

The Lifestyle Show

2024 Shanghai·China

POST SHOW REPORT

March 26-29, 2024

Shanghai New International Expo Center (SNIEC)

THE LIFESTYLE
SHOW
生活方式上海秀
2024 Shanghai · China

Concurrent Exhibitions

The 27th China(Shanghai)International Boat Show 2024

Shanghai International Lure Fishing & Equipment Show 2024

Shanghai International Water Sports Show 2024

Shanghai International Outdoor Sports & Equipment Show 2024

Best of Best Defining Show 2024 (BBDS)

Exhibition Overview

The Lifestyle Show 2024 was successfully held on March 26-29, 2024, at Shanghai New International Expo Center. With an exhibition area of **45,000 m²**, more than **600** high-quality brands and exhibitors made a grand appearance, dozens of new product releases and industry forums, and more than **150** exciting experience and interactive activities, the show attracted **40,328** professional visitors, and the exhibition results far exceeded expectations, creating a collection of boats, Lure, water sports, outdoor, and fashionable quality life BBDS for the guests from the Yangtze River Delta, China, and even the world. The show is a full-value, immersive, spatial experience and scene-perception high-end lifestyle cluster show.

40,328

Professional
Visitors

45,000

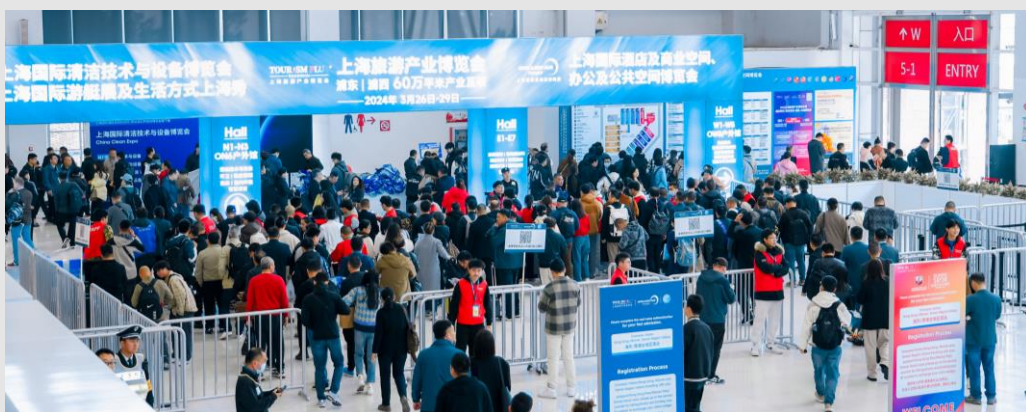
m² Exhibition Area

600+

Premium
Brands

150+

Highlight
Events



Visitor Analysis

Visitor Analysis

◆ Domestic and International Visitors

Domestic
Professional
Visitors

39.1%

Domestic
General
Visitors

61.9%

International
Professional
Visitors

69.6%

International
General
Visitors

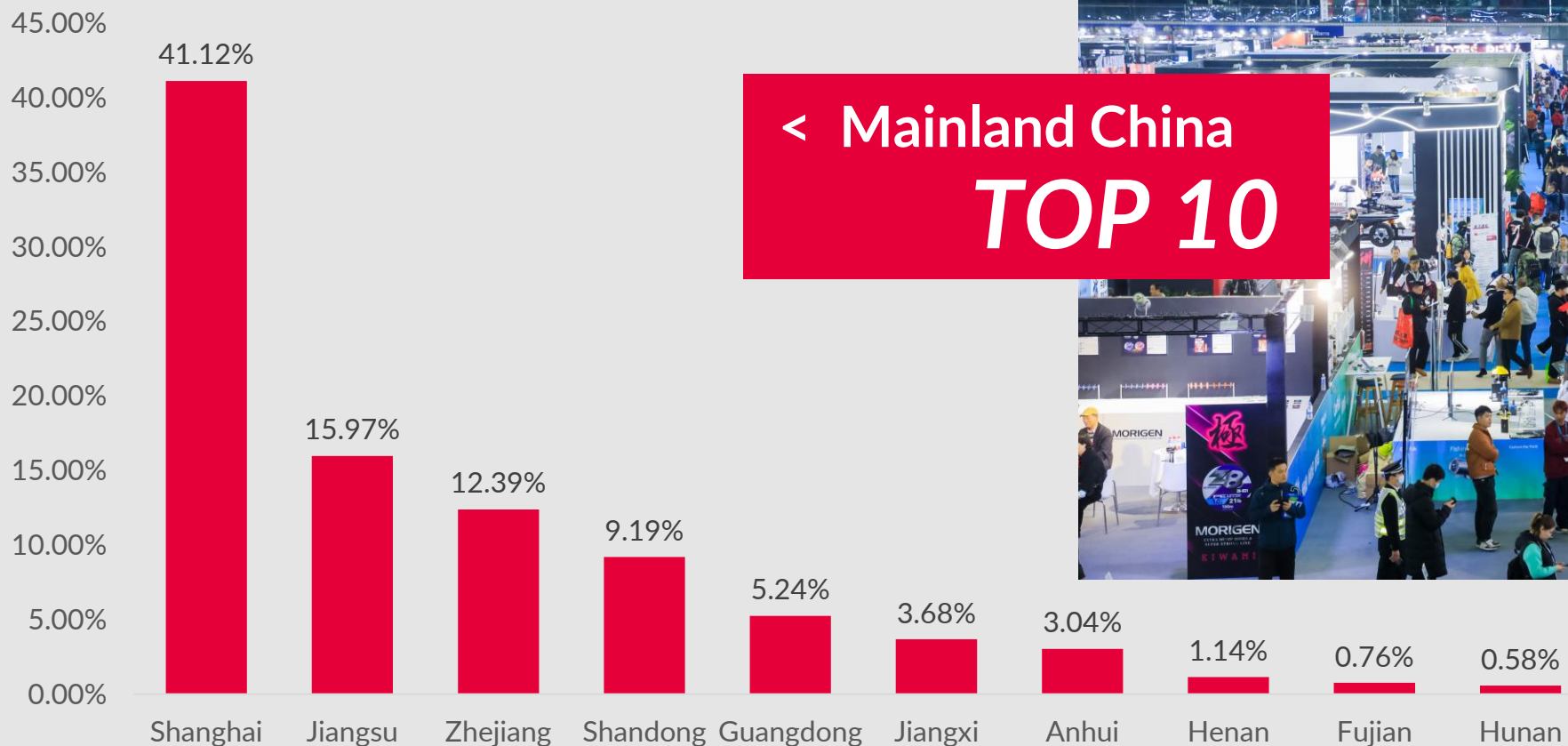
30.4%

With the recovery of consumption and the full opening of the show, the culture and tourism industry has also ushered in unprecedented development opportunities under the influence of policies. Lifestyle Shanghai Show, as an important part of Shanghai Tourism Industry Expo, not only provides a platform for the display of various outdoor and tourism products, but also serves as a bridge to attract visitors and promote industrial exchanges and cooperation. The number of visitors to the show exceeded **40,000**, from **98** countries and regions in 2024.



Visitor Analysis

Geographical Distribution of Visitors in Mainland China (Visitor Ranking TOP 10)



