



Shanghai aiming for 2015

► As for the tourism- and MICE-industries, Shanghai finally accepted a full-front competition with Beijing. Until very recently, the capital had the lead in China, with a successful 2008 Olympic Games behind it and the key global industry associations such as MPI, SITE and ICCA endorsing the efforts.

► Now, Shanghai received sort of a wake-up call and strives for becoming a global meetings- and congress-player too. And the new self-confidence of Shanghai is absolutely justified, because the also-called 'Paris of the East' has so much new to offer: The world's largest exhibition centre is being build near the Hongqiao Airport; offering no less than 500'000 m² exhibition space. That airport is being substantially developed anyway, becoming a second hub almost of the size of Pudong International airport. No surprise therefore, that Maglev, the high-speed train from Pudong towards the city centre, will now be routed to become a direct high-speed link between both airports; requiring merely some 15 minutes transfer time. Around Pudong too, large business and meeting facilities will be build; that airport wants to become the 'meeting point' for pan-Asian business travellers. A third hub, more suitable to mass tourism audiences, will be around the new Shanghai Disneyland; that should open in about 2 years from now. A series of world-class hotels and resorts will open around the entertainment centre and also towards the sea.

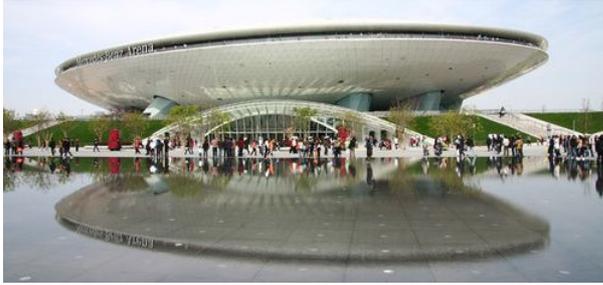


Pudong; early evening in April 2012

► And then, the 5.4 km² former World Expo-ground (almost in the heart of the metropolis) will finally obtain its legacy format: Aside the now-lonely InterContinental Hotel, at least 4 properties will open soon (Hilton and Conrad with together 1'000 rooms, plus smaller Boutique Hotels); the iconic China Pavilion will become an Art Center; the magnificent former pavilion of Saudi



Arabia is being transformed into the 'Moon Boat' event location; the former 'Theme Pavilion' has already been changed to the Shanghai Convention & Exhibition Center; and also open for business is the futuristic Mercedes-Benz Arena (with its 18'000 seats for concerts and conventions).



On the former Expo-ground;
the Mercedes-Benz Arena

► So, all reasons for the China Municipal Tourism Administration to look proudly into the near future. And all signs are on growth. In fact, CMTA announced at a recent conference, that their 2015-objectives include two simple figures: 10 and 240; meaning 10 million Foreign- and 240 million Domestic visitors per year. If achieved, that would boost Shanghai as Global Tourism and MICE Destination right on the level of New York City, which presently is third behind Paris and London. And, probably no coincidence, that 10-million mark is precisely the same which Beijing announced last autumn as its very own objective ... for 2016 (...).

So, the battle can begin and both cities, Beijing and Shanghai, are about to change the dimensions of international tourism.

More about MICE in Shanghai: www.meet-in-shanghai.net.

(Daniel Tschudy; April 23, 2012)