

**A thousand-faced
adventure awaits.**



QUALITY PROFESSIONAL PROGRAMS

BUDAPEST BOAT SHOW

E-BIKE TEST & SHOW

AFRICA EXPO BUDAPEST

CARAVAN SALON

UNWALKED PATHS FESTIVAL

TRAVEL⁺

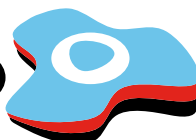
46th International Tourism Exhibition
and Adventure Festival



22-25 February 2024



hungexpo



46th TRAVEL EXHIBITION

The Travel Exhibition will be renewed to meet the needs of visitors, new interactive programmes will be included, thanks to which Hungary's leading tourism exhibition will provide new opportunities for visitors of all ages to gain new experiences and inspiration every year, which is also reflected in the new name of the exhibition.

The programme of the **Travel+ International Tourism Exhibition and Adventure Festival** is also designed to ensure, that everyone can find the most relevant travel informations, therefore, in one place and at the same time national and foreign destinations, a wide range of travel options, the diverse fleet of vehicles of Budapest Boat Show and the Caravan Salon, as well as the increasingly popular range of transport will be presented. Next year, the exhibition will focus on **active and adventure tourism**.

We also intend to strengthen the professional character of the exhibition, which is why the exhibition's first day and a half of the second day is dedicated to the professional audience to meet their existing business contacts or to find new partners and attend in professional conferences, B2B meetings. On the remaining part of the exhibition, the general public can book trips, have a closer look at the culture and customs of different countries, and last but not least, they can discover the specialities and attractions of the national regions and some cities, and also participate in winning valuable trips.

COME AND JOIN US AT THE BIGGEST, RENEWED TOURISM MEETING IN HUNGARY!

Reasons why it's worth exhibiting in 2024:

- It is the most prestigious and largest domestic tourism exhibition in Hungary
- You can showcase your products and services to hungarian and international professional visitors and key market players.
- Customized services to support your presence at the exhibition
- The event is characterized by a wide range of professional support and a diverse programme of professional and public events
- Exciting and high quality professional and public programmes, presentations, conferences and business forums for industry representatives and decision makers
- Visitors are mobilized by a nationwide media and DM campaign
- The exhibition allows you to build relationships with existing clients and acquire new ones

Travel Exhibition 2023



34

countries



30.000

visitors in total
(together with Budapest
Boat)



100

exhibitors



2.200

professionals



EXHIBITOR TESTIMONIALS:



"This was the first time since 2009 that the GNT0 participated in the Travel exhibition. It was a very positive experience for us. The number of visitors was enough and our co-exhibitors were very satisfied."

Mag. Ioannis Rafalias,
Greece, Trade - Marketing - Press
and Public Relations Manager



"It was an honour to exhibit at ITE2023 for the first time. Many visitors were interested in our country, and some are planning to visit Japan soon. We were pleased to showcase Japanese culture, such as yukata (Japanese traditional dress) and karigraphy."

Kamoshita Kazuma,
Japan Tourism Board



"We were delighted to be the Guest of Honour at the 2023 Travel Exhibition. We are very pleased with the exhibition; our stand was popular and busy during the four days of the exhibition, with many B2B and B2C visitors and meetings. The cooperation with the exhibition organizers was very professional, they were very helpful in fulfilling our requests and ideas. Overall, participation in the Travel Exhibition was an effective way to promote the destination on the Hungarian market."

Lalaina Rabemananjara,
Madagascar Tourism Office



"Our company participated as an exhibitor at the Travel Exhibition in 2023. The promotion of the event has been successful, as we attracted a significantly higher number of visitors than expected, and we closed the exhibition successfully after receiving a large number of requests. During the exhibition, we hosted our event for 130 people in the well-designed conference room. With maximum satisfaction we can only recommend HUNGEXPO for the organisation of a successful and productive exhibition and event."

ViaSale Travel full team



"It was a great experience and honour for us to represent Hungarikum Liget at the largest tourism exhibition in the country. During the four days we met a lot of interested people and we were able to become a new attraction. We are confident that we have increased our visibility and will be able to welcome many visitors in the near future."

Zsolt Bene,
Hungarikum Liget - Folk High School Foundation



CENTRAL THEME: ACTIVE AND ADVENTURE TOURISM

The 46th exhibition will target the more active forms of tourism that have become increasingly popular among travellers over the past few years.

Although everyone has a subjective idea of what adventure means, adventure tourism generally refers to activities such as extreme sports on land, water or even in the air, and the exploration of exotic destinations. Tourists who prefer active tourism seek out various forms of physical and mental exercise that are close to nature, not only on the national

territory but also abroad. This category also includes various types of hikes, sightseeing programmes and, occasionally, overcoming personal challenges that fit the profile of an adventure tourist.

We welcome applications from accommodation establishments, attractions and tourism service providers who would contribute to the boosting of active and adventure tourism with their developments and services, which they would like to present to the audience of the **Travel+ exhibition**.

Multi-channel communication planned for 2024

Nationwide media campaign in

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

Planned events:

- Professional conferences on current topics in tourism
- Conferences and training sessions organized by professional partners, B2B meetings
- Blogger Corner
- Afrika Expo and Fair
- Unbeaten Paths Festival
- Interactive exhibitor presentations, workshops and roundtable discussions
- Stage programmes, performances
- Prize competitions with valuable trips

CONCURRENT EVENT

BUDAPEST BOAT SHOW

The Budapest Boat Show is Hungary's largest land harbour, the season-opening event of the boating and water sports industry at the HUNGEXPO Budapest Congress and Exhibition Centre!

The 32nd edition of the exhibition is dedicated to all boating enthusiasts from beginner to advanced, to introduce them the range of sail, motor and electric boat manufacturers, as well as related equipment, clothing and services available. The Budapest Boat Show allows

people who are just getting to know sailing as well as experienced racers to find the information they are interested in. In addition, there is traditionally a strong focus on water sports and their equipment.

CARAVAN SALON

One of the most prominent themes at Hungary's largest tourism exhibition is undoubtedly the Caravan Salon, that aqaits its visitors with lots of caravans and motorhomes in 2024 as well..

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.

E-BIKE TEST&SHOW

The focus of the Travel exhibition in 2023 was on active tourism, including electric cycling. On a specially built **3,000 square metre track**, more than **1,600 people** tried out the **100 E-Bikes** at the E-Bike Test&Show.

The event was attended by almost the entire range of representatives of the national brands, our intention is to complete and expand the supplier palette for the 2024 exhibition.

Our partners:

 **Turizmus Kft**



The Association of Hungarian Travel Agencies



Hungary Card

BE A PART OF HUNGARY'S BIGGEST TOURISM EXHIBITION, WE LOOK FORWARD TO YOUR APPLICATION!

DATE

22-25 February 2024

OPENING HOURS

Thursday–Saturday: 10 am to 6 pm

Sunday: 10 am to 5 pm

VENUE

HUNGEXPO Budapest Congress and Exhibition Center

H-1101 Budapest, Albertirsai út 10.

Individual visual appearance:

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 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!

EARLY BIRD DEADLINE

30 October 2023

FINAL APPLICATION DEADLINE

31 January 2024



FURTHER INFORMATION, APPLICATION

FOREIGN REPRESENTATIVES

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