

[指导单位]

上海市人民政府外事办公室
上海市文化和旅游局
上海报业集团



新闻晨报

SHANGHAI MORNING POST

2025年1月28日 星期二 农历十二月廿九

海派年味

来上海打卡“海派年味”

Enjoy Chinese New Year in Shanghai's way

赏灯、游园、吃上海特色小吃、在市中心国际时尚街区买到退税好物！首个非遗春节马上就要到了，来沪过中国年成海外游客选择。只有上海 local 们才知道的最地道的上海年味在哪里？邀请你一起打卡“海派年味”。

As Chinese New Year approaches, Shanghai invites visitors to enjoy lantern displays, garden tours, local delicacies, and tax-free shopping.



第一站：豫园灯会 “人在灯里游” “回顾老城厢年味”

亮灯日期：即日起-2月12日 特别提示：1月28日（除夕）不亮灯。

今年豫园灯会以国家级非遗灯会迎接首个世界非遗版春节。“山海奇遇记”丛林篇，让你成为主角，沉浸式游览。

南翔馒头店制作小笼的传统技艺，125年间历经了6代非遗传承。

Yuyuan Garden Lantern Festival

At the Yuyuan Garden Lantern Festival, visitors can admire lanterns and soak in the festive charm of Chinese New Year.

Lighting dates: Until Feb 12

Note: No lighting on Jan 28 (Chinese New Year's Eve)

A quintessential Yuyuan Garden experience includes savoring Nanxiang xiaolongbao, or steamed buns. The Nanxiang Steamed Bun Restaurant has been passed down for 125 years and six generations.



第二站：南京西路商圈 买买买 还有离境退税大礼包

镶嵌于上海繁华心脏地带的南京西路商圈，自带“国际”与“时尚”基因。

兴业太古汇成为外籍游客体验中国年的打卡地之一。劳力士、加拿大鹅等多家品牌享受离境退税服务。

几百米之外，上海锦沧文华广场结合外国客人的消费习惯，调整店铺货品结构和陈列。有些外国友人的手机支付宝上能直接完成离境退税。

West Nanjing Road

Located in the bustling heart of Shanghai, West Nanjing Road is a hub of international fashion and sophistication. HKRI Taikoo Hui is one of the hotspots for foreign visitors, offering tax-free shopping at brands such as Rolex and Canada Goose. Nearby, JC Plaza tailors its product offerings to international consumers, allowing some visitors to complete tax refunds directly via Alipay.



第三站：上海特色美食 在美食江湖里 “生煎馒头”争斗从未停止

东泰祥生煎馆

在上海的美食江湖里，“生煎馒头”的正统争斗从未停止。推荐上海唯一一家24小时营业的百年历史非遗老字号。

地址：重庆北路188号

鲜得来（总店）

始于1921年的百年老店。鲜得来的排骨年糕，裹着鸡蛋面粉的排骨炸得外酥里嫩，配上软糯的年糕和特调的酱汁。

地址：云南南路36号

Iconic Shanghai Cuisine

Restaurant: Dong Tai Xiang Shanghai Dim Sum

Dong Tai Xiang is a century-old restaurant in Shanghai and opens 24/7. Its pan-fried buns are highly recommended.

Location: No 188 North Chongqing Road

Restaurant: Xian De Lai (Main store)

Established in 1921, Xian De Lai serves crispy, golden pork chops paired with soft rice cakes and a signature sauce.

Location: No 36 South Yunnan Road



第四站：古猗园 古韵新春 赴一场非遗夜宴

踏入古猗园，步入一场盛大的“花韵非遗夜宴”。以中国传统音律“宫、商、角、徵、羽”串联五大区域。

年初三至年初五及元宵节，沉浸式游园会里参与灯谜擂台，看舞龙舞狮。国风市集内，皮影戏演绎人间百态。

时间：1月25日至2月16日

Guyi Garden

Boasting five thematic zones inspired by traditional Chinese musical notes, Guyi Garden offers visitors an immersive night banquet experience. From Jan 31 to Feb 2 and on Lantern Festival, riddle-solving competitions, dragon and lion dances, shadow puppetry, and a traditional market will all be on offer.

Dates: Jan 25 to Feb 16