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全面提供绿色民宿产业整体解决方案

亚洲民宿产业第一展



— 2019 中国（上海） — 国际民宿及乡村旅居产业博览会

Shanghai International BNB Rural Living Industry Expo 2019

同期举办:2019年中国(上海)国际民宿产业发展大会



展览时间

2019年4月24-26日

Exhibition time:

Aprch. 24-26 2019



展览地点

上海光大会展中心

Exhibition venue:

Shanghai Everbright
Convention&Exhibition Center



展览规模

15000平方米

Scale of exhibition :

15000m²

15000m² 展会面积

民宿产业领域全产业链

40000+ 专业观众

确保观众数量与质量

300+ 展商

汇聚国内外领军企业
及优质品牌

20+ 论坛

丰富专业的行业交流

主办单位: 中国建筑文化研究会
上海国际民宿及乡村旅居博览会组委会

承办单位: 文旅乡创产业分会
风景园林委员会
建筑设计创新与传承委员会
商业旅游建筑文化委员会
艺术小镇委员会
空间艺术专业委员会
旅居车专业委员会
露营规划建设委员会
结构艺术专业委员会
特色小镇发展研究中心
古建文化艺术分会
寰域展览(上海)有限公司



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全面提供民宿整体解决方案

深入学习贯彻落实党的十九大会议精神，“坚持人与自然和谐共生”和“实施乡村振兴战略”，推进中国民宿产业技术创新、丰富我国民宿产业的产品种类，提升行业质优产品知名度，加强同行业间的交流与合作，帮助我国民宿产业明晰行业发展趋势，把握市场走向，4月24日—4月26日，我们将联合相关职能部门与行业协会等组织在上海举办“2019民宿博览会”，此届展会集“产品展示、贸易洽谈、技术交流、信息发布”为一体，以此“推动技术进步、促进内外销售、引导市场供求、谋求更大发展”。相信此次盛会将为民宿产业谋发展提供一次树形象，显示实力，创品牌，探市场，获信息的贸易良机！2019年，本届展会将通过以会带展，形成以点带面扩散效应，吸引全社会高度关注民宿现状与趋势，为国家十三五规划中明确的绿色发展规划，落实政策措施，强化技术支撑等工作起到添砖加瓦的作用。

“全面提供民宿整体解决方案”。2019中国（上海）国际民宿及乡村旅居产业博览会，次迎来整合生长的新机遇，同期，将整合现有资源，重新设定打造“创新安全、美丽生态，展会围绕宣传民宿发展新理念、技术和经验，促进民宿行业新技术、新产品、新材料、新工艺的应用为目的。顺应绿色、生态、健康、舒适的发展趋势，牢牢把握我国生态文明建设和绿色发展迎来新的战略机遇，让创新的产品与技术第一时间与市场面对面赢得全国及世界更广泛的市场与渠道资源。

宣传方式 Ways of Propaganda

500+期平面广告
+网络旗帜广告

500+ print
advertisements and
network banner
advertisements;

共享100,000优质
买家资源
及100+万元高额宣传投入

100,000 recruiting the
resources of high-quality
buyer and investing over 100
million yuan for
advertisements.

30期电子邮件
有效刺激200,000人次
目标观众

200,000 target audiences
are effectively stimulated
by 30-phase emails; the
phone is called directly to
the target audiences in
100,000 times.

300,000余字
新闻稿落地各大
行业网媒及杂志媒体

about 300,000 Press releases
adopted by major network
medias and magazine
medias in various industries;

自媒体(微信、官网等)
全年365天持续宣传

Personal medias (wechat,
official website, etc.)
constantly give publicity in
365 days throughout a year.

100,000份观众邀请函
分阶段派发国内
品牌商、采购商、渠道商、
合作伙伴、重要客户及媒体夹寄

100,000 audience invitations to
distribute domestic brands, buyers,
distributors, traders / dealers, scientific
research institutions, import and export
companies, department stores / hotels,
specialty stores / multiple shops and
other partners, and medias.

