It was particularly beneficial to have the pre-arranged meetings at the VIP lounge area as this allowed to meet the right businesses and suppliers I was interested in. The Expo encompassed all parts of the hotel industry that made great browsing for new ideas and education for new technological advancements.

Show Sectors



Hotel Supplies



Hotel Textiles and Uniform



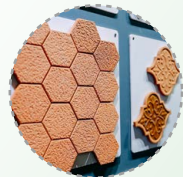
Smart Hotel



Smart Office



Bathroom and
Overall Solutions



Building and
Decoration



Overall
Customization



Lighting &
Smart Control



Commercial Design
& Smart Retail



The overall plan for Hotel & Shop Plus is excellent, attracting numerous hotel owners, designers from all over the world. Thank you to Hotel & Shop Plus for giving us the opportunity to showcase the brand image, new products, and new technologies of German COSO bathroom to consumers; At the same time, we also met a large number of potential customers and partners, laying a solid foundation for future cooperation and development.

Thank you very much to the organizer for providing such a high-quality communication and exhibition platform. During the exhibition, we had full communication with our partners in the upstream and downstream industry chains, and our professionalism was very high. We hope that through this exhibition, we can work together with our partners for mutual benefit and progress. At the same time, we also wish the organizer the exhibition to be more precise and better!

ALIVE made its debut with a brand new appearance, receiving over 23,000 visitors and over 18,000 inquiries at the booth. It received praise from numerous partners, hotel clients, and professionals, and was also reported by multiple news media outlets. It was a very successful exhibition experience!

2024 Hotel & Shop Plus concludes perfectly! TONNEY Empowers hotel brand value with innovative service content. During the exhibition, we received many professionals from the global hotel industry, fully exchanging and sharing our latest product directions in the hotel supply chain field, especially the product resources to support the development of hotel ESG. Looking forward to Singapore in October and Shenzhen in December!

JINHAN Lighting participated in Exhibition for the first time, and we are very satisfied with the exhibition experience. Many hotel clients and friends in the design industry have gained a deeper understanding of our company and its products. Our products and designs have won widespread praise from customers. At the same time, the enthusiasm and responsible attitude of the organizers also left a deep impression on us. Looking forward to performing on stage with more domestic and foreign brand enterprises next year.





Exciting Activities Bring Frontier Perspectives

Insight and Practice Series Conference

Relying on the powerful online and offline resources of the Hotel & Shop Plus, Insight and Practice Series Conference has created 80+ activities, including Design Week Shanghai, Hotel Culture Week, Charm of Light, Shop Plus, Shanghai International Future Office Fair, etc., bringing together over 1000 leading forces such as industry associations, hotel management groups, development and investment companies, design institutions, commercial real estate developers, and property management companies to share insights and experiences, and spread the voice of ideas!

Design Week Shanghai

China International Building & Interior Design Forum

As a celebrity event under Hotel & Shop Plus, the show, in recent years, has invited International leading design masters such as Bill Bensley, Tony Chi, Ed Ng, Piero Lissoni and Rob Wagemans etc. to give keynote speeches. This has also attracted star-rated hotel groups such as Marriott, Intercontinental, Gensler, SOM, HBA, CCD, and top design companies to share the latest commercial engineering project cases and design concepts of complexes and hotels, injecting vitality and inspiration into the future development of the industry through multidimensional interdisciplinary dialogue, deepening communication and cooperation between industries.



Charm of Light

China International Lighting Design Forum

Focusing on hotel and commercial intelligent lighting, cultural tourism lighting, lighting shows, etc., sharing lighting design cases, and having conversations with real estate developers and wine management companies on stage. And over 500 professional audience from commercial real estate, hotel management groups, interior and lighting design institutions, and the lighting industry, highly praised by the industry.



Hotel Culture Week

Hotel Uniform Show

Every year, nearly a hundred employees from various star-rated hotels participate in the competition, showcasing the hotel staff's dedication and meticulousness to work behind the exquisite uniforms, as well as their professionalism and enthusiasm towards guests through runway shows and situational performances. The organizer also hired professional models to showcase the most popular fabric styles and innovative concepts for uniform companies, attracting the attention of many hotel purchasers.



