

**XRFAE**

# 厦门休闲渔业展 2015年展后报告

**SHOW REPORT**

2015年11月6-8日

November 6-8, 2015

厦门国际会展中心

Xiamen International Convention and Exhibition Center, China

届中国(厦门)国际休闲渔业博览会



# 观众云集，盛况空前

## Recreational Fishery China 2015 Grand

中国（厦门）国际休闲渔业博览会是我国休闲渔业、观赏渔业及海洋娱乐领域最具专业水平的精品展会，是国家农业部渔业渔政管理局唯一支持和参与的行业盛会。被众多权威媒体誉为“中国休闲渔业第一展”。始创于2008年，八年来超过20万名休闲垂钓、海洋旅游、水上娱乐、潜水及水族观赏爱好者、旅行社、俱乐部、培训中心、设备制造/经销厂商等参加了博览会。

2015年，是博览会走过的第八个年头，展会在规模、展商、观众取得了新的突破，本届大会展出面积达13000平米，参展企业305家，为期3天的博览会共计吸引了57018人次参观，相较上届分别增长了12%、10%、49%。同期举办的水上运动体验、暗夜城堡、锦鲤大赛、行业嘉年华等活动受到展商和观众的一致好评。

China (Xiamen) Recreational Fishery & Aquarium Expo is the exhibition of the highest professional level in the realms of China's recreational fishery, ornamental fishery and marine entertainment, the only grand gathering of the industry enjoying the support and participation of the Fishery Administration of China's Ministry of Agriculture. Originated in 2008 and acclaimed by numerous authoritative media as 'China's No. 1 recreational fishery expo', over 200 thousand fans of leisure angling, marine travel, water games, diving and aquatic viewing, travel agencies, clubs, training centers and equipment manufacturers /distributors have visited the Expo during the past 8 years.

2015 witnessed the 8th year that the Expo presented itself, with new breakthroughs in terms of scale, exhibitors, and audiences. Covering a total exhibition area of 13 thousand square meters and lasting for 3 days with 305 participating firms, it drew 57,018 person-times of audiences altogether, an increase of 12% for area, 10% for exhibitors and 49% for visitors. Unanimously well received by the exhibitors and audiences were the concurrently held activities including water games, Night Castle, fancy carp competition and industry carnival.