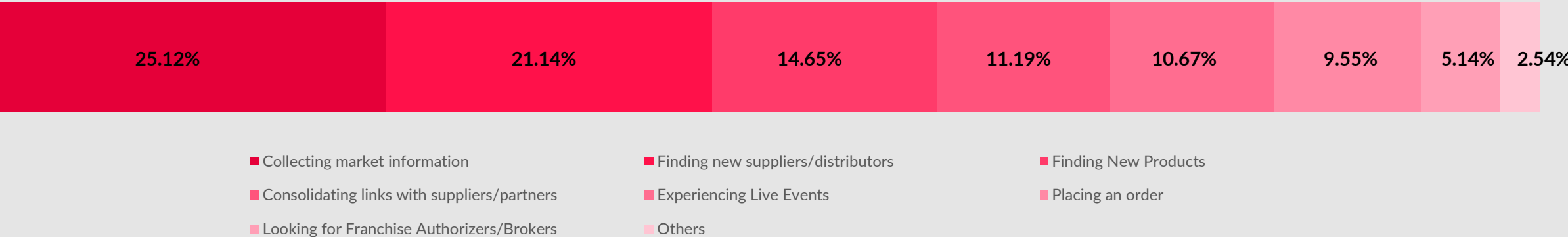
Visitor Analysis



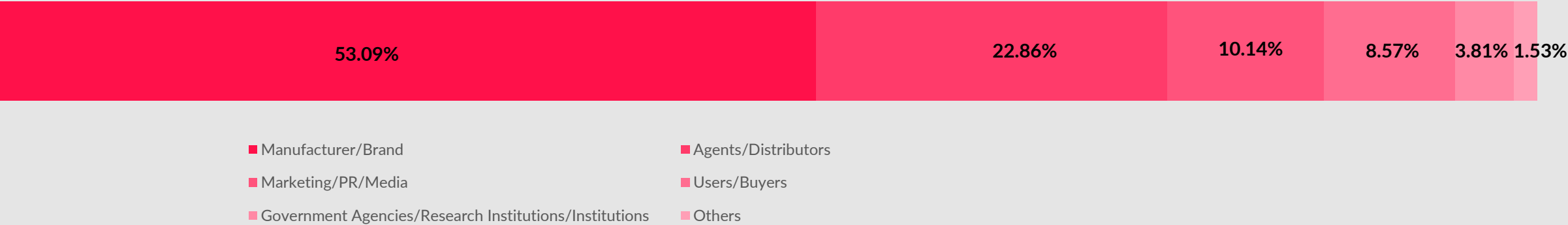
Visitor Analysis



◆ Visitor Purpose Analysis



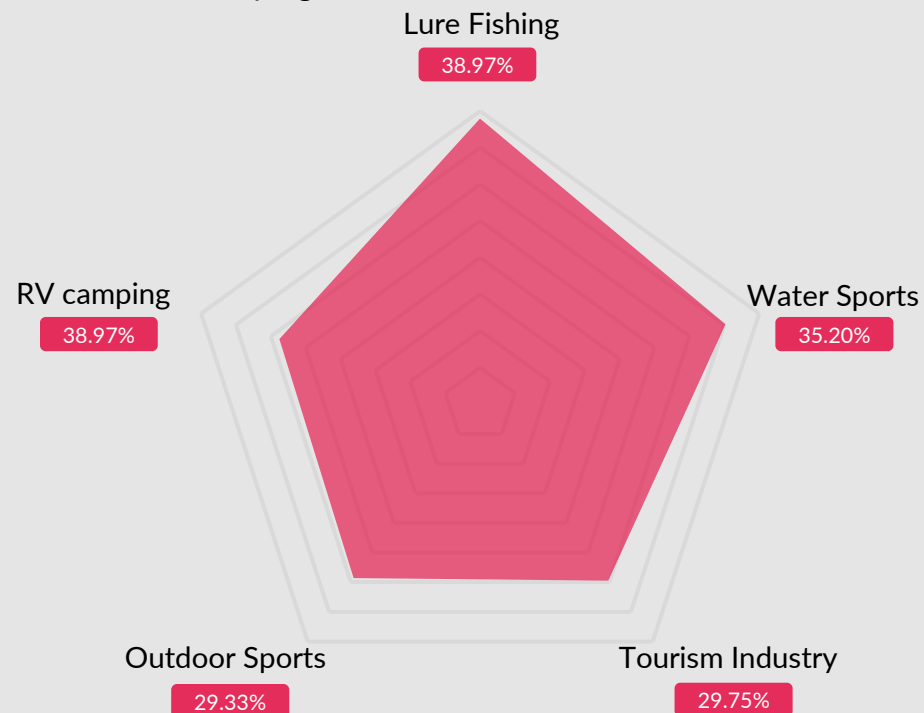
◆ Visitor Business Analysis



Visitor Analysis

◆ Visitor Interest Sections

The sections of interest to the audience are, in order, Lure Fishing, Water Sports, Tourism Industry, Outdoor Sports and RV Camping.



◆ Visitor Comments

This year, many new exhibitors have joined the water sports section. The exhibits are also more diversified, I am doing foreign trade business, so I negotiated with a number of exhibitors and chose the most suitable suppliers, the large pool also let me more comprehensive understanding of the product's performance, overall, it's still very good, there is a greater harvest. I will be back next year if I get the chance.

——Ms. Zou

I was very satisfied with my trip to Lure Exhibition, not only met my idol Gong Lei, but also experienced a lot of casting games and won a lot of prizes. I was very impressed by the products of Lurefans, I bought a lot of CC50s at their booth, and just last week I caught 10 pounds of catfish and big bucktails with my CC50s in the field, so the CC50s really live up to their name. There were also a lot of new stream rods on the show floor that caught my eye, and I am ready to buy them again, as well as the Flight Feather, which I experienced for a long time at the booth, and I am ready to buy it in a while. I hope LUCA Shanghai will be better and better!

