

# Where true relaxation awaits.



## TRAVEL

45th International Tourism Exhibition



### 23-26 February 2023



# hungexpo



Madagascar



BalatonBike365



Liget Budapest Project



E-Bike Test&Show



Festival Island



Budapest Boat Show



Caravan Salon



Africa Expo Budapest



Unwalked Paths Festival

## 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

## Partners:

**turizmus kft.**

Turizmus Kft



The Association of Hungarian Travel Agencies



Hungary Card



BalatonBike365



Madagascar



Liget budapest

### 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



### 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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# 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.

## Guest of honour from abroad: Madagascar

Madagascar, home to one of the most valuable mega biodiversity in the world. Surrounded by the Indian Ocean and the Mozambique Channel, the island-continent combines breathtaking landscapes that have an infinite variety of wildlife. 5% of the planet's fauna and flora are only found in Madagascar.



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.

Whatever your aspirations, the island is popular for all preserved scenery and cultural authenticity lovers: ecotourism, birdwatching, whalewatching, hiking, kitesurf, golf, diving and sport activities. If you search for a unique journey, Madagascar stays away from major tourism flows with a welcoming people.



## Domestic guest of honour: BalatonBike365

BalatonBike365 provides comprehensive information and recommends a variety of services for cycling around Lake Balaton and in the surrounding area. The BalatonBike365 website and app will guide you through the touristic area of Lake Balaton by bike, 365 days a year. Beyond highlighting the touristic treasures of the destination, it also facilitates orientation and browsing through a wide range of services and attractions. In addition to 1000 kilometres of designated and signposted cycling routes as well as 60 thematic tours of various difficulty levels, it also recommends destinations, attractions and service providers and helps navigating the terrain. Beside the website and the app, the BalatonBike365 service package includes covered rest areas for cyclists along the signposted

routes as well as helpful staff working in the 3 cycling service centres in Balatonfüred, Balatonföldvár and Keszthely. All three service centres provide a wide selection of equipment and a full range of services for cyclists.

BalatonBike365 aims to promote and develop cycling routes and other services at Lake Balaton, and thereby to integrate settlements and service providers located further away from the lakeshore into the bicycle tourism network.





## Cultural guest of honour: Liget Budapest Project

The Liget Budapest Project, launched in 2011, today, is the continent's largest-scale urban development programme with multiple award-winning cultural content. Its goal is the comprehensive development of the 100-hectare City Park in Budapest, which includes the renewal and expansion of the park's green space and recreational functions, as well as the centuries-old institutional system of the Liget The City Park is a unique urban park with a 200-year tradition, including museums and exhibition sites, a zoo, a spa complex, an ice rink, a circus, sports fields and playgrounds, which offers visitors numerous recreational opportunities. Thanks



 **30**  
countries

 **100**  
exhibitors

 **27.000**  
all visitors

(Together with Budapest Boat Show)

 **2.200**  
professionals

to the Liget Project, this part of the city will be renewed with traditions in mind, but in accordance with 21st century expectations, whether it is the reconstruction and modernization of the imposing building of the almost 120-year-old Museum of Fine Arts, or the realization of new buildings, such as the House of Hungarian Music, which opened at the beginning of 2022 and has already been recognized with many international awards, the new Ethnographic Museum opened last summer, its iconic building, or the upcoming New National Gallery. In the past two years, almost five million visitors have taken possession of new developments.

### 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.”

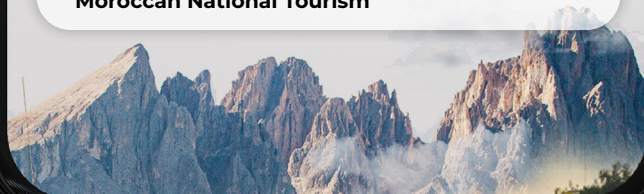
**EMESE ÖHLBAUM**  
Municipality of Szolnok

“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 Utazás Budapest Fair organized by Hungexpo since 2012, with a very special presence during 2018 edition as the guest of honor. As usual Utazás 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. Utazás 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





## 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.

## Concurrent events:



**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.



**E-Bike Test&Show**

E-Bike Test&Show for the first time at the Travel exhibition! The Travel exhibition will be enriched with a new attraction in 2023, the E-Bike Test&Show! In pavilion A, 3,000-square-meter test track awaits visitors, which is open during the entire opening hours of the Travel exhibition and can be tested free of charge. The exhibitors will provide approximately 100 E-Bikes that can be tested on the track, and crash helmets will also be provided for testing. In addition, as part of the E-Bike Test&Show, representatives of almost the entire range of domestic brands will participate in the exhibition.