

The Lifestyle Show

2026 Shanghai · China

THE LIFESTYLE
SHOW
生活方式上海秀
2026 Shanghai · China

POST SHOW REPORT

Mar.29-31,2026

Shanghai World Expo

Exhibition & Convention Center

Concurrent Events

The 29th China (Shanghai) International Boat Show 2026

& Shanghai International Workboat Show

JD Shanghai International Lure Fishing Show 2026

Shanghai International Watersports Show 2026

Shanghai International Fishing Show Premium 2026

Shanghai International Outdoor Sports and Sporting Goods Show 2026

Best of Best Defining Show 2026(BBDS)

Overseas Property Theme Exhibition Area 2026

EXHIBITION OVERVIEW

On March 31, 2026, the 2026 Lifestyle Shanghai Show, the 29th China Shanghai International Boat Show & Shanghai International Workboat (CIBS 2026) , the Theme Pavilion of Tourism Plus Shanghai and the MCW Expo Shanghai all concluded successfully at the Shanghai World Expo Exhibition & Convention Center.

The overall exhibition area exceeded **60,000** square meters, with over **1,000** exhibitors making a concentrated appearance. More than **150** wonderful events integrated exhibition, experience, exchange and business matchmaking. The expo attracted **49,007** visitors in total, including **3,292** professional buyers from 131 overseas countries and regions, representing a year-on-year increase of **16.7%** compared with 2025.