展览面积  
Exhibition area

13000

305

参展企业  
Participating firms

参观人次  
Visitor person-times

57018

### 厦门休闲渔业展八年发展

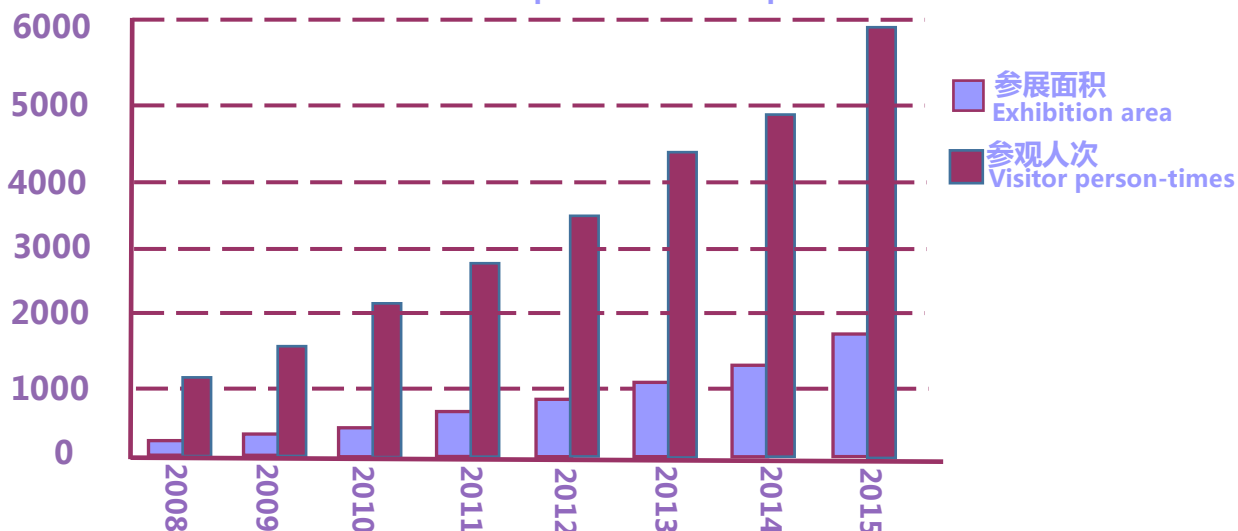
### The 8 year development of XRFAE

(展览面积、参观人次增长图)

( the growth chart of exhibition area and visitors )

#### XRFAE 历届展览面积和参观人次

#### Exhibition area and visitor person-times of past XRFAEs





### 2015 年展商满意度:

Exhibitor satisfaction 2015

87%

对此次参展效果感到好或者非常好  
Concluded the exhibition result from good to excellent

76%

明确表示会参加下届博览会  
Would definitely exhibit again



### 部分展商介绍:

#### Introduction to some exhibitors

#### 1、渔业休闲旅游基地、海洋娱乐基地、邮轮旅游

Fishery recreation and tourism base, marine entertainment base and liner tourism



#### 2、钓杆钓具钓鱼艇、水上娱乐装备、户外用品

Fishing tackles, fishing boats, water game outfits and outdoor gear



#### 3、观赏鱼、水族及用品

Ornamental fish, aquatic life and articles for use



### 2015 年展商类别:

Categories of exhibitors 2015

32%

渔业休闲旅游基地、海洋娱乐基地、邮轮旅游  
Fishery recreation and tourism base, marine entertainment base and liner tourism

41%

钓杆钓具钓鱼艇、水上娱乐装备、户外用品  
Fishing tackles, fishing boats, water game outfits and outdoor gear

22%

观赏鱼、水族及用品  
Ornamental fish, aquatic life and articles for use

5%

媒体、咨询/规划设计机构  
Media, consultative /planning and design agencies

### 2015 年展商感言:

Exhibitors testimonials 2015

#### 丽星邮轮旅行社 展商陈先生

Mr. Chen with the exhibitor Star Cruises Travel Agency

厦门休闲渔业展相当成功,吸引的人流量也非常大,作为全球第三大邮轮公司,我们很早就进入了厦门市场,这次过来希望能够利用休闲渔业展这个平台和观众面对面交流,改变人们对邮轮旅游的认知,去享受这一新兴的旅游方式。

The Expo is highly successful, drawing a big audience. As the 3rd largest liner company globally, we set our feet in the Xiamen market long ago. This time, we come to avail ourselves of this platform to materialize face-to-face communication with audiences, and improve people's knowledge of liner travel to embrace the burgeoning style of tourism.

#### 台北南港潜水中心 展商林先生

Mr. Lin with the exhibitor Taipei Nangang Diving center

第一次参加类似的展会,主办方很用心,现场活动丰富,让我们有机会和福建潜水爱好者交流,他们对潜水行程提出了不同的需求,也让我们在针对客制化方向上有更多的了解和调整。

This is the 1<sup>st</sup> time for us to participate in an expo like this. The organizer gives their mind to it to offer a variety of activities, enabling us to communicate with diving fans in Fujian, who raise different requirements for the diving journey so that we gain more understanding towards adjustments in terms of customization

#### 台湾休闲渔业发展协会秘书长 何立德先生

Mr. He Lide, the Secretary General of Taiwan Recreational Fishery Development Association

我们是第二年参展,这次有来自台湾各地的休闲渔业业者带来更加多元化的渔业深度旅游项目,这是第一次在这里做一个整合推介,也和大陆的休闲渔业做更多的交流合作。

This is the 2<sup>nd</sup> time that we participate. Recreational fishery professionals from throughout Taiwan come here to bring diversified in-depth fishery tourism projects. We make an integrated introduction here for the 1st time and carry out more communication with Mainland recreational fishery for cooperation.

