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THE 26th CHINA SHANGHAI
INTERNATIONAL BOAT SHOW
2022 中国(上海)第二十六届
国际船艇及其技术设备展览会

2022.3.30-4.1 上海世博展览馆
Mar.30-Apr.1, 2022 | Shanghai World Expo Exhibition & Convention Center

同期举办 | Concurrent Show:



主办单位 | Organizer:

CBITA



sin-exp
informa markets



CIBS

亚洲船艇全产业链旗舰展

THE 26th CHINA SHANGHAI
INTERNATIONAL BOAT SHOW

亚洲船艇 全产业链旗舰展

NAVIGATOR OF
ASIAN LEISURE BOATING



亚洲船艇全产业链旗舰展——2022 中国（上海）第二十六届国际船艇及其技术设备展览会（简称“CIBS”）建立至今已有 26 载，是亚洲历史最悠久的综合性船艇盛会，展品覆盖实船、船艇设备及配件、船艇服务和水上运动等，为船艇行业品牌与全球优质买家提供了高效、高质的全方位一站式商贸交流平台。作为 IFBSO 国际游艇联盟铂金会员之一的 CIBS 大大推动了亚洲船艇行业的发展。

FLAGSHIP EXPOSITION OF THE WHOLE BOAT INDUSTRY CHAIN IN ASIAN - CIBS, under 26 years of development since 1996, is the domestic oldest comprehensive boat show to exhibit the boat, relevant equipment and accessories, boat service, water sports etc. CIBS promises to be a leading platform for the entire boat industry and professional buyers all around the world, offering exhibitors the highest quality and value. As one of the platinum members of IFBSO, CIBS has greatly promoted the development of Asian boat industry.

主办单位：
Organizer:

中国船舶工业行业协会
China Boat Industry & Trade Association

上海船舶工业行业协会
Shanghai Association of Shipbuilding Industry

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

上海科学技术交流中心
Shanghai Science and Technology Exchange Center



上海旅游产业博览会

TOURISM PLUS
SHANGHAI

“聚产业，天下游”，上海旅博会集旅游资源、酒店和商业空间、美食与餐饮、户外运动及娱乐项目的投资与开发，以及国际赛事和重要论坛活动等于一体，被列入上海“十四五”旅游高峰工程，助力上海成为亚洲旅游投资门户。

With an idea of "Gathering industries, travelling around", Tourism Plus Shanghai integrates the investment and development of tourism resources, hotels and business spaces, food and catering, outdoor sports and entertainment projects, as well as international competitions and vital forums. It is included in tourism summit projects of Shanghai's "14th Five-Year Plan", which could promote Shanghai to become the gateway of Asian tourism investment.

跨界融合双向赋能

CROSS-BORDER INTEGRATION AND
MUTUAL EMPOWERMENT

上海国际游艇展 (CIBS) 作为上海旅博会系列展之一，通过搭建“船艇 + 水上 + 户外”全产业链平台，同时与旅游业深度融合，共同提升旅游目的地在住宿、出游和游玩等方面品质，旨在催生新业态、衍生产业链、创造新价值，构建整个行业的“大联盟”。

As one of the series exhibitions of the Tourism Plus Shanghai, CIBS built a comprehensive industry chain platform with a mode of "Boat+Water+Outdoor". It integrated deeply with tourism to improve quality in accommodations, travelling and tripping in destinations which could facilitate new business forms, derive industry chain and create new value. This would help to build a "giant alliance" of the whole industry and realize mutual empowerment between boat industry and tourism.



展品范围

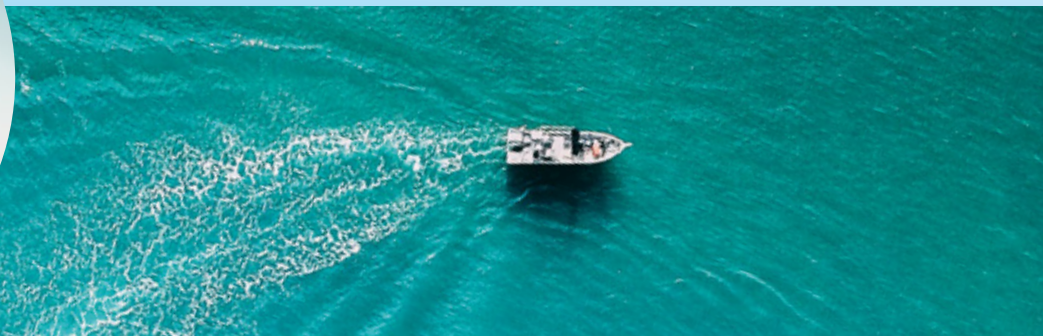
EXHIBITS

船艇及相关服务

Boat & related services

动力艇、帆船、公务艇、钓鱼艇、摩托艇、休闲艇、其他类型船艇、俱乐部、驾照培训、游艇托管、泊位租赁及其他相关服务

Power Boat, Sailboat, Official Business Boat, Fishing Boat, Motorboat, Leisure Boat, Other Types of Boats, Clubs, Driving License Training, Yacht Hosting, Berth Leasing and other related services