60,000+m²
Exhibition Area

1,000+
Premium Exhibitors

150+
Exciting Events

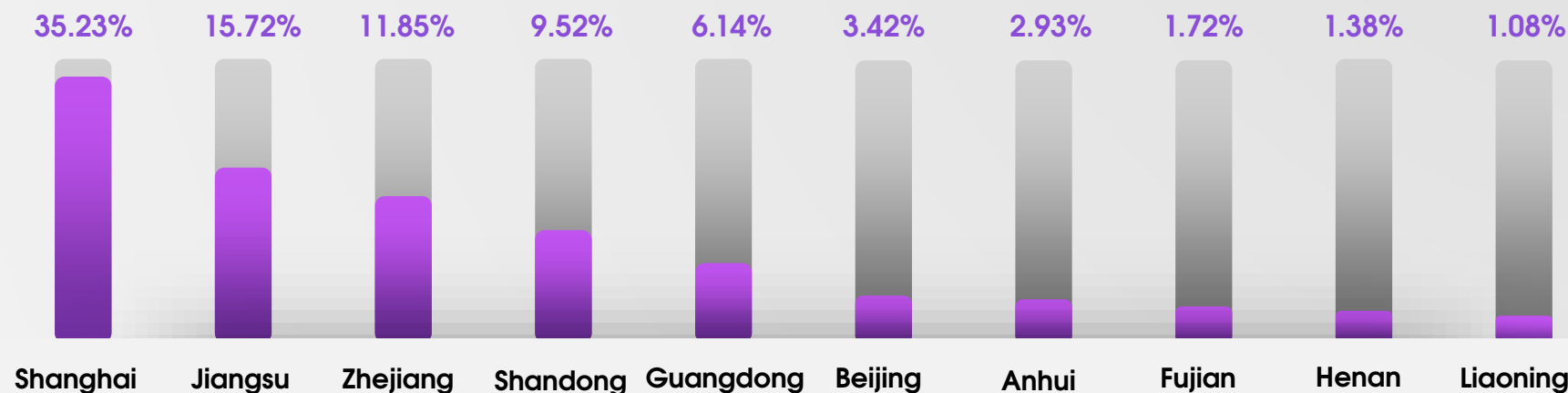
49,007
Professional Visitors

3292
Overseas Buyer

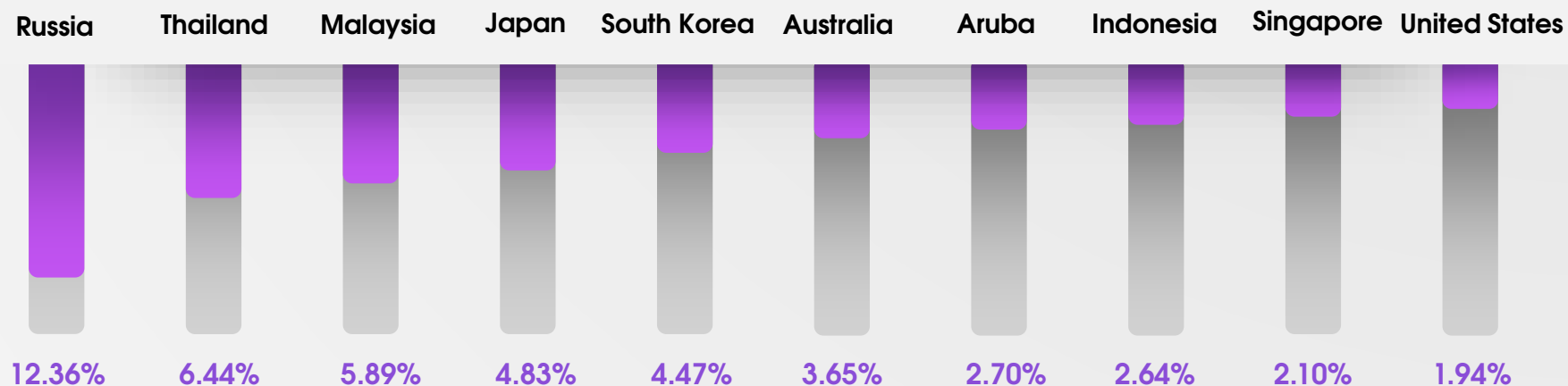
*This data is shared with CIBS2026, Tourism Plus Shanghai 2026 and the MCW Expo Shanghai

