



Water Sports



Lure Fishing



Homestay Tourism



RV Camping



Outdoor Sports



Amusement Equipment



Elite Life

Apr.1-3,2021

Shanghai World Expo

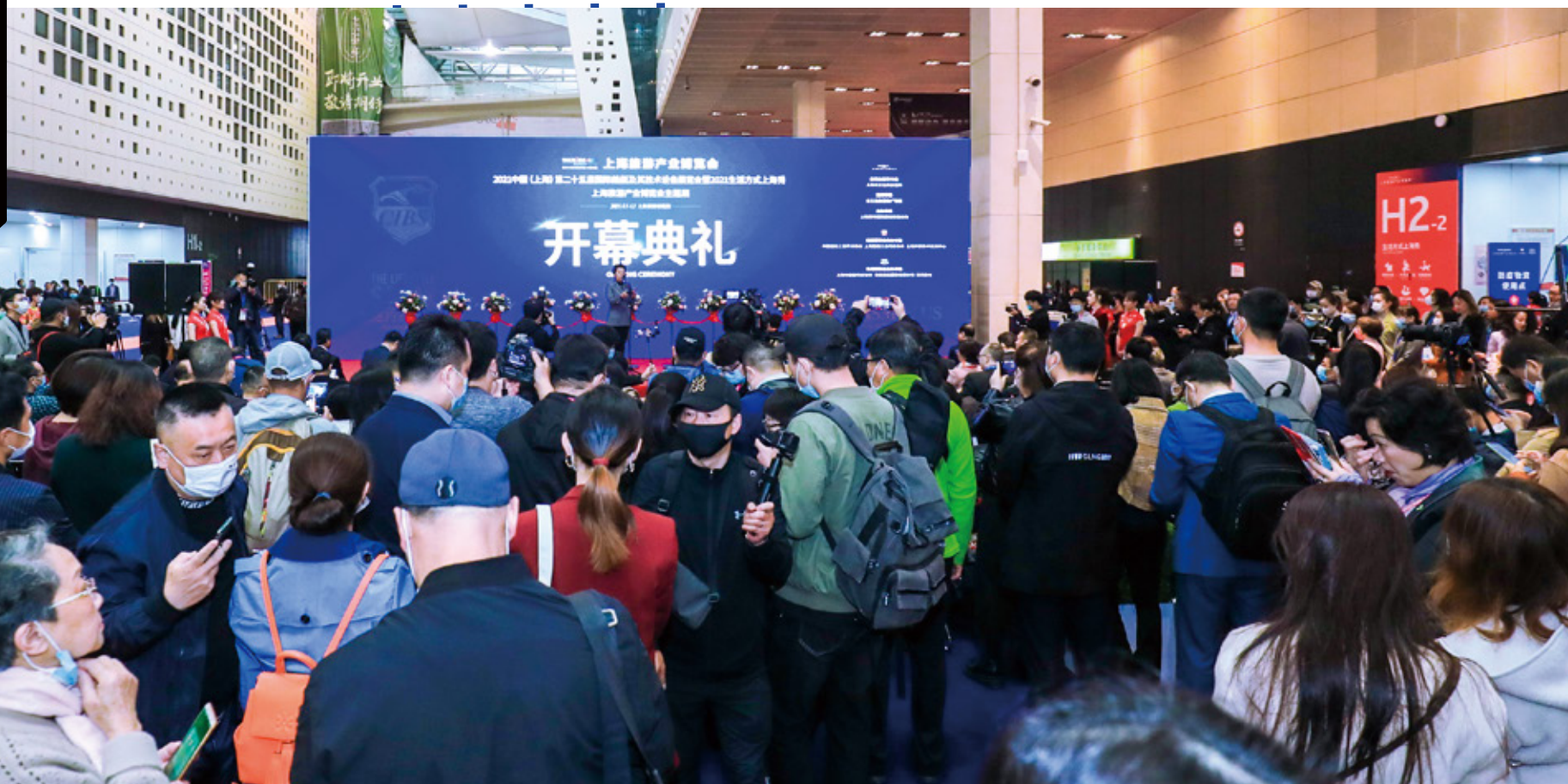
Exhibition & Convention Center (SWEECC)