部分历年展商 Featured Exhibitors



船艇设备及配件

Boat Equipment & Accessories

游艇动力、船用电子设备、船艇零配件、安全设备、船艇家具 & 电器、活动 & 比赛 & 培训、设计与服务

Boat Power Equipment、Boat Electronic Equipment、Boat Spare Parts、Safety Equipment、Boat Furniture & Electrical Appliances Activity & Competition & Training、Design and Service

部分历年展商

Featured Exhibitors



水上运动

Water Sports

皮划艇、充气艇、桨板、路亚、潜水设备及其它水上运动装备；俱乐部及相关服务

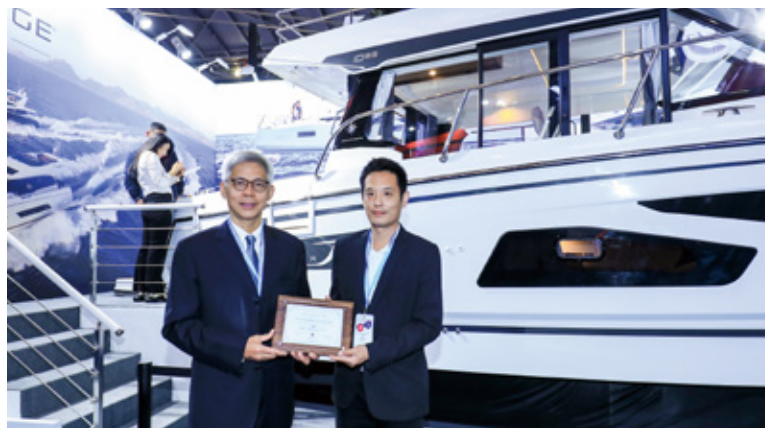
Kayaking、Inflatable Boat、Paddle Board、Lure、Diving Equipment、Other Water Sports Equipment；Clubs and Related Services



部分历年展商

Featured Exhibitors





2022 精彩亮点 HIGHLIGHTS



论坛 Forums

中国国际船舶产业发展论坛
CHINA INTERNATIONAL FORUM ON BOAT INDUSTRY DEVELOPMENT

全国游艇行业协会协作联盟座谈会
CHINA BOAT INDUSTRY COLLABORATION ASSOCIATION SYMPOSIUM

《船舶经济贸易》第八届理事会
THE EIGHTH COUNCIL OF SHIP ECONOMY & TRADE

游艇行业专场洽谈会
OTO MATCHMAKING

全面小康时代的旅游对话会
TOURISM DIALOGUE IN THE ERA OF COMPREHENSIVE WELL-OFF SOCIETY

第二届上海旅游产业发展峰会
THE SECOND SHANGHAI TOURISM INDUSTRY DEVELOPMENT SUMMIT

世界智慧文旅大会
WORLD CULTURE AND TOURISM CONFERENCE

颁奖 Award Ceremony

CIBS AWARDS颁奖盛典
CIBS AWARDS

上海旅游产业博览会·旅游行业大奖颁奖典礼
TOURISM PLUS SHANGHAI · TOURISM INDUSTRY AWARDS

活动 Activities

新品发布会
NEW PRODUCT LAUNCH EVENT

公益帆船赛
CHARITY REGATTA

新品新技术集群区
NEW PRODUCT AND NEW TECHNOLOGY CLUSTER

水上嘉年华
WATER CARNIVAL

我们的优势

ADVANTAGES

A 行业风向标

Industry Leader

CIBS 成功举办 25 届，是亚洲历史最悠久的船艇展会，参展品类覆盖船艇全产业链，是国内外品牌进驻中国市场的首选地。

CIBS has been successfully held for 25 years and is the boat exhibition with the longest history in Asia. The brands that participate in CIBS cover the whole industry chain, which makes CIBS the first choice of foreign brands coming into Chinese market.

C 领先B2B信息服务

Advanced B2B information services

主办方拥有百万级实时更新的海量优质观众数据库，以及船艇贸易出口线上平台 -XIUGLE，为供采双方提供丰富的平台资源。

The organizer keeps a million-level up-to-date massive quality audience database and an online export platform for boat trade named XIUGLE, which has provided abundant platform resources for both suppliers and purchasers.

B 深度融合旅游业

B In-depth integration with tourism

CIBS 作为上海旅博会系列展之一，与旅游业深度融合，协同旅游资源产业链的企业，共同提升出游和游玩等方面品质，挖掘新商业机会。

As one of the series exhibitions of the Tourism Plus Shanghai, CIBS integrates deeply with tourism and cooperates with companies in tourism resources industry chain to improve quality in travelling and tripping so that to dig new business opportunities.

D 全球优质行业资源

Global quality industry resources

主办方的母公司英富曼集团旗下有劳德代尔堡国际游艇展、迈阿密游艇展、摩纳哥游艇展、圣彼得堡动力艇与帆船展、棕榈滩国际游艇展、阳光海岸游艇展，与上海游艇展共享全球优质资源。

Informa plc, which is the parent company of the organizer, has many exhibitions under it, such as the Fort Lauderdale International Boat Show, Miami Yacht Show, Monaco Yacht Show, St Petersburg Power and Sailboat Show, Palm Beach International Boat Show, Suncoast Boat Show. They will share global quality resources together with CIBS.