Shop Plus

2024 China Shopping Mall Development Forum

The forum invited elites from commercial real estate, department stores, shopping centers, commercial design, and emerging retail brands from all over the country to gather, and conducted comprehensive exchanges and discussions on topics such as business integration, interdisciplinary breakthroughs, and business model innovation.



Shanghai International Future Office Fair

When the office space is promoted to the second stage of modern life, its form is undergoing an unprecedented transformation. On site, a series of events such as Future Workplace Trends Summit, Pop Offices Carnival will showcase the natural evolution of office space technology innovation and information wave.



More Design Activities

- Hotel & Business Sustainable Design Innovation Forum
- INTERNI DESIGN TALK
- China Restaurant Interior Design Award
- Future Cultural Tourism Hotel Technology, Nature, and Humanities Design Forum



More Commercial Activities

- 21st CCAGM Annual Meeting and Business Innovation Forum
- 2024 China Shopping Mall Development Forum
- 2024 China Outlets Development Forum
- Future Workplace Trends Summit

2024 中外酒店品牌创新力

圆桌讨论：未来三年，酒店如何实现品牌价值的持续



More Hotel Activities

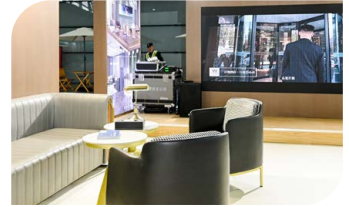
- China Hotel Procurement Conference
- Asia Hospitality and Tourism Forum & China Starlight Awards Ceremony
- China Hotel Brand Culture Festival
- China Hotel Innovation Empowerment Forum
- Hotel Housekeeping Competition



Diversified Exhibitions, Boundless Innovation

Hotel Plus Mockup Room Show

The Hotel Brand Investment and Franchise Zone and Hotel Plus Mockup Room Show gathered well-known hotel brands, B&B brands, design companies and integrators, and hotel & commercial space enterprises at home and abroad to display the real scene of the mockup room, leading the investment and franchise trend of hotels and commercial spaces.



Cultural Tourism Experience Zone

Cultural tourism consumption is growing rapidly, with new scenarios, demands, and products emerging one after another. The zone gathered industry experts to hold related themed activities on popular topics about B&B development, operation, design and trends.

E-sports Hotel Special Zone

The zone was set up to help E-sports hotel owners, brand management companies and related hotel suppliers to seize the growth opportunities of hotel in the trend.



HOTEL & SHOP PLUS Golden Palace Awards Gala Dinner

The Golden Palace Award and Golden Diamond Award Dinner was held by Shanghai Sinoexpo Informa Markets, with great sincerity. It aims to commend the outstanding companies and projects that have emerged this year, as well as pay tribute to the efforts and contributions of every hotelier and commercial space professionals. More than 1000 elites from various fields such as real estate, hotels, design, commerce, retail, and cleaning gathered together to present 22 industry awards, witnessing the shining moments of the industry.