VISITOR ANALYSIS

TOP 10 Mainland China Visitor Distribution

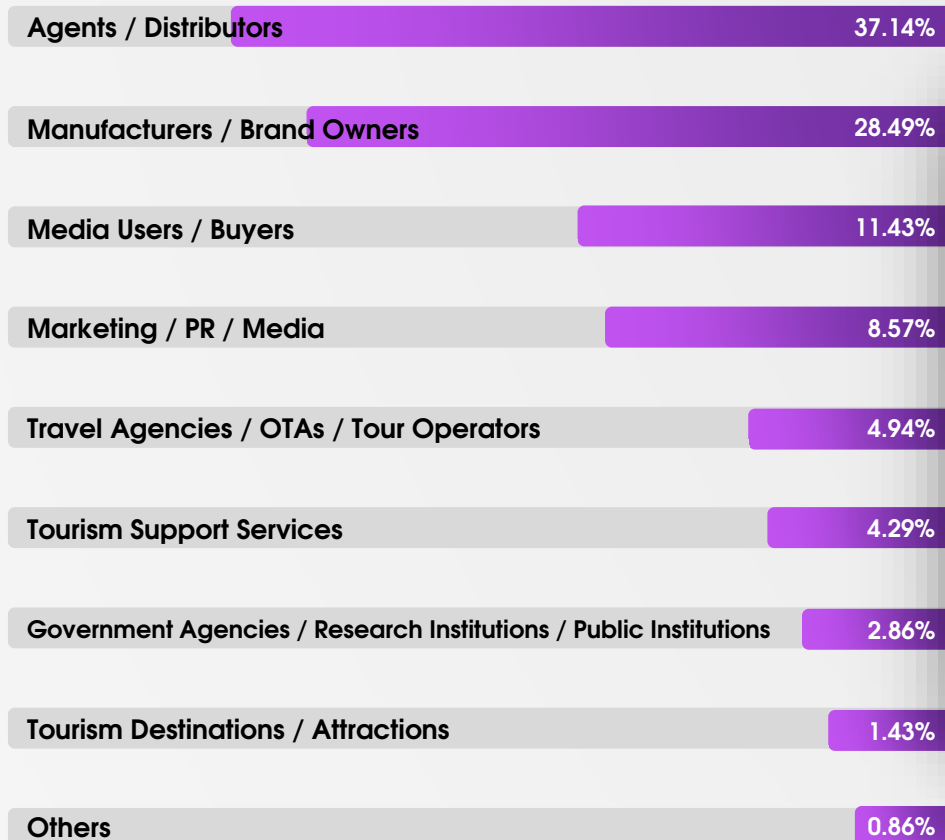


TOP 10 Oversea Visitor Distribution

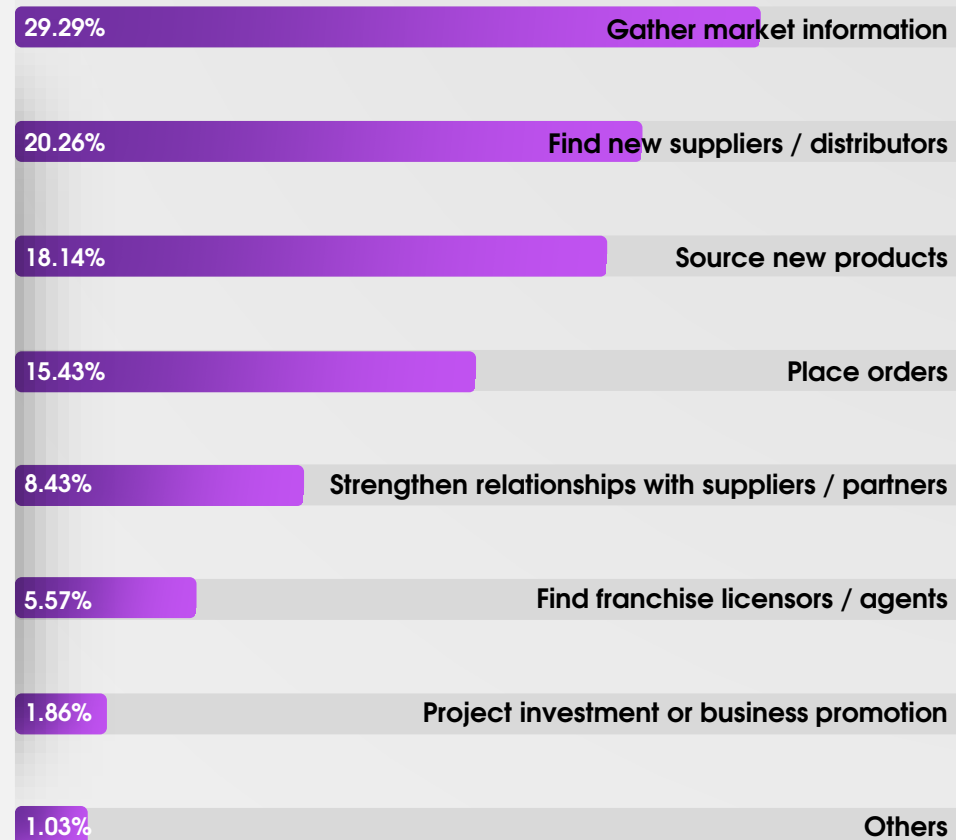


VISITOR ANALYSIS

Analysis on the Nature of Business



Analysis on the Purpose of Visiting



MESSAGE FROM VISITOR

THE LIFESTYLE
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This year's Lure Fishing Show featured a full lineup of brands and a wealth of new products. Many debut items were truly impressive. What struck me most was the large number of young attendees. It's clear to see this sport is becoming increasingly youth-oriented and family-friendly, making the exhibition more meaningful than ever. Looking forward to an even better show next year!

Mr. Li, Lure Fishing Enthusiast

I came here mainly to look for water leisure equipment. Communication with manufacturers went very smoothly, and my gains have exceeded expectations. The exhibition features a highly concentrated lineup of brands. I can clearly sense the new trends in the industry. Many products have been upgraded in design and materials, which perfectly fit current consumer demands.

Ms. Wu, Cross-border Seller

I've attended the Lure Fishing Show in previous years. This year, I noticed the newly added Shanghai International Fishing Show Premium 2026 and decided to come and check it out. Overall, it's been great. High-end fishing tackle brands such as Guangwei, Loonva, and Mermaid all took part in the event. I also experienced the on-site talk show for the first time, which felt really innovative and refreshing.

