



民宿博览会
BED&BREAKFASTINDUSTRYEXPO

美丽乡村游，诗画民宿行

——打造民宿产业一站式服务与贸易平台

2020 第三届上海
国际民宿及乡村旅居产业博览会
2020 3rd Shanghai International BNB Rural Living Industry Exhibition

同期举办：2020上海国际民宿产业发展大会

2020年6月13-15日

Shanghai Everbright Convention Exhibition Center

13-15, June. 2020 | 上海光大会展中心

主办单位：中国林学会

Sponsor: Chinese Society of Forestry

上海国际民宿及乡村旅居博览会组委会

Organizing Committee of Shanghai International Residential and Country Residences Expo

承办单位：中国林学会竹子分会

The Bamboo Branch of Chinese Society of Forestry

中国工艺美术学会竹工艺专委会

The Branch of Bamboo and Rattan Resource Utilization

中国林业产业联合会竹木企业发展分会

Bamboo and wood enterprise development branch of China Forestry Industry Federation

中国林产工业协会竹木重组材及制品分会

The Bamboo And Wood Reconstituted Materials And Products Of China National Forest Products Industry Association

浙江省竹产业协会

Zhejiang Bamboo Industry Association

寰域展览(上海)有限公司

Huanyu Exhibition (Shanghai) Co., Ltd.



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www.bbexpo.com



展会介绍

2020年第三届中国(上海)国际民宿及乡村旅居产业博览会是目前最有影响的民宿及乡村旅游产业专业展览会，本届展会于6月13日 - 15日在上海开幕，以“美丽乡村游,诗画民宿行”为主题，此届展会汇集了国内外民宿及乡村旅游产业市场知名品牌。品牌企业的汇聚和高质量的观众邀请，保证了展会的规模和层次，展会的影响力和号召力在民宿行业无法撼动。上海民宿及旅居博览会效果一年比一年好，规模一年比一年大，帮助民宿投资方、开发商、业主方根据不同的需求甄选适合自己的民宿品牌；同时结合民宿投资、加盟后对于项目筹建、改建所需要的设计装饰、工程信息、设备用品，汇集了众多优质供应商，打通民宿产业链的重要环节，形成投资——建设——运营一体化线下平台。

“融合，发展，全面提供民宿整体解决方案”。2020第三届中国（上海）国际民宿及乡村旅居产业博览会，百家争鸣，品牌大融合；五湖四海，业界人士大融合；百花齐放，跨界品类大融合；止于至善，优质资源大融合，2020年，上海民宿及乡村旅居博览会，展区涵盖民宿行业全产业链，展览期间，还聚焦民宿设计、投资、加盟、建造、民宿+文化、乡村旅游装备、和行业热点问题，举办20多场有影响力的高端会议和论坛。顺应绿色、生态、健康、舒适的发展趋势，牢牢把握我国民宿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，为国家十三五规划中明确的绿色发展规划，凝聚政策合力，提高发展效率。

Exhibition Profile

The third China (Shanghai) International Residence and Rural Residence Industry Exposition in 2020 is the most influential professional exhibition of residential and rural tourism industry at present. The exhibition opened in Shanghai from June 13 to 15 with the theme of "Beautiful Country Tour, Poetry and Painting Residence Travel". The exhibition gathers domestic and foreign residential and rural tourism products. Industry market well-known brand. The convergence of brand enterprises and high-quality audience invitation ensure the scale and level of the exhibition. The influence and appeal of the exhibition can not be shaken in the residential industry. The effect of Shanghai Residence and Residence Expo is getting better and better year by year, and the scale is getting bigger and bigger year by year. It helps the investors, developers and owners of residential accommodation to select their own brand according to different needs. At the same time, it combines the investment of residential accommodation and the design decoration, engineering information and equipment needed for project preparation and reconstruction after joining in the Expo. Supplies, a large number of high-quality suppliers, open the important link of the residential industry chain, forming an investment-construction-operation integration offline platform.

"Fusion, development, comprehensive provision of residential overall solutions". The third China (Shanghai) International Residence and Rural Residence Industry Exposition 2020, with hundreds of schools of thought contending and brand amalgamation; a great amalgamation of people from all walks of life; a great amalgamation of all kinds of flowers and cross-border categories; a great amalgamation of excellent resources at the end of the Supreme Good, 2020, Shanghai Residence and Rural Residence Exposition, the exhibition area covers the residential industry. During the exhibition period, the whole industry chain also focused on residential design, investment, franchise, construction, residential + culture, rural tourism equipment, and industry hot issues. More than 20 influential high-end conferences and forums were held. In line with the trend of green, ecological, healthy and comfortable development, we should firmly grasp the new strategic opportunities for the development of our country's residential quarters, let innovative products and technologies win the broader market and channel resources of the whole country and the world face to face in the first time, and make clear the green development plan in the 13th Five-Year Plan of our country and cohesive policies. Joint efforts should be made to improve the efficiency of development.



