

TRAVEL⁺



19-22 February 2026

HUNGEXPO

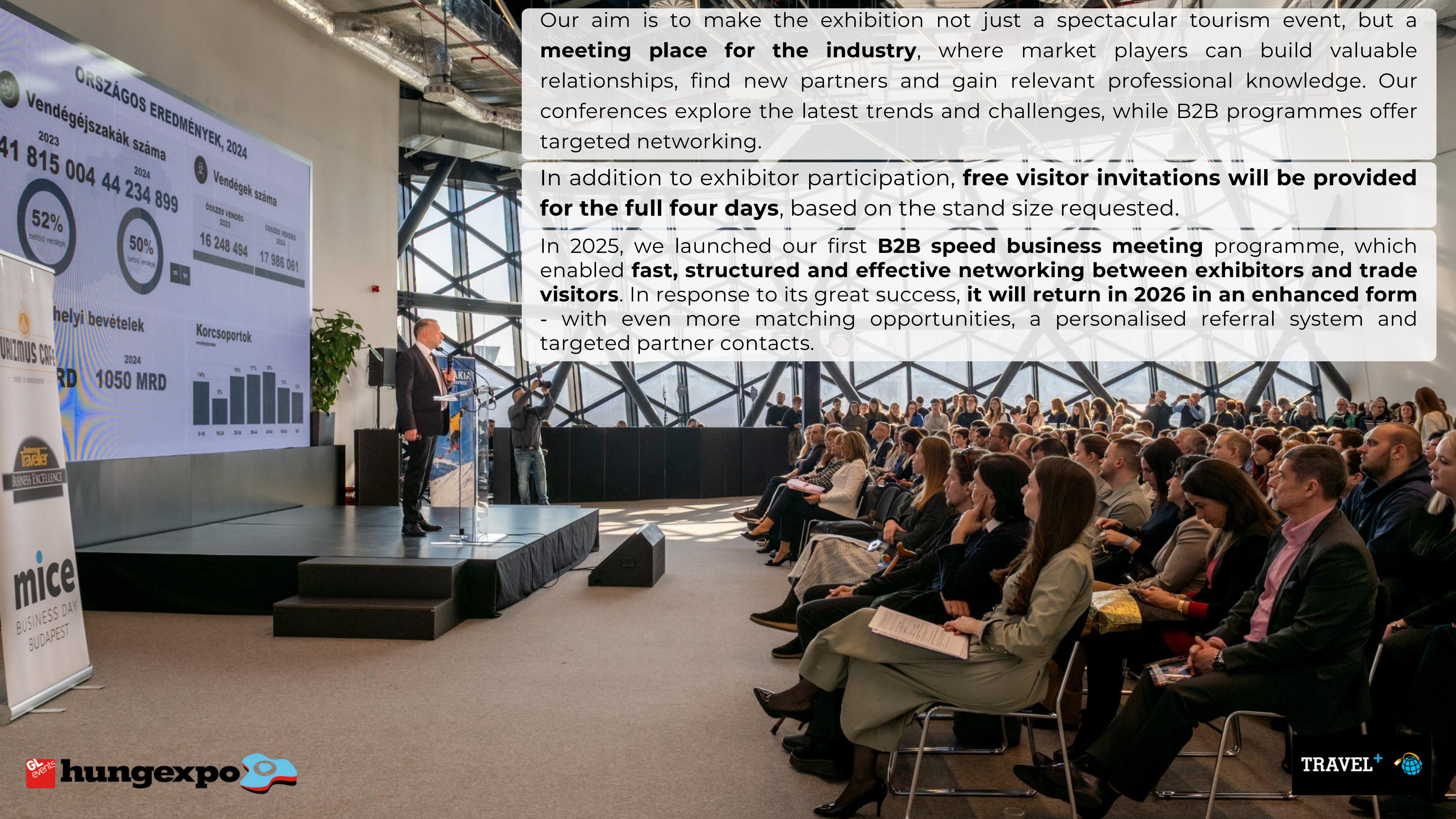
TRAVEL EXHIBITION

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.



