

2016

中国·厦门

展会预告

Preview for Expo 2016



2016中国(厦门)国际休闲旅游博览会

China (Xiamen) International Leisure Tourism Expo 2016



中国(厦门)国际休闲旅游博览会组委会

Organizing Committee of China (Xiamen) International Leisure Tourism Expo

厦门建发国际旅行社集团有限公司

Xiamen C&D International Travel Service Group Co., Ltd.

厦门建旅商务会展有限公司

Xiamen C&D ITS Business Conference and Exhibition Co., Ltd.

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开户名称: 厦门建旅商务会展有限公司

开户行: 厦门兴业银行观音山支行或鹭江支行

银行帐号: 1299 3010 1400 0258 80

Account name: XIAMEN C&D INTERNATIONAL TRAVEL SERVICE GROUP CO., LTD

Bank detail: BANK OF CHINA, XIAMEN C&D INTERNATIONAL BUILDING SUB-BRANCH

Bank account No.: 432558385492(USD)

SWIFT: BKCHCNBJ73A



2015中国(厦门)国际休闲旅游博览会

China (Xiamen) International Leisure Tourism Expo 2015

2015年8月15日 - 17日 August 15-17, 2015

中国·厦门国际会展中心 Xiamen International Conference & Exhibition Center, China

支持单位Supporters :

厦门市旅游局

Xiamen Tourism Bureau

厦门市会议展览事务局

Xiamen Municipal Bureau of Convention and Exhibition Affairs

主办单位Sponsor :

厦门建发国际旅行社集团有限公司

Xiamen C&D International Travel Service Group Co., Ltd.

协办单位Co-organizer :

厦门晚报社

Xiamen Evening News

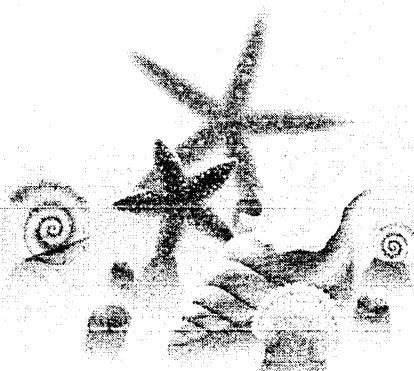
承办单位Host :

厦门建旅商务会展有限公司

Xiamen C&D ITS Business Conference and Exhibition Co., Ltd.

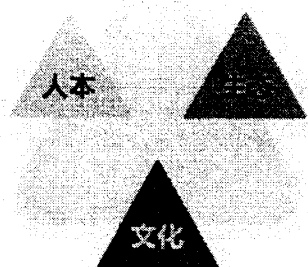
邀请函

Invitation



打造专业性、产业化国际休闲旅游展销平台

The Best Platform For Leisure Industry



- 关注人本舒适
Focus on Humanism & Leisure
- ◆ 发掘文化特色
Explore Cultural Specialty
- ◆ 亲近生态自然
Get Close to Eco-nature

展会概况 Introduction of the Expo

2014年,我国国内旅游36亿人次,出境旅游1.07亿人次,全年旅游总收入约3.38万亿元。据世界旅游组织预测,2020年中国将成为世界旅游第一强国。

In 2014, the number of domestic tourists hits 3.6 billion and outbound tourists hits 107 million with total tourism revenue of around 3.38 trillion Yuan for the year. As predicted by the World Tourism Organization, China will become the most powerful country in world tourism in 2020.

目前,我国休闲经济已具备了相当规模,且呈现出蓬勃发展的势头,逐渐成为旅游业中的热点和支柱,中国人享受休闲的时代正在到来。

Currently, Chinese leisure economy has reached a considerable scale and shows a rapid and sound growth momentum, which has gradually become the hotspot and backbone of the tourism industry. The age of leisure is coming.