——Mr. Liu

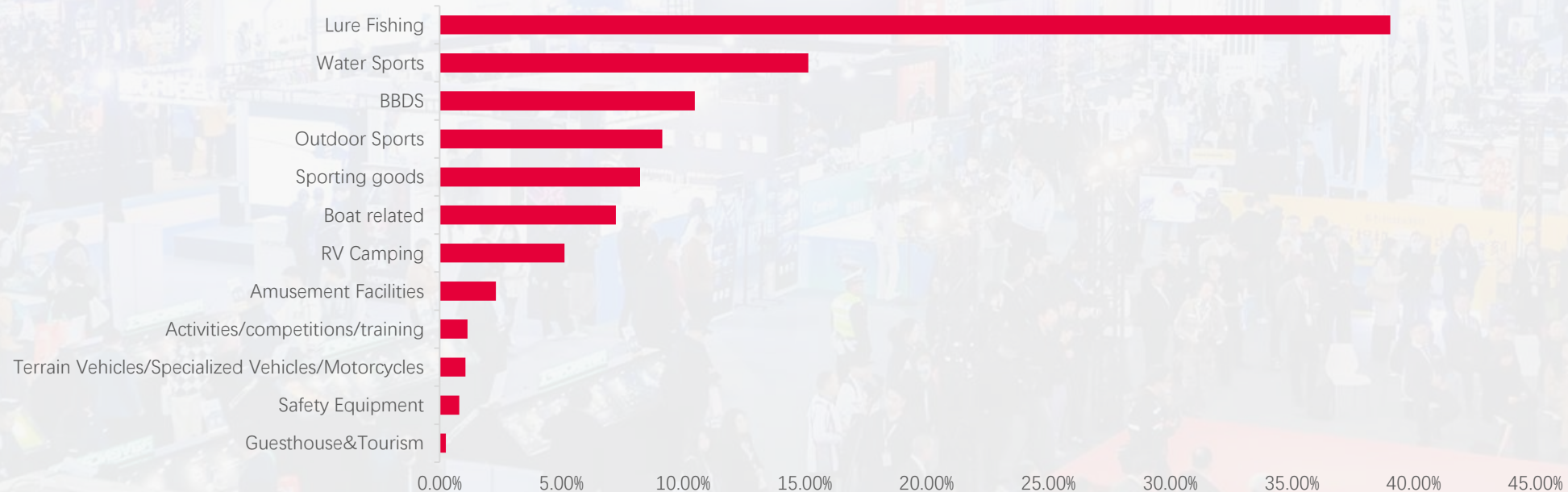
This year's BBDS is more attractive to me, the exhibitors are high-quality lifestyle consumer first-line well-known brands, usually can rarely be so close to understand and contact with these first-line brands, so this opportunity is still quite good, and I hope that next year there will be more similar brands to participate in the exhibition.

——Mr. Zhao

Exhibitors

Exhibitor Overview

Exhibitor Category Distribution



The Lifestyle Show 2024 aims to build a new lifestyle format suitable for all ages, and further enrich the "tourism" and "tourism +" industries, exploring and plowing a new path for the development of waterfront leisure tourism. Advocating "Lure culture first", the Lure Exhibition, with colorful activities as the highlights, created an annual Lure event with the support of Shimano, Jackall, Haibo, Kimple and other brands, which satisfied the anglers, benefited the enterprises, and created a sustainable platform for visitors. In the Water Sports Exhibition, which is responsible for "activating the water economy and highlighting the water culture", exhibitors such as Zhaoyang Boats, Yaska, Skatinger, Huihao Yacht, Dafang, Xiangda, Sijia, Haifei, Sawa, Jiutuo Sports, X Outdoors, Meiyuhong, and Seaking Nanometer Technology displayed their new products of the year. As a special presentation of BBDS, first-tier brands such as TRECA, Ferrari, Maybach, Textron, Swarovski, Fendi Family, PINRUTANG, Xiaoxiandun, Hennessy, Meltseason, Suitsupply, Shengruo Aviation, Knight Frank, Casarte, Udaily Plus and so on, brought new thoughts and opportunities for high-quality lifestyles.

Exhibitor Comments



We are very happy and thankful that Shanghai Lure Show has given us the opportunity to show our products and interact with anglers surprisingly, our popularity is very high, and a lot of anglers came to our site to interact with us. Although everyone said that the fishing tackle industry belongs to a winter state now, we have a lot of confidence when seeing so many dealers, agents and anglers came to the site, and they are so passionate about Lure. We hope that Lure Show can be held every year and become more and more popular.

— SHIMANO

As a long-established and trusted exhibition event, we have participated in the Boat Show since its earliest days in the 90's. We are glad to renew our relationship this year, and over the years, we have successfully attracted potential customers from all over the world, injecting constant vitality into our business development. It can be said that the Watersports Show has become a bridge and link between the Winner Kayak brand and its agents around the world. It has not only deepened the cooperative relationship between us and our agents, but also laid a solid foundation for the expansion of Winner Kayak in the global market.