Our aim is to make the exhibition not just a spectacular tourism event, but a **meeting place for the industry**, where market players can build valuable relationships, find new partners and gain relevant professional knowledge. Our conferences explore the latest trends and challenges, while B2B programmes offer targeted networking.

In addition to exhibitor participation, **free visitor invitations will be provided for the full four days**, based on the stand size requested.

In 2025, we launched our first **B2B speed business meeting** programme, which enabled **fast, structured and effective networking between exhibitors and trade visitors**. In response to its great success, **it will return in 2026 in an enhanced form** - with even more matching opportunities, a personalised referral system and targeted partner contacts.



TRAVEL+ 2025

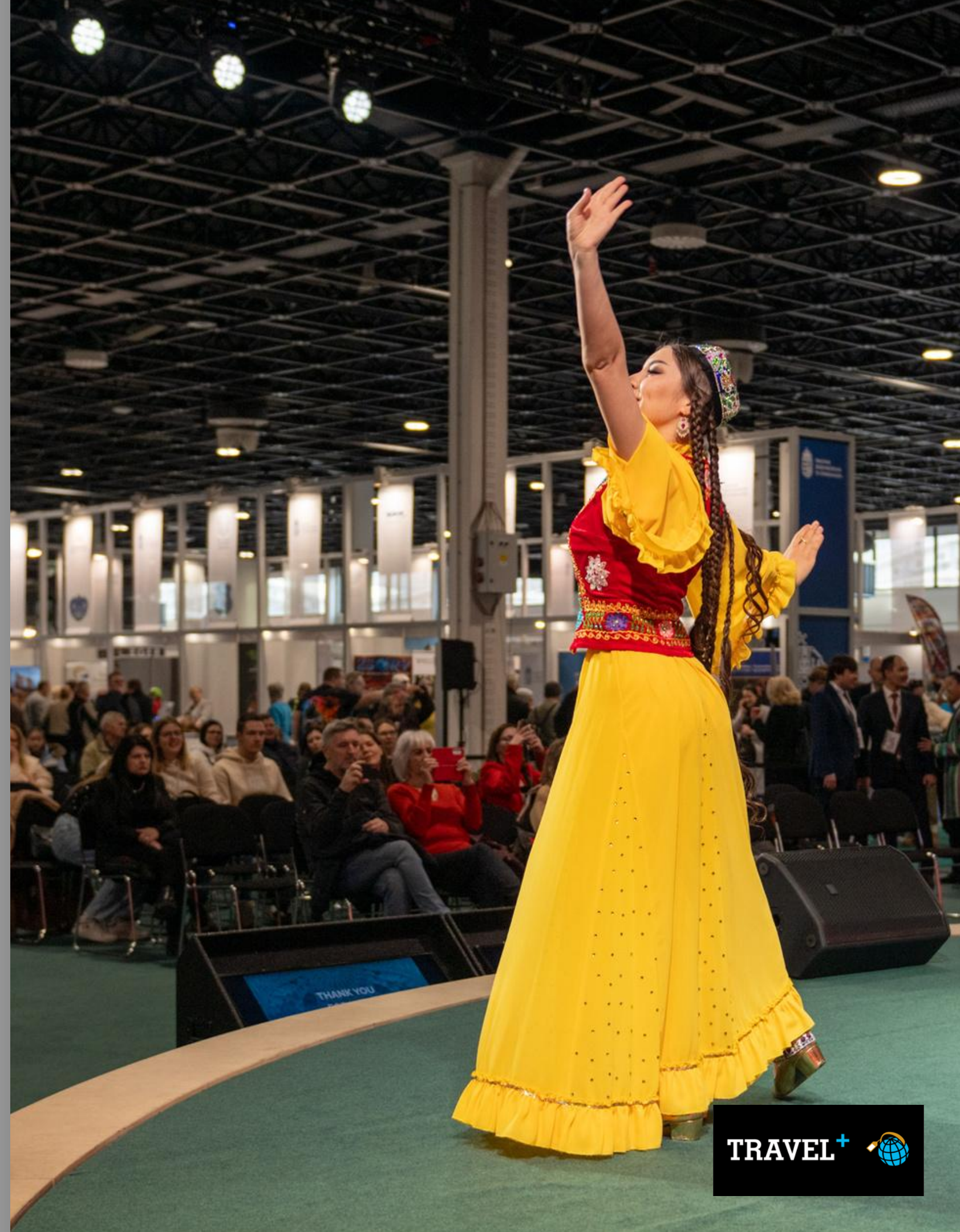
4 DAYS

35 COUNTRIES

250 EXHIBITORS

23.000 VISITORS

(together with the visitors of the Budapest Boat Show)



