



第十五届亚洲赏鸟博览会

第一次大会通知

1st General Note of the 15th Asian Bird Fair, Xiamen, China

各位参会嘉宾、行业同仁、参会友人：

为深耕观鸟文旅产业发展，搭建亚洲观鸟旅游交流合作平台，推动鸟类文创、观鸟装备、生态文旅资源融合创新，经统筹筹备，现定于**2026年11月26日—11月30日**在福建厦门举办**第十五届亚洲赏鸟博览会**。现将本次大会活动安排、参会事宜、场地配套、交通指引等核心事项正式通知如下，诚邀各界友人莅临参会、共话发展。

Ladies and gentlemen,

To further develop the birdwatching tourism industry, build a platform of Asian birdwatching tourism exchange and cooperation, and promote the integration and innovation of bird-themed cultural and creative products, birdwatching equipment, and ecological tourism resources, the 15th Asian Bird Fair will be held in Xiamen, Fujian Province, China from November 26th to 30th, 2026. The key details of the conference, including the event schedule, participation information, venue facilities, and transportation guidance, are hereby officially announced as following. We sincerely invite friends from all walks of life to attend and discuss development together.



一、大会基本信息

1. 活动时间：2026 年 11 月 26 日（周四）—11 月 30 日（周一）

2. 举办地点

博览会议事、展览、交流主场：**厦门佰翔会展中心**

官方指定接待住宿场地：**厦门佰翔五通酒店**（湖里区环岛东路 2496 号）

场地概况：厦门佰翔会展中心及厦门佰翔五通酒店为福建省首家高端酒店与会展中心一体化运营综合体，集会议、博览、文旅、休闲、高端配套服务于一体。两栋建筑相邻互通，通过空中连廊及户外景观平台无缝衔接，参会、参展、出行极为便捷。

I. Basic Information of the event

1. Event date: November 26 (Thur.) – November 30 (Mon.), 2026

2. Venue

Main venue for conferences, exhibitions, and exchanges: Xiamen Bai Xiang Convention and Exhibition Center

Official hotel: Xiamen Wutong Fliport Hotel (No. 2496, Huandao East Road, Huli District, Xiamen City)

Venue Overview: Xiamen Bai Xiang Convention and Exhibition Center and Xiamen Wutong Fliport Hotel are the first integrated high-end hotel and convention center complex in Fujian Province, combining conferences, exhibitions, cultural tourism, leisure, and high-end supporting services. The two buildings are adjacent and interconnected, seamlessly connected by sky bridges and outdoor landscape platforms, making it



extremely convenient for attendees, exhibitors, and travelers.

A 3m*3m booth will be provided free for each organization/company with a charge of US\$250 for one more additional booth.



链接以下厦门佰翔五通酒店的网址

https://www.fliport.com/fliport_hotel/xiamenwutong

若是您提前抵达或推迟离开厦门，也可自行选择厦门佰翔五通酒店周边的酒店，如厦门禹洲五缘湾温德姆至尊豪庭酒店、厦门希尔顿逸林酒店、厦门牡丹港都大酒店（五缘湾店）。

Should you arrive in Xiamen early or depart later, you may also choose alternative hotels around Xiamen Baixiang Wutong Hotel, including Wyndham Grand Xiamen Wuyuanwan, DoubleTree by Hilton Xiamen, and Mudan Gangdu Hotel Xiamen (Wuyuanwan Branch).



链接以下厦门禹洲五缘湾温德姆至尊豪庭酒店

<https://m.wyndhamgrandxiamen.cn/en>

二、大会核心活动内容

本次大会融合展览展示、产业交流、户外研学、文创赛事、城市参访五大板块，全方位展现亚洲观鸟文旅产业发展成果，搭建供需对接、学术交流、资源合作平台。核心内容如下：

1. 博览会主场展览：鸟类保护、观鸟旅游、观鸟装备、摄影器材、鸟类文创产品、生态文旅项目集中展示；
2. 高端产业论坛：多场国际观鸟旅游产业交流会，聚焦行业趋势、业态创新、跨境合作；
3. 专项主题交流：观鸟装备与摄影器材专项交流会，分享设备应用、拍摄技巧、行业前沿技术；
4. 户外生态体验：城市精品观鸟、园林生态参访、鹭江夜游民俗体验活动；
5. 文创赛事颁奖：鸟类文创大赛成果展示及颁奖仪式，表彰优质原创文创作品；