15,000m²

展示面积

民宿产业领域
全产业链平台

40,000+

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

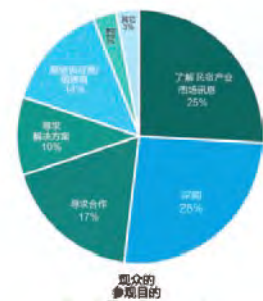
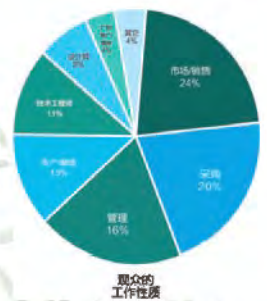
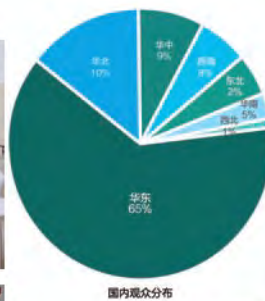
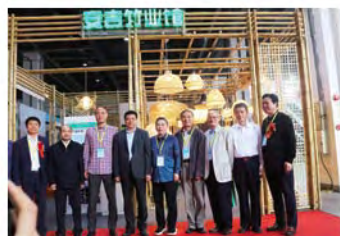
开幕典礼

2019年11月15日 上海世博中心

上届回顾

“2019中国（上海）国际民宿及乡村旅居产业博览会”（英文缩写：BBR EXPO 2019）作为亚洲民宿产业风向标，总面积15,000平方米，此次展出无疑对业界又一次产生了积极的影响。现场集结了国内外优秀的民宿产业200多个品牌参与展示。如萨莱玛、中欧生态、巴伯瑞、巨亿集团、小筑民宿、悬崖村、丽水民宿、万众达旅游、世界人居、古建展团、云也酒店、柏朗、秘境空间、多咪、集装客、华夏星光、牧童、玖米建筑、宝佳、有家、祥泰古建、斯普、盛联、木艺坊、吉宇、三建、宜宾纸业、福建和其昌、浙江庄禾、四川环龙、安吉展团等高端品牌等以大面积的展出面积推出最新的产品，在上海光大会展中心完美演绎创新发展的新民宿、乡村旅居的顶级技术及国内应用状况与发展前景等目前行业发展的关键问题。国内外众多采购商参与了本次行业盛宴，引来很多高端用户的洽谈，让本届展会成为业界的标杆聚会！

三天的展览时间专业观众突破**36,810**人次的参观人数，其中境内观众人数为**32970**人次，境外观众人数为**3840**人次。同期举办“中国（上海）国际艺术振兴乡村与民宿产业论坛”、“第二届中国传统建筑营造技艺传承人论坛暨古建筑装饰艺术作品展”、“中国巨亿集团全球城市智造新闻发布会”国际民宿产业发展学术论坛，吸引了数百家媒体报道盛况。



目标观众

- 🏠 民宿业主及民宿投资融资机构
- 🏠 各县市区旅游局
- 🏠 旅游/传统文化爱好者
- 🏠 旅游景区管理部门
- 🏠 民宿、客栈、精品酒店加盟
- 🏠 城建规划单位
- 🏠 规划建筑设计师（院）
- 🏠 旅游地产开发商
- 🏠 园林景观、室内设计设计师
- 🏠 装修设计单位
- 🏠 古建筑修复专家
- 🏠 文旅/建筑公司
- 🏠 装修设计单位
- 🏠 建筑材料供应商



为何参展?

Why choosing us _____

权威性 Authority

行业协会鼎力协作，
打造业界标杆聚会。

Industry associations work
together to create industry
benchmarking party

政策性 Policy

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。

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 Timeliness

贸易采购最佳时节，紧扣同
期节能宣传月主题脉搏。

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

广泛性 Extensive

影响贯穿南北，枝蔓遍布全
球，40余个国家与地区的
展商与观众共聚盛会。

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

参展商尊享服务

Exhibitor Services _____

全面周到的展商服务

展台搭建服务商推荐

展馆会议室租赁

展品运输商推荐

《参展商服务指南》

便捷的在线服务

各类参展观展资料下载

定制客户电子邀请函

展前预览刊登展品信息

商贸配对现场会谈

有效的宣传服务

广告赞助服务

会刊宣传

媒体宣传报道

展商活动宣传推广

便利的商旅服务

签证服务 (提供邀请函) 协议酒店优惠预订

高效的新媒体服务

40,000微信粉丝互动 行业新闻论坛播报

02 行业趋势、展会动态、展商新品播报

宣传方式

Ways of Propaganda _____

- 40,000优质买家资源及100+万元高额宣传投入;
- 80+国内外合作媒体:覆盖建筑、酒店、民宿、旅游地产、园林景观、景区、室内装饰、装修设计等领域行业媒体;
- 500+期平面广告+网络旗帜广告;300,000余字新闻稿落地各大行业网媒及杂质媒体;
- 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;
- 30期电子邮件有效刺激200,000人次目标观众;100,000电话直邀目标观众;
- 自媒体(微信、官网等)全年365天持续宣传
- 40,000 high-quality buyer resources and 1+10,000,000 yuan of high propaganda investment;
- 80+ Domestic and foreign cooperative media: covering industry media and mass media in the fields of architecture, hotels, residential accommodation, tourism real estate, household, shopping mall, Interior decoration, etc.
- 500+ print advertisement + online banner advertisement; more than 300,000 words of news release landed in the major industries of network media and impurity media;
- 100,000 invitations to audiences are sent to domestic brands, purchasers, channel providers, partners, key customers and media in stages.
- 30 e-mails effectively stimulate 200,000 target audiences; 100,000 telephone calls directly invite target audiences;
- Continuous publicity from the media (Weixin, official website, etc.) for 365 days throughout the year