COMMUNICATION 2025

18

specialised media
cooperation

100

appearance on
radio and television

3

influencer
cooperation

130

online
appearances

58

eDm letter to our
own database

52

public space
display

611.488

banner
appearances

344.384

YouTube view

346.460

unique user on
Facebook and
Instagram

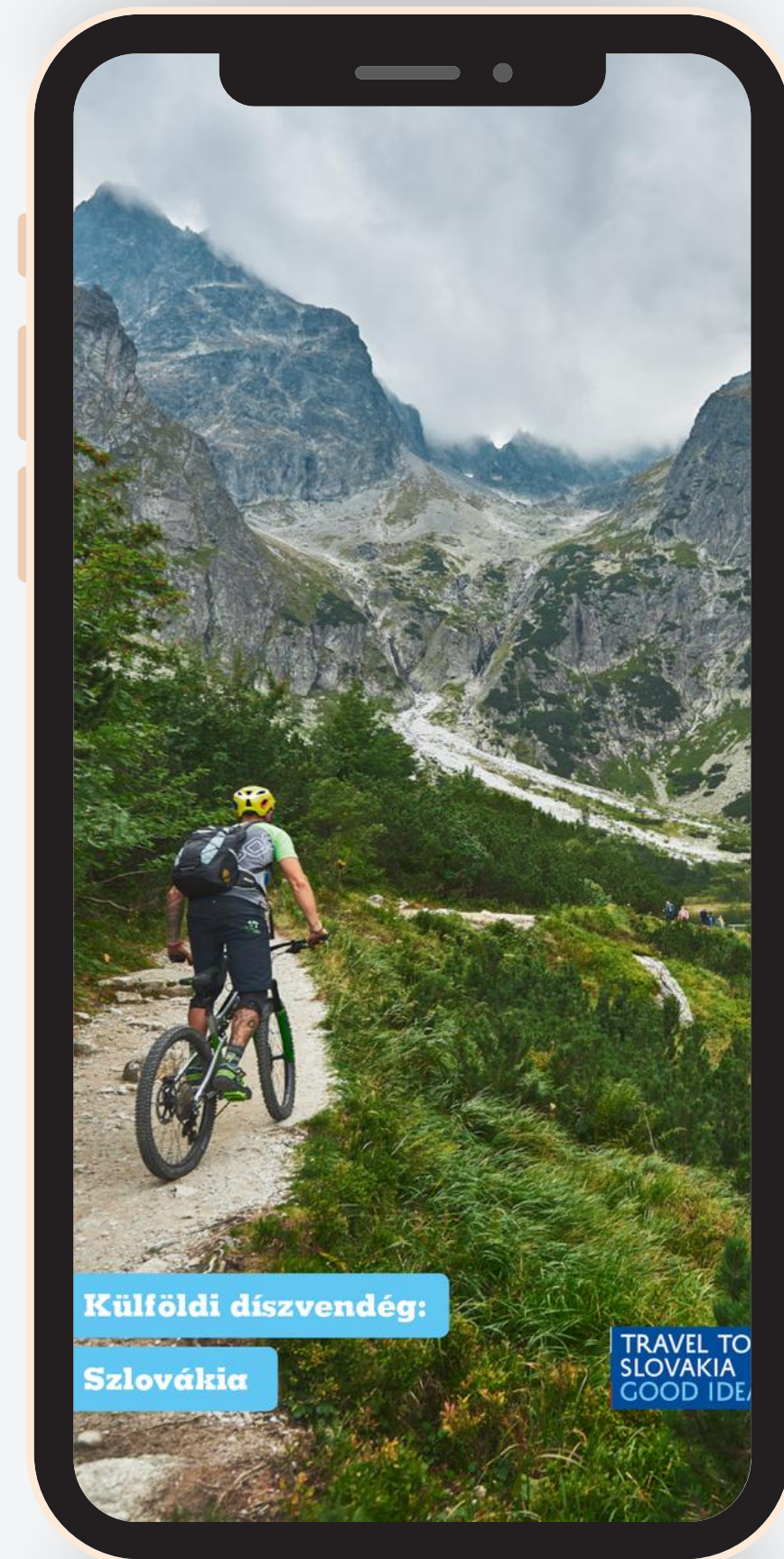
717.850

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

2.499.364

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

Total media value of **380.000** Euro



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 biggest and most prestigious tourism event 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 tourism 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 stand, 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.

CULINARY ADVENTURES

Present the food and drink specialities of your destination!

- A tasting is a **real experience**, so visitors will remember your stand and your destination.
- It's much easier to grab the attention of visitors with a fragrant, freshly prepared food or drink offer. **Gastronomy is a universal attraction** that can set you apart from other exhibitors.
- A well presented food or drink is **also visually appealing** - visitors are happy to take photos, post them and share them. This leads to **organic reach and brand awareness** beyond the exhibition.
- The flavours and scents evoke memories and create an **emotional connection** between the visitor and the region, country or service presented, which can have a lasting impact.
- Modern travellers are not just looking for places, but for **authentic, flavourful experiences**. A taste of gastronomy at an exhibition is an authentic way to **capture the atmosphere of a destination**.
- If you represent a destination, **gastronomy** is an essential part of the communication that **increases engagement and direct interest**.

**NEW
OPPORTUNITY**



CONCURRENT EVENTS



Budapest Boat Show

- one pavilion
- 40 exhibitors
- 100 boats
- domestic range of motor and electric boats
- stage and demonstration pool with professional programmes



Caravan Salon

Hungary's largest caravan and motorhome exhibition



E-bike Test&Show

- 100 e-bikes to try for free
- 3000 m2 test track
- 1800 test drivers in 2025



Afrika Expo Budapest