# POST SHOW REPORT

THE LIFESTYLE  
SHOW  
生活方式上海秀  
2021 Shanghai · China

Associated with:  
**The 25<sup>th</sup> China (Shanghai)  
International Boat Show 2021**

# OVERVIEW /





› **37,000<sup>+</sup>** visitors

› **44,000m<sup>2</sup>** exhibition area

› **600** exhibitors

› **150<sup>+</sup>** on-site events



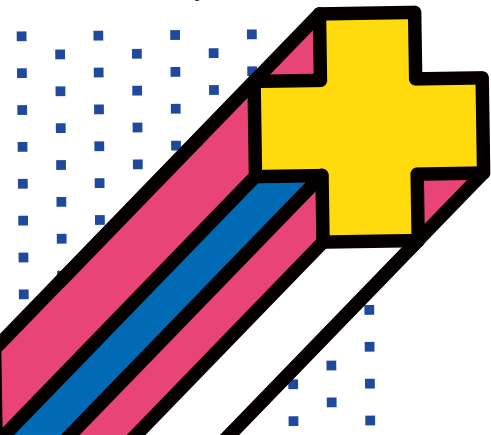
The Lifestyle Show 2021 and China (Shanghai) International Boat Show 2021, lasting for 3 days, ended successfully in Shanghai World Expo Exhibition & Convention Center on April 3rd. The show covers an overall area of 44,000m<sup>2</sup>. Nearly 600 exhibitors participated in the show and more than 37,000 visitors gathered in Pudong, Shanghai to join in the great event.



Scan the code and follow video account to check the occasion



# VISITOR ANALYSIS /

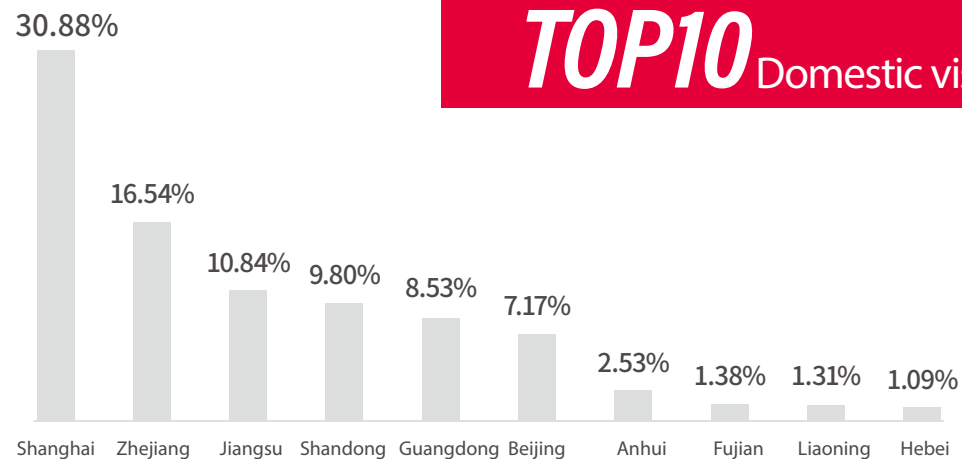




## VISITOR ANALYSIS



The top 10 provinces and cities with the highest number of visitors are Shanghai, Zhejiang, Jiangsu, Shandong, Guangdong, Beijing, Anhui, Fujian, Liaoning, Hebei. In addition, audiences from 43 countries and regions also came to the scene.



## VISITOR ANALYSIS



### >Analysis of visitor' s business nature

Manufacturers/Brand Owners	36.48%
Users/Buyers	21.16%
Dealers/Agents	19.69%
Government agency/Scientific research institu- tion/Public institution	11.12%
Marketing/PR/Media	9.02%
Others	2.53%

### >Analysis of Visitor' s Purpose

Looking for new suppliers	27.25%
Collecting market information and new product trends	22.36%
Experiencing live activities	19.25%
Purchasing	15.21%
Looking for Franchisors/Brokers	6.99%
Making friends with people who have common interests	5.16%
Others	3.78%



## VISITOR ANALYSIS



### MR. QIU FROM SONGJIANG, SHANGHAI

As an entrepreneur in water sports industry, I come and visit The Lifestyle Show every year. What impressed me most this year is the extraordinary popularity on the spot, which was beyond my expectation. Especially in water sports, there were many fans and practitioners on the spot, which made me feel that the water sports industry is with huge potential. I had some in-depth negotiation with exhibitors on the spot today which was beneficial. I want to thank the organizers for setting up such a platform for us.