全渠道媒体宣传推广

OMNI-CHANNEL MEDIA PROMOTION

01 官方渠道

Official channels

B2B 商贸平台、EDM、SMS、官方自媒体矩阵等，精准推送展商和展会最新资讯给到百万级数据库。

B2B business platform, EDM, SMS, official self-media will push latest information of brands and exhibitions accurately to million-level database.

02 广告宣传

Advertising

权威纸质媒体、主流线上媒体、行业媒体深度合作联合宣传；联动地铁广告、车屏广告、高铁广告强势露出，全方位对目标群体作有效触达。

Authoritative print media, mainstream online media and industry media will have in-depth cooperation and joint propaganda. Metro advertising, LED GPRS and high-speed railway advertising are also used for effective contact to target groups.

03 云直播

Live broadcast

展会期间，通过视频号、抖音、快手和小红书等平台作云直播，将展会一手资料实时传递给全球采购商。

During the exhibition, the first-hand information of the exhibition will be transferred to global purchasers through live broadcast of platforms such as Video Account, Tik Tok, Kuaishou and xiaohongshu.

B2B网站 — XIUGLE

船艇贸易出口新平台

B2B WEBSITE - XIUGLE

NEW PLATFORM FOR BOAT TRADE EXPORT

xiugle.com 是上海国际游艇展O2O平台,与博华家、店、装、体4大展览板块共享**160**个国家百万高端受众群体大数据,聚焦行业上下游产业链,云集**1000+**家垂直领域优质供应商,**数十万**名全球买家、注册用户,为供采双方提供丰富的平台资源。

Xiugle.com is an O2O platform of CIBS. It shares 160 national million big data of high level group of audience with Shanghai Sinoexpo's 4 specialist markets of Furniture, Commercial Properties, Design and Hospitality. It focuses on related industry chain and gathers 1000+ vertical quality suppliers. More than 100,000 global buyers and registered users have provided abundant platform resources for both suppliers and purchasers.



扫二维码 立即开启您的线上展会之旅
Scan the QR code to join in the exhibition immediately

线上展厅
Online Exhibition



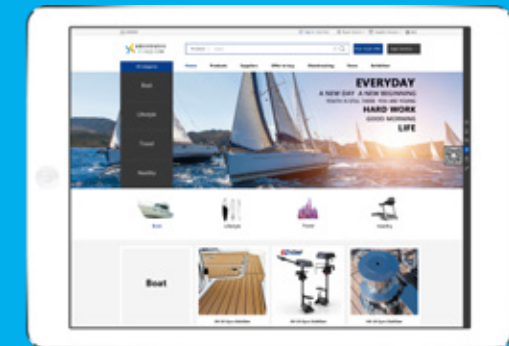
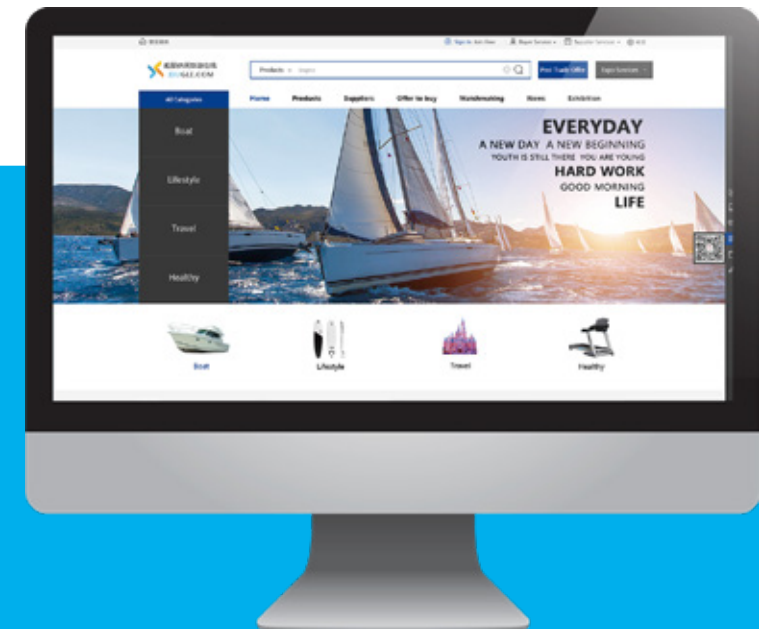
视频展示
Video Display



