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Shanghai’s Jing’an District Opens a Ninth Round of Restaurant Vouchers

The weeklong program offers digital dining discounts of 10 yuan to 60 yuan, equal to 10% to 12% off qualifying purchases

Thursday, November 26, 2026



Jing’an district in Shanghai opened a new round of restaurant vouchers on Thursday, November 26, as local authorities stepped up a direct effort to support dining spending through public discounts.

According to information published on November 26 by Shanghai’s official government portal, citing the Jing’an district government, the vouchers are part of the district’s Jingxiang Meiwei restaurant promotion program. The latest distribution is the ninth round of the program and runs from November 26 through December 2.

The vouchers are offered through digital platforms and reduce what customers pay at participating restaurants in the district. The discounts range from 10 yuan to 60 yuan, depending on how much a customer spends.

Under the terms published by the district, a purchase of at least 100 yuan qualifies for a 10 yuan discount, equal to 10% of the spending threshold. A purchase of at least 200 yuan qualifies for a 20 yuan discount, also equal to 10%. A purchase of at least 300 yuan qualifies for a 36 yuan discount, equal to 12%. A purchase of at least 500 yuan qualifies for a 60 yuan discount, also equal to 12%.

The program allows each consumer to use one voucher in each round. The official notice did not say how many vouchers would be issued in total, how much public money had been allocated to the campaign, or how much restaurant spending earlier rounds had generated.

That leaves the latest round as a clear example of local demand support, but without official figures yet on its overall economic effect. The published terms describe the size of the consumer subsidy and the period in which it can be used, but they do not include data on sales, redemption rates or changes in traffic at participating businesses.

Jing’an is one of Shanghai’s central administrative districts and a major commercial area with a dense mix of offices, shopping streets and restaurants. In that setting, local dining incentives can serve two purposes at once: lowering out-of-pocket costs for residents and visitors while trying to channel more customer flow to businesses that join the program.

The official notice frames the measure as a consumption stimulus aimed at the restaurant sector. By tying the discount to minimum purchase levels, the district is effectively encouraging customers to spend above set thresholds rather than offering a flat rebate on any meal. The structure of the vouchers means the relative benefit rises

from 10% at the 100 yuan and 200 yuan levels to 12% at the 300 yuan and 500 yuan levels.

The district did not publish a quantified comparison with the earlier eight rounds of Jingxiang Meiwei vouchers. As a result, it is not possible from the current announcement alone to measure whether the program has been expanded, reduced or otherwise changed in response to prior performance. The available information shows only that the district is continuing the campaign and keeping the focus on digital distribution and restaurant use within Jing’an.

The source material also included a conflicting relative reference to “tomorrow,” but the official calendar published with the notice states that the voucher period begins on Thursday, November 26. That explicit date is the operative schedule in the government posting.

For restaurants that participate, the measure is designed to make dining purchases more attractive during the seven-day campaign window. For consumers, the practical effect is a lower final bill if their spending meets one of the four published thresholds. The district has not yet released figures showing how many businesses are enrolled in the current round or whether additional data will be published after the campaign ends on December 2.