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

BUDAPEST BOAT SHOW

the **season-opening event for domestic boating and water sports**, this year again showcased domestic and foreign innovations and developments in boating, the **range of domestic sailing, electric and motor boats, various water sports, as well as related equipment, clothing and services.**

In 2025, visitors could see **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.

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.



BLOGGER CORNER 2025

Blogger Corner is a public programme where visitors can meet their favourite travel bloggers live and hear their travel experiences, tips and advice.

Our speakers include travellers who have been all over the world and offer useful advices, tips and tricks that anyone can easily apply on their next trip. The themes of the presentations are based around the exhibition's main theme, but are also closely related to the event's thematic focus.

In 2025, on the fourth day of the exhibition, the stage was occupied by the travellers of the **Untraveled Roads Festival**, where **8** backpackers shared their experiences with the audience.



ADVENTURE ISLANDS



SUSTAINABILITY ISLAND

The **PET Cup Association**, the driving force behind the PET Cup initiative, focuses on cleaning up rivers and floodplains, while also putting a strong emphasis on raising awareness and educating people about river pollution.



VR ISLAND

Digital technology can be used to create **unique individual and team games** that are fun and exciting for everyone, regardless of age, gender or IT skills.



ISLAND OF ARCHITECTS

Buildings with **LEGO bricks**, a building table for budding builders and guaranteed fun for the whole family with **Kockaland**.



HEALTH ISLAND

Hungary's Comprehensive Health Screening Programme is **the largest health protection programme in Hungary** in humanitarian form, and one of the stops was the Travel Exhibition, where we offered free screenings and useful health advices to our visitors.



FESTIVAL ISLAND

Several **national festivals** were represented on the Festival Island and **special ticket promotions** were also offered to visitors. The **SZIGET**, **EFOTT**, **the Valley of Arts** and the **Kerekdomb Festival** also participated.



