



A feeling that brings us together.

BUDAPEST
BOATSHOW

35th International Boat Exhibition



11-14 February 2027



Budapest Boat Show sales offer



A leading event for boating and water sports in Hungary, where visitors can gain a comprehensive overview of the latest domestic and international innovations, developments, and the range of sailing boats, electric boats and motorboats. The event also presents a broad selection of water sports, related equipment, apparel and services.

34 YEARS OF EXPERIENCE

A key event of the Hungarian boating season.

COMPREHENSIVE OFFERING

Sailing boats, motorboats and electric boats, equipment and services.

PREMIUM AUDIENCE

High-purchasing-power, actively interested visitors.



BUDAPEST BOAT SHOW 2026

4

DAYS

45

COUNTRIES

100

EXHIBITORS

25.000

VISITORS

(together with the visitors of the Travel+)



BENEFITS OF EXHIBITING

TARGETED AUDIENCE

Reach active and relevant visitors with a strong interest in boating and water sports.

DIRECT NETWORKING

A strong on-site presence supports the development of direct relationships with visitors.

ACCESS TO PREMIUM BUYERS

The event attracts high-purchasing-power, quality visitors with genuine interest.

BRAND BUILDING AND VISIBILITY

Participation strengthens brand awareness and visibility within the target audience.

PRODUCT SHOWCASE

An ideal platform for presenting boats, equipment and services in a visually engaging way.

STRONG, TARGETED MEDIA SUPPORT

National campaigns, social media, eDM and outdoor advertising presence.

CAMPAIGN IMPACT 2026

Budapest Boat Show reached its target audience through a multi-channel, coordinated media mix, both through its dedicated communication activities and in conjunction with the Travel+ exhibition campaign.

Budapest Boat Show dedicated campaign

- **7,9 M+** online impressions
- **2,3 M+** total online reach
- **3 +** average online impressions/person
- **7,2 M+** META impressions
- **1,8 M+** META reach
- **478 K+** bannermix impressions
- **297 K+** bannermix reach
- **268 K+** Teads impressions
- **233 K+** Teads reach

Travel+ joint campaign

- **405 K+** TikTok unique reach
- **478 K+** banner impressions
- **2,1 M+** radio reach
- **20+** trade media partnerships
- **759 K+** unique reach through outdoor advertising
- **40 K+** digital out-of-home impressions



CONCURRENT EVENTS



Travel+ Exhibition

The annual season-opening event for the tourism industry, bringing together travellers and professionals.



Caravan Salon

Hungary's leading showcase for caravan and motorhome travel.



E-bike Test&Show

A wide range of e-bike brands, with testing opportunities.



Afrika Expo Budapest

Hungary's largest international Africa-themed forum, featuring programmes and authentic complementary elements.



Járatlan Utakon Fesztivál

Inspiring presentations and exceptional stories about exciting travel destinations.



FeHoVa

Hungary's leading meeting point for hunting, fishing and outdoor activities.

SHARED DATES, A STRONGER OUTDOOR EXPERIENCE

In 2027, Travel+, the Budapest Boat Show, the Caravan Salon and the E-bike Test&Show will be held at the same time and venue as FeHoVa.

The shared dates create an opportunity to establish an exceptionally strong, outdoor-focused exhibition portfolio at the HUNGEXPO Budapest Congress and Exhibition Center, significantly enhancing the overall appeal of the events.



This is not a merger, but a strategic alignment: each event will retain its own identity, thematic focus and professional value.

WHAT BENEFITS DOES THIS OFFER EXHIBITORS?

An active audience of tens of thousands: Present your products and services to a broader, thematically aligned audience with a strong interest in water-based and nature-oriented experiences.

Natural target-group synergies: A significant proportion of FeHoVa visitors are interested in fishing, nature-based recreation and active leisure. For this audience, boats, marine engines, boating equipment, navigation solutions and water-based leisure products are directly relevant.

New, high-value sales channels: Reach new target groups whose interests converge around boating, active tourism, waterfront experiences and premium leisure solutions.

A more impactful presence and longer visitor dwell time: Together, the events offer a rich and diverse programme that encourages visitors to spend more time at the venue, creating more opportunities to explore exhibitor stands and build valuable face-to-face business relationships.

TRAVEL⁺



A leading tourism event where visitors can gain a comprehensive overview of domestic and international destinations, travel offers and the latest developments in tourism. It serves as a meeting point for both industry professionals and travellers, complemented by a diverse programme offering.

IN 2026

160
EXHIBITORS



22
COUNTRIES



**DOMESTIC AND
INTERNATIONAL OFFERINGS**



**TRAVEL INSPIRATION AND
PROGRAMMES**



**TRAVELLERS AND
INDUSTRY
PROFESSIONALS IN ONE
PLACE**



CARAVANSALON



A key co-located event of **Travel+**, where visitors can discover caravans, motorhomes, and a wide range of products, services and lifestyle experiences related to camping.

IN 2026

20

EXHIBITORS



100

VEHICLES



**CARAVANS AND MOTORHOMES
IN ONE PLACE**



**A RELEVANT AUDIENCE OPEN
TO PURCHASE**



**THE MEETING POINT FOR THE
CARAVAN COMMUNITY**

E-BIKE TEST & SHOW



A highly interactive co-located event of **Travel+**, where visitors can not only purchase but also try and test electric bicycles and related accessories.