### MR. CAO FROM NANCHANG, JIANGXI

I could be a witness of Lure's development in China since I have been engaging in Lure Fishing industry for several years, changing from an overseas E-commerce agency to an entrepreneur. In the past, there is no real Lure exhibition in our country. The interaction between products and visitors are lost in traditional fishing exhibition but this show is one that breaks the routine. All the products are totally designed from the user's perspective and you can experience them on the spot. I hope that this tradition of Shanghai Lure Fishing Show can be continued and makes a positive impact on our Lure industry.

### MS. CHEN FROM SHENZHEN, GUANGDONG

This is the first time that I came to this show recommended by my friends. I am a fan of outdoor sports and this is the first time that I saw so many professional outdoor sports gathered in the exhibition. Outdoor sports like water sports, Lure, off-road and military sports are all very interesting to me. I will try those kinds of sports with my club friends in the future. The atmosphere of the scene was great. I hope that more and more outdoor sports can be included in the show and I hope the

## AUDIENCE ATTENDANCE RATE

**41.16%** of audience visited the show once

**27.01%** of audience visited the show twice

**31.83%** of audience visited the show for the third time or more

## SATISFACTION OF AUDIENCE

Quite satisfied **81.4%**

Generally satisfied **13.9%**

Fair **5.7%**

## THE AUDIENCE RECOMMENDATION

**94.9%**

# / EXHIBITION AREA





## WATER SPORTS



SUP



FLYBOARD



SMALL BOAT



FLOATING BLANKET



SAILING

A Water Carnival  
Covering An Area

of **150m<sup>2</sup>**

More than **15**  
experiencing  
activities held in

**3** days





A Water Carnival  
Covering An Area  
of **150m<sup>2</sup>**  
More than **15**  
experiencing  
activities held in  
**3** days

## FLOATING BLANKET COMPETITION





LURE FISHING

**100** Lure brands in **7** auctions

**264** people participated in more than **600** Lure top equipment auction

LURE  
BID! BID! BID!



SUPERSTAR  
CATWALK  
SHOW



**35** Lure theme activities:

New product launch event, anglers sharing, Lure auctions, fashion catwalks, anglers signing ceremony, etc.

LURE FISHING

- Lure cast teaching
- Pseudo-bait DIY
- China Lure E-sports Challenge
- Li Jinsong Art Exhibition

# LI JINSONG ART EXHIBITION



LURE  
CARNIVAL



## LURE FISHING



## MEETING ROOM OF MERCURY CHAMPION

In live broadcast room of angler interview, you can talk to idols closely, and play small games such as equipment dolls, Lure Rubik's Cube, GT racing, etc.

## SKILLS COMPETITION

The only indoor Lure competition in China. Compete your basic skills through swinging cast, sidewise cast, cast above head and walking the fish. One of the hottest live activities of Lure Exhibition.



# LURE CAST SUDOKU



A welfare activity customized for Lure lovers to show cast skills and open mystery boxes

## EXPERIENCE TOUR IN LURE, CHINA



With extremely low price, diversified cross-border sports and fully armed equipment, it opened a dream journey for Lure lovers and launched nearly

**20** Lure private routes





LURE FISHING

LIVE STREAMING



# LIVE STREAM



On the spot of 2021 The Lure Fishing Show, dozens of KOL did live broadcast for **3** days which gained a total views of **8.4 million**.



## HOMESTAY TOURISM



High-quality related enterprises such as Zhuyougu, Bread House, Xiangmeng Shijia, Xinshiji Shanju and Guantang Hotel have provided a professional and open platform for communication, learning and trade for many homestay practitioners.





