

THE EXPLORER IS INSIDE YOU.

WE JUST GIVE YOU THE INSPIRATION.



GASTRO
TOURISM

FESTIVAL
OFFERS

ACTIVE
TOURISM

QUALITY
PROFESSIONAL DAY

TRAVEL



1-4 March 2018



hungexpoexhibition
you have a program



PROFESSIONAL EXHIBITION HOSTING

For 50 years, Hungexpo Zrt. has been a key figure of the Central-Eastern European exhibition hosting market. Thanks to decades' of work, Hungexpo and Budapest have now been hosting a number of highly significant exhibitions in the region, including the Travel exhibition for over 40 years. During this period, our firm has shown continuous growth, adjusting to market demands. Through our full range of individually tailored organizing, implementing and operating services, as well as diverse accompanying events, year after year, we've contributed to the success of the products and services of domestic and international firms.

► PARTAKE IN THE EXHIBITION'S SUCCESS!



EXPERIENCES COME FIRST AND FOREMOST

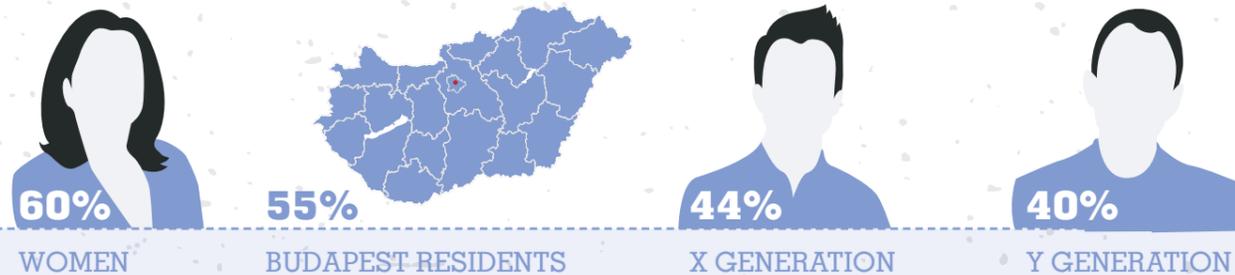
Hungary's number one tourism fair, the opening event of the season; the Travel Exhibition. Considered to be the unmissable professional forum of the trade, it is also a rich source of experiences and information for domestic tourists. In 2018, we will continue the series of changes initiated in 2017 due to which the exhibition will focus on travel-related subject matters, the development of personal relationships and alternative information acquisition methods. Over this weekend, our goal is to conjure up the atmosphere, flavours and scents of the summer.

► JOIN THE RANKS OF THOSE PROVIDING EXPERIENCES AT THE TRAVEL EXHIBITION!

AN EXHIBITION HOSTED YET AGAIN IN TWO PAVILIONS

One of the goals of the Travel 2018 exhibition is to increase visitor numbers and to this end, we're expanding the number of exhibitors. We wish to provide a wider range of services through the appearance of more foreign countries, the introduction of travel-related service firms, such as transportation companies and the more expansive presence of subjects such as gastro-tourism, religious tourism and active tourism. Apart from thematic arrangement, we're devoting special attention to helping inquiring parties find the destinations, products and service providers (visitor book, guide posts) they're interested in with greater ease.

OUR VISITORS (IN 2017)



OF ALL RESPONDENTS :



EXHIBITORS:

Over **300** exhibitors across, **20,000** square meters

SOCIAL MEDIA STATISTICS:

Facebook **19,991** likes

Website data (01.02. – 05.03. 2017):

number of users **62 123**

number of page views **216 369**

number of sessions **81 570**

PROFESSIONAL VISITORS:

5308 TOURISM EXPERTS attended the professional opening day of Travel Exhibition 2017.



► **DEFINITE TARGET GROUP, TARGETED BRAND MESSAGE, THE BEST COMPETITOR MONITOR, NETWORKING.**

THEMATIC TRAVELS

The explorer is inside you... We just give you the inspiration.

