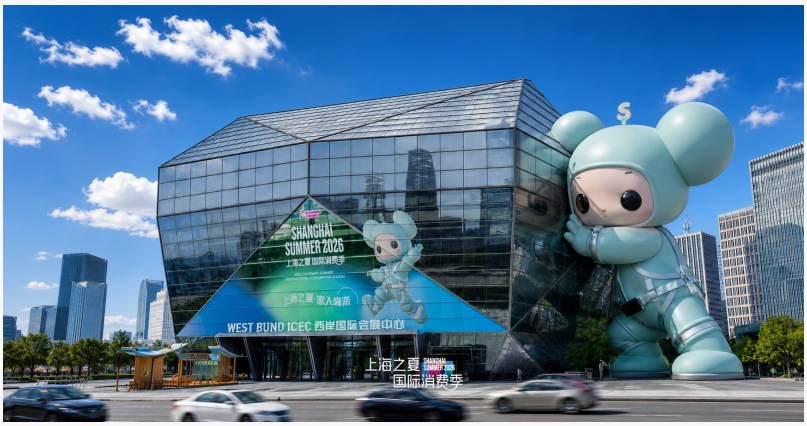
Shanghai Summer 2026: Join the Family Fun as Shanghai Invites Southeast Asia to Share a Season of Summer

SHANGHAI, SHANGHAI, CHINA, August 25, 2026 /EINPresswire.com/ -- From July to October 2026, Shanghai is welcoming travellers from across Southeast Asia to experience its biggest summer consumption season yet, bringing together world-class sports, entertainment, culture, family attractions and late-night city experiences under the theme “Shanghai Summer, Join the Family Fun.”



The West Bund International Convention and Exhibition Center hosts the launch of the 2026 “Shanghai Summer” International Consumption Season in Shanghai.

For visitors from Thailand, Singapore, Malaysia, Vietnam and Indonesia, Shanghai is becoming an increasingly natural choice for a short-haul city break. In 2025, the city welcomed a record 9.36 million inbound visitors, up 39.58% year-on-year, with arrivals from Thailand increasing by 70% and Malaysia and Singapore remaining among Shanghai’s major source markets.

Momentum has continued into 2026. In the first half of the year, Shanghai received more than 5.31 million overseas visitors, an increase of 27.82% year-on-year, including over 5.02 million overnight visitors.

Running from July through October, Shanghai Summer 2026 brings together 11 flagship international events across six themes covering sports, urban exploration, culture, live music,

entertainment and leisure.

2026 Shanghai Movepark Hoop Bus Street Basketball Event

Among this season's highlights is the Rolex Shanghai Masters, taking place from October 5 to 18. Asia's only ATP Masters 1000 tournament will introduce a special carnival during China's National Day holiday, alongside family ticket packages, pet-friendly areas and a riverside "second venue" along Suzhou Creek.
Shanghai Disney Resort is also celebrating its 10th anniversary with limited-edition festivities, extended summer evening hours and special nighttime parties.
For younger travellers and pop-culture fans, the Shanghai International Anime and Game Month transforms July and August into a citywide celebration featuring exhibitions, pop-up markets, IP-themed experiences and a special "Shanghai ACG Life Pass" connecting multiple major exhibitions.
Culture takes centre stage at Shanghai Museum's The Summit of the World Tree: Ancient Civilizations of the Americas, an immersive exhibition spanning more than 10,000 square metres and bringing together nearly 3,000 cultural objects, with VR experiences transporting visitors to destinations including Machu Picchu and ancient Maya sites.

Families and pet lovers can head to the 28th Pet Fair Asia, held from August 19 to 23, featuring more than 2,600 exhibitors across 320,000 square metres. The event is introducing special Shanghai Summer family tickets while more than 100 commercial districts across the city participate in an August-long "Shanghai Pet Month."

September will see the return of the MXGP World Motocross Championship Shanghai, the championship's only Asian stop and a decisive round in the race for the annual title, combining daytime racing with an evening carnival.

But Shanghai Summer 2026 is designed to extend far beyond individual events.

For the first time, families sit at the centre of the campaign's tourism and consumption strategy. Attractions and events are introducing "one adult + one child" and "two adults + one child" packages, family admission offers, cross-attraction passes and experiences designed for different types of travellers — from parents with young children to young couples, multi-generational families and even visitors travelling with pets.

Shanghai is also turning a single event ticket into a reason to explore the wider city. Through its

growing “ticket-stub economy,” admission to sporting events, exhibitions and attractions can unlock offers across restaurants, hotels, shopping districts and other destinations, encouraging visitors to turn an evening event into a two- or three-day city break.

And when summer temperatures rise, Shanghai increasingly comes alive after sunset. Afternoon tickets, extended opening hours, evening performances, riverside events, night markets, dining and shopping allow visitors to explore the city at a more relaxed pace — and experience a side of Shanghai that continues long after the traditional sightseeing day is over.

With increasingly convenient travel, visa and visitor services, alongside easier payment and tax-refund experiences for international travellers, Shanghai is positioning itself as one of Asia’s most accessible urban destinations for a spontaneous summer escape.

As major events continue through September and October — from MXGP and the Shanghai International Light Festival to Shanghai Fashion Week and RED LAND — Shanghai Summer will keep the city’s energy running well into autumn.

This summer, Shanghai’s invitation to Southeast Asia is simple: bring the family, stay a little longer, and join the fun.
Shanghai Summer, Join the Family Fun.

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