# THE 4TH NATIONAL HOMESTAY BRAND CONFERENCE

The conference took the theme of Homestay Leading the Rural Revitalization and focused on the homestay development of quality, networking, branding, regionalization and centralization under the strategy for rural revitalization.

**30+** Key Topics

**50+** Forum Guests

**5** Authoritative Awards

**500+** Practitioners  
Attended the Meeting







# FIVE AUTHORITATIVE AWARDS FOR RECOGNIZING OUTSTANDING CONTRIBUTORS TO THE INDUSTRY

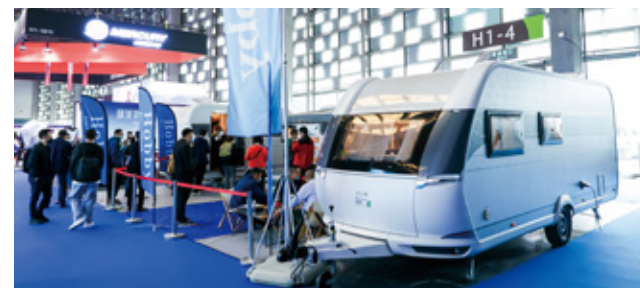






In this exhibition, HOBBY imported from German got the most orders.  
Besides, REV, Long Tree RV, Klen RV and Maxus RV brought by RV China have all achieved good performance.

Jointly organizer: 





# Camping & Off-Road Modification





## OUTDOOR SPORTS



While introducing various outdoor exhibits, the exhibition also specially set up 2021ARMS ROCK, and major military brands such as 5.11, Emerson, GHL and ARMS ROCK have become the vanes for outdoor trends.



## OUTDOOR SPORTS



Immersive battlefield simulation scene with an area of **432**m<sup>2</sup>, laser shooting, saving teammates, tire obstacles, thrilling wooden bridge, transporting supplies and other exciting experiences. More than **400** people applied within 3 days and the total bonus exceeded 10,000 rmb.

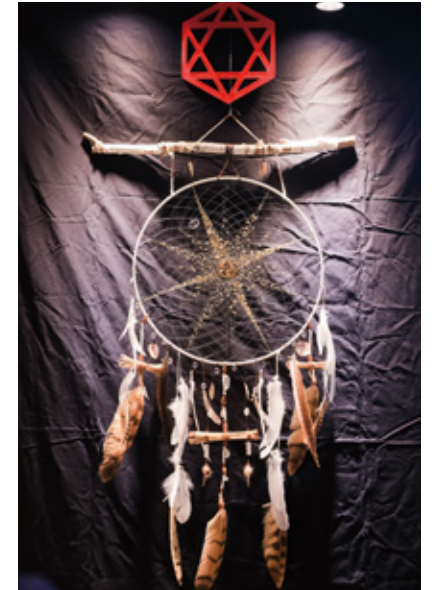
## "FIREWIRE SPRINT" BATTLEFIELD SIMULATION





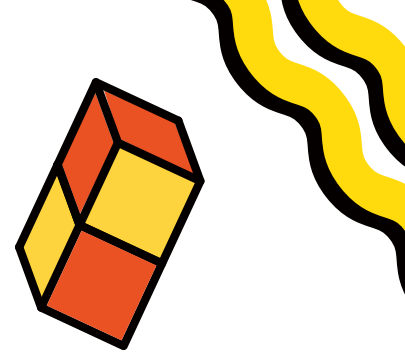
# 100 ARTISAN

**62** cultural and creative brands and **133** artisans were invited, covering various categories such as tie dyeing, carpentry, paper cutting, pottery, flower arrangement, lacquer art, leather products, enamel, embroidery, bronze ware, metalworking, etc. Various handmade experiencing projects and informative cultural and creative forum will last for 3 days.



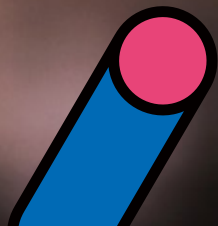


/ EXHIBITORS SAY



”

”



## EXHIBITORS SAY



**SIMMS**

The popularity of this year's Lure show is far beyond our expectation, which proved the professionalism and influence of the organizers. We are lucky to see the different innovations of the show every year. Shanghai Lure Fishing show is different from many traditional static exhibitions. It contains more interactions and we also set up many entertaining activities in our area, which achieved dynamic communication with visitors. I want to thank the organizers for setting up such a meaningful platform for all the Lure fans and giving people a deeper understanding of Lure sports. I am looking forward the next session!