IN 2026

100 
E-BIKES

3000M² 
TEST TRACK

1800 
TEST RIDES



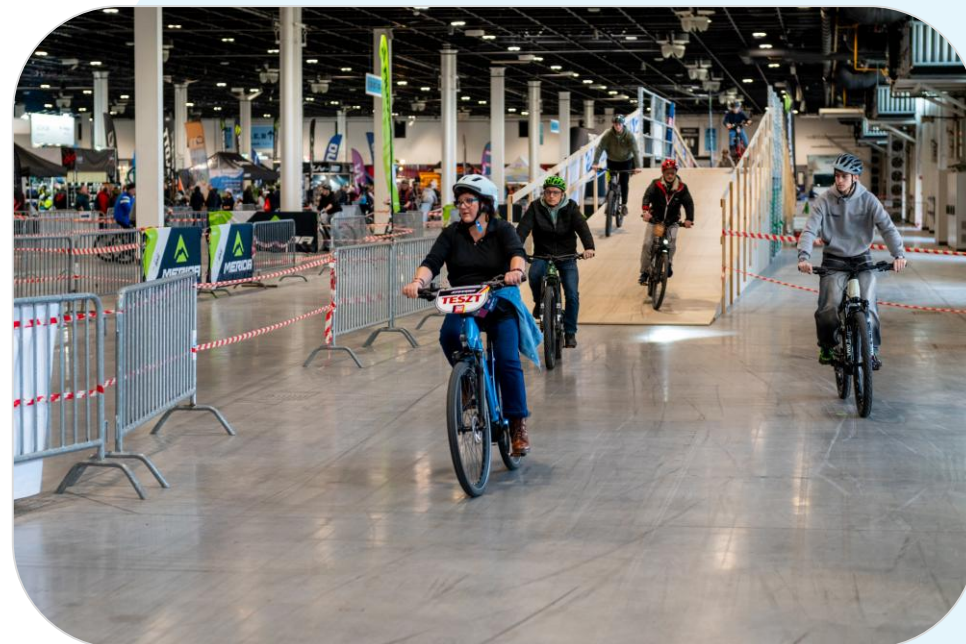
WIDE RANGE OF E-BIKES



**ACTIVE AUDIENCE OPEN
TO PURCHASE**



FREE TESTING OPPORTUNITY



**PLAN WITH US,
IF YOU...**



**want to reach domestic audiences
interested in boating and water
sports**



**are looking for the most cost-
effective, relationship-based
opportunity to reach its target
audience**



**aim to build a database while also
using its presence to establish
personal connections**



**want to engage with audiences
aged 30–59 who are interested in
boating**



**have brand image-building
objectives and wishes to introduce
itself to potential customers or
future business partners**



EXHIBITOR CATEGORIES

- Motorboats, electric boats and sailing boats
- Boatbuilding materials, paints, varnishes and accessories
- Water sports apparel
- Yacht charter and boat rental
- Marinas, marina solutions and related services
- Boat insurance and boat leasing
- Training and courses
- Windsurfing, surfing, kitesurfing and related equipment
- Jet skis, water skiing, wakeboarding and related equipment
- Diving equipment, accessories and apparel
- Authorities, associations, organisations and trade publications
- Premium products and services, boating gift items
- Floating homes



VIP EVENING

Budapest Boat Show's **exclusive evening** programme offers exhibitors the opportunity to invite their **VIP guests** to an informal yet elegant networking event. The event traditionally takes place on the evening of the second day of the exhibition, after official opening hours.



EXHIBITOR INFORMATION

Dates

11–14 February 2027.

Venue

HUNGEXPO Budapest Congress and Exhibition Centre
H-1101 Budapest, Albertirsai út 10.

Opening hours

Thursday–Saturday: 09:00–17:00

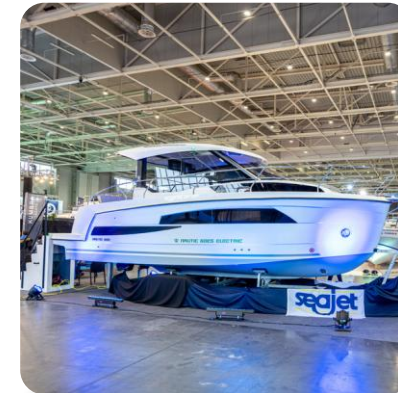
Sunday: 09:00–16:00

DISCOUNTED EARLY APPLICATION DEADLINE

15 November 2026

FINAL APPLICATION DEADLINE
31 January 2027

APPLICATION



ADDITIONAL VISIBILITY AND MARKETING OPPORTUNITIES

Beyond the exhibition stand, additional visibility opportunities help ensure an even more prominent presence.



ON-SITE ADVERTISING OPPORTUNITIES

Highlight your presence with advertising solutions available across the exhibition centre.



DIGITAL MARKETING SERVICES

Reach your target audience directly and in a tailored way through the exhibition's digital platforms.



CUSTOMISED BRAND PRESENCE

Request a customised or sponsorship offer to make your presence even more prominent.

For discounted package offers, customised solutions and sponsorship opportunities, please contact our colleagues at utazas@hungexpo.hu.

PARTNERS

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