中国(厦门)国际休闲旅游博览会将于2015年8月15日-17日在厦门国际会展中心盛大开幕,展会面积达11000平方米。展会以“加强企业合作,推进旅游发展”为主题,集中展示覆盖全产业链的旅游产品,结合多方资源,进行全方位立体化宣传推广,以最优质的服务为国内外产业供需双方提供一站式对接平台。

China(Xiamen) International Leisure Tourism Expo 2015 will be held from August 15 to 17 in Xiamen International Conference & Exhibition Center (XICEC), covering 11,000 m² exhibition spaces. Featuring the theme of "Strengthen enterprise cooperation and boost tourism development" the fair displays the tourism products which cover the whole industry chain. It provides a one-stop docking platform for international and domestic industry suppliers and demanders with first-class service.

我们真诚期待与您一起开拓飞速发展的中国休闲旅游市场!

We sincerely look forward to exploring the rapidly developing leisure tourism market in China with you!



展会亮点 Highlights of the Expo

最深度：思想汇聚 共议商机

Depth: Expanding business opportunities

依托厦门区位和市场优势，将有上百家国内外行业决策人受邀参会，全国知名旅行商大会、第三届中国旅业互联网大会同期举办都将为展商带来专业的行业资讯，有助于企业把握市场动向，为休闲旅游综合产业的升级与合作提供智慧思想和商业拓展模式。

With the advantages of Xiamen location and market, the Expo will invite hundreds of industry decision-makers at home and abroad. The nationally known Travelling Agents Conference and the Third China Tourism Industry Internet Conference to be held in the same time will bring professional industry information to exhibitors. Getting the latest industry trend is beneficial for enterprises to keep up with market trend and grasp strategic business opportunities.

最广度：覆盖全产业链

Breadth: Whole industry chain

集生态、旅游、休闲、农村农业、健康、养生等于一体的全方位旅游休闲产业链服务大平台，通过展会方式孵化商业新契机及破壳市场启动力，为您进入产业链提供最佳途径。

With all-round leisure tourism industry chain service platform integrating ecology, travel, leisure, rural agriculture, health and regimen as a whole, it is committed to provide a "In-depth and comprehensive" marketing platform of comprehensive service in healthy and leisure tourism and to offer you a best channel into industry chain.

最幅度：强势推广 专业化邀请

Range: Strong and all-round promotion

展会将通过传统媒体结合新媒体资源有针对性地开展强势宣传推广，借助行业媒体和社会资源，运用密集的网络传播、电子出版物、电子媒体等多渠道的广告投放在全国乃至全球各主要国家和地区，进行广泛的商业推广。

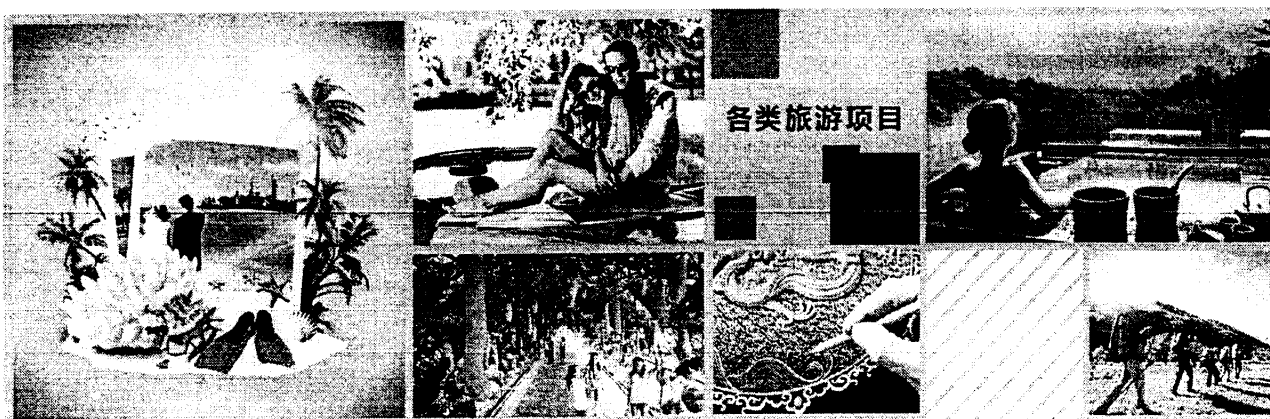
The Expo is going to take the advantage of industry media and social resources and apply the advertisements, by the way of intensive internet propaganda, electronic publications and electronic media, to the whole country and even to main countries and regions in the world, to carry out a large range of commercial promotion.