-Mr. Luo Lei, Deputy General Manager of Greater China



**Shanghai Shanshuimeng Information  
Technology Co., Ltd**

It is the first time for us to participate in Shanghai Homestay Tourism Show and we brought Wilderness Camp series products. We have felt the attraction of the show this time. We met nearly 1,000 potential clients, which contributed a lot for Shanshuimeng to opening domestic market. We have seen various elements like tourism and water sports in the show which made the show more diversified. I am looking forward to having long-term cooperation with Shanghai Homestay Tourism Show and a development in sustaining innovation!

- Mr. Li Xiaofei, Founder



**Haining Jufeng Motor Sales and  
Services Co., Ltd.**

This year's exhibition is much more popular compared to previous sessions, and I met a lot of old friends here. We are glad to see that there are so many people in our country accepting and getting interest in RV camping gradually. We appreciated it that The Lifestyle Show could build such a platform for lovers. At the same time, I hope that more people could join us in RV camping and bring this healthy activity into our society to provide more people with the chance to experience and enjoy it.

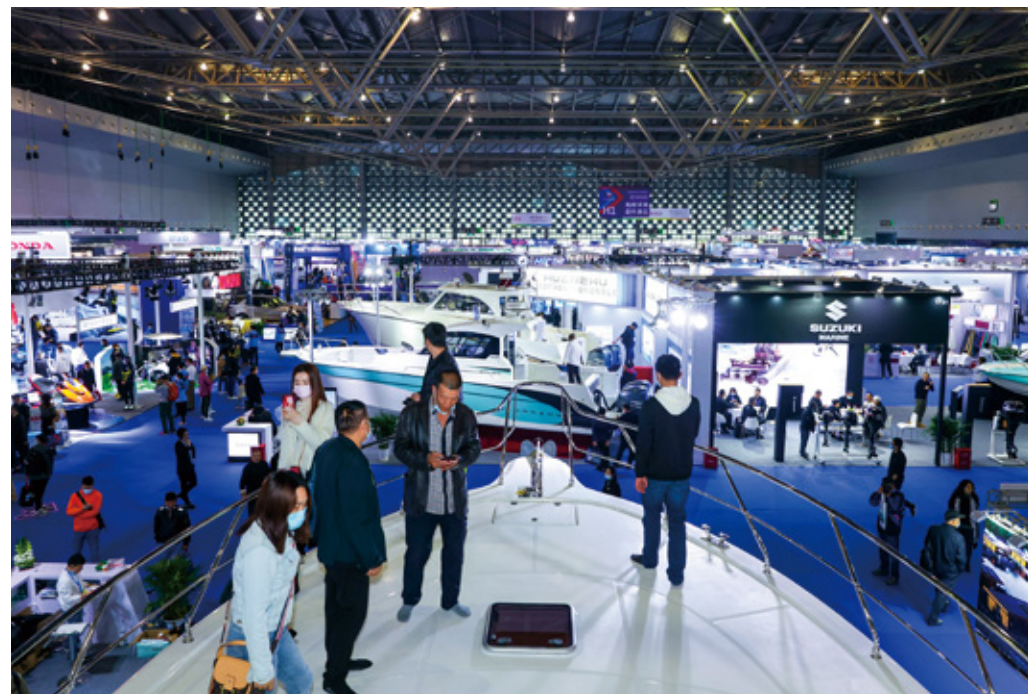
--Mr. Xu Furong, General Manager



# / COMBINED EXHIBITION



Scan the code to check the post-show report of  
The 25th China (Shanghai) International Boat Show 2021