在线询盘
Online Enquiry



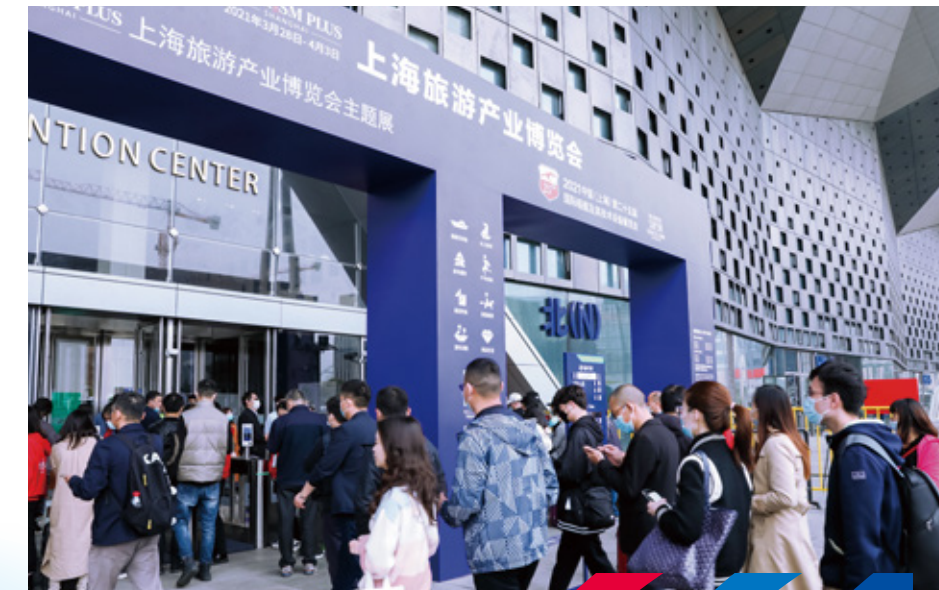
视频会谈
Video Meeting





2021回顾
2021 REVIEW

- > **37,000+** VISITORS 观众
- > **44,000m²** EXHIBITION AREA 展出面积
- > **600** EXHIBITORS 家展商
- > **150+** ON-SITE EVENTS 现场活动



由中国船舶工业行业协会、上海船舶工业行业协会、上海博华国际展览有限公司和上海科学技术交流中心联合举办的2021中国（上海）第二十五届国际游艇及其技术设备展览会暨2021上海国际游艇展，历时3天于2021年4月3日在上海世博展览馆圆满落幕。

The 25th China (Shanghai) International Boat Show, organized by Sinoexpo Informa Markets, China Boat Industry & Trade Association, Shanghai Association of Shipbuilding Industry and Shanghai Science and Technology Exchange Center, has been successfully ended in Shanghai World Expo Exhibition and Convention Center (SWECC) on April 3rd, 2021, lasting for 3 days.

展会现场汇聚了近600家知名展商，展品包括游艇实船、船艇设备及配件、游艇俱乐部及相关服务和水上运动等辐射全产业链，吸引了超过37,000名观众参观展览。

The show gathered nearly 600 famous exhibitors, exhibited boat, relevant equipment and accessories, yacht clubs and related services and water sports covered whole industry chain, and attracted over 37,000 visitors.

Scan the Code
View the Scene



扫码关注视频号
查看现场盛况

国货之光 OUTSTANDING DOMESTIC PRODUCTS



CIBS 25周年迎来国货崛起之年, 中国船艇及上下游产业民族品牌强势崛起, 参与本届展会的国货品牌与品类数量均远超往年, 包括江南造船厂、珐伊、海的、昊运、百璐威、大连环珠、瀚海、西港、常波、星和现代、东方高速、中驹、爱的、航优工贸、众智、矾怵(以上排名不分先后)在内的30余家自主品牌纷纷携新品亮相CIBS。

The 25th anniversary of CIBS marked the rise of domestic goods. Chinese boat and related national brands rise in an inexorable way. The number of domestic brands and categories that participate in the show this year is higher than ever. More than 30 independent brands made a stage in CIBS with new products including Jiangnan Shipyard, Far East, Hidea, Haoyun, Blue Whale, Huanzhu, Vast Ocean, Xigang, Changbo, Galaxy Boat, Dongfang High Speed Craft, Bonna, Aidi, Usail, Smartgen and Jiwu (the rankings above are not in any order).



扫码欣赏国货之光现场掠影
Scan the Code
See the High-quality Domestic Products

现场部分捷报 SOME OF THE GOOD NEWS ON THE SPOT

大昌行船舶代理的波兰 Parker790 Explorer 多功能休闲艇及 Parker 660ph 多功能小型钓鱼艇、杰特赛特海洋代理的德国巴伐利亚 S33 HT 和来自山东双一游艇有限公司的两艘高速钓鱼艇 485 SC 及 705 HT 均成功签单, 迎来了新船东! 而珐伊船艇、飞驰游艇、瀚海游艇、海的、好利来、吉尔、雅飞仕等多家船艇及配件展商也传来喜讯, 表示收获订单。

Polish Parker 790 Explorer multifunctional boat and Parker 660ph multifunctional small fishing boat from Dah Chong Hong, German Bavaria S33 HT from Jetset Ocean and two high-speed fishing boats 485 SC and 705 HT from Shandong Premium Boating Technology Ltd. are all successfully sold and met their new owners. Meanwhile, many boat and accessories exhibitors have also obtained orders, such as Far East, Speedo Marine, Vast Ocean, Hidea, Holylight, Gill, Yafei Surf, etc.



GOOD NEWS

展商寄语 EXHIBITOR WISHES

85.75% great satisfaction 展商表示非常满意
 12.20% General satisfaction 一般满意 2.05% Fair 尚可
recommendation rate 展商推荐度 95.33%



宾士域贸易(苏州)有限公司
Mercury Marine Trading (Suzhou) Co., Ltd.

我非常感谢中国有上海游艇展，能够提供这样的平台给我们互为促进，同时我们也衷心感谢上海展的支持，也希望我们上海游艇展能够越办越好。水星参加上海游艇展已经超过20年，作为上海游艇展最忠实的战略合作伙伴，我们互为促进，互相进步。水星见证了上海游艇展从中国本土的展会发展成亚洲最大的游艇展，涵盖路亚等生活方式的多元展会。

I appreciated very much that CIBS provided such platform for us in China. Meanwhile, we are grateful to the support of CIBS and I wish CIBS be better.