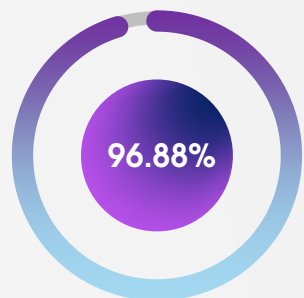
Mr. Sun, Fishing Tackle Shop Owner

The ambiance of the Lifestyle Pavilion is superb. The products are exquisitely crafted with strong design aesthetics, perfectly aligning with the current trend of high-quality lifestyle consumption. The scenario-based displays are also highly appealing, making the overall experience outstanding.

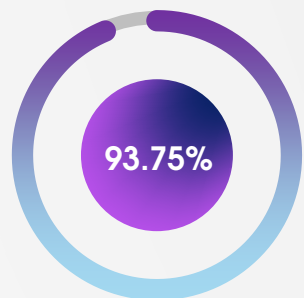
Mr. Ma, Professional Investor



EXHIBITOR ANALYSIS



Satisfied or Very Satisfied with the Exhibition



Recommend this Exhibition to Friends or Peers



Plan to Attend this Exhibition Again Next Year



The Lifestyle Show 2026 takes diverse events as the carrier, organically integrating **lure fishing**, **water sports**, **BBDS Premium Lifestyle**, **overseas property investment**, cultural and tourism industries. It unleashes the multiplier effect of "Culture + Industry + Exhibition", achieving a win-win of social and economic benefits.

MESSAGE FROM EXHIBITOR

“Shanghai International Lure Fishing Show gathers top brands and veteran enthusiasts from home and abroad. It serves as a highly valuable platform for industry exchange and business docking, building a premium communication bridge for industry practitioners and hobbyists alike. It also allows everyone to witness the vigorous development of China's lure fishing industry. We sincerely appreciate the strong support from the organizer, and we look forward to the continued prosperity of lure fishing in China.

Deng Renhang

Manager of Planning
Department
XIZI FISHING MALL

“The exhibition has been buzzing with great energy this year. We connected closely with many industry peers and enthusiasts and truly felt the vibrant vitality and huge development potential of the outdoor and water leisure industry. We appreciate the organizer's thoughtful arrangement and meticulous planning. YEAOWL will keep polishing its products and pursuing innovation and upgrading, and we look forward to meeting again next year.

Qiu Jianbin

General Manager
YEAOWL

“Shanghai International Fishing Show Premium 2026 was bustling with huge crowds and a vibrant atmosphere. We truly felt the booming momentum of China's fishing tackle industry. Going forward, Dragon King Hate will stay committed to quality, pursue innovation and upgrading, and work alongside all industry partners to make China's fishing tackle industry stronger and better.

Zhou Gongbu

Marketing Manager
LOONVA FISHING
TACKLE GROUP

“As a brand with years of deep roots in the outdoor industry, Mobi Garden reaped fruitful rewards from this exhibition. We reunited with old friends and met numerous new outdoor enthusiasts here, truly feeling the vibrant vitality of China's outdoor market. Looking forward to meeting again next year. Let's head for the wilderness together and embrace the mountains and seas!

Feng Jiajun

Senior Business Director
MOBI GARDEN

Theme Area

LURE FISHING



AWESOME ! LURE !

17,500+ m² Exhibition Area

1000+ KOL

140+ Brands

900+ New Products

The 2026 JD-Shanghai International Lure Fishing Expo is fully titled by **JD** and co-organized by **Diaoyan Society**, jointly ensuring the grand success of the event.

The exhibition gathered professional anglers from the **United States, Japan and South Korea** for on-site exchanges and interactions. It also showcased a full range of exhibits including trendy apparel, professional footwear and bags, lure cultural and creative products, fishing gear maintenance supplies, equipment protection products, as well as collectible handmade crafts. The event fully presented a diverse and trendy lure fishing lifestyle.

