

CARAVANSALON



11-14 February 2027

HUNGEXPO

CARAVANSALON



A leading meeting point for caravan and motorhome travel in Hungary, where visitors can discover vehicles, related services and the caravan lifestyle up close.

20+ EXHIBITORS

a wide selection in one place

100+ VEHICLES

a broad range of caravans and motorhomes

RELEVANT AUDIENCE

direct access to relevant interested visitors



KEY NETWORKING PLATFORM



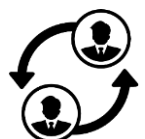
CONNECTIONS

New partners, business opportunities and targeted networking



PROFESSIONAL CONTENT

Conferences, trends and current market topics



B2B WORKSHOP

Speed business meeting programme, in an enhanced format in 2027



EXHIBITOR SUPPORT

Free visitor invitations for the entire duration of the event



TRAVEL+ 2026

4 DAYS

22 COUNTRIES

160 EXHIBITORS

25.000 VISITORS

(together with the visitors of the Budapest Boat Show)



BENEFITS OF EXHIBITING

TARGETED AUDIENCE

Reach visitors interested in tourism and active leisure.

DIRECT INTEREST GENERATION

Personal presence helps spark interest and engagement.

PERSONAL MEETINGS

An opportunity to build and maintain direct relationships.

BRAND BUILDING AND VISIBILITY

Participation strengthens brand awareness and visibility within the target audience.

EXPERIENCE-DRIVEN PRESENCE

Create memorable experiences for potential partners.

STRONG, TARGETED MEDIA SUPPORT

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

CONCURRENT EVENTS



Budapest Boat Show

A key season-opening event for boating and water sports in Hungary.



Travel+ Exhibition

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



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.



Uncharted Roads Festival

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 connected audience that is open to new experiences.

Natural target-group synergies: FeHoVa visitors are highly engaged in nature-based activities, active leisure and high-quality recreational pursuits. They are travellers who are open to domestic and international destinations, active tourism and distinctive accommodation options.

New, high-value sales channels: Reach additional target groups whose interests intersect at the meeting point of travel and nature-based experiences.

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 personal connections.

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**



BUDAPEST BOATSHOW



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 wide selection of water sports, related equipment, apparel and services.



IN 2026

40

EXHIBITORS



100

BOATS



**SAILING BOATS, MOTORBOATS
AND ELECTRIC BOATS**



**HIGH-PURCHASING-POWER,
AB SOCIO-ECONOMIC
AUDIENCE**



**ALSO ADDRESSING THE
VISITOR AUDIENCE OF
UTAZÁS+**



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



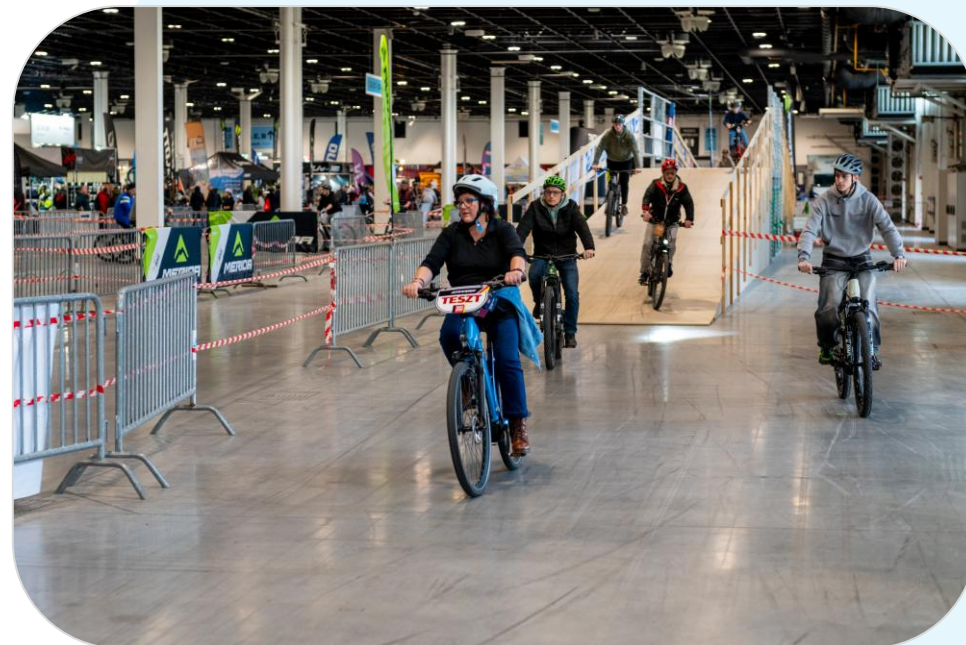
WIDE RANGE OF E-BIKES



**ACTIVE AUDIENCE OPEN
TO PURCHASE**



FREE TESTING OPPORTUNITY



ADVENTURE ISLANDS

Interactive programmes and special experiences for all ages.

