



POST-SHOW REPORT

2021 Asia Amusement & Attractions Expo (AAA)

- **Date:** May 10th-12th, 2021
- **Venue:** China Import & Export Fair Complex
- **Website:** www.aaaexpos.com



AAA 2021 Concluded With an Other Banner Year!

AAA 2021 drew to a successfully end this May 12th at China Import & Export Fair Complex, Guangzhou, after treating tens of thousands of industry players to a wonderful three-day trade fair to feel the vibrancy of China's amusement and attraction market.



With tourism spending of **113.23 Billion Yuan** recorded during this year's Labor Day holiday, China's tourism market has returned to 77% of pre-pandemic level.

——Mr. He Zhixiong,
President of Dalang Group



One-Stop Trade Platform for Culture & Tourism Products

AAA 2021 was held alongside a dozen of related exhibitions, covering sectors like culture and tourism, cue sports, pools, spas, and saunas, landscaping, commercial flooring, vending machines, and etc, making it one of the best one-stop sourcing platforms.

Together, AAA and Its Co-located Trade Shows Recorded...

2000+ EXHIBITORS

200,000 SQ.M

200,000+ VISITS



Product		Partial Exhibitors of AAA 2021
Arcade Games	25%	WAHLAP, UNIS, Neofuns, NITTO FUN, Huatai Baishun, Rongxiang, Unique Animation, U-Enjoy, Hum Haw Electronic, Flying Animation, G-LOOK, Jiuyou, MECPOWER, Macrown, Naughty Cat, Arccer, Sea Animation, Gravity Technology, and etc.
Children's Indoor Parks	19%	Anchi Amusement, Kupao Karting, Haojile Amusement, Kim Mung Hung, IDO Amusement, Huaqin Playground, Aitong Amusement, MuMaRen Amusement,
Water Parks	13%	Dalang, Jiananmeidi, Kule Amusement, Tongyao Healthy Body, LilyToys, Tingxin Fitness Toys, Xingjiangyuan Recreation, Cowboy Water Park, Daqi Playground, Haoguizi Industry, and etc.
Amusement Rides	11%	Golden Dragon, JINMA, CRRC Special Equipment, Jains Railway, Jinbo, Xinhong, Tianhong, Qiangli, Hangtian, Golden Credit, Seama, Huaiyu Amusement, Qiledi Amusement, and etc.
Unpowered Playgrounds & Inflatables	11%	Airo, Funlandia, Changxin, Family of Childhood, Liben Group, Lefunland, Haiber Play, Bolt Toys, Dreambeyond Toys, ADLER, Huale Inflatable, Leyang Inflatable, Paradise Inflatable, and etc.
VR/AR Games & Hi-Tech Amusement	9%	Leke Void, Daka Animation, Dinfoone, M SKY, Hechuang Interactive Technology, Sindrax Technology, Nined, Movie Power, Jingmin, Jiashi, Empower, FuninVR, Skyfun, Longcheng, and etc.
Site Design, Construction & Management	7%	Galasys Global, Shiruan Technology, Zhike Network, Daqian Decoration, HaiChuan Dinosaur Landscape, Ebuliency YiBai, Sunguest, Maisi Architectural landscape, Elephant Sculpture, and etc.
Night Tour Products & Services (NEW!)	5%	Jingang Technology, Renge Technology, Digital Tiger Image, Huacheng Digital Technology, Gooest, Joytower, Xinqidian Cultural Tourism, Sabon Weishi, Leadshow, and etc.

Night Tour Economy, New Driving Force of China's Tourism

To better explore the growing night time economy, an area was specially reserved for night tour solutions like Laser shows, water shows, light shows, stage effects, large scale projections, landscape lighting, parades, live performances, and etc.

When explaining the importance of night tour, Sanseshi Design Institute said "it's been estimated that excluding attraction admission, 76% of tourists' spending is made at night."