LURE FISHING

Lure Runway Show

36 Themed Events

Covering new product launches,
new product launch conferences,
angler sharing sessions, angler
signing ceremonies and more.

LURE FISHING

LURE AUCTION



37 Auction items

50+ Brands

400+ participants



LURE CARNIVAL

A grand industry feast featuring lure history dissemination, professional skill sharing, lure cultural export, handmade DIY, parent-child entertainment, celebrity sharing and more.

LURE FISHING

China Lure Challenging Competition



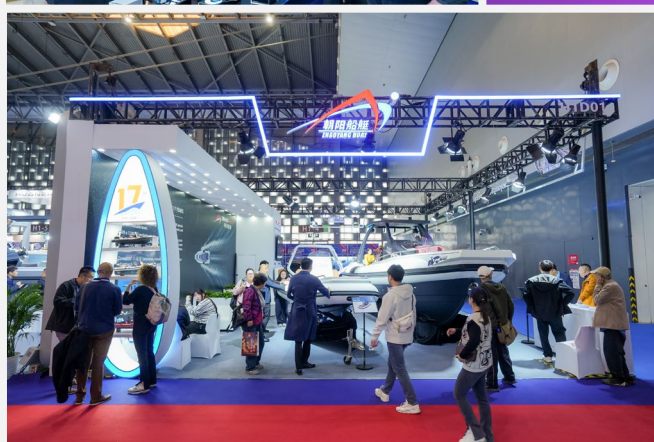
With a total prize pool of **100,000 yuan**, it has become a skill competition coveted by lure anglers across China.

The competition is divided into Amateur Group, Professional Group and Women's Group.

As China's only indoor lure fishing tournament, it breaks down the fundamentals of lure fishing into competitive events including swing cast, side cast, overhead cast and fish fighting skills.



WATER SPORTS



Waterfront Vitality

ZhaoYang, Disel, Kaibosi, Huale, Bestway, SIJIA, YCDECK, MSD and EVERMAX fully displayed inflatable boats, inflatable products, water leisure sports products, high-performance eco-friendly materials and more. Guided by electrification and intelligence, centered on technology, environmental protection and trendiness, they focus on three core sectors: power propulsion, materials and performance.

Over the three-day exhibition, Disel sold 65 units of high-performance watercraft, 25 units of the "Rolls-Royce on Water", and 3 units of the "Water G 6x6" on site. Winnie Kayaks secured 4 on-the-spot kayak orders. Red Dragon Yachts received approximately 20 intended orders from domestic and overseas buyers in total.

Sailing Boat Zone

Gemini Sailing ZH-Gemini III

FD Yachts FD Future

MedMalta Yacht Charters Limited Sailing School in Malta

Long Cool Sports Foiling Dinghy Skeeta & Nikki

Red Dragon J7 Sailboat

Fareast NYX Catamarans

Zou Marine & Vastocean Boat New Sailboats

The exhibits range from entry-level small sailboats to large high-end customized sailboats, and from traditionally powered sailboats to new-energy eco-friendly sailboats. Also on display are newly launched land sailboats, as well as sailing training and nautical vacation programs.



WATER SPORTS



150m² Giant Water Pool

100+ participants

15+ Celebrity Performances & Experience



WATER CARNIVAL

Enterprises including Gemini, Flying Dutchman Yachts, MSD, EVERMAX brought their flagship products and cutting-edge technologies, presenting visitors with an aquatic feast integrating experience, interaction and competitions.

SAILING SALOON

With the mission of promoting the global development of sailing and launching new products and technologies, the event focuses on exploring the future development and popularization of sailing in China. It is committed to providing participating sailing enterprises with a communication platform connecting sailing industry associations, sailing clubs, training institutions, sailing event organizers, and sailing enthusiasts.

New Product
Launch

Competition
Sharing

Industry
Exchange



FISHING PREMIUM

National Team Leading Cross-boundary · Moving Forward

Building on seven years of industry heritage of the Shanghai International Lure Fishing Expo, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd., together with China Stationery & Sporting Goods Association, co-hosts the inaugural Shanghai International Premium Fishing Tackle Exhibition.