The 25th China (Shanghai)  
International Boat Show 2021



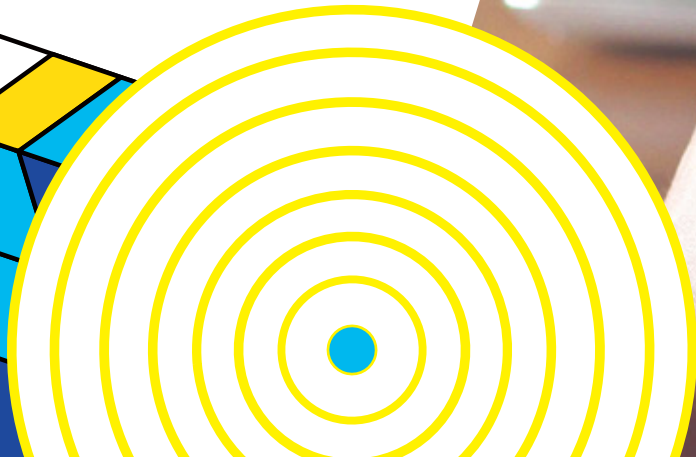
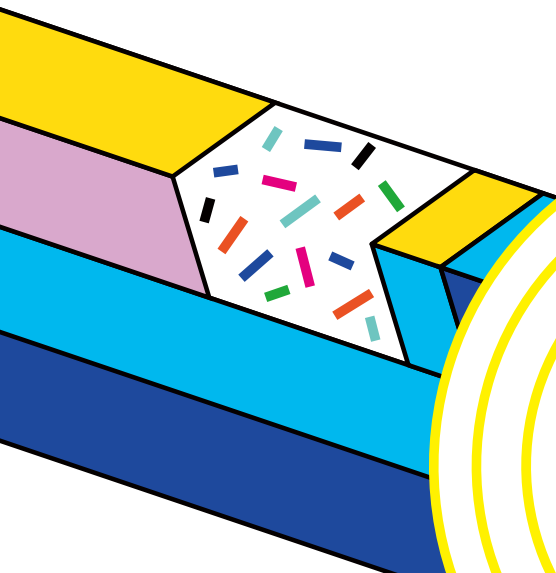


## The 25th China (Shanghai) International Boat Show 2021





# / MEDIA PROMOTION





Views of online  
advertising

**2,700,000+**



SEM search engine  
hits

**139,000+**



Promotion exposure of the  
whole network information flow

**15,000,000+**



Offline Advertising  
Exposure

**210,000+**



We-Media fans

**150,000+**



Number of DM

**100,000+**



Number of SMS

**250,000+**



Number of EDM

**500,000+**



Views of Tik Tok  
topic

**9,576,305**



# Authoritative Mainstream Media

Effective reach to large quantity of target groups can be realized through authoritative mainstream media communication and off-line channels covered with all-round promotion.



Xinhua News Agency Shanghai  
Branch

Jiefang Daily

Eastday.com

Wenhui Daily

Zhoudao Shanghai

ThePaper.cn

Xinmin Evening News

Jiemian.com

www.cnr.cn

www.chinanews.com

Shanghai Observer  
News

www.xinhuanet.com

China Youth Daily

CHINADAILY

Guangming Daily

Yicai.com

people.com.cn

Shanghai Release

Pudong Release

Leyou Shanghai



# Online Mainstream Media



# Industry Media Partners





# We-media



China (Shanghai) International Boat Show  
Shanghai International Lure Fishing Show  
Shanghai International RV Camping Show  
Shanghai International Water Sports Show  
Shanghai International Outdoor Sports and Leisure Show



Shanghai International Lure Fishing Show  
Shanghai International Water Sports Show  
Shanghai International RV Camping Show  
Outdoor activities



"Lure Fishing" Live Stream Welfare Group  
"Water Sports" Water Leisure and Entertainment Group  
Reconstruction of Water Leisure Industry Forum  
"Outdoor Sports" Self-driving RV Group  
Route live stream group



Xiaohongshu  
LureXZB



Tik Tok  
LureXZB



Kuaishou  
LureXZB



Wechat Official Account  
China (Shanghai) International Boat Show  
The Lifestyle Show



