BUDAPEST
BOATSHOW

19-22 FEBRUARY 2026

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BUDAPEST BOAT SHOW

at **the major season-opening event of domestic boating and water sports**, in 2025 **the latest innovations** and **developments** in the field of boating, **the range of domestic electric, motor and sailing boats**, **various water sports**, as well as **related equipment**, **clothing and services** were presented.

In 2025, visitors could discover **100 boats** from **40 exhibitors** in Pavilion G.

- electric, motor and sailing boats
- high purchasing power, AB status visitors
- visitors can also get a taste of the diverse range of products and services on offer at the Travel Exhibition, along with water tourism.

BUDAPEST BOATSHOW

BUDAPEST BOAT SHOW 2025

4 DAYS

40 EXHIBITORS

100 BOATS

23.000 VISITORS

(together with the visitors of Travel Exhibition)

COMMUNICATION 2025

18
specialised media cooperation

100
appereance on radio and television

3
inlfuencer cooperation

130
online appereances

15
eDm letter to our own database

52
public space display

739.329
banner appereances

344.384
YouTube view

581.788
unique user on Facebook and Instagram

147.671
reach during the month of the event on the exhibition's Instagram page

1.099.588
reach during the month of the event on the exhibition's Facebook page

Total media value of **85.000** Euro

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WHY IS IT WORTH EXHIBITING IN 2026?

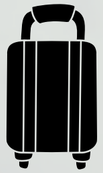
- **Build personal relationships!** Meet live with your existing and new customers and professional partners - face-to-face meetings are still the most effective business tool today.
- **Be part of the season opening event of boating and water sports in Hungary!** A platform where the key players in the industry are present and where you can stand out.
- **Present your products and services directly to national and international decision makers!** Among the trade visitors of the exhibition you will find the most important market players looking for real business opportunities.
- **Target customers who are committed to boating and and active leisure!** It is a unique opportunity to reach exactly those who are open to new things and ready to travel.
- **Sell locally - instant sales opportunities await!** Face-to-face presence speeds up business decisions, so you can not only introduce yourself at your stan, but also generate real revenue.
- **Strong, targeted media support ensures high visitor numbers!** Nationwide campaigns, social media, e-DM and public displays mobilise potential customers - and you can be where the market is.
- **With a rich programme of professional and public events - lectures, conferences, business forums, cultural experiences** - you'll not only exhibit, but also keep learning and be inspired.
- **Build your brand and get to know your competitors!** The exhibition is a great opportunity to build your brand and assess the market situation so you can stay one step ahead.
- **Personalised professional support at every!** Our team will do everything to make your launch a smooth and successful one, so you only have to focus on the content.

BUDAPEST BOAT SHOW 2026

The season-opening event of Hungarian boating and water sports will be presented **between 19-22 February 2026**, **together with** the **Travel+ exhibition, the Caravan Salon and the E-Bike Test&Show**:

- the latest innovations and developments in boating, both at home and abroad;
- the range of electric, motor and sailing boats available at home;
- the various water sports;
- the equipment, clothing and services available.

CONCURRENT EVENTS



Travel Exhibition

- more than 200 exhibitors
- islands of experience
- countries at home and abroad
- bloggers and backpackers
- stage and public programmes
- professional presentations, conferences, B2B meetings
- prize draws

Caravan Salon

Hungary's largest caravan and motorhome exhibition

- 50 caravans and motorhomes

E-bike Test&Show

- wide range of domestic distributors and service providers
- 100 free e-bikes to try
- 3000 m2 test track
- 1800 testers in 2025
- prize draw
- unique opportunity

Afrika Expo Budapest

Hungary's largest international Africa themed forum with programmes, authentic accessories

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TRAVEL EXHIBITION

It is the most important annual meeting place for tourism, where **professionals and travellers discover new experiences and inspirations for all ages**.

For 47 years, it has been Hungary's leading **tourism opening event**, an **indispensable platform** for professionals **to build relationships** and **learn about the latest trends**. During the four days of the event, the general public can **gather inspiration from a wide range of domestic and foreign destinations**, **have a closer look at the culture and customs of different countries**, get to know the specialities and attractions of Hungarian cities and regions, **experience** new things - and win valuable trips.