Mercury has participated in CIBS for more than 20 years. As the most loyal strategic partner of CIBS, we promote and make progress with each other. Mercury witnessed CIBS advanced greatly from a local exhibition to the largest boat show in Asia, covering diversified exhibitions such as Lure Fishing.

——亚洲人力资源总监 **陈娴女士**
Ms. Chen Xian, Director of Human Resources in Asia



深圳大昌行船舶投资有限公司
DCH Boats Co., Ltd

上海游艇展作为业内公认最具影响力的游艇展会，现场的观众与买家都是我们展商所期待的受众。本届上海展对于首次参展的我司来说，不管是展会的热度还是来访的人数，以及我们船的受欢迎程度都是比较超出我们预期的。我们很感谢上海展能一如既往保持这种专业的态度，为厂商和从业者搭建这样一个优质的交流贸易平台，也为中国市场与世界之间架起了一座桥，让国内观众对国际品牌有了更深的了解。

It's a common sense that CIBS is recognized as the most influential boat show in the industry. The audience and buyers on the spot are all expected by our exhibitors. As for our first time to participate in this exhibition, the number of visitors and the popularity of both the exhibition and our booth are all beyond our expectations. We are very grateful to CIBS for maintaining this professional attitude as always, for building such a high-quality exchange and trade platform for manufacturers and practitioners. The show also builds a bridge between the Chinese market and the world, so that domestic audiences can have a deeper understanding of international brands.

——总经理 **郭潇先生**
Mr. Guo Xiao, General Manager



东辉休闲运动用品(上海)有限公司
Oriental Recreational Products (Shanghai) Co., Ltd

我们参加上海游艇展应该已经是第5、第6个年头了，每年我们都会来。今年我们可以看到游艇展有非常大的一个改变，加入了包括水上这一块，路亚还有旅游等等的一些元素进来，丰富了展会的一个多元化，包括也有更多旅游目的地、景区景点的从业人员来到了现场，给我们开拓了更多客源的可能性，是一个很不错的尝试。希望未来的展会也能有更多新的举措和尝试，为我们带来更多的流量。

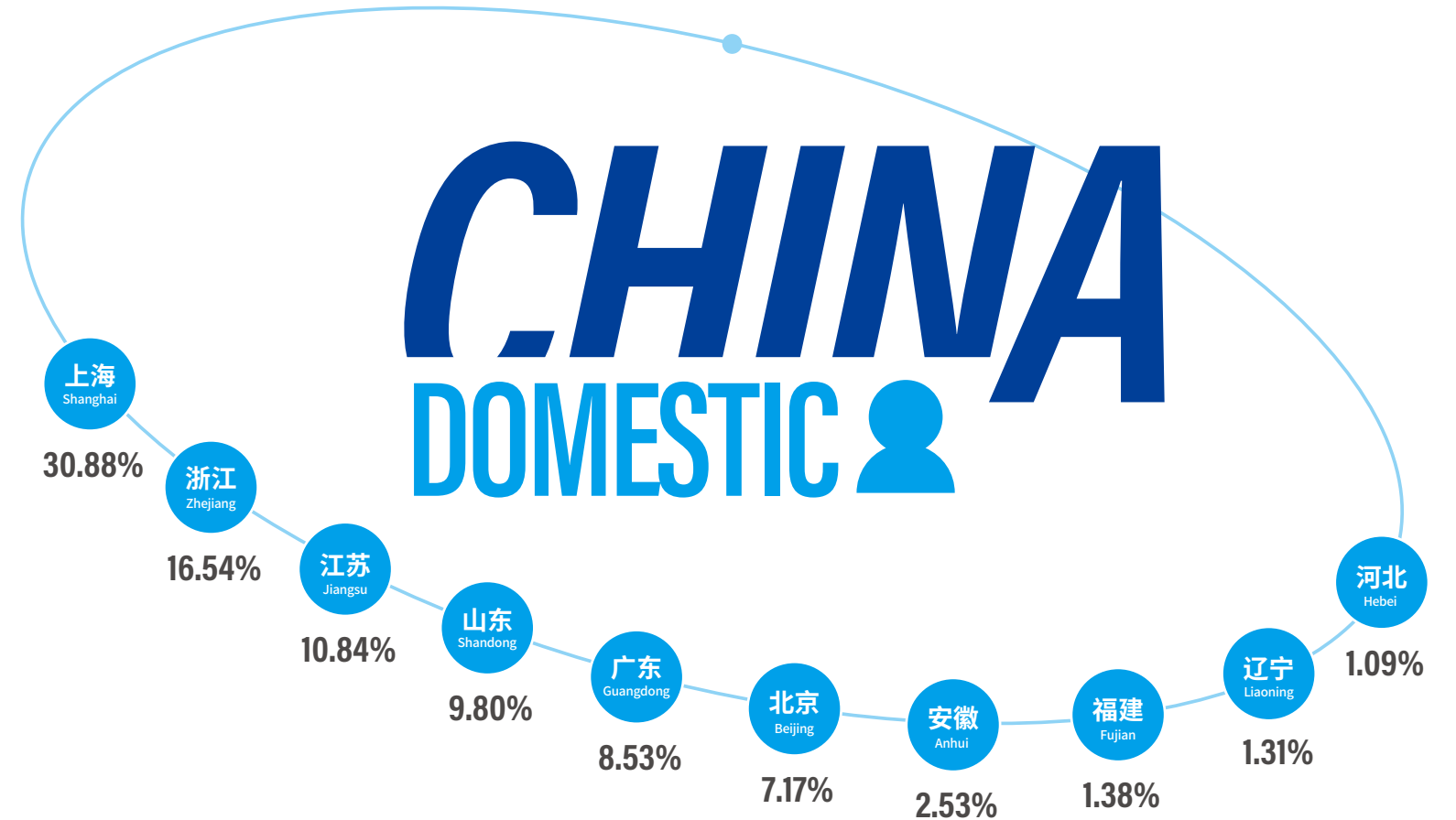
It should be the 5th or 6th year that we have constantly participated in CIBS. There's a very big change in the boat show this year. Water Sports, Lure Fishing and Tourism elements are included, which has diversified the exhibition. More tourist destinations, employees from scenic spots have come to the scene, which brought more possibilities of clients for us. It is a very good attempt. I hope that there will be more new moves and innovations in future exhibitions to bring us more attention.