#### 厦门顽石航海俱乐部 展商魏船长

Captain Wei with the exhibitor Xiamen Wanshi Navigation Club

厦门是一个很适合玩帆船的城市,展会是推动海洋生活和帆船运动方面起到很好的平台作用,现场有很多小孩儿排队报名,让他们从这里认识海洋世界。

Xiamen is a right city for sailing. The Expo serves as a very good platform to promote sea life and sailing. Many children line up and sign up on site to acquaint themselves with the sea world from here

#### 俄罗斯海天垂钓俱乐部 展商王先生

Mr. Wang with the exhibitor Russian Haitian Angling Club

有机会来厦门体验这里的海钓,在现场和这里的钓友认识、交流,为大家带来俄罗斯哈巴的海钓体验,是一次很好的参展经验。

It is a fantastic experience of sea angling here in Xiamen, getting to know and communicating with the angling fans here on site and bringing with us the Russian Harba style sea angling experience for everybody. We enjoy our participation.

# 观众分析

## Visitors' profile

### 参观人次：

57018 人次，其中专业观众 12800 人次。

Visitor person-times: 57,018 domestically including 12,800 person-times of professional audiences.

### 观众满意度调查：

Audience satisfaction survey

认为这次展会好或非常好

Good or very good

97%

会继续参观

Will visit again in the future

99%



### 观众感兴趣的领域分析：

Analysis of the realms of audience interest

82%

渔业旅游、滨海度假

Fishery tourism and coastal holiday

87%

水上运动、滨海娱乐

Water games and coastal entertainment

62%

休闲垂钓、海钓

Leisure angling and sea angling

78%

观赏鱼、水族

Ornamental fish and aquatic life

### 专业观众公司类别：

Categories of professional corporate audiences

31.3%

旅游服务单位

Tourism service

8.8%

电子商务

E-business

36.2%

经销/外贸公司

Distributor /foreign trade company

11.1%

生产/制造公司

Manufacturer

1.2%

咨询/规划/金融机构公司

Consultative /planning /financial institution

6.4%

科研机构、高等院校

Scientific institution and institution of Higher learning

2.8%

政府主管部门/行业协会

Competent authorities /guild

2.2%

其他

others





# 同期精彩活动

## Concurrent activities

### 16 场水上运动免费体验活动

——帆船/皮划艇/独木舟/浆板

16 rounds of water game experience for free

-sailing /canoeing /dugout canoeing /SUP



扬帆吧，少年！顽石航海帆船体验报名活动”

——组织单位：顽石航海俱乐部

‘Go sailing, kids! Sign up for Wanshi sailing experience!’

-organizer: Wanshi Navigation Club

“翻滚吧，独木舟”活动

——组织单位：龙江之友俱乐部

‘Roll, dugout canoes!’

-organizer: Longjiang Friends Club

“前进吧，独木舟”活动

——组织单位：海骑士户外俱乐部

‘Forward, dugout canoes!’

-organizer: Sea Knight Outdoors Club

### 锦鲤大赛·现场拍卖会

Fancy carp competition /on-site auction

锦鲤大赛是厦门休闲渔业展的传统比赛项目，2015 年大赛规模和水平再创新高，吸引了众多水族爱好者前来参观拍卖，本次锦鲤总冠军现场拍出了 13 万元的高价。

The fancy carp competition is a traditional contest at the Expo. The 2015 competition scored a new high in terms of the scale and notch, drawing numerous aquatic fans to view and bid. The champion carp was auctioned at as high as RMB 130 thousand Yuan.