— Hangzhou Winner Kayak Manufacturing Co.,Ltd.



Exhibitor Comments



The original intention of participation in the exhibition this year is to promote our rich product line to most of the domestic enthusiast anglers, so that more anglers and even dealers will understand and use our brand, and we also hope that more people will participate in our subsequent tournaments. This Show is more like a carnival, allowing us to have an in-depth communication with the whole industry, and feel the happiness that Lure brings to us together. We are very lucky to have an opportunity to participate in the show and hope that our Lure Show will grow bigger and bigger, and we will come back next year!

— JACKALL

It is a great honor to be invited to the BBDS, the scene is very real to feel the perfect integration of boat and lifestyle, our mattresses have also been unanimously praised by the visitors and enthusiastic record. the scene in addition to our expected professional sellers, some hotels, tourism, retail department stores, finance, luxury goods, and other industries, the visitor also established contact with us, and we look forward to the follow-up to create more business possibilities, and we believe that this is also an important step to push TRECA to take a step towards cross-border cooperation.

— TRECA



Thematic Sections

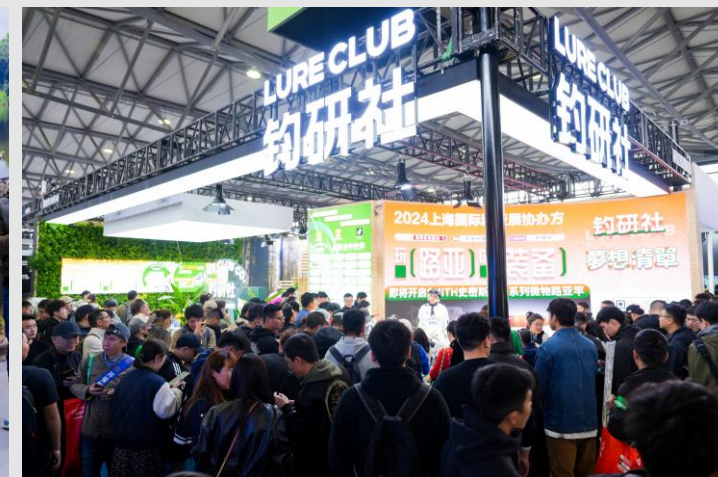


Lure Fishing

THE LIFESTYLE
SHOW
生活方式上海秀
2024 Shanghai · China

This 2024 Shanghai International Lure Fishing & Equipment Show is fully titled by JD, and the co-organizer, Lure Club, "Dream Filling Station" will "fulfill the dreams of 101 anglers on the spot"; the exclusive content cooperation platform, Xiaohongshu, will create "circles" to get the topic of discussion and launch the online visiting activity of "Lure Equipment Season".

The Xiaohongshu #Lure Gear Season topic has received 717,000 views. Tik Tok #Shanghai International Lure Fishing & Equipment Show topic has a total of 9,340,000 plays on the scene broadcasted live of self-media, spontaneously spread the heat, and spontaneously brought the topic label to facilitate multiple dissemination, covering different levels of the Lure crowd, achieving better results, and obtaining a high degree of recognition in the forwarding and commenting area.