Experience tourism brought to life

- Professional conferences and B2B meetings
  Current tourism trends, inspiring presentations, business networking.
- Cultural, musical and gastronomic performances
  Regional dances, live music shows, cooking shows.
- Popular travellers stories
  Authentic, personal stories from well-known bloggers and vloggers.
- Interactive experience points and themed activities *Experience, information and inspiration in one place - tangible travel experiences.*
- Islands of Experience - where visitors can be part of tourism.

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CARAVAN SALON

One of the most prominent themes at Hungary's leading tourism exhibition is undoubtedly the Caravan Salon, which will continue to welcome visitors in 2026.

Most of the exhibitors are regular travellers themselves, so for the more experienced this is an annual meeting place, and for those who are new to this form of travel it is a great opportunity to get first-hand information from more experienced travellers.

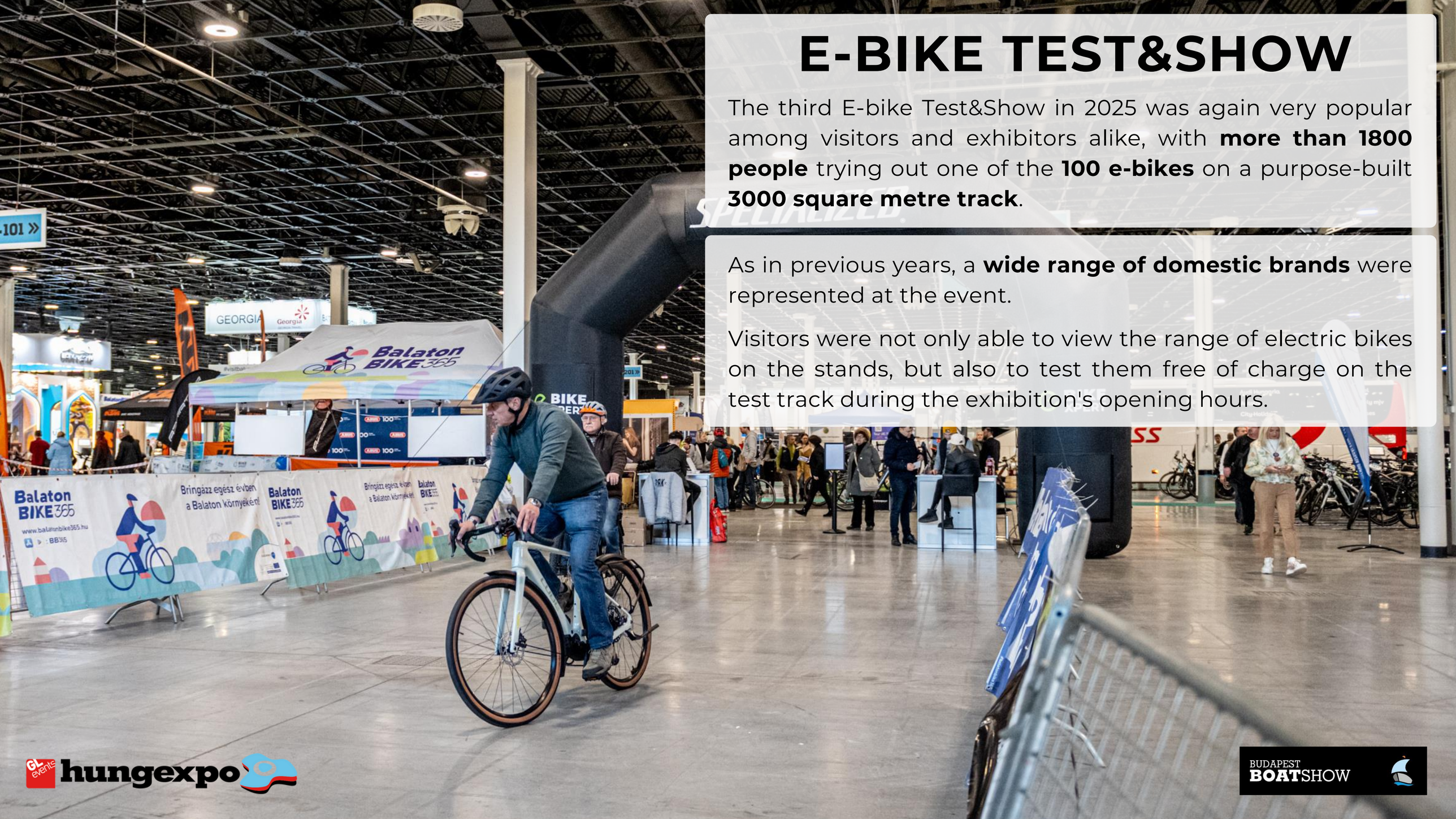
In 2025 visitors were able to view over **50 caravans and motorhomes** from **20 exhibitors**. The success of the event is reflected in the number of vehicles that found a home this year.