最力度：买家团体与资源雄厚

Influence: Abundant buyer groups and resources

邀请商务采购团体、参观考察团体来展，包括数百个全球知名的旅游城市、旅游景区、旅游机构、旅游企业、航空公司、邮轮、银行、旅游媒体、高端俱乐部等共享休闲旅游盛会。另外，建发国旅的旅游行业资源，将为展会带来巨大的买家阵容。

Business purchasing groups and investigation groups are invited to the Expo. With hundreds of world famous tourist cities, scenic spots, travel agencies, tourism enterprises, airlines, cruises, banks, travel media and high-end clubs gathering together to enjoy the feast themed on leisure tourism. In addition, the tourism industry resources provided C&D ITS, will bring a large amount of buyer groups to the Expo.



展区规划 Exhibit Range

温泉休闲展区：温泉度假酒店、温泉资源关联的企业等

Spa Leisure Exhibition Area: Spa hotels & resorts, enterprises related to spa, etc

海岛休闲展区：海岛旅游景区、海岛配套服务商、游艇等

Island Leisure Exhibition Area: Island scenic spots, island supporting service agents, yacht, etc

乡村休闲展区：美丽乡镇/社区、农家乐、主题农场、绿色农产品等

Countryside Leisure Exhibition Area: Beautiful township/community, agritainment, theme farm, green agricultural products, etc

户外休闲展区：户外装备、房车营地、自驾游、露营基地等

Outdoor Leisure Exhibition Area: Outdoor outfit, RV park, self-driving tour, camping base, etc

主题展示展区：主题酒店、旅游目的地运营商、主题景区/乐园、境内外旅游机构、邮轮等

Theme Exhibition Area: theme hotels, Destination operators, theme scenic spots/parks, domestic and overseas travel agencies, cruises, etc

非遗文创展区：优秀非物质文化遗产产品、伴手礼等

Intangible Cultural Heritage Creation Exhibition Area: Excellent intangible Cultural Heritage products, souvenirs, etc

旅游热卖区：旅游线路、门票、机票、餐券、房券、旅游礼品等

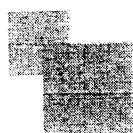
Tourism Hot Sale Area: Travel route, admission ticket, air ticket, meal coupon, housing voucher, traveling gift, etc

日程安排 Exhibition Schedule

布展时间：2015年8月13日-14日 Booth Decoration: August 13-14, 2015

展览时间：2015年8月15日-17日 Exhibition Time: August 15-17, 2015

撤展时间：2015年8月17日17:00 Booth Dismantling: after 5:00pm on August 17, 2015



举办机构 The Organizer

厦门建发国际旅行社集团有限公司成立20多年来，积累了丰富的旅游行业资源。与境外的旅游局、航空公司、景区、景点、酒店、餐饮机构建立了深厚的合作关系。

Xiamen C&D International Travel Service Co., Ltd. has accumulated abundant tourism resources in the industry as well as domestic and overseas tourism resources in the global since its foundation for more than 20 years.