ACTIVE ISLAND

Since 2005, they have been providing **ski and snowboard instruction** on the banks of the Rákos stream in Zugló, and from 2020 they also offering ski and snowboard instruction on **their special ski slopes** next to the Decathlon in Csömör, and in 2025 they could be found in HUNGEXPO Pavilion A at the Travel exhibition.

FOREIGN COUNTRIES

One of the main pillars of the exhibition is the range of countries and regions from abroad, as the event is an excellent platform to showcase the country as a destination, from popular travel destinations to exotic or less known destinations.

Foreign countries
in 2025

35

Exhibitors in total

250

of which foreign
exhibitors

66

Destinations from abroad
in 2025 (not exhaustive)

- Algeria
- Austria
- Bosnia and Herzegovina
- Egypt
- Madagascar
- Malta
- Morocco
- Slovenia
- Spain
- Turkey
- Uzbekistan

OUR VISITORS

(based on previous research results)

52%

WOMAN

2/3

BETWEEN 30 AND 59
YEARS

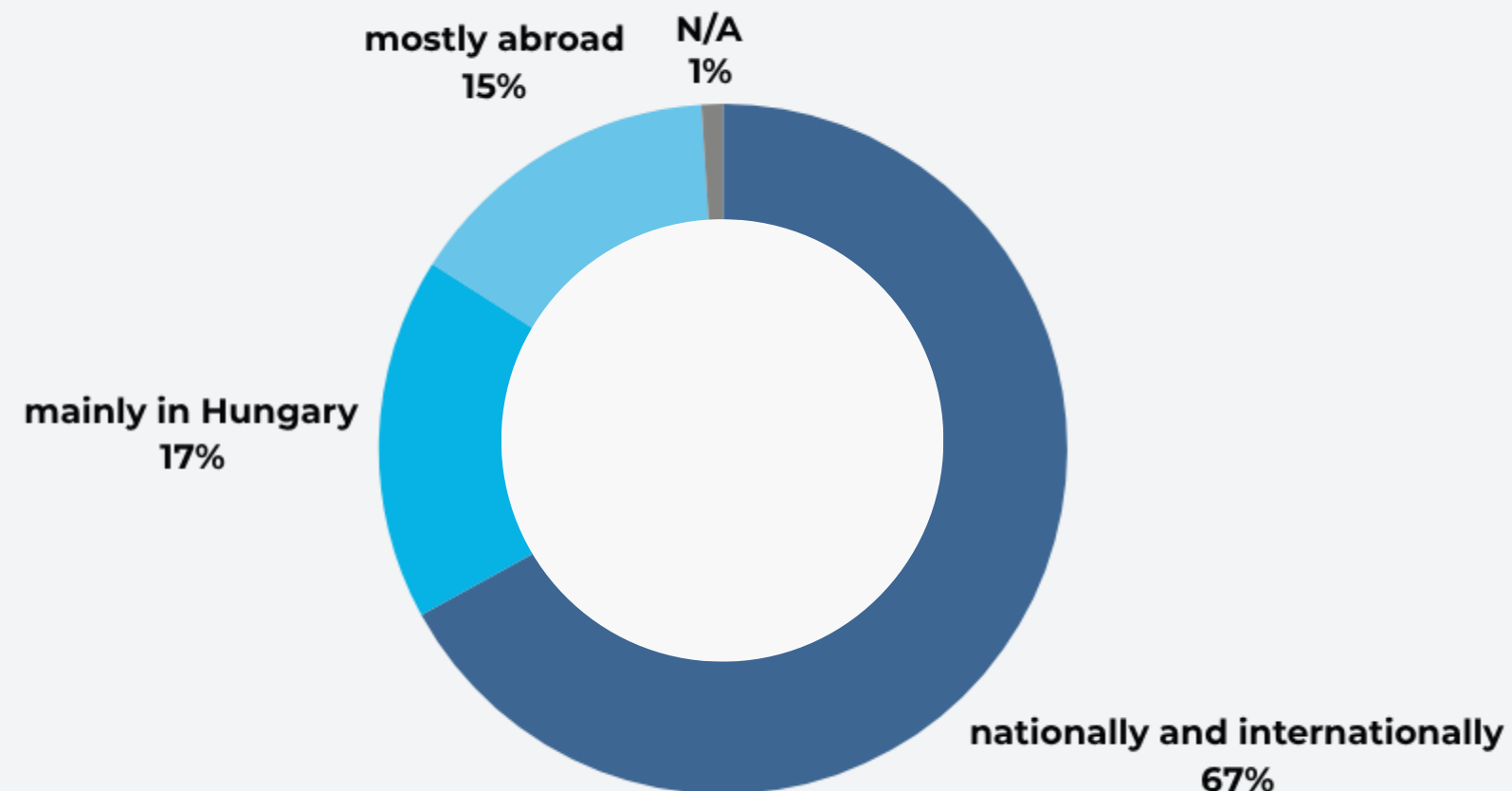
63%

LIVES IN BUDAPEST OR IN
THE AGGLOMERATION

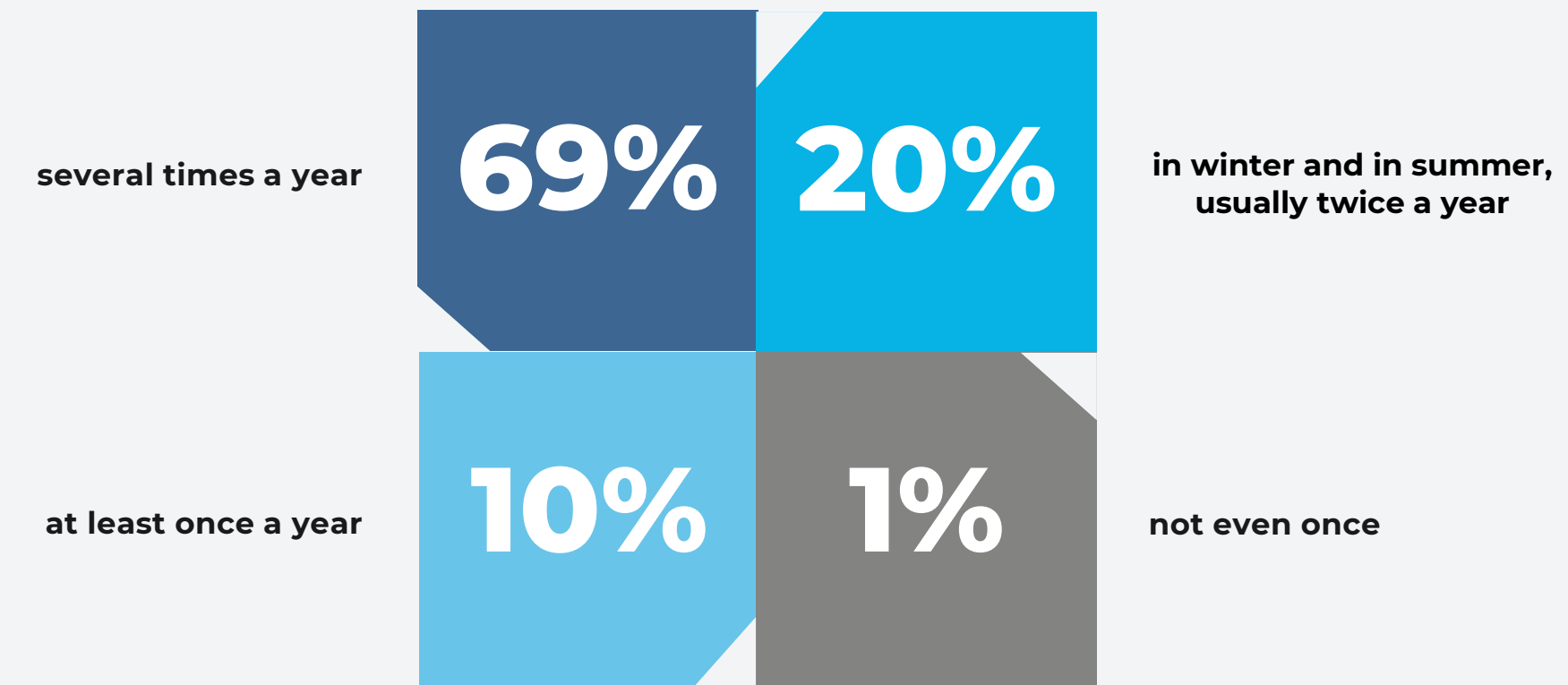
TRAVEL HABITS OF OUR VISITORS

(based on previous research results)

Where do our visitors usually travel?