Centering on the five key themes — Cross-boundary Integration, Momentum Building, Global Expansion, Star Cultivation, and Talent Development, the exhibition aligns with national strategies, engages with the future of the industry, and connects with the global market.

Leading enterprises and industrial bases including Guangwei, Loonva, Linxiang Industrial Park, Mingding Outdoor, Mermaid, Xingdezhong, and Suning Fishing Rod Industry & Trade Base showcased a full range of fishing tackle and accessories, demonstrating national-level industry standards.



FISHING
PREMIUM

BOSS SHOW

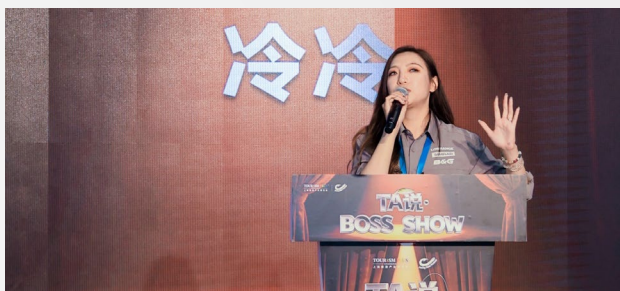
Specially co-organized with Motuo Comedy, a debut talk show event in the fishing tackle industry — TA Talk BOSS SHOW — was tailor-made for brand founders.

The entire event was live-streamed by Sohu Fishing and Happy Fishing. More than 2,000 top and vertical KOLs took the initiative to check in, create content and broadcast live. Every visitor came with anticipation and left with satisfaction, taking home plenty of surprises and gains.

8'13'41 Livestream duration

2,318,000+ Popularity

50,000+ Likes



FISHING PREMIUM

MATCHMAKING MEETING

A total of **47** international buyers from **22** countries and regions across **5** continents were invited to attend. Over 70% of them enquired about two or more product categories.

Overseas merchants from the United States, Russia, Romania, Yemen, Pakistan and other countries showed strong interest in exhibited products such as fishing rods, fishing tackle equipment, baits and fishing lines. The on-site procurement matching success rate exceeded **50%**, with the intended transaction volume expected to **surpass one million yuan**.



Fishing Tackle Industry Quality & Brand Summit



FISHING FORUM

BBDS

BEST OF BEST DEFINING SHOW

2026 BBDS presents ultimate craftsmanship and rare collectibles, extending exclusive courtesies to elite guests for a rendezvous of luxury and elegance. The event deeply integrates top-tier resources including **yachting, luxury goods, high-end real estate, smart technology, culture and art**. Going beyond the traditional exhibition and sales model, it elaborately designs themed scenarios and immersive interactions to fully interpret the essence of quality life, precisely meeting the dual needs of high-net-worth individuals in lifestyle aesthetics and global asset allocation.



OVERSEAS PROPERTY

GLOBAL DREAMS WIN WEALTH OVERSEAS

The 2026 Lifestyle Show continues to partner with the OPI Overseas Property, Immigration & Study Abroad Exhibition, offering high-net-worth individuals one-stop comprehensive services covering overseas real estate investment, immigration planning, and overseas study consultation.

The world's top ten real estate groups will showcase a host of iconic global property projects across popular investment and residential destinations.

The exhibition specially sets up an International Immigration & Education Service Zone, attended by renowned law firms, immigration consultants and admission representatives from international schools.

It provides in-depth interpretation of the latest policies, including Greece immigration, Canada Start-up Visa, USA EB-5 Visa, Portugal Golden Residence Permit, and Australia Skilled Migration.



Real Estate Developers

Immigration Agencies

Financial Service Institutions

International Education
Consultants

Marketing Promotion

MARKETING PROMOTION

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Online Mass Media



Industry Media Partners



173,189 SEM Search Engine Clicks

57,814,536

Omnichannel Native
Advertising Impressions

11,316,932

Tencent Online Ad
Placement Impressions

18,000,000+

We-media & Community
Promotion Impressions

78,350,000+ Douyin Topic Views

3,698,000+ Xiaohongshu Topic Views

TOURISM PLUS SHANGHAI

World tourism & industries get together

“Tourism Plus Shanghai is a comprehensive tourism industry expo cluster leading the world in scale and concept. The expo cluster covers the entire industrial chain of tourism encompassing food, accommodation, transportation, travel, shopping and entertainment. Integrating exhibitions, international competitions, high-profile forums and conferences, as well as online and offline events, it has become a key business and trade platform that boosts the all-round innovative development of the industry.