80+国内外合作媒体：
覆盖旅游、建筑、舒适系统、
地产、家居、商业空间、室内装
饰等领域行业媒体及经济
大众类媒体

80+ Domestic and foreign
cooperative medias: the industry
medias and the economic public
medias covering the construction,
comfort system, real estate,
bamboo home, decoration and
other fields;

100,000电话
直邀目标观众

EXHIBITION PROFILE

In-depth study and implementation of the spirit of the Nineteenth Congress of the Communist Party of China, "adhere to the harmonious coexistence of man and nature" and "implement the strategy of rural rejuvenation", promote technological innovation of China's residential industry, enrich the product categories of China's residential industry, enhance the visibility of high-quality products in the industry, strengthen exchanges and cooperation among the same industry, and help our residential industry. From April 24 to April 26, we will hold the "Homestay Exposition 2019" in Shanghai with relevant functional departments and industry associations. This exhibition will integrate "product exhibition, trade negotiation, technology exchange and information release" to "promote technological progress and promote". We should sell inside and outside, guide market supply and demand, and seek greater development. It is believed that this grand meeting will provide an image for the development of residential industry, show strength, create brand, explore the market, and obtain good trading opportunities for information! In 2019, the exhibition will form a point-to-area diffusion effect through convention-led exhibition, which will attract the whole society to pay close attention to the current situation and trend of residential accommodation. It will play an important role in the clear green development planning in the 13th Five-Year Plan, the implementation of policies and measures, and the strengthening of technical support.

"Provide a comprehensive solution for home stay". The China (Shanghai) International Residence and Rural Residence Industry Expo in 2019 will usher in a new opportunity for integration and growth. In the same period, it will integrate existing resources and redesign to create an "innovative, safe and beautiful ecology". The exhibition will focus on publicizing new ideas, technologies and experiences of residential development, and promote new technologies, new products and new materials in the residential industry. The application of new technology is for the purpose. In line with the trend of green, ecological, healthy and comfortable development, we should firmly grasp the new strategic opportunities for the construction of ecological civilization and green development in our country, and let innovative products and technologies win the wider market and channel resources of the whole country and the world face to face with the market for the first time.

During three days of the exhibition, a total of 33,255 visitors were attracted, including 295,93 domestic audiences and 3662 foreign visitors. The exhibition not only attracted the domestic and foreign specialized companies of building materials production and distribution to visit, but also attracted a lot of the units of real estate development, building, design, construction, government industry and other relevant management departments, relevant research institutes, project owners/purchasers and distributors at home and abroad to participate in and concentrate on it.





·权威性

行业协会鼎力协作, 打造业界标杆聚会。

• AUTHORITY

Industry associations work together to create industry benchmarking party



·政策性

紧跟国家政策导向, 贯彻落实党和政府关于“加快生态文明体制改革, 建设美丽中国”宗旨。

• POLICY

Follow the guidance of state policies and implement the Party and government's tenet of "speeding up the reform of ecological civilization system and building a beautiful China."



·时效性

贸易采购最佳时节, 紧扣同期节能宣传月主题脉搏。

• TIMELINESS

Trade procurement best season, closely linked to the same period energy-saving propaganda month theme pulse



·广泛性

影响贯穿南北, 枝蔓遍布全球, 40多个国家与地区的展商与观众共聚盛会。

• EXTENSIVE

Impact through the world, exhibitors and visitors congregate from more than 40 countries and regions



展会内容 Scope of exhibits

一、民宿旅游资源、民宿设计建造(精品展区)