评委评价：

Appraisal by the judges

锦鲤大赛已经做了六届，一年比一年兴旺，不断往高处走，这次的鱼也很漂亮，参赛品种的品质很高，是历年来最好的一次，组委会很花心思。

-----广东水族协会会长 许品章

There have been 6 times of such competitions, with each one outperforming the last one. The carp this year are beautiful with highest quality breeds ever. The organizing committee must have spent a lot of mind on it.—Mr. XU Pinzhang, the president of Guangdong Aquatic Association



# 同期精彩活动

## Concurrent activities

为保障展商利益，博览会举办了暗夜城堡、水草造景表演、嘉年华亲子活动、参观抽奖等活动，为现场创造热烈气氛，吸引更多潜在客户和爱好者们前来参观

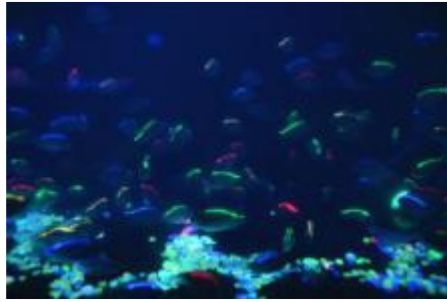
To serve the exhibitors, the Expo holds such activities as Night Castle, aquatic plants landscaping performances, a parents-child carnival and a lucky draw, creating ardent atmosphere on site and drawing more potential customers and fans.

### 暗夜城堡

——会发光的鱼，台湾荧光鱼愈夜愈美丽

Night Castle

-glowing fish: the Taiwan Glow Fish gains beauty through the night.



### 水草造景现场表演

Aquatic plants landscaping performances on site



### 嘉年华亲子活动

Parents-child carnival



### 参观抽奖

Lucky draw

等级	数量	产品	赞助商
特等奖	1	尚威的新年	威龙品牌
一等奖	10	Nano鱼缸缸	邦德水族
		金鱼缸造景套装	博耐水族
二等奖	10	伊乐群鱼缸	博耐水族
		伊乐群鱼缸+伊乐群过滤器	博耐水族
三等奖	25	爱丽屋迷你鱼缸	爱丽屋
		博耐亲子捞鱼套装	厦门博耐水族
		Carroll 鱼缸缸	博耐水族
四等奖	75	伊乐群鱼缸	博耐水族
		鱼缸	博耐水族
		过滤器	博耐水族



# 媒体密切合作

## Close media cooperation

- ❖ **121 家合作媒体**  
121 media partners
- ❖ **1018 篇新闻稿**  
1018 press releases
- ❖ **235 篇电视广告、平面广告、户外广告**  
235 TV commercials, billboards and outdoor advertisements
- ❖ **43 家现场媒体,包括新华社、中央人民广播电台、央视网、中国网、新浪网、腾讯网等**  
43 on-site media including Xinhua News Agency, China National Radio, CNTV, China Network, Sina and Tencent.



## 中国（厦门）国际休闲渔业博览会

China (Xiamen) Recreational Fishery&Aquarium Expo

### 支持单位

Supported by

中华人民共和国农业部渔业局

The People's Republic of China Ministry of Agriculture, Fisheries Bureau

### 主办单位

Organizers

中国渔业协会

China Fisheries Association (CFA)

福建省海洋与渔业厅

Fujian Provincial Department of Ocean and Fisheries, P.R.China

厦门市人民政府

Xiamen Municipal Government, P.R.China

### 承办单位

Operated by

厦门市海洋与渔业局

Oceans&Fisheries Bureau of Xiamen, P.R.China

厦门新天会展有限公司

Valuedshow (Xiamen) Management LLC.

### 协办单位

Co-organizers

全国水产技术推广总站

The National Fisheries Technology Extension Station, P.R.China

中国休闲垂钓协会

China Recreational Angling Association

中国渔业协会水族分会

Aquarium Professional Committee, China Fisheries Association

厦门市渔业协会

Xiamen Fisheries Association

台湾休闲渔业发展协会

Taiwan Leisure Fishery Development Association

台湾屏东观赏水族生产协会

Taiwan Pingtung ornamental aquarium Production Association

厦门海洋职业技术学院

Xiamen Ocean Vocational College

### 组委会办公室

Office of the Committee

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