How often do our visitors travel?



PLAN WITH US, IF...



the target is to reach 23.000 travellers or people who want to travel and to discover new destinations



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



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



THEMATICS

- Foreign countries
- Tourism regions in hungary
- Tourist offices
- Travel agencies
- Accommodation
- Mayor's offices
- Municipalities
- Transport companies
- Catering services
- Theme tourism (active, holiday, festival, gastronomic, religious, etc.)
- Professional organisations



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: 10-17,
Sunday: 10-16.

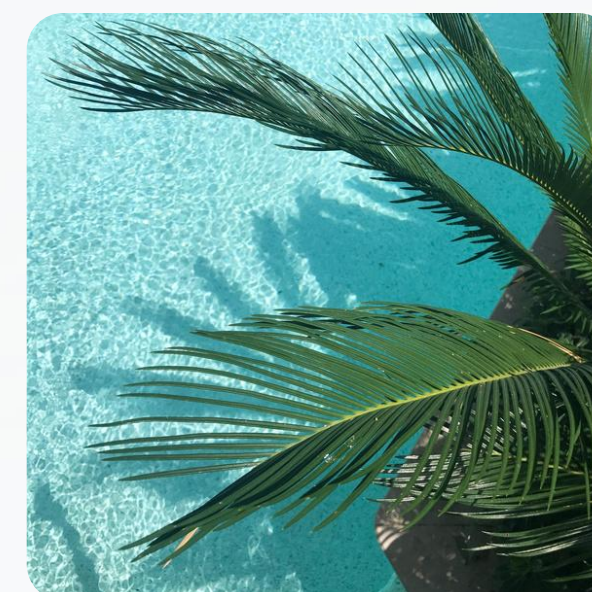
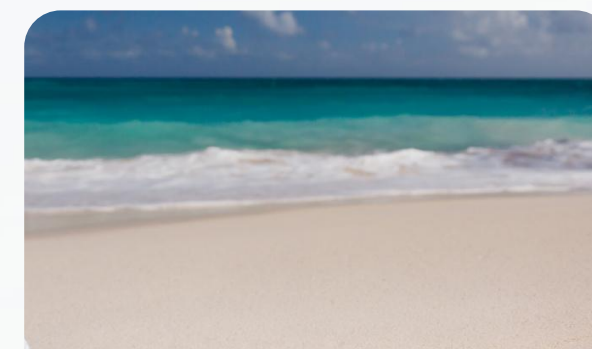
DISCOUNTED PRE-REGISTRATION DEADLINE

31 October 2025

FINAL APPLICATION DEADLINE

31 January 2026

APPLICATION



FAIRGROUND ADVERTISING SURFACES

In 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 APPEAREANCE

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

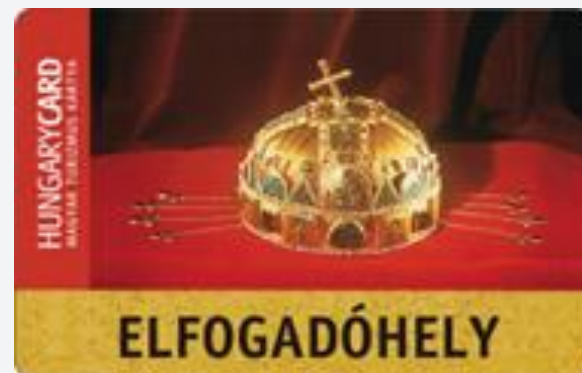
OUR PARTNERS

turizmus.com

Turizmus Kft.



Association of Hungarian Travel Agencies



Hungary Card



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