Youku  
Shanghai International Lure Fishing Show



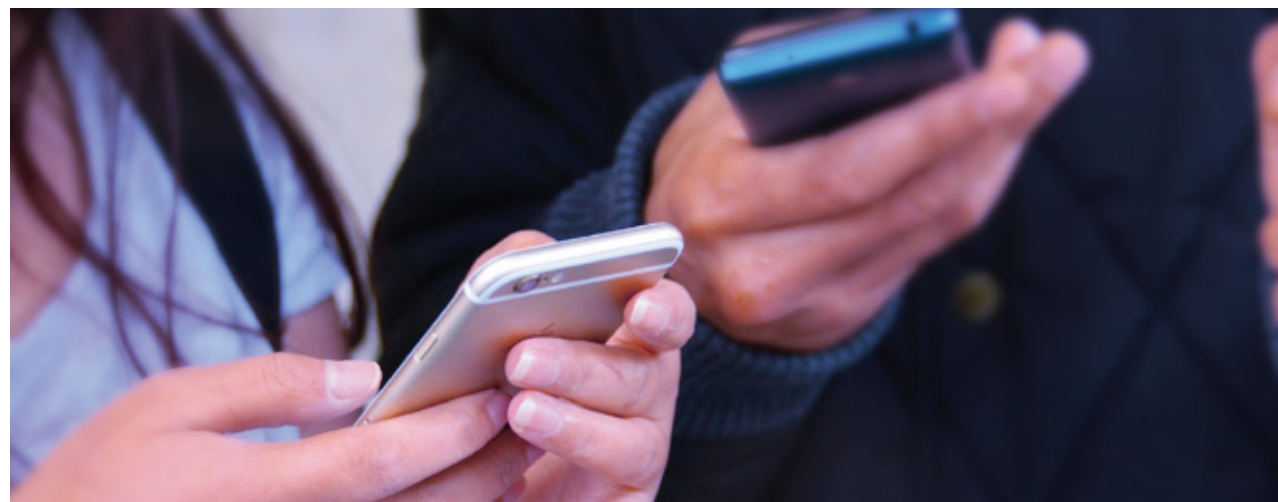
Tencent Video  
China (Shanghai) International Boat Show



WeChat Video Account  
youxiaoting



Scan the Code  
Add Customer Service





**Shanghai 600,000 m<sup>2</sup> 400,000 Audience 5000+Exhibitors**



**Mar. 29-Apr.1 NECC**



**Mar.30-Apr.2 SNIEC**



**Apr.1-3 SWECC**

**Guidance Units: Shanghai Municipal Administration of Culture and Tourism**

**Organizer: sinexp**  
informa markets  
[www.lbhgle.com](http://www.lbhgle.com)

**Support Units: Yangtze River Delta Tourism Promotion Alliance**





# Mutual Empowerment With Tourism

Tourism Plus Shanghai is the world's leading and integrated exhibition in tourist industry, annually held in spring in Shanghai. It is targeting to energize the whole industrial chain by accelerating the tourist destination upgrade and industry investment and cooperation.

Together with the 30th Hotelex Shanghai and Hotel & Shop Plus, the Lifestyle Show and the 25th China (Shanghai) International Boat Show were held during the same period as part of Tourism Plus Shanghai. This comprehensive exhibition covered the tourist industry with more than 5000 exhibitors gathered in an unprecedented exhibiting area of 600,000 sqm in three exhibition venues.

The year of 2020 is the first year of the 14th Five-Year Plan. China's sports tourism will

achieve diversified development with innovation and breakthrough on the basis of the new economy, new infrastructure, new customers and new demands. The Lifestyle Show and CIBS hope to integrate the core high-quality resources of the industry through building a whole industrial chain platform of "water + outdoor + leisure". At the same time, CIBS will combine with tourism, which will not only expand the original professional customers, but also cooperate with exhibitors of tourism resources industry chain to jointly improve the quality of tourism destinations in accommodation, travel and amusement. This will catalyze new formats, derive industrial chains, create new values, build a "big alliance" of the whole industry, and thus truly realize the mutual empowerment with tourism industry.



Water Sports



Lure Fishing



Homestay Tourism



Outdoor Sports



Amusement Equipment

THE LIFESTYLE  
**SHOW**  
生活方式上海秀  
2023 Shanghai · China



**2023.3.28-31**

Shanghai New International  
Expo Center (SNIEC)