II. Core Activities of the event,

It integrates five major sections: exhibition, industry exchange, outdoor study tours, cultural and creative competitions, and city visits. It comprehensively showcases the achievements of Asia's birdwatching tourism industry and builds a platform for supply and demand matching, academic exchange, and resource cooperation. The core activities are as follows:



1. Main Exhibition: A concentrated display of bird conservation projects, birdwatching tourism, eco-tourism, birdwatching equipment, photography gear, bird-themed cultural and creative products;
2. High-Level Industry Forum: Multiple international birdwatching tourism industry exchange meetings, focusing on industry trends, business model innovation, and cross-border cooperation;
3. Specialized Thematic Exchanges: Specialized exchange meetings on birdwatching equipment and photography gear, sharing equipment applications, shooting techniques, and cutting-edge industry technologies;
4. Outdoor Ecological Experiences: City-based birdwatching, garden ecological visits, and folk experience activities such as the Lujiang River night cruise;
5. Cultural and Creative Competition Awards: A display and awards ceremony for the bird-themed cultural and creative competition, recognizing outstanding original cultural and creative works;

三、大会行程安排 **Schedule**



博览会行程 Schudule

日期 Date	活动 Activity	时间 Time	内容 Content	备注 Remarks
11 月 26 日 (周四) Nov 26 (Thu)		上午 AM	抵达厦门，入住酒店 Arrive in Xiamen and check-in at hotel	接驳送往酒店 Shuttle service to The hotel
		14:30-16:00	观鸟活动 Bird-watching Activity	酒店周边观鸟 Bird-watching around the hotel
		16:00-18:30	交流活动 Exchange Activity	酒店餐厅 Hotel Restaurant
		18:30	欢迎晚宴 Welcome Dinner	
11 月 27 日 (周五) Nov 27 (Fri)	博览会主场活动 Expo Main-venue Activities	8:30-9:00	博览会布展 Booth Setup	
		10:30-11:30	博览会开幕式 Opening Ceremony	
		11:00-18:00	博览会 Bird Fair	
		14:30-17:00	交流会 Exchange Conference	国际观鸟旅游产业交流会 International Bird-watching Tourism Industry Exchange Conference
		18:30-19:30	晚餐 Dinner	
		19:30-21:30	夜游参访 Night Cruise	乘船夜游鹭江，民俗参访 Night cruise on Lujiang River & folk-custom visit
11 月 28 日 (周六) Nov 28 (Sat)	博览会主场活动 Expo Main-venue Activities	7:30-10:00	观鸟活动及城市参访 Bird-watching & City Visit	厦门园林博览苑、闽南非遗文化参访 Xiamen Horticulture Expo Garden, Southern Fujian ICH Cultural Tour
		10:30-11:30	博览会、交流会 Expo & Exchange Conference	观鸟装备与摄影器材交流会 Bird-watching Gear & Photographic Equipment Exchange Conference
		14:30-17:00	国际观鸟旅游产业交流会 International Bird-watching Tourism Industry Exchange Conference	
11 月 29 日 (周日)		7:30-10:00	观鸟活动及城市参访 Bird-watching & City Visit	厦门园林博览苑、闽南非遗文化参访 Xiamen Horticulture Expo Garden, Southern Fujian ICH Cultural Tour
Nov 29 (Sun)	博览会主场活动 Expo Main-venue Activities	10:30-11:30	博览会、颁奖会 Bird Fair & Award Ceremony	鸟类文创大赛颁奖 Award Ceremony for Bird-themed Cultural & Creative Competition
		14:30-17:00	国际观鸟旅游产业交流会 International Bird-watching Tourism Industry Exchange Conference	
		19:00	交接晚宴 Turnover Dinner	
11 月 30 日 (周一) Nov 30 (Mon)		上午 AM	返程 Departure	接驳送往机场、高铁站 Shuttle service to airport & high-speed railway station



四、展位配置说明

本次博览会主场设于厦门佰翔会展中心，展位规划科学、功能分区清晰，适配参展、展示、洽谈、交流全场景需求，具体配置如下：

- 1. 综合展览区：**主打观鸟文旅项目展示、生态景区推介、观鸟研学线路发布，为文旅机构、地方景区提供品牌展示与招商对接展位。
- 2. 装备器材展区：**专项展示观鸟望远镜、长焦摄影设备、户外防护装备、航拍设备、观鸟辅助器材等，适配器材企业产品展示、现场体验、商务洽谈需求。
- 3. 文创作品展区：**集中展示本次鸟类文创大赛参赛及获奖作品，涵盖鸟类 IP 文创、手作产品、插画设计、非遗融合文创等，设置作品展示墙、作品介绍展板、互动打卡区域。
- 4. 产业洽谈区：**配套独立洽谈桌椅，供参展企业、行业嘉宾、采购商、研学机构开展一对一商务对接、合作洽谈、资源交流。
- 5. 配套功能区：**设置会务签到区、媒体采访区、休息饮水区、物资存放区，全方位保障参会参展体验。

