

The adventure starts with you.



**BUDAPEST
BOAT SHOW**

**CARAVAN
SALON**

**EBIKE
TEST & SHOW**

**PROFESSIONAL
PROGRAMMES**

**UNWALKED PATH
FESTIVAL**

**AFRICA EXPO
BUDAPEST**

TRAVEL⁺

47th International Tourism Exhibition
and Adventure Festival



20-23 February 2025



hungexpo





The main goal of the 47th Travel Exhibition is to continue to be the annual meeting place for the industry and travellers in 2025, and to be the best place to experience and inspiration for all ages, year after year.

The diverse programmes of the **Travel+ International Tourism Exhibition and Adventure Festival** will be further developed, so that in addition to the variety of adventure zones, popular travellers, exciting stage programmes and destinations, everyone can find the most relevant information, discover the new features of the Budapest Boat Show and the Caravan Salon and last but not least, experience the real e-bike experience on the test track.

Our mission is to strengthen the professional character of the exhibition, so the first day and a half of the event is dedicated to the professional audience, where professionals can cultivate business contacts, make new business connections and participate in conferences and B2B meetings on the most topical professional themes. At 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 cities, and also participate in winning valuable trips.

BE ONE OF OUR EXHIBITORS at the biggest, renewed tourism meeting in Hungary!

REASONS WHY IT'S WORTH EXHIBITING IN 2025:

- You can participate at the most prestigious and largest tourism exhibition of our country.
- This is a unique opportunity to reach a very specific target group interested in tourism and active holidays.
- You can present your products and/or services to national and international professional visitors and key market stakeholders.
- Our colleagues will support your presence at the exhibition with a wide range of customized services.
- At the exhibition, visitors will be able to discover the latest market innovations and developments in one place at one time.
- Segmented national media promotion, e-DM, social media and outdoor campaign to mobilize visitors.
- The exhibition will allow you to meet with existing customers and to establish new partnerships.
- The event will be supported by a wide range of experts, and will feature a colourful programme of professional and public events.
- Industry representatives can attend exciting, high-quality professional and public programmes, presentations, conferences and business forums.
- In the course of the event, in addition to the promotion of your products and services, it is an excellent opportunity to build your image, to inform yourself about your business competitors and to expand your domestic and international partnerships.
- You can present your product or service to the public at first hand and also get customer feedback and opinions.

TRAVEL EXHIBITION 2024



30.000

visitors in total
(together with
the Budapest Boat Show)



4

days



218

exhibitors



45

countries

EXHIBITOR TESTIMONIALS:

"Our participation in the last exhibition was extremely fruitful. The event was meticulously organised, providing an excellent platform for networking and establishing valuable contacts within the tourism industry. The diverse range of exhibitors and the high quality of the presentations and workshops were particularly impressive, and contributing significantly to our strategic goals and knowledge base. We made numerous useful contacts that have already begun to transform into promising collaborations and partnerships. The exposure and contacts gained at Travel+ are invaluable to our efforts to promote Ajara as a premier tourist destination. Thank you again for the exceptional experience. We look forward to another productive and successful event next year."

**The Department of Tourism
and Resorts of Ajara A.R.
- Georgia**



"It was a great pleasure for us to take part in Hungary's market-leading tourism fair on 22-25 February 2024, as our country was presented itself at the 46th Travel Exhibition.

We had the opportunity to promote destination Bulgaria as a Guest of honour from abroad.

Travel+ was a great experience for Bulgaria as it allowed us to meet many high quality professional prospects and promote our destination on the Hungarian Market.

Travel+ 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."

**Bozhidara Ilieva, on behalf
of Bulgaria, the Guest of
Honour of The Travel+
Exhibition 2024**



"The Travel+ Exhibition was not only an unforgettable experience for visitors, but also a great opportunity for us, as exhibitors to get closer to our audience and demonstrate our commitment to a quality and safe gaming experience. The exhibition provided us a special opportunity to participate with our unique Experience Island, where children could play and relax at their own leisure. Thank you to everyone who visited us and we look forward to next year's event!"

**Zsuzsanna Botond,
Játéknep Ltd.**



"We find the Festival Island initiative refreshing, as the various art and music festivals also have a significant tourist power, the Valley of Arts can attract nearly 200,000 people every year, while at the same time it brings visitors to the treasure of the Balaton Highlands. It was great to meet visitors at the Travel Exhibition, to give them a little festival experience even in the freezing February, and we saw that many were moved by our actions."

**Kátya Nagy,
Valley of Arts Festival**



"This is the second time we had the opportunity to personally attend the biggest tourism event in the country. Compared to the previous year, we met more interested people and were able to introduce Lakitelek and Hungarikum Island to more visitors. The success of the year 2023 was completed in 2024.

Last year, our main goal was to present, publicise and promote the services of Hungarikum Liget. This year, we welcomed many visitors who were familiar with Lakitelek and Hungarikum Liget, and we also had many returning guests. Based on all this, we believe that participating in the Travel Exhibition is one of the most effective ways to promote our services. We would like to thank the organisers for the work they have done to ensure our presence and for the great interest shown by visitors. Let's meet again in 2025!"

Zsolt Bene, Hungarikum Liget - Folk High School Foundation





Our partners

turizmus kft. Turizmus Kft.



The Association of
Hungarian Travel Agencies



Hungary Card

CENTRAL THEME: SMART TOURISM

The event targets the different types of tourism that have recently become increasingly popular among travellers. The 47th edition of the event will focus on **smart tourism**.

Smart tourism uses **digital technologies** and **data driven solutions to improve the experience of tourists and to enhance sustainability**. Its characteristics include **advanced digital infrastructure, personalized recommendations, interactive mobile applications and real time informations**. It also highlights sustainability, by **reducing environmental impacts** and **supporting the local communities**. **One of the newest and most innovative tourism development trends of modern times** has a wide impact, not only on tourism organisations, service providers and tourists, but also on local residents and stakeholders. The combined physical and digital technology is transforming the guest experience.

The four key elements of smart tourism are: **increasing the attractiveness of a tourist destination, ensuring its approachability and ease of access, minimizing its environmental, economic and social impacts, and strengthening cooperation with local businesses and communities**. It aims to **increase tourist satisfaction, make tourism more sustainable and increase the competitiveness of the local economy**.

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

Multi-channel communication planned for 2025

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 EVENTS



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 33rd 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.



One of the most prominent themes at Hungary's largest tourism exhibition is undoubtedly the Caravan Salon, that acquaints 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.



The E-bike Test&Show presented for the first time at the 45th Travel Exhibition in 2024 also attracted an enormous interest and popularity among visitors and exhibitors as well, with **more than 2,400 people** trying out one of the **100 e-bikes** on a **specially built 3,000 square metre track**.

The event was attended by almost the full range of national brand representatives, and we aim to complement and expand the range of providers next year.

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

Date

20-23 February 2025

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!

Digital marketing services

Through the pages of our exhibitions, you have the opportunity to target your visitors through our digital marketing service, which allows you to communicate directly and personally with your target audience. By using our service, you can save time and effort as the recording is handled by our digital marketing team. The visual content, a well crafted message is a great opportunity to strengthen your online presence among your customers. **Contact our colleagues for a personal offer!**

EARLY BIRD DEADLINE 15th of November 2024

FINAL APPLICATION DEADLINE: 31 January 2025

Further information, application

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