

Where true relaxation awaits.



High quality professional day



Budapest Boat Show



Caravan Salon



Unwalked Paths Festival



Africa Expo Budapest



Spring Wedding Show

**TRAVEL**



**23-26 February 2023**



**hungexpo**



# 45TH TRAVEL EXHIBITION

Travel Exhibition is Hungary's largest tourism exhibition for professionals and the general public. The opening day is exclusively reserved for professionals to meet their existing business contacts or find new partners and participate in professional conferences.

The exhibition's last two days are devoted to visitors who can book their trips, get an insight into the cultures and customs of the different countries as well as the specialities and sights of the various regions or cities.

## Destinations showcased in Travel 2022

### ABROAD

Algeria, Cyprus, Dominica, Egypt, Ethiopia, Georgia, Croatia, India, Indonesia, Iran, Qatar, Kazakhstan, Kyrgyzstan, Poland, Morocco, Malta, Spain, Senegal, Slovakia, Tanzania, Tunisia, Uzbekistan, Zanzibar.

### IN HUNGARY

Csongrád-Csanád County, Fertőd, Harkány, Komárom, Mura Region, Sopron, Szabolcs-Szatmár-Bereg County, Szigetköz Region, Szolnok, Veszprém-Balaton 2023 European Capital of Culture, Villány.

## Why you will find it worthwhile to exhibit in 2023:

- It's the most prestigious domestic tourism exhibition
- You can showcase your products and services for Hungarian and international professional visitors and the key market players
- Customized services help boost the efficiency of your participation
- The event is characterized by wide-ranging support, diverse professional and general audience events
- Industry representatives and decision makers are welcomed by high-end professional presentations, conferences and business forums
- Visitors are mobilized by a national media and DM campaign
- The exhibition allows you to intensify your relations with your existing customers and acquire new ones

We are looking forward to meeting you as a participant in the greatest meeting of the Hungarian tourism sector!



# 2023 CENTRAL THEME: SUSTAINABLE TOURISM

In response to the energy crisis, the event focuses on responsible tourism and sustainable operation, involving the reduction of ecological footprints as well as assuming an increased social responsibility in terms of sustainability.

Travel 2023 will lay a special emphasis on the development of sustainable tourism as a new professional challenge, since the rising energy prices will require all accommodation and hospitality providers, attractions and other tourism providers to rely on new energy-efficient facilities and measures to become more sustainable in the current tourism environment.

To meet the challenges of the future, we are looking forward to the registration of accommodation, attraction and other tourism service providers who have development concepts and services for the long-term boost of sustainable tourism to showcase to the visitors interested in these ideas.

 **30**  
countries

 **100**  
exhibitors

 **27.000**  
all visitors

(Together with Budapest Boat Show)

 **2.200**  
professionals

## Exhibitor testimonials:

„It was a great pleasure for us to take part in Hungary’s market-leading tourism fair on 3-6 March 2022, as our city was presented itself at the 44th Travel Exhibition. We had the opportunity to promote active tourism in Szolnok, in line with the main theme of the event. We considered the event successful from the point of view of place marketing, so I am sure that in 2023 the capital of the Tisza will be an exhibitors again.”

**EMESE ÖHLBAUM**  
Municipality of Szolnok

“We have been treated as an important partner for years, and we are very grateful for that! The organization is always of a high standard, the combination of domestic and foreign destinations at the Travel exhibition is also very positive. One thing is for sure: next year, if we can, we will be definitely there!”

**ZOLTÁN HORVÁTH**  
Association for Tourism in Szigetköz TDM

„Morocco takes part to the Utazas Budapest Fair organized by Hungexpo since 2012, with a very special presence during 2018 edition as the guest of honor. As usual Utazas Budapest was a great experience for Morocco destination as it allowed us to meet many high quality professional prospects and promote our destination on the Hungarian Market. Utazas Budapest is the right place for destinations and tourism professionals wishing to enhance their businesses. Hope that the coming editions will be full success and will attract more and more visitors.”

**KARIM ABBASSI**  
Moroccan National Tourism





### Multi-channel communication planned for 2023

Nationwide media campaign in

- The professional press,
- Radio channels
- Leading online news portals, newsletters
- Business and lifestyle magazines
- Billboards

## Concurrent event:



Budapest Boat Show

Hungary's largest boating event presents the latest boating innovations and products of the most exclusive high-end boating brands all in one place! The exhibition's central theme is navigation on the River Danube, which will be featured on stage and the Program Island as well. Beside focusing on the River Danube, Budapest Boat Show will welcome its visitors with an approach that is loyal to the event's traditions in a renewed environment, too. The exhibition will showcase the entire range of products, clothing and equipment, from sailboats and motorboats to parts and accessories.



Caravan Salon

One of the most important segments of Travel, Hungary's No. 1 tourism exhibition is undoubtedly the Caravan Salon that awaits its visitors with lots of caravans and motorhomes in 2023 as well. Most exhibitors are frequent travellers themselves, so the seasoned ones consider this event as their annual meeting place, while newcomers, who are just getting familiar with this form of travel, can get first-hand information from more experienced travellers.



Spring Wedding Show

The Central European Wedding Exhibition welcomes you with the season's widest range of wedding dresses and rings! The best wedding service providers are looking forward to helping you in everything from wedding organization to honeymoon arrangements.



## Planned Events:

- Health Tourism Conference
- Blogger Corner
- Africa Expo and Fair
- Unwalked Paths Festival
- Top-quality presentations, workshops and roundtable discussions
- Conferences, further training courses organized by professional partners

## Cooperating partners:



The Association of Hungarian Travel Agencies



Hungary Card



Turizmus Kft

## DATE

23-26 February 2023.

## OPENING HOURS

Thursday-Saturday: 10am to 6 pm  
Sunday: 10am to 5pm

## VENUE

HUNGEXPO Budapest Congress and Exhibition Center G and F pavilions  
H-1101 Budapest, Albertirsai út 10.

## EARLY-BIRD DEADLINE

15 October 2022

## Individual exposure:

Should you wish to arrange custom exposure for your company, we offer a range of individual solutions in pricing, spacing, location and design, according to your needs. For more information, contact us via the [utazas@hungexpo.hu](mailto:utazas@hungexpo.hu) e-mail address!

## Exhibition centre advertising spaces:

In addition to the exhibition stand, there are several other tools at exhibitors' disposal, from which they can select the best option that can help them accentuate their presence. Use the advertising and marketing tools available at the Exhibition Center area to ensure the success of your exhibition. Ask our associates for a quotation!





**Final application deadline 31 January 2023**

## **FURTHER INFORMATION, APPLICATION**

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