建发国旅每年服务超过100万人次的旅游及商务客人。公司多年来承接了各项大型活动和政府接待，如每年的海峡旅游博览会、海峡论坛、海峡两岸文化产业博览交易会、APEC海洋部长会议、中美省州旅游局长会议等。丰富的客户资源、完善的推广渠道、与行业协会、与政府部门、媒体深度的合作关系是展会成功举办的有力保证。

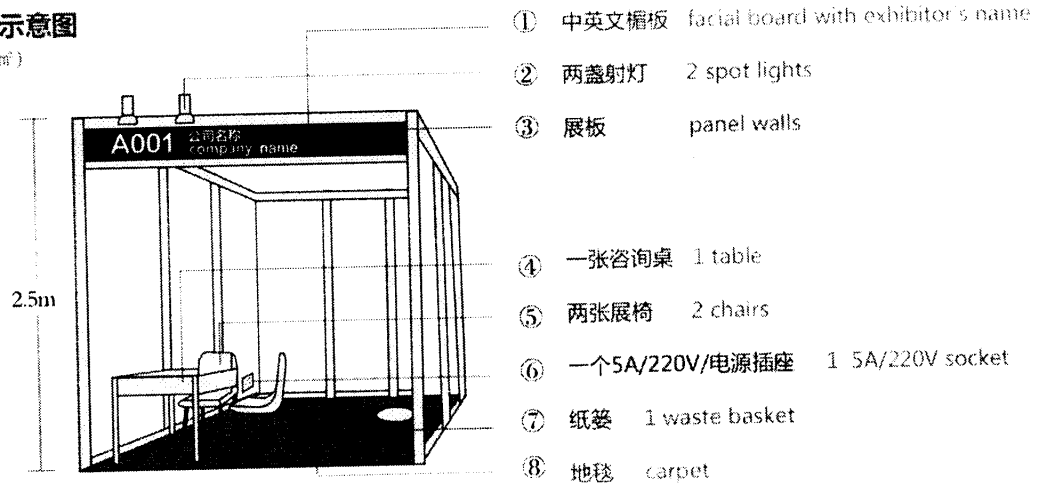
C&D ITS serves more than one million tourists and business travelers every year, through whom bring abundant buyer resources to the Expo. The rich customer resources, sound promotion channels, strong partnership with industry associations, government authorities and industry media strongly guarantee the success of the Expo.

参展费用 Participation Price

项目 Options	展位费 Booth-renting Costs
标摊 Standard Booth (9 m ² : 3m x 3m)	境内企业 Domestic Enterprise RMB6800/9m ²
	境外企业 Overseas Enterprise USD1200/9m ²
空地 Raw Space (non-equipped, carpet only) (36 m ² 起租)/minimum 36 m ²	境内企业 Domestic Enterprise RMB680/m ²
	境外企业 Overseas Enterprise USD120/m ²



> 标准展位配备示意图 Equipped ISB(9 m²)



> 相关说明 Notes

1. 标摊包括：三面围板、一张洽谈桌、两张展椅、两盏射灯、一个5A/220V电源插座、一个纸篓、中英文楣板，满铺地毯；
2. 室内空地：36 m²以上起租；无展具配置。
Each standard booth is equipped with 3 panel walls, 1 table, 2 chairs, 2 spot lights, 1 5A/220V socket, 1 waste basket, 1 facial board with exhibitor's name (both in Chinese and English)

参展流程 Participation Procedures

1. 企业确定报名后，填写“参展申请表”并加盖公章后，将原件、营业执照复印件邮寄至组委会，如展会申请被接收后，组委会盖章后通过传真或邮件方式确认。
2. 展位确认后，企业须于3个工作日内将参展费全额或者50%转入组委会账号，并将汇款底单传真至组委会，以便核查，如未收到相关费用恕不保留展位。
3. 参展企业须于2015年6月20日前交齐展位费全款。
4. 开展前一个月，组委会提供详细的《参展指南》给参展企业，请仔细阅读。
1. Review the Floor Plan and select your preferred booth locations. Post mail the "Space Application Form" with the copy of business license to the organizing committee. The committee will reply by mail after approval. All subsequent bookings will be taken on a strictly first come first served basis.
2. After booth confirmation, exhibitor must pay 50% fee or above to the assigned account, and fax the receipt to the organizing committee within 3 working days. The booth will not be reserved without receipt of fees.
3. Exhibitors are required to pay the full amount before June 20, 2015.
4. The organizing committee will provide "Exhibitor Guide" to exhibitors one month ahead the show, please read carefully.