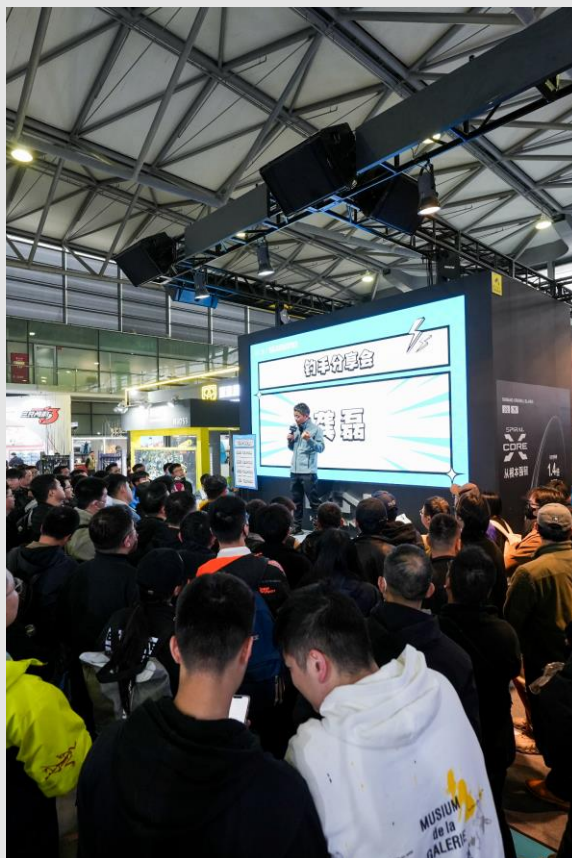


Lure Fishing



Lure Fishing

THE LIFESTYLE
SHOW
生活方式上海秀
2024 Shanghai · China



Lure Runway Show

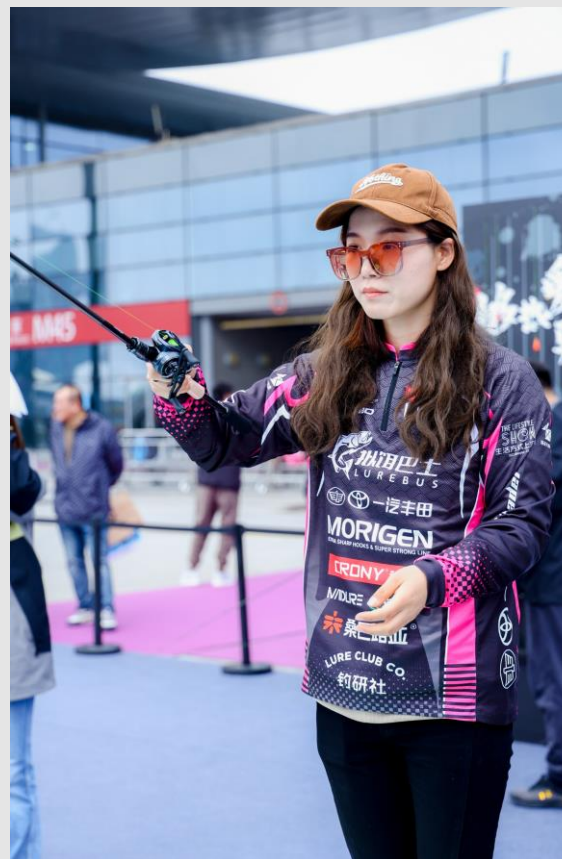
The Spring Festival Gala belongs exclusively to Lure enthusiasts! New product launch, industry forum, brand fashion show, brand ordering meeting, cooperation signing ceremony, more than a hundred activities in the whole exhibition period, there is always one for you!



Lure Fishing



Lure Fishing



China Lure Skills Challenging Competition

As a brand competitive event, this competition attracted more than 150 Lure enthusiasts from 15 provinces, cities and autonomous regions, of which 68% were in the amateur group, 15% in the professional group and 17% in the female's group.