——高级销售经理 **程膜先生**
Mr. Cheng Bin, Senior Sales Manager

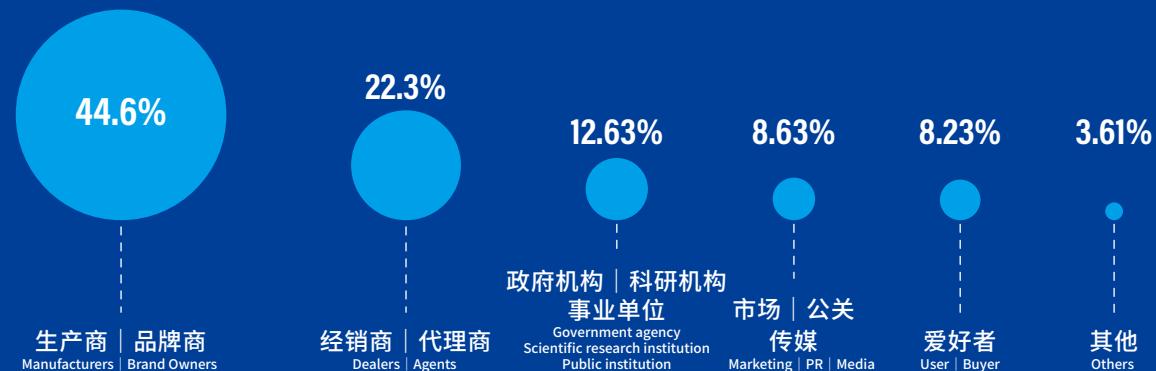
国内 TOP10

VISITORS' REGION 观众地域

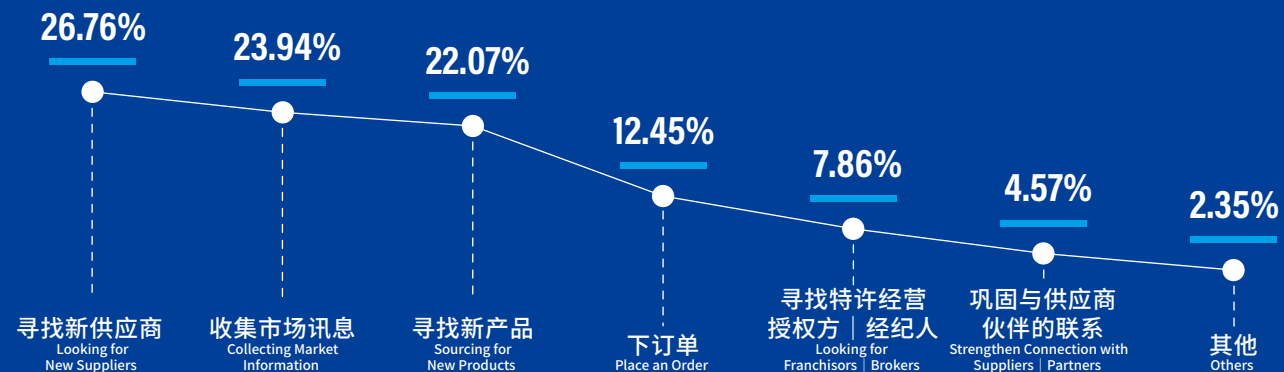
国内访问人次最高的前10个省市分别为：上海、浙江、江苏、山东、广东、北京、安徽、福建、辽宁、河北。另外来自43个国家及地区的观众如约莅临。
The top 10 provinces and cities with the highest number of visitors are Shanghai, Zhejiang, Jiangsu, Shandong, Guangdong, Beijing, Anhui, Fujian, Liaoning, Hebei. In addition, audiences from 43 countries and regions also came to the scene.



观众业务性质 VISITORS' BUSINESS NATURE



观众参观目的 VISITORS' PURPOSE



观众评价 VISITORS' EVALUATION



山东青岛 颜先生

Mr. Yan from Qingdao, Shandong province

我主要是做游艇销售、租赁、托管、培训、维修这类，我来参展比较侧重市场导向和专业交流，展会现场有些展商也是我们的合作方，每年来也能多交流交流。今年展会人流量可观，相信整个行业在慢慢复苏起来了。

I am mainly engaged in yacht sales, renting, custody, training and maintenance. I come here for market information and professional communication, also for connecting with exhibitors that have been our partners. The exhibition has a large audience this year and I believe that the whole industry is recovering steadily.