IV. Booth Configuration Description

The main venue for this bird fair is located at the Xiamen Bai Xiang Convention and Exhibition Center. The booth layout is well planned and clearly functionally divided to meet the needs of exhibitors, presenters, business negotiators, and exchangers. The specific configuration is as follows:

- 1. Comprehensive Exhibition Area:** Focusing on showcasing birdwatching tourism



projects, promoting ecological scenic spots, and releasing birdwatching study tour routes, providing brand display and business matchmaking booths for cultural tourism institutions and local scenic spots.

2. Equipment and Materials Exhibition Area: Specializing in showcasing birdwatching binoculars, telephoto photography equipment, outdoor protective equipment, aerial photography equipment, birdwatching auxiliary equipment, etc., catering to the needs of equipment companies for product display, on-site experience, and business negotiation.

3. Cultural and Creative Works Exhibition Area: Showcasing entries and winning works from this bird-themed cultural and creative competition, covering bird IP cultural and creative products, handmade products, illustration designs, and intangible cultural heritage integrated cultural and creative products, featuring display walls, introductory panels, and interactive photo areas.

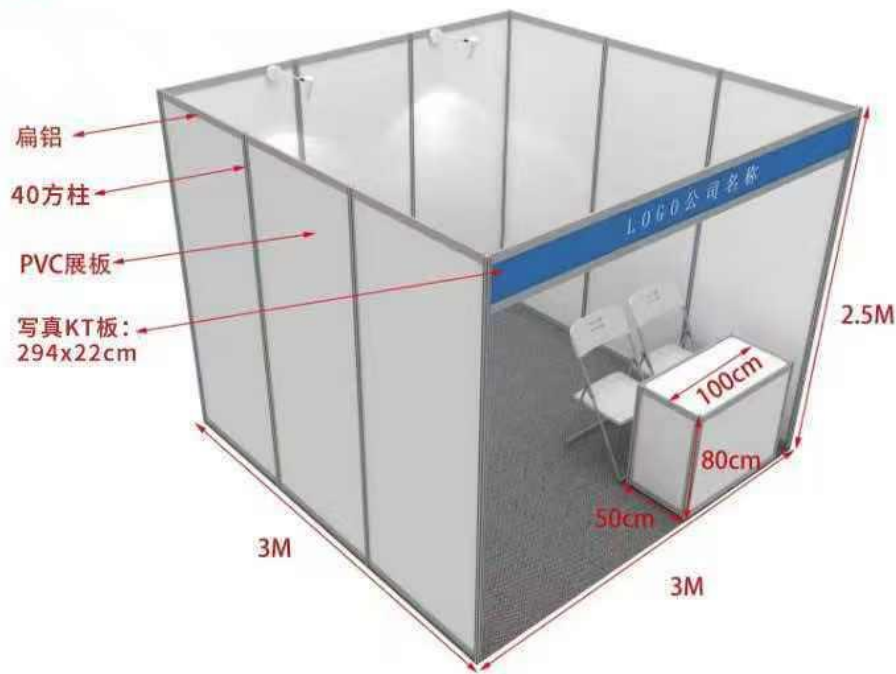
4. Industry Negotiation Area: Equipped with individual tables and chairs, providing a space for exhibitors, industry guests, buyers, and research and study organizations to conduct one-on-one business matchmaking, cooperation negotiations, and resource exchanges.

5. Supporting Functional Areas: Includes a conference registration area, media interview area, rest and refreshment area, and material storage area, ensuring a comprehensive experience for all participants and exhibitors.



第十五届亚洲赏鸟博览会

单位: cm



注: 一个团体提供一个展位, 需要增加展位的需另外加缴交费用, 250 美元/个展位。每个展位配置 1 张接待台、2 张椅子、1 个垃圾桶、2 盏灯、1 个排插 (3 个插孔)。

Each organization/group/organization is allocated one booth. Additional booths are available at an extra charge of USD 250 per booth. Each booth is equipped with 1 reception desk, 2 chairs, 1 trash bin, 2 lights, and 1 power strip with 3 sockets.