Lure Fishing



Lure Fishing

THE LIFESTYLE
SHOW
生活方式上海秀
2024 Shanghai · China

Lure Auction

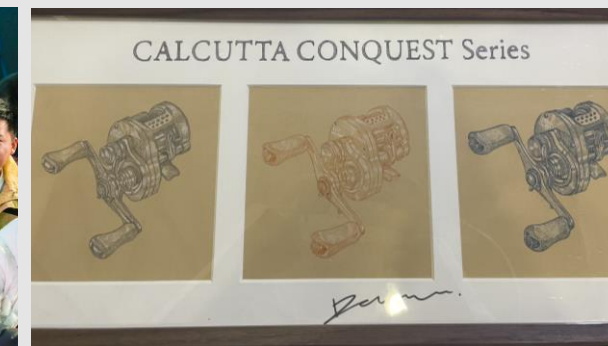
7 auctions

100+brands

412 participants

92 auction lots

Lure Fishing





Lure Fishing

THE LIFESTYLE
SHOW
生活方式上海秀
2024 Shanghai · China



Lure Carnival

Live-aboard fishing experience

Breeder-grade large individual bass

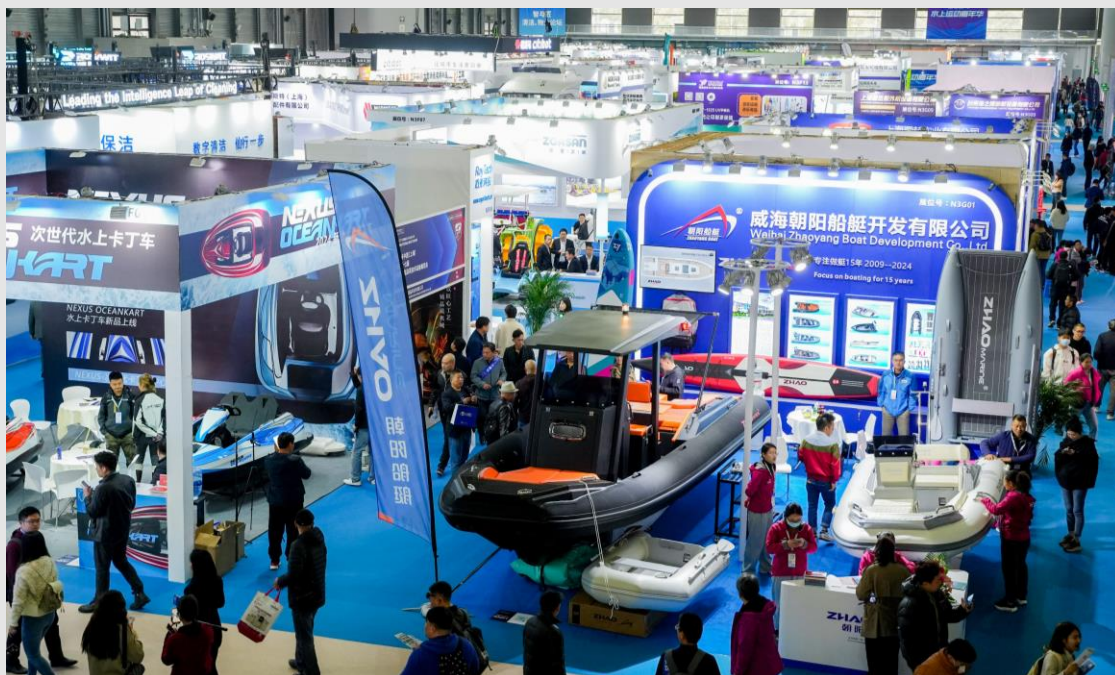


Lure Fishing



Water Sports

THE LIFESTYLE
SHOW
生活方式上海秀
2024 Shanghai · China



Activating the "Water Economy" Revitalizing the "Green Power"

Recreational boats, inflatable boats, water karts, kayaks, paddleboards, electric surfboards, new composite material technology and other popular products converge to lead the new direction of innovation and sustainable development of the water sports industry!

Water Sports



Water Sports

THE LIFESTYLE
SHOW
生活方式上海秀
2024 Shanghai · China

Water Sports Carnival

150 m² of large pool restore the outdoor water scene, set up a stage to show their products for water recreation and sports products exhibitors, also let the guests experience the characteristics of the new products, intuitively feel the booming "waterfront economy".