The motivation behind travelling is discovery, adventure seeking, and getting acquainted with new places and cultural values. The experiences and memories acquired through them help travellers make better travel-related decisions. Thematic travels will receive a special significance in the pavilion, therefore the sites dealing with subjects capturing the imagination of the target audience can be attended by visitors in greater numbers and for a longer period of time. The domain of tastes is sure to capture inquiring minds in the surroundings of the Gastro Courtyard, various sporting devices can be tested in the field of active tourism, whilst the experiences of pilgrimages and festivals give visitors a chance to spend some time at religious and festival tourism stands.

► **ENJOY CONTENT-BASED BUSINESS ADVANTAGES!**

NOVELTIES

We're creating various sites at the exhibition which capture the essence of vacationing, such as the Meeting Point where visitors can rest, recharge their mobile phones and sort through the information they collected. Gastro Courtyard is the place where visitors can sample various nationality fares. We've set up a Children's Corner for the entertainment of children. This offers a chance to demonstrate hotel animations or for the creative presentation of services for children aged 4-9 and their parents. These sites can provide a unique presentation of your firm where your brand message will be coupled with extra content.

► **MAKE YOUR BRAND MESSAGE MORE INTERESTING AND EASY TO REMEMBER!**

THE EXCLUSIVE PROFESSIONAL DAY RETURNS

On the first day – 01.03.2018. – entrance will be restricted to professional visitors and tourism students. Experts will be treated to a well-organized, captivating professional event where they can get acquainted with all the novelties and challenges of the future in the same place and at the same time, providing ample room for the exchange of opinions and discussions in a limited, professional circle.

For students, we wish to organize lectures and events appropriate to the target group, jointly hosted by educational institutions.

RECONFIGURED GENERAL AUDIENCE EVENTS

The other significant goal of the Travel 2018 event is increasing the number of visitors by focusing on experiences. Accordingly, we intend to present interesting opinion-shaping travel-related events, travel methods and trips full of ideas for the general audience. Opinion-shapers and bloggers with a sizeable audience will make appearances on stage in front of the general audience in travel-related subjects. Throughout their lectures, they will conjure up the experience of vacationing and limitless freedom for visitors. The participants of the presentation mainly consist of the members of Generation Y who are entirely open to travelling and related information and services.

► **BE AN ACTIVE PART OF THE EVENTS, INSPIRE AND ATTRACT INTERESTED PARTIES! OUR EVENT IS THE BEST PLACE FOR THIS!**



**DARING,
CREATIVE,
TARGET GROUP SPECIFIC,
CONCENTRATED APPEARANCE,
INTERNET,
SMART DEVICES,
SOCIAL MEDIA**



SIMULTANEOUS EXHIBITIONS

**BIKE EXPO
AFRICA EXPO AND FAIR**

VENUE

HUNGEXPO Budapest Fair Centre
H1101 Budapest, Albertirsai út 10.
(Expo tér 1.)

DATE

1-4 March 2018

POINT OF CONTACT

E-mail: utazas@hungexpo.hu
Fax: +36 1 263 6098
Mail address: 1441 Budapest, Pf. 44.

Máté FELDMÁJER – exhibition director

Telefon: +36 1 263 6265
Mobil: +36 30 823 7845
E-mail: feldmajer.mate@hungexpo.hu

Zsuzsanna BÁN – sales manager

Telefon: +36 1 263 6052
Mobil: +36 30 693 2579
E-mail: ban.zsuzsanna@hungexpo.hu

Balázs SZILÁGYI – sales manager

Telefon: +36 1 263 6090
Mobil: +36 30 642 1406
E-mail: szilagyi.balazs@hungexpo.hu

Andrea FARKAS – marketing manager

Telefon: +36 1 263 6044
Mobil: + 36 30 446 8126
E-mail: farkas.andrea@hungexpo.hu

János RAFAY – Branch director

Telefon: +36 1 263 6071
Mobil: +36 30 823 7866
E-mail: rafay.janos@hungexpo.hu

www.utazas.hungexpo.hu