With the theme "World tourism & industries get together", Tourism Plus Shanghai aims to enhance tourism destinations and drive investment and cooperation in related industries. Guided by the Shanghai Municipal Administration of Culture and Tourism, co-organized by China Tourism Association, and hosted and undertaken by Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd., the expo serves as a vital platform for "Tourism Plus All Industries".

It establishes extensive connections with agriculture, industry, commerce and trade, science and technology, culture, sports, health and wellness and other sectors. It also deeply engages in every link of industrial chains, including raw materials, accessories, manufacturing, technology, services and trade. It has evolved into a super industry expo covering major sectors such as tourism, hospitality, catering, food, retail, commercial real estate, architectural decoration, landscape engineering, property management, cleaning and maintenance, art installation, franchise and chain operation, boat and yacht manufacturing, sports & outdoor, and big health, as well as their vertical industrial chains — providing strong capacity for the integrated and coordinated development of cross-industry collaboration.

700,000+m²
Exhibition Area

16
Industry Categories

58
Exhibition Sections

6,000+
Premium Exhibitors

459,883
Professional Visitors

32609
Overseas Buyers



The poster for Tourism Plus Shanghai 2026 features a vibrant pink and purple color scheme. At the top left, the logo 'TOURISM PLUS SHANGHAI' is displayed in white, with '上海旅游产业博览会' (Shanghai Tourism Industry Expo) below it. A QR code is located in the top right corner. The main title 'TOURISM PLUS SHANGHAI 2026' is prominently displayed in large white letters. Below the title, a list of industries is provided: Hospitality & Catering | Finefood | Coffee & Tea | Chain Franchise | Hotel Supplies | Building & Decoration | Commercial Design | Cleaning & Environmental Sanitation | Boat Industry | Outdoor Sports | Tourism Operation & Facilities | Art Display Industry. The text 'Pudong & Puxi 700,000m²' and 'One City With Three Venues Interconnecting Industries' is highlighted in yellow. A central image shows a futuristic cityscape with a river and a person in a blue suit. To the right of this image, the dates and venues are listed: 3.30-4.2 PUXI HONGQIAO @ NECC, 3.31-4.3 PUDONG @ SNEC, and 3.29-31 PUDONG @ SWEECC. At the bottom, the tagline 'WORLD TOURISM & INDUSTRIES GET TOGETHER' is written in white. The footer contains the organizing and co-organizing entities.

TOURISM PLUS SHANGHAI
上海旅游产业博览会

TOURISM PLUS SHANGHAI 2026

Hospitality & Catering | Finefood | Coffee & Tea | Chain Franchise | Hotel Supplies | Building & Decoration | Commercial Design | Cleaning & Environmental Sanitation | Boat Industry | Outdoor Sports | Tourism Operation & Facilities | Art Display Industry

Pudong & Puxi 700,000m²
One City With Three Venues Interconnecting Industries

3.30-4.2 PUXI HONGQIAO @ NECC | 3.31-4.3 PUDONG @ SNEC | 3.29-31 PUDONG @ SWEECC

WORLD TOURISM & INDUSTRIES
GET TOGETHER

Building Organization:
Shanghai Municipal Administration of Culture and Tourism

Organizer:
Shanghai Sinoexpo Informa Markets International
Exhibition Co., Ltd.
Shanghai International Convention & Exhibition Co., Ltd.

Co-organization:
China Tourism Association

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TOURISM PLUS[®]
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上海旅游产业博览会

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Lure Fishing | Water Sports
Premium Fishing Tackle | Fashion Sports | BBDS

www.expolifestyle.com

Shanghai World Expo Exhibition & Convention Center