EDUKIDO

LEGO®-based playful activities for children, where building becomes discovery.



AEROPARK

An introduction to the world of aviation and the behind-the-scenes secrets of air travel.



FESTIVAL ISLAND

A meeting point for well-known Hungarian festivals, with a vibrant atmosphere and special offers.



HEALTH ISLAND

Quick screenings and useful advice for health-conscious travel.



WINE REGIONS

Hungary's wine regions in one place, with tastings and a travel-inspiring atmosphere.



BABOS SKI CLUB

Ski and snowboard preparation on a special practice slope, from beginners to advanced participants.



STRONG, MULTI-CHANNEL CAMPAIGN

Karaván Szalon reached its target audience through a multi-channel media mix, in conjunction with the communication campaign of **Travel+**.

4,8M+

TOTAL CAMPAIGN REACH

2,3M+

**ONLINE REACH
ACROSS DIGITAL CAMPAIGN
PLATFORMS**

2,8M+

**RADIO&Outdoor
ADVERTISING REACH**

6,7M+

ONLINE IMPRESSIONS



NATIONAL VISIBILITY

Radio, podcast, outdoor advertising and digital citylight placements strengthen the campaign's broad visibility.



STRONG DIGITAL REACH

Meta, TikTok, YouTube and online advertising ensure continuous digital presence.

OWNED AND PARTNER CHANNELS

Trade media, influencers and our own social media channels jointly build awareness.

CAMPAIGN IMPACT 2026



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

Social media campaigns (META, TikTok)

- high frequency and continuous presence
- generating and reinforcing interest

Online advertising (banner, YouTube, Teads)

- reaching a broader audience
- engaging new potential visitors

Additional campaign channels (outdoor advertising, radio, influencers, trade media)

- nationwide visibility
- credible, repeated exposure

- **4,3 M+** META impressions
- **2,5 M+** Facebook reach
- **1,5M+** TikTok impressions
- **405 K+** TikTok unique reach



PLAN WITH US, IF...



the target is to reach 25.000 travellers or people who want to travel and to discover new destinations



you are looking for the best cost effective, measurable advertising opportunity to reach your target audience



you would like to introduce yourself to potential customers or new business partners



you want to meet the travelling public aged between 25 and 65, who like to travel and are also frequent travellers

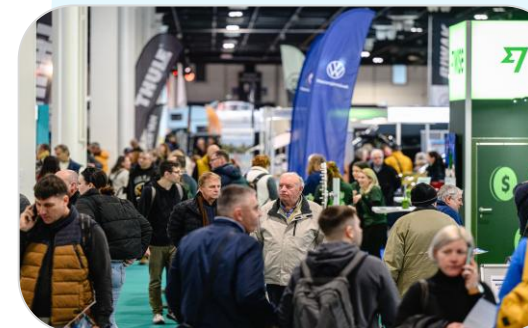


if you want to promote your country's culture, and put yourself on the map as a new travel destination



EXHIBITOR CATEGORIES

- Domestic destinations
- International destinations
- Service providers
- Tour operators and travel agencies
- Thematic tourism
- Travel accessories
- Professional organisations, associations and media
- E-bikes and accessories
- Caravans, motorhomes and campsites



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



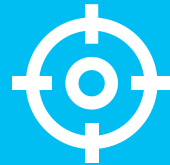
ADDITIONAL VISIBILITY AND MARKETING OPPORTUNITIES

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

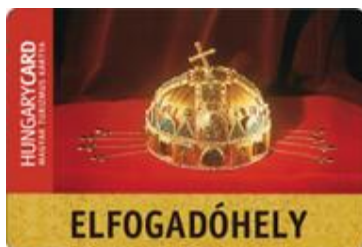
Request a customised or sponsorship offer to make your presence even more prominent.

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

PARTNERS



turizmus kft.



CARAVANSALON



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