E-BIKE TEST&SHOW

The third E-bike Test&Show in 2025 was again very popular among visitors and exhibitors alike, with **more than 1800 people** trying out one of the **100 e-bikes** on a purpose-built **3000 square metre track**.

As in previous years, a **wide range of domestic brands** were represented at the event.

Visitors were not only able to view the range of electric bikes on the stands, but also to test them free of charge on the test track during the exhibition's opening hours.



OUR VISITORS

(based on pevious research results)

70%

MALE

75%

BETWEEN 30 AND 59 YEARS

58%

LIVES IN BUDAPEST OR IN THE AGGLOMERATION

OUR VISITORS SHOPPING FACILITIES

(based on previous research results)

plan to buy from an exhibitor after the exhibition

43%

24%

made a purchase decision at the exhibition

plans to buy a boat in the near future

35%

56%

planning to buy a motor or electric boat

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PLAN WITH US, IF...

- you want to reach the target group interested in boating and water sports in the country
- you are seeking the best value for money, based on personal relationships to reach your target group
- you would like to build a database and use its presence to build personal relationships
- you want to meet the boating public aged 30-59 or if your target group is into water sports
- you have image building goals, introduce yourself to potential clients or business partners

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THEMATICS

- Motor, electric and sailing boats
- Equipment and accessories
- Boat building materials, paints, varnishes
- Water sports clothing
- Yacht charter, boat rental
- Marinas, harbour solutions and services
- Boat insurance, boat leasing
- Training, courses
- Windsurf, surf, kitesurf and equipment
- Jet-ski, water-ski, wakeboard and equipment
- Diving equipment, accessories, clothing
- Authorities, associations, organisations, magazines
- Premium products and services, nautical souvenirs
- Swimming houses

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VIP EVENING

The **exclusive exhibition viewing** at the Budapest Boat Show is an opportunity for exhibitors to invite their **VIP guests** to an **informal evening**, traditionally held on the evening of the second day of the show, following the official closing of the exhibition.

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EXHIBITOR INFORMATION

01 Venue

HUNGEXPO Budapest Congress and Exhibition Center
H-1101 Budapest, Albertirsai street 10.

02 Date

19-22 February 2025

03 Opening hours

Thursday-Saturday: 10-18,
Sunday: 10-17.

DISCOUNTED PRE-REGISTRATION DEADLINE

31 October 2025

FINAL APPLICATION DEADLINE

31 January 2026

APPLICATION

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FAIRGROUND ADVERTISING SURFACES

n addition to the exhibition stand, there are a **range of tools available** for exhibitors to choose from **to enhance their presence**. To **ensure the success of your participation**, take advantage of the advertising opportunities in the Exhibition Centre!

DIGITAL MARKETING SERVICES

Through our exhibition's pages, you can target your visitors, our digital marketing service allows you to **communicate directly and personally with your target audience**. By using our service, **you can save time and effort** as the recruitment is handled by our digital marketing team. Visual content, a well-worded message, is a **great way to strengthen your online presence** for your target audience.

UNIQUE APPEREANCE

For discounted package deals, individual and sponsorship offers, please contact our colleagues or email **boatshow@hungexpo.hu**!

OUR PARTNERS

STRATEGIC PARTNERS:

Hungarian Sailing Federation

Balaton Boat Show

PROFESSIONAL PATRON:

Union of Boat Industrial Entrepreneurs

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