同期活动 Concurrent activities

展会期间，组委会联合多家行业机构、媒体、品牌商等精心筹备了多场各具特色的活动，**中国（上海）国际民宿产业发展大会**：搭建以艺术振兴乡村和民宿文化产业为核心的发展对接、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。

中国民宿及酒店设计论坛：主办方携手多家协会，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。

参展企业产品发布及技术交流会：在展会现场为参展企业搭建技术交流与宣传平台，借助展会业内人士集聚优势，形成展览与技术交流的深层互动；

Shanghai International Hostel Industry Development Forum: To build a service platform for development docking, industrial planning, multi-investment, environmental protection, intelligent operation and innovation convergence, with the artistic revitalization of rural and residential cultural industries as the core.

China Hostel and Hotel Design Forum: Organize National Hostel and Hotel Design Forum, which will invite top experts at home and abroad to introduce the development trend, advanced concepts and advanced technology.

Exhibitors' product release and technology exchange: to build a platform for technology exchange and propaganda for exhibitors at the exhibition site, and to form a deep interaction between exhibition and technology exchange;



中国（上海）国际民宿产业发展大会 China (Shanghai) BNB Industry Development Summit Forum



中国民宿及酒店设计论坛 China Hostel and Hotel Design Forum

中国传统建筑及古建筑装饰艺术论坛 Chinese Traditional Architecture and Decoration Art Forum



参展企业产品发布及技术交流会 Seminar on New Technology Application of BNB Industry Products

中国优质民宿评选 Selection of High Quality BNB in China



展品范围 Scope of exhibits



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、民宿业品牌店、木屋、帐篷、休闲农庄、休闲度假综合体等；



民宿投资 营销渠道

政府扶持资金、旅游投资机构、保险公司资产评估投资、民间团体投资、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；



民宿连锁加盟 资源开发

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、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、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、藤艺竹艺、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；



民宿设计建造

建筑设计、室内设计、景观设计、创客工作室、艺术工匠、非遗传承人、大专院所及建造施工机构、民宿建造材料；



民宿建造材料

仿古类建材、城砖、涂料、硅藻泥、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；



民宿酒店用品、智慧酒店

卫浴用品、民宿酒店布草、床上用品、餐饮布草、窗帘、床垫、酒店入住系统、酒店智能系统、智能窗帘、智能音响、智能卫浴、智能锁、新风系统、空气净化、水处理系统、地暖、中央空调、酒店机器人；



民宿饮食文化 非物质文化遗产

地方特色饮食、传统药膳食材、茶文化、酒文化、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 古法养生

文艺演出机构、活动策划执行机构、文化创意产品、针灸、推拿、火罐、艾灸、太极、传统养生器材。



露营地装备 集成房屋

房车露营地、游艇码头露营地、乡村露营地、节能房屋、轻钢房屋、木屋、集装箱房屋、装配式房屋；



康养旅游

康养城市、旅居养老、体育旅游、旅游康养、森林康养、中医康养、康复医疗、生态养老、健康养生、健康食品及保健品旅游、非遗旅游新兴旅游业态及相关产品；

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	12800元 (9m ²) RMB 12,800 (9m ²)	1300元/m ² RMB 1,300/m ²
国内B区 International B	11800元 (9m ²) RMB 11,800 (9m ²)	1200元/m ² RMB 1,200/m ²

备注: 1. 双开口展位加收10%;
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。

Remarks: 1. Double opening booth will increase the cost of 10 % on the base of original price.
2. Standard booth 3m×3m; equipment: hoarding, lintel board, carpet, a table of two chairs, spotlights and power socket.
3. People can rent the bare land at least 36m² without any exhibition equipment.

会刊广告 Advertisements on the journal

(展会会刊: 尺寸140mm×210mm Size of journal: 140mm×210mm)

封二 Inside front cover	12000元 RMB 12,000	封三 Inside back cover	10000元 RMB 10,000	封底 Back cover	18000元 RMB 18,000
门票	5000元 / 万张	彩页 Color page	8000元 RMB 8,000	礼品袋广告	18000元/5000只 (尺寸295×410mm)



部分参展企业 Some exhibitors

以上仅为部分参展品牌, 排名不分先后



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2020 第三届上海 国际民宿及乡村旅居产业博览会

2020 3rd Shanghai International BNB Rural Living Industry Exhibition



展会垂询/Information:

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