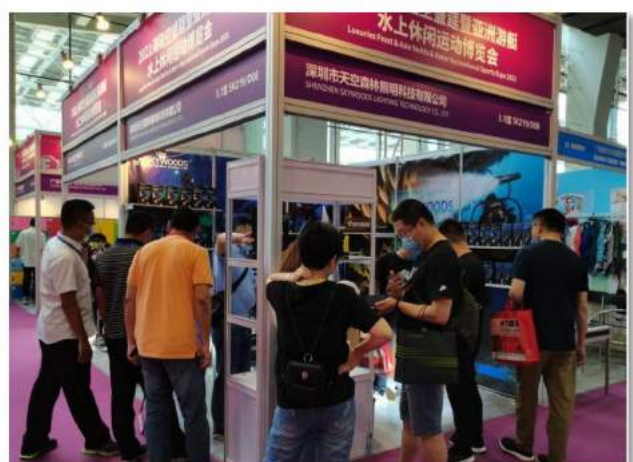
"Night tours can also effectively extend the time visitors spend at an attraction," followed Changhai Culture & Tourism Investment, adding "besides night events, other supporting services like dinner, shopping, lodging, and etc., are also important."



Water-Based Tourism, a Budding Niche Market in China

To shine a spotlight on the fast rising trend of water-based tourism, AAA 2021 put the first Water Sports Pavilion to its show floor, which gave attraction and park operators many great ideas to upgrade their sites.

From beach supplies, swimming equipment, surfing and water skiing gear, diving equipment, to rubber boats, water bikes, canoes, jet skis, fishing boats, speedboats, and even luxurious yachts and all terrain vehicles, our exhibitors provided water fun options for both family visitors and thrill seekers.



Smart Tourism to Take Tourist Experience to the Next Level

The focus of smart tourism is now shifting from improving attraction management to bettering tourist experience, resulting in a series of new smart service solutions.

Humeng Vlog: Capturing Precious Moments on the Go

“Making traditional souvenir photos obsolete, our AI-powered cameras will help tourists take videos around the park, which will later be automatically edited into a vlog for users to download and share on social media,” introduced Humeng Vlog.



Hello Inc.: Getting Around the Park With Ease

According to Hello Inc., their dockless shared electric scooters, multiple-rider bicycles and electric golf carts have been deployed in over 500 attractions nationwide, providing tourists with smart and green in-park mobility.

Ningkai Technology: A Smart Tour Guide in Pocket

“Incorporated with features like audio/video attraction introduction, intelligent tour route planning, interactive comment section, and etc., our hand-drawn digital maps are not only beautiful but also functional,” said Ningkai Technology.



Panda Stroller: Making Days out With Kids Effortless

“As the first self-service stroller rental solution provider in China, our service has expanded to cover over 100 Chinese cities in less than a year, mainly for locations like shopping malls, attractions, amusement parks, and so forth,” said Panda Stroller.

Children's Indoor Play Centers Stepping up Their Game

Competitions in China's kids indoor playground market is getting more fierce every day, and various approaches are taken to grab the interest of their little patrons.

Score Keeping to Make Things More Exciting

"In stead of running around aimlessly, a scoring system will make the obstacle course more challenging, therefore increasing user stickiness, especially when players can redeem their points for small gifts," Shiruan Technology remarked when introducing their latest indoor park management solutions.



Creating More Fun With Animation IPs

When it comes to animation-themed indoor parks, some exhibitors have done more than just licensing. "We have purchased the famous IP Talking Tom in 2017 and its themed indoor parks have opened in provinces like Zhejiang, Guangdong, Shandong, Anhui, and etc., which all prove to be a big hit with the locals," said Jinke Group.

Combining Education With Fun

From animal farming, physics to archaeology and mining, indoor parks with educational theme is the current trend. "Our kids' role-playing driving school is designed to teach children road safety knowledge while creating fun and facilitating quality parent-child time," introduced Z&Q Amusement.



Exhibitors Posting Their Successful Show on Social Media

"Very successful" and "actively engaged for real business" is how most exhibitors described their AAA 2021 experience!



A Barrage of High-Caliber Live Activities

Eight insider-only live conferences and forums, featuring 80+ industry trendsetters and opinion leaders, totaling 40 educational hours, providing opportunities to network with 3000+ professionals nationwide!