五、参会交通指引 Transportation to the hotel

目的地：厦门佰翔五通酒店 / 厦门佰翔会展中心（湖里区环岛东路 2496 号）

Destination: Xiamen Wutong Fliport Hotel / Xiamen Bai Xiang Convention & Exhibition Center (No.2496, Huandao East Road, Huli District, Xiamen City)

1. 厦门高崎国际机场 → 会场酒店 Xiamen Gaoqi

International Airport → Xiamen Wutong Fliport Hotel

① 出租车：全程约 8 公里，车程 10-15 分钟，T3 航站楼车费约 21 元，T4 航站楼约 18 元，直达无换乘，适合携行李参会嘉宾。

Taxi: About 8 km, 10-15 minutes' drive. Fare: CNY 21 (Terminal 3), CNY 18 (Terminal 4). Direct trip, ideal for guests with luggages.

② 公共交通：机场公交接驳线换乘地铁 2 号线，至湿地公园站出站，步行 8 分钟抵达会场，全程约 40 分钟，票价 4 元。

Public Transport: Take airport shuttle bus to Metro Line 2, alight at Shidi Gongyuan (Wetland Park) Station, walk 8 minutes to the venue. 40 minutes in total, fare CNY 4.

2. 厦门站（市区动车站）→ 会场酒店

Xiamen Railway Station (Urban High-Speed Railway Station)

→Xiamen Wutong Fliport Hotel

① 出租车：全程约 15 公里，车程 25-30 分钟，车费 40-50 元，全程直达。

Taxi: About 15 km, 25-30 minutes' drive, fare CNY 40-50, direct access.



② **公共交通**：地铁 3 号线（体育中心站）换乘地铁 2 号线，至**湿地公园站**出站，步行 8 分钟可达，全程 50 分钟，票价 5 元。

Public Transport: Take Metro Line 3 to Sports Center Station, transfer to Metro Line 2 and alight at Wetland Park Station, 50 minutes in total, fare CNY 5.

3. 厦门北站（高铁枢纽站）→ 会场酒店

Xiamen North Railway Station (High-speed Rail Hub)

→Xiamen Wutong Fliport Hotel

① **出租车**：全程约 19 公里，车程 25-30 分钟，车费 50-55 元，高效便捷。

Taxi: About 19 km, 25-30 minutes' drive, fare CNY 50-55, highly efficient.

② **公共交通（优选）**：BRT 快 1 路至市政政务服务中心站，换乘 82 路公交至**五通会展中心站**，步行 2 分钟抵达，全程 60-70 分钟，票价 3 元。

Public Transport (Recommended): Take BRT K1 Line to Municipal Government Service Center Station, transfer to Bus No.82 to Wutong Convention & Exhibition Center Station, walk 2 minutes to the venue. 60-70 minutes in total, fare CNY 3.

***Please note, The organizer will provide pickup and delivery services on Nov. 26 and Nov. 30. Detail information will be announced soon.**

六、温馨提示

1. 厦门 11 月底气候温和，气温 14℃-23℃，昼夜温差较大，夜间海风微凉，建议备薄厚双层外套，适配室内会议与户外观鸟活动；



2. 酒店与会展中心通过空中连廊互通，室内通行直达，无需户外绕行，参会出行便捷安全；

3. 本次大会行程**敬请以现场实际安排为准，所有日程如有调整，将在大会官网及时更新 (All schedules are subject to change)；**

4. 大会期间统一安排欢迎晚宴、日常参会用餐及闭幕交接晚宴，抵达与返程日提供专属接驳服务。

VI. Warm Reminder

1. Xiamen's climate is mild in late November, with temperatures ranging from 14°C to 23°C. There is a significant temperature difference between day and night, and the sea breeze is slightly cool at night. It is recommended to bring a light jacket or a thick jacket, suitable for both indoor meetings and outdoor birdwatching activities.

2. The hotel and convention center are connected by an elevated walkway, allowing direct indoor access without the need for outdoor detours, ensuring convenient and safe travel for attendees.

3. The conference itinerary is subject to change and will be updated on the official website.

4. A welcome dinner, regular meals, and a closing banquet will be arranged during the conference.



七、延伸觀鳥旅遊 Extend birdwatching tours

Exclusive ABF Pre and Post Tours well designed and operated by Alpine Birding are as following,

<http://www.alpinebirding.com/Tours/ExclusiveABFTours/>

Please contact 2026abfxiamen@gmail.com for more information and booking.

Official website,

<https://www.2026abfxiamen.com/>



See you in Xiamen!

第十五届亚洲赏鸟博览会组委会

Organizing Team, the 15th Asian Bird Fair, Xiamen, China

2026 年 8 月 28 日