



One step closer to adventure.

TRAVEL⁺



49th International Tourism Exhibitor
and Adventure Festival

11-14 February 2027



hungexpo



Exhibitor's brochure



hungexpo



TRAVEL⁺



TRAVEL⁺



EXHIBITION

The season-opening meeting point for tourism, where industry professionals and travelers come together to discover new experiences, fresh ideas and travel inspiration.

48 YEARS OF EXPERIENCE

a market-leading tourism event with nearly half a century of history

INDUSTRY+TRAVELLERS

networking and experiences in one place

4 DAYS

domestic and international offers, programmes and activities

KEY NETWORKING PLATFORM



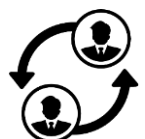
CONNECTIONS

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.



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.



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.

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+**

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



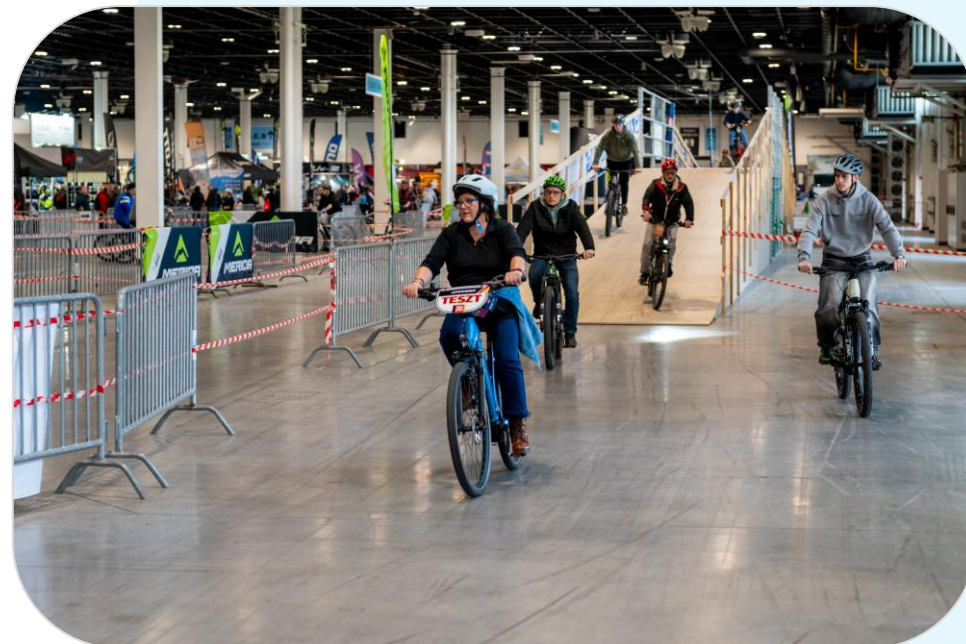
WIDE RANGE OF E-BIKES



**ACTIVE AUDIENCE OPEN
TO PURCHASE**



FREE TESTING OPPORTUNITY



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.



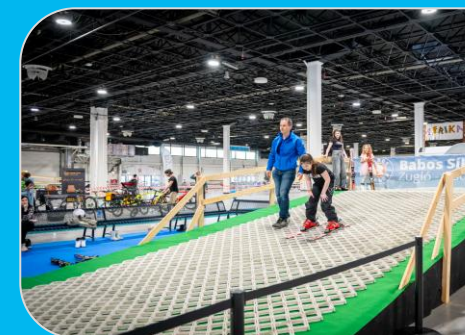
WINE REGIONS

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

The communication campaign of the **Travel+** exhibition reached its target audience through multiple channels and a coordinated media mix.

5,1M

TOTAL CAMPAIGN REACH

2,3M

**ONLINE REACH
ACROSS DIGITAL CAMPAIGN
PLATFORMS**

2,8M+

**RADIO&OUTDOOR
ADVERTISING REACH**

6,7+

ONLINE VISIBILITY

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

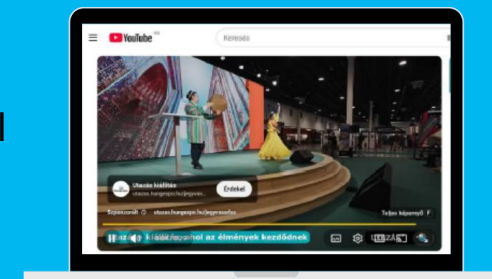
Trade media, influencers and our own social media channels jointly build awareness.



CAMPAIGN IMPACT 2026



- **465 K+** banner appearances
- **2,1 M+** radio advertising reach
- **759 K+** unique reach of outdoor advertising
- **40 K+** digital outdoor advertising presence
- **20+** special media cooperation
- **4,3 M+** META impression
- **2,5 M+** Facebook reach in Social Media communication
- **1,5 M+** TikTok impression
- **405 K+** unique reach of TikTok



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

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



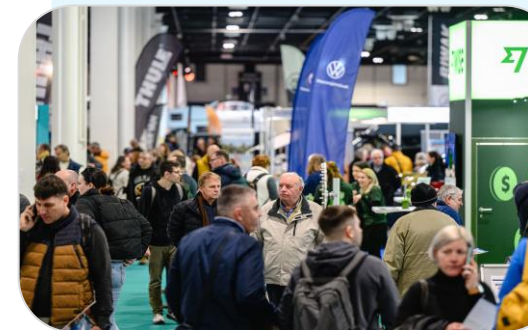
you want to meet the travelling public aged between 25 and 65, who like to travel and are also frequent travellers



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

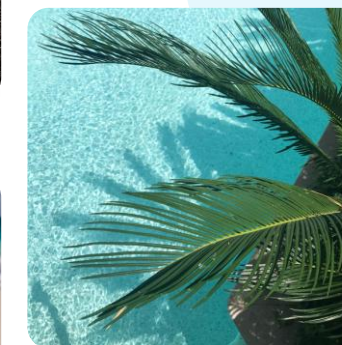
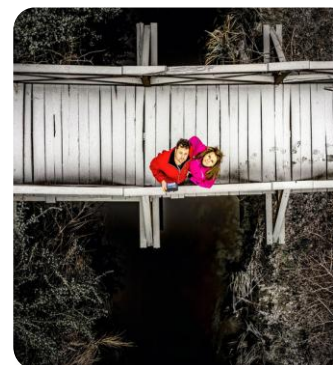
Sunday: 09:00–16:00

DISCOUNTED EARLY APPLICATION DEADLINE

15 November 2026

FINAL APPLICATION DEADLINE
31 January 2027

APPLICATION



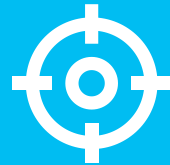
ADDITIONAL VISIBILITY AND MARKETING OPPORTUNITIES

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

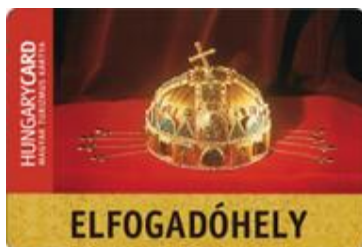
Request a customised or sponsorship offer to make your presence even more prominent.

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

PARTNERS



turizmus kft.



KAPCSOLAT



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