Live Activities of AAA 2021

- 2021 World Culture & Tourism Conference
- 2021 China Indoor Amusement Park Development Conference
- 2021 Tourist Attraction Innovation & Development Forum & Resource Matchmaking Meeting
- 2021 China (Guangzhou) Culture & Tourism Resources Exchange Conference
- 2021 Asia Night Tours & Live Shows Forum & 1st Night Tour Projects Matchmaking Meeting
- 2021 China Hot Spring & Water Park Innovation & Development Forum
- 2021 China Family Sports Center (FSC) Development Conference
- 2021 China (Guangzhou) Study Tour & Campsite Development Forum



Partial Guest Speakers



Huo Jianjun, Secretary General of China Tourist Attractions Association



Chen Nanjiang, Vice President of Guangdong Tourism Association (GDTA)



Li Yang, Vice General Manager of Shenzhen OCT Vision Inc.



Li Hong, Chairman of Smart Guide Holdings Group Limited



Li Huihua, Founder & President of Jegoplay Group



Kim Seong Hun, CEO of Sigongtech Co., Ltd.



Zheng Jianping, President of China Tourism Design Institution



Zeng Jiaxin, President of Tencent Culture & Tourism



Sun Xiuping, President of CREATIVE

Congratulations Poured in From Across the World

Sincere thanks to our international supporters who sent their best wishes and heartiest congratulations from the US, Spain, Russia, the UK, India, Pakistan, Nigeria, Thailand, Italy, Korea, and so forth!

Partial Overseas Friends Who Sent Us Their Congratulatory Videos



Suppara Seakacharn,
Commercial Consul of Royal
Thai Consulate-General,
Guangzhou



Igor Rodionov, Vice President
of Russian Association of
Amusement Parks and
Attractions (RAAPA)



Mark Sage, Executive
Director of AR For Enterprise
Alliance (AREA)

Ludmila, PR Manager of RARIB (Russia);

Li Guixiong, Vice President of Thai-Chinese Chamber of Commerce;

Fan Dafu, President of Korea Busan-Ulsan-Gyeongnam Chinese Chamber of
Commerce & Industry (KBCCCI);

Kuang Jinrong, Chairman of Thai Chinese Commerce Association (TCCA);

Shaharyar Jalaluddin, Manager of Trade Wheel (Pakistan);

José Manuel Vázquez Villalba, CEO of GOPLAY OCIO;

Dexter Morgan, Co-Owner of Unreal Escape Games;

Sergio Peano, Business Manager of Neoverse (Italy);

Lina, Manager of Playkom Russia;

Varun Jain, Managing Director of Apple Toys and Games India;

Mohit Gupta, Director of Ajay Kumar & Brothers;

Balogun S.Bamidele, Founder of Rich Ideas International Limited (Nigeria);

... ..

To watch the congratulatory videos from our overseas friends, please visit
https://youtu.be/FUbtuC4L_QA



A Series of Virtual Trade Shows Are Coming up!

For those who are not able to visit AAA in person, we recommend to you the **2021 Dubai Games & Amusement Expo (Virtual)**, taking place this **May 25th-31st!**

Registered visitors of our virtual shows will not only have the opportunity to receive an **Appreciation Gift** from the organizer, but also the priority to arrange **Online Matchmaking with exhibitors from AAA 2021**, as well as the upcoming **2021 Zhongshan Int'l Games & Amusement Fair (G&A)!**

(All virtual shows will begin at 00:00 of the opening day and end at 24:00 of the last day)

Upcoming Games & Amusement Related Virtual Shows	
Event Name	Date
2021 Brazil Virtual Exhibition on Amusement, Party and Toys	June 7th-13th
2021 Euro Games & Amusement Expo (Virtual)	June 24th-30th
Upcoming Vending Related Virtual Show	
Philippine Vending & Commercial Expo 2021 (Virtual)	June 7th-13th

For more information about our virtual shows or AAA 2022's latest development, please don't hesitate to contact us or follow us on social media!



GRANDEUR EXHIBITION GROUP
鸿威会展集团



ufi
Member

Contact Name: Thomas Chan
Mob: 86 18565552702
E-Mail: Sales2@grandeurhk.com