Water Sports



BBDS

THE LIFESTYLE
SHOW
生活方式上海秀
2024 Shanghai · China

BBDS

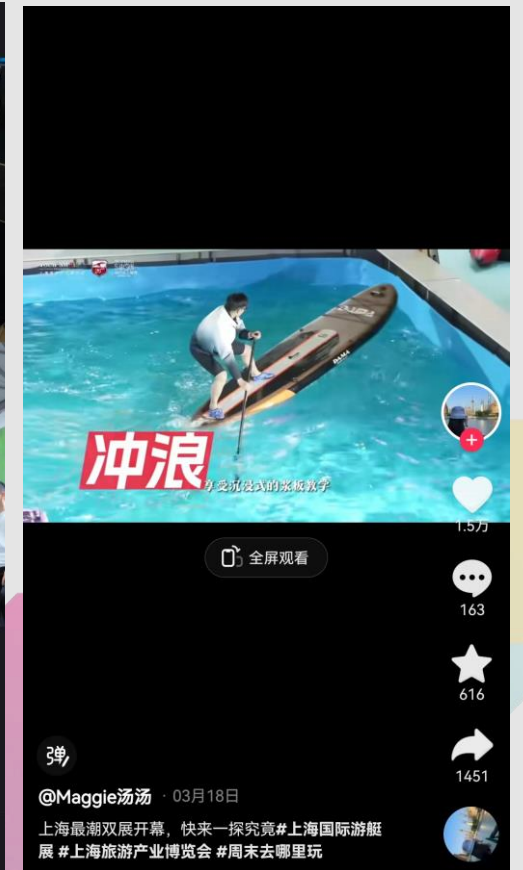
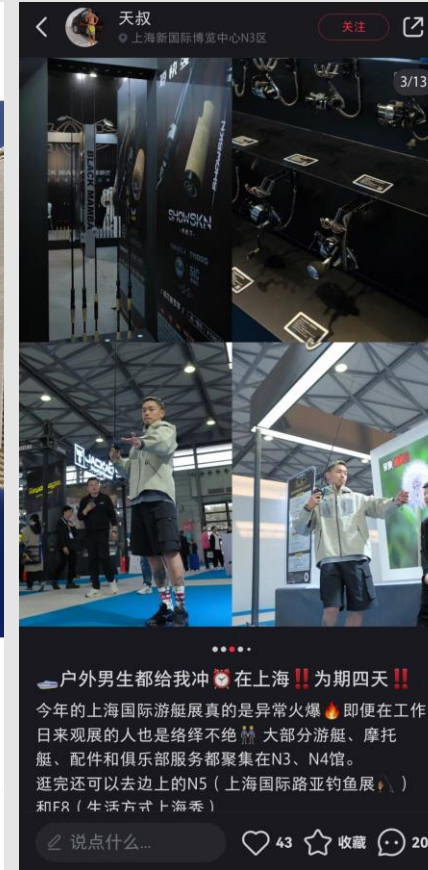
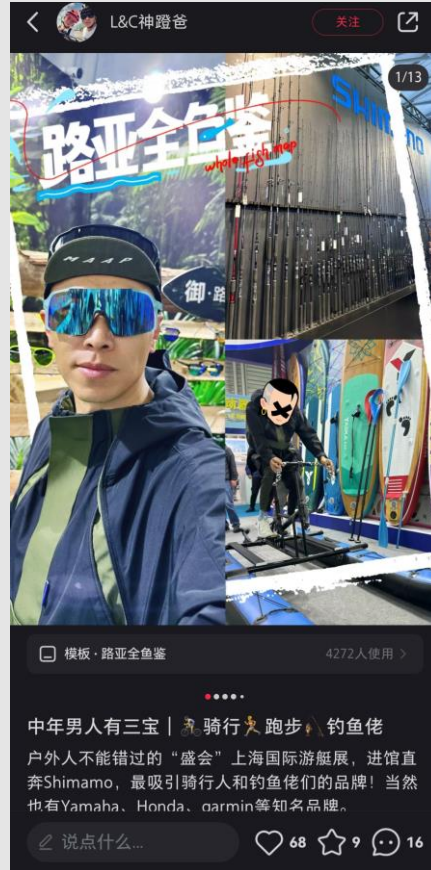
Ferrari, TRECA, Maybach, Textron, Swarovski, Suitsupply, Hennessy, FENDI, Casarte and other first-tier brands were heavily featured, providing the audience with a platform for high-end lifestyle.

Best Of Best Defin



Marketing Promotion

KOL, KOC Cooperation



This year's exhibition enabled **100+** KOL and KOC cooperation for the first time, with the pre-show publicity, creating momentum and warm-up for the show. The exhibition exploration activities continue to be hot, thus further enhancing the brand influence of the exhibition, and successfully helped the Lifestyle Show enter into thousands of households, and realize a household name.

Cumulative exposure : **1,138,000 times**
Interaction volume : **18,000 times**

Tourism Plus Shanghai



Tourism, Food & Beverage, Hotel & Boat Joint Exhibition

3月27日-30日

浦西 · 国家会展中心(上海)



Tourism Industry



Hotel Catering

3月26日-29日

浦东 · 上海新国际博览中心



Hotel Plus



Boat&Lifestyle

Tourism Plus Shanghai digs into the scale, quality, new productivity and hot trends of the vertical industry chain, stimulates product and service innovation from different perspectives and logics. Under the guidance of Shanghai Municipal Administration of Culture and Tourism, the strong cooperation between China Tourism Association and Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. brings the linkage effect of "government guidance, enterprise gathering and industry benefit", thus boosting the multi-industry integration and upward development of the culture and tourism industry in Shanghai, the Yangtze River Delta and even the whole country!

5 Days Exhibition

5000+ Exhibitors

12 Industry Category

600,000 m² Exhibition Area

420,256 Visitors

15,761 Oversea Visitors



Boat&Lifestyle



Hotel Plus



Hotel Catering



Tourism Industry

TOURISM PLUS®
SHANGHAI
上海旅游产业博览会



THE 28th CHINA SHANGHAI
INTERNATIONAL BOAT SHOW

THE LIFESTYLE
SHOW
生活方式上海秀
2025 Shanghai · China

Boat and Equipment | Water Sports | Lure Fishing | Outdoor Sports | BBDS

Mar.30-Apr.2,2025

Shanghai World Expo
Exhibition & Convention Center