Marketing Promotion

WeChat Followers

300,000+

EDM

700,000+

Offline Ads

1,000+

SEM Clicks

1,000,000+

Online Ads

30,000+

SMS

500,000+

Online Platform Exposure

2,000,000+

Active Communities

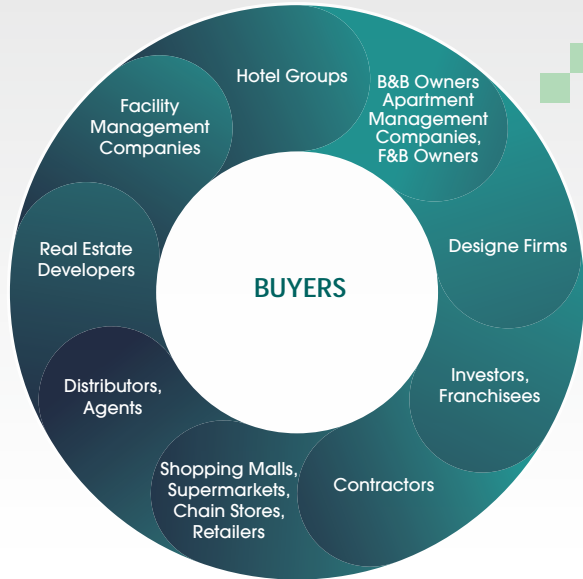
100+

Media Partners

400+

Business Ecosystem for Construction and Operation of Hotels and Commercial Space

Hotel & Shop Plus serves as a one-stop service platform for material selection and business exchange in hotel and commercial space procurement. It invites professional buyers from hotel management companies, design agencies, commercial real estate developers, supermarkets, department stores, property management, and others to create a unique ecosystem for hotel and commercial space construction and operation.



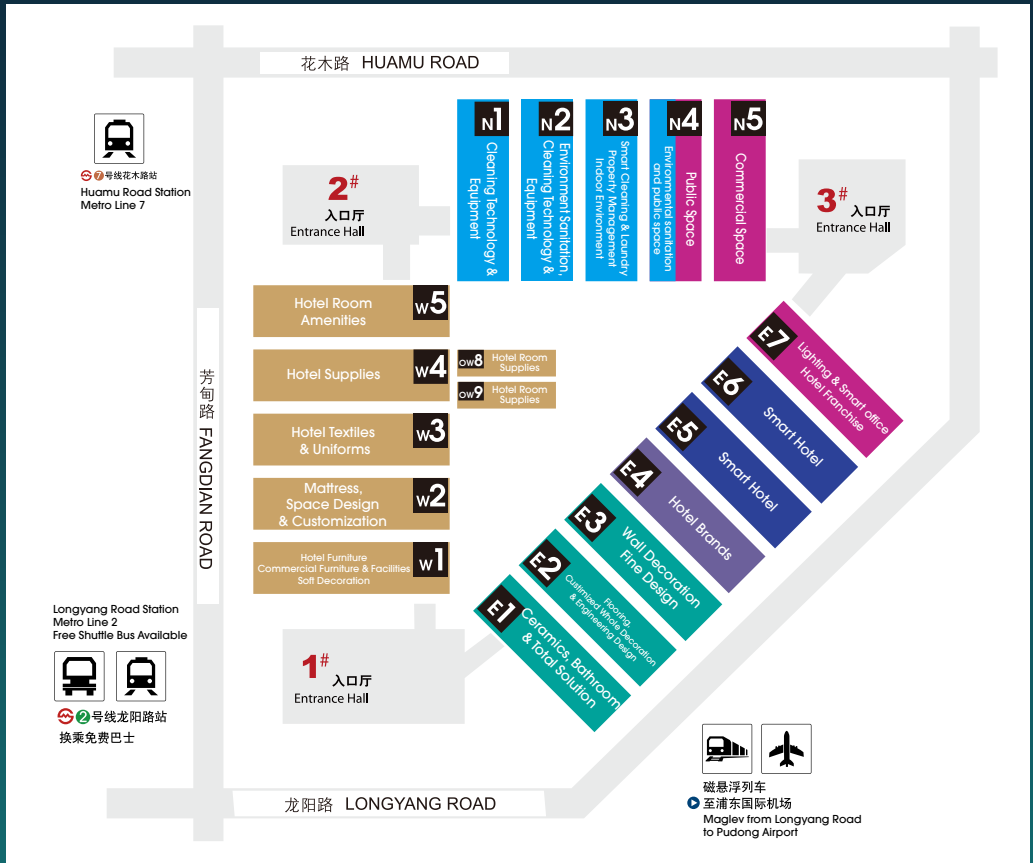
Media Partners



Shanghai International Hospitality Design and Supplies Expo

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Hall Layout



Shell Scheme: USD 310/sqm (min 12 m²) **Raw Space:** USD 260/sqm (min 36 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, 2024

5% discounts for booking confirmed by Oct 31, 2024

Exhibit Inquiry

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