

# THERE IS AN ACTIVE WEEKEND.

ACTIVE  
TOURISM

QUALITY  
PROFESSIONAL DAY

ALGERIA

BÁCS-KISKUN REGION  
AND KECSKEMÉT

BUDAPEST  
BOATSHOW

BIKE EXPO  
RUNNER EXPO

CARAVAN SALON  
AFRICA EXPO AND FAIR

GASTRO  
TOURISM



**TRAVEL**



**21-24 February 2019**



**hungexpo**exhibition  
you have a program

## CONCEPTION

The most important guiding principles for Hungary's leading tourism fair is gaining experiences, forming personal relationships and shaping the visitors mindsets by showcasing as many countries as possible. At the Travel Exhibition, which is the biggest meeting and business place for a tourism trade, visitors can instantly gain information about travel destinations, accommodation and sites, and questions can be answered immediately by experts. The entire environment is designed to not only inspire, but also entertain with a variety of events. These four days provide a chance to help travellers make a quick and personalised decision before vacation season, in February!

- ▶ **YOU TOO CAN BECOME A PERSONAL TRAVEL CONSULTANT OR ADVENTURE PROVIDER!**



## AN ACTIVE WEEKEND

We have a unique and special weekend planned. Among many international vacation spots, national tourist regions and introductions of travel related companies visitors may also experience the Africa Expo and Fair, Caravan Salon, Unwalked Paths Festival, Bike Expo, and Runner Expo all helping to evoke an active and eventful summer's feeling, tastes and fragrances. New in February 2019 will be the **Budapest Boat Show** being held at the same time as the Travel Expo, giving the exhibition more than 70 new exhibitors, with exciting events and more than 8,500 extra visitors.

- ▶ **YOU TOO CAN BECOME AN ACTIVE WEEKEND EXHIBITOR! USE OUR DIGITAL DEVICES TO BRING THE EXPERIENCES EVEN CLOSER.**





## PROFESSIONAL DAY

On the first day of the Travel Exhibition - **21.02.2019** – entrance will again be restricted to professional visitors. This day will