精品民宿:古村落文化体验民宿、景观特色民宿、城市民宿、精品客栈、精品文化酒店。

民宿资源开发:未开发的古村落、传统村落、传统民居、山水、林地等资源引资建设。

民宿设计建造:建筑设计、室内设计、景观设计、创客工作室、民间艺术工匠、非遗传承人、大专院所及建造施工机构。

民宿建筑材料:仿古类建材、城砖、彩绘涂料、浮雕、艺术陶瓷卫浴、集成房屋及配套设备、暖通制冷设备、弱电工程设备、泳池桑拿设备、水处理系统。

民宿家居:陶瓷、窗花、新中式家具、仿古摆设、古董家具、仿古家具、茶空间、禅意用品、酒店布草、日化用品、家庭影院、自酿啤酒设备、智能设备、数字化管理设备。

民宿景观:名贵树木花草、露天休闲设施、藤竹艺、休闲庭台、湿地步道桥梁、喷泉水景与鱼池泳池、户外休闲家具、户外景观照明、仿真植物。

营销渠道:旅游OTA在线预订平台、旅游网站、旅游媒体、旅行社、行业协会及旅游机构。

连锁加盟:品牌运营机构加盟、酒店管理机构加盟、艺术家加盟、民宿短租托管机构、民宿聚落开发基地加盟。

民宿投资:扶持资金、旅游投资机构、保险公司资产评估投资、民间团体投资。

二、民宿+文化(展区):

民宿饮食文化:地方特色美食、传统药膳食材、茶文化、酒文化。

非物质文化:中华刺绣、民间绘画、民间歌谣、民间舞蹈、民间曲艺、民间工艺品。

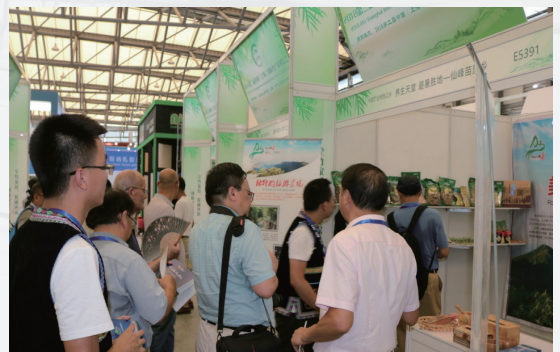
文创:文艺演出机构、活动策划执行机构、文化创意产品。

古法养生:针灸、推拿、火罐、艾灸、太极、传统养生器材。

三、民宿+乡村旅游装备(展区):

露营地装备:房车露营地、游艇码头露营地、乡村露营地。

集成房屋:节能房屋、轻钢房屋、木屋、集装箱房屋。





民宿博览会

BED&BREAKFASTINDUSTRYEXPO

2019中国（上海）国际民宿及乡村旅居产业博览会

Shanghai International BNB Rural Living Industry Expo 2019



参展费用 Costs of participation

区域 Area	标准展位 Standard booth	光地租赁 Charter of bare land
国际A区 International A	13800元 (9m ²) RMB 12,800 (9m ²)	1400元/m ² 1300元/m ² RMB 1,300 yuan/m ²
国内B区 International B	12800元 (9m ²) RMB 11,800 (9m ²)	1300元/m ² 1200元/m ²

- 1、双开口展位加收10%元；
- 2、标准展位3m×3m；配置：围板、楣板、地毯、一桌两椅、射灯及电源插座；3、光地36m²起租，无展具配置。

同期精彩活动 Concurrent activities

特色小镇及民宿产业论坛：搭建以特色小镇和民宿文化产业为核心的政企对接、产业规划、多方投资、环保建设、智慧运营、创新聚合的服务平台。

房产对接会：有十余家房地产商对接二十家参展企业，品牌企业之间对话房产大咖。

中国民宿及酒店设计论坛：主办方携手国家建筑材料工业技术情报研究所、中国国际贸易促进委员会建设行业分会集成建筑委员会，共同组织中国民宿及酒店设计论坛，论坛将邀请国内外顶级专家，向业界传递国际、国内最新信息，介绍发展趋势、超前理念、先进技术，推广新材料、新工艺和新装备。

参展咨询及联系方式 Consultation and contact information

86-21-5161 9878 / 6767 0328