上海 陈先生

Mr. Chen from Shanghai

我已经连续参观很多年游艇展了，在这里主要与老朋友见面。今年让我感受最深的是现场的人气火爆，我在现场也和一些参展企业进行了深度的洽谈，相信对我日后企业的运作会起到很大的促进作用。感谢主办方给我们搭建了这样一个平台。

I have visited the boat show for many years in a row. I meet my old friends here mainly. What impressed me most is the popularity this year. I had some in-depth negotiation with exhibitors and I believe this will have a great impact on my company's operation in the future. We are grateful to the organizers for setting up such a platform for us.

泰国 Alex

Alex from Thailand

我是来自泰国的 Alex，今年因为疫情尽管无法到展会现场，但是主办方提供了线上见供应商的机会，感觉这就是为我定制的活动，有位工作人员用镜头带我看展品，全程贴心为我做讲解很 cool，相比传统线上交易平台，这种方式更显人性化，谢谢主办方！

I'm Alex from Thailand. I couldn't be on the site because of the COVID-19 pandemic, but the organizers offered us a chance to meet suppliers online. I felt like it was an activity made for me. The stuff showed me exhibits with laptop camera and explained to me. That was very cool and more humanized compared to traditional online business platform. Thank you!



观众到场参观率 Visitors' Attendance Rate

参观一届 45.87%
audience visited the show once

参观两届 24.62%
audience visited the show twice

参观三届及以上 29.51%
audience visited the show for the third time or more

观众满意度 Satisfaction of Visitors

很满意 85.7%
Quite satisfied

一般满意 12.7%
Generally satisfied

尚可 1.6%
Fair

观众推荐度 Visitors' recommendation

94.9%



2021 CIBS AWARDS

开展首日，我们举办了 2021 CIBS AWARDS 颁奖盛典，以此表彰行业优秀品牌及企业。主要颁奖人为：中国船舶工业行业协会常务副会长吴强先生；上海船舶工业行业协会会长王琦先生。今年针对船艇实船与船艇技术设备及配件两大产品领域设立以下奖项：

On the opening day of the show, we held the 2021 CIBS AWARDS Ceremony to reward outstanding brands and enterprises in the industry.

This year, we set up the following awards for the two major product areas of boats, boat equipment and accessories:

最佳技术创新奖 2021 BEST TECHNOLOGY INNOVATION AWARDS	最具影响力品牌 2021 BEST INFLUENTIAL BRAND AWARDS	行业卓越贡献奖 2021 OUTSTANDING CONTRIBUTION AWARDS
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2021中国国际船艇产业发展论坛

2021 CHINA INTERNATIONAL FORUM ON BOAT INDUSTRY DEVELOPMENT

The forum invited industry leads, famous experts, and enterprises in relevant industries to take part in. Combined with the favorable advantages and hot spots of Hainan yacht industry development brought about by the Overall Plan for the Construction of Hainan Free Trade Port issued by the central government, and making a general observation of the major yacht markets in the world under the influence of COVID-19 pandemic, the forum analyzed the development condition of international and domestic boat industry from the perspectives of product design, manufacturing, supply chain and consumer demand. The forum made expectation of the future development trend and prospect of the boat industry. The forum also discussed the development strategy of China's yacht manufacturing industry towards the international market, to open up new ideas, new directions and new opportunities for the new development of China's boat industry during the 14th Five-Year Plan period.



论坛邀请了相关行业领导、内外知名专家、业内企业参加，结合中央下发《海南自由贸易港建设总体方案》带来的海南游艇产业发展利好热点，纵观新冠疫情影响下的全球主要游艇市场，从产品设计、制造、供应链、消费者需求等多重角度分析国际和国内船艇产业发展状况，展望船艇产业未来的发展趋势与前景，探讨中国游艇制造业走向国际市场的发展策略，以期为中国船艇产业在十四五期间的新发展开启新思路、新方向和新机遇。

船艇行业云商洽 O2O MATCHMAKING



在展会期间，我们举办 O2O 商贸配对会活动，通过视频洽谈的方式为海外买家提供专业精准对接服务。本次云商洽活动的海外买家全部如约准时上线，分别来自意大利，俄罗斯，法国，泰国等，与之配对的 13 位展商也如约而至，买卖双方上线率都是 100%，不惧时差的阻力。其中泰国买家线上直接与展商达成采购协议。



We held O2O matchmaking during the exhibition, which provides professional and accurate docking services for overseas purchasers through video meeting. In this event, both foreign buyers and exhibitors showed up on time as promised, attained a surprising rate of 100%. Buyers from Italy, Russia, France, Thailand, etc. overcame jet lag problem and showed high interest. Among them, a buyer from Thailand even made a deal with exhibitors directly.

全面小康时代的旅游对话会 (2021)—上海站

TOURISM DIALOGUE IN THE ERA OF COMPREHENSIVE WELL-OFF SOCIETY (2021)--SHANGHAI



现场集结了文旅及上下游产业的行业专家、创业者、投资者、品牌掌舵者、业界红人等，各抒己见，直击行业痛点。“对话会”旨在搭建船艇、游艇俱乐部、水上休闲运动产业、文旅景点景区沟通交流合作，共建共治共享的全新平台，让旅游业赋能船艇行业，使行业兼具产业综合、跨界和整合发展的潜力。

Industry experts, entrepreneurs, investors, brand leaders, KOL, industry celebrities, etc. from cultural tourism and related industries were gathered on the site to express their opinions of the industry deeply. The forum aimed to build a new platform for communication and cooperation between boat, yacht club, water leisure sports industry, cultural tourism scenic spots and scenic spots, so that tourism can empower boat industry, and make the industry have the potential of industrial comprehensive, cross-border and integrated development.



2021“拯救海洋，全球接力”公益帆船赛

2021 "SAVE OUR OCEANS"
PUBLIC WELFARE SAILING COMPETITION

公益帆船赛成立至今已有 13 年历史，此次帆船赛以“拯救海洋，全球接力”为主题，聚焦海洋环境，致力于提升大众对于海洋环保理念的认知，比赛活动所得将用于支持长三角绿色科技发展研究院“海洋减塑”技术研究项目。赛事集结了十余支队伍，在春日的湖面上竞争追逐。



It has been 13 years since the public welfare sailing competition established. Under the theme of "SAVE OUR OCEANS", it focuses on the marine environment and aims to devote itself to promoting the public's awareness of marine environmental protection. Although it is a public welfare competition, it still gathers more than ten teams to compete.



水上运动嘉年华

WATER SPORTS CARNIVAL

打造**150m²**

超大泳池

3天上演

15余场明星表演

及体验活动



CARNIVAL

A Water Carnival Covering

An Area of **150m²**

More than **15** experiencing activities

held in **3** days

同期展会 生活方式上海秀

COMBINED EXHIBITION

生活方式上海秀以革新传统理念为开端，融合旗下水上运动、路亚钓鱼、民宿旅游、户外运动、游乐设施、房车露营、尚品生活等板块，在突出展示水域文化的同时，跨越海陆界限，放眼全域休闲市场，整合优质资源，并结合多维度空间与跨界展品组合展出。

The Lifestyle Show which began by innovation of traditional philosophy, contained water sports, lure fishing, homestay tourism, outdoor sports, amusement equipment, rv camping and so on. The show combined with multi-dimensions and cross-border exhibits, focusing on the whole leisure market while highlighting the culture of the waters.

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



媒体数据 MEDIA DATA



线上广告投放
阅读量
Views of online
advertising

2,700,000+



SEM 搜索引擎
点击量
SEM search engine
hits

139,000+



全网信息流推广
曝光量
Promotion exposure of the
whole network information flow

15,000,000+



线下广告
曝光量
Offline Advertising
Exposure

210,000+



全矩阵自媒体
粉丝
We-Media fans

150,000+



DM直邮信件
数量
Number of DM

100,000+



SMS 手机短信
数量
Number of SMS

250,000+



EDM电子邮件
数量
Number of EDM

500,000+



抖音话题
播放次数
Views of Tik Tok topic

9,576,305

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线上主流媒体 ONLINE MAINSTREAM MEDIA



行业合作媒体 INDUSTRY MEDIA PARTNERS



展会自媒体矩阵 WE-MEDIA

微博
CIBS 上海国际游艇展
 China (Shanghai) International Boat Show
上海国际路亚钓鱼展
 Shanghai International Lure Fishing Show
上海国际房车露营展览会
 Shanghai International RV Camping Show
上海国际水上运动展
 Shanghai International Water Sports Show
上海国际户外运动休闲展
 Shanghai International Outdoor Sports and Leisure Show

头条
上海国际路亚钓鱼展
 Shanghai International Lure Fishing Show
上海国际水上运动展
 Shanghai International Water Sports Show
上海国际房车展
 Shanghai International RV Camping Show
户外嗨
 Outdoor activities

社群
【路亚钓鱼】直播福利群
 "Lure Fishing" Live Stream Welfare Group
【水上运动】水上休闲娱乐交流群
 "Water Sports" Water Leisure and Entertainment Group
重构水上休闲产业论坛
 Reconstruction of Water Leisure Industry Forum
【户外运动】自驾房车交流群
 "Outdoor Sports" Self-driving RV Group
路线直播群
 Route live stream group

小红书 Xiaohongshu
路亚小字报
 LureXZB

抖音 Tik Tok
路亚小字报
 LureXZB

快手 Kuaishou
路亚小字报
 LureXZB

公众号 Wechat Official Account
上海国际游艇展
生活方式上海秀
 China (Shanghai) International Boat Show
 The Lifestyle Show

优酷号 Youku
上海国际路亚展
 Shanghai International Lure Fishing Show

腾讯视频 Tencent Video
上海国际游艇展
 China (Shanghai) International Boat Show

微信视频号 WeChat Video Account
生活方式上海秀
 youxiaoting

扫码添加
官方客服
 Scan the Code
 Add Customer Service



海外
自媒体
 Overseas media

领英
 China (Shanghai)
 International Boat Show

Twitter
 CIBS_boatshow

instagram
 cibs_boat_show

Facebook
 CIBSofficial

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