

Tourists take photos in front of the Wukang Mansion, or Normandie Apartments, in Shanghai's Xuhui District.
— CFP



Shanghai Pass to popular tourism sites

Hu Min

Shanghai celebrated the 14th China Tourism Day last week with the release of new tourism routes, half-price admissions at 62 tourist attractions and further efforts to boost its inbound tourism market.

Shanghai Pass, a one-stop tourism pass designed for inbound travelers to the city that includes various application scenes of transportation, cultural and tourism venues, and shopping malls, was released on May 19.

It tackles the difficulties of payment and reservation of inbound travelers. It covers all public transport services, including bus, metro, taxi and ferry, tourist attractions such as Shanghai Oriental Pearl Tower, Huangpu River cruise, Shanghai Tower, Shanghai Museum, and Shanghai Wild Animal Park, as well as shopping malls and convenience stores.

Users can recharge the card

to solve the demand of small amount of payment and refund it when they leave.

Card holders are able to enjoy fast pass into some attractions.

Launched by the tourism card development subsidiary of Shanghai Jiushi (Group) Co Ltd, the card is now available at the city's two airports and some metro stations.

The pass has multilingual service booklets and will incorporate more application scenes such as sports games, lifestyle and amusement in the future.

The city launched the "Visit Shanghai" campaign last December to boost inbound tourism, making Shanghai the first stop in China for inbound travelers.

The launch of the pass delivers the latest boost toward the goal, aimed at providing a smooth and convenient travel experience for inbound travelers, officials said.

The city received over 1.27



Shanghai Pass, a one-stop tourism pass designed for inbound travelers.
— Ti Gong

million inbound tourists in the January-March period, up 249.67 percent year on year.

From traditional delicacies such as *xiaolongbao* (small steamed buns) to the gorgeous scenery along the Huangpu River and Suzhou Creek, Shanghai has been drawing an increasing number of global travelers, with its unique charm and spirit of inclusiveness, excellence, and enlightenment.

Tourists walk into Shanghai's *longtang* (lanes) and traditional *shikumen* (stone-gated) buildings that bear silent witness to the city's history, sip

a cup of aromatic coffee at local cafes to taste its unique and charming coffee culture, and get overwhelmed by multiple spiritual purification and layered artistic context at various art venues across the metropolis.

On city walks, they explore hidden local gems and are fascinated by Shanghai's culture and tourism splendor.

Thirty tourism routes that reflect a perfect combination of culture, tourism, commerce, sports and exhibition in Shanghai were also released.

Bearing the themes of *yanhuo*, film and television, shopping,

sports, and exhibitions, these routes capture the essence of Shanghai's tourism gems and splendor, inviting travelers from home and abroad to embark on a journey to explore the city and experience its unique tourism charm.

In Chinese, *yanhuo* means the fire from cooking food. The word is often used to refer to the phenomenon of vitality in common daily lives of people.

These routes will take people to sites that reflect the daily life of locals such as Wuzhong Market, a trendy wet market in Xuhui District with *haipai* (Shanghai-style) flavor, the *wanghong* (online celebrity) cafe belt on the riverfront area in Xuhui, popular film and TV series shooting destinations like the Bund, Lujiazui and Zhapu Road, shopping spots, including the Nanjing Road Pedestrian Street, Xujiahui and Wujiaochang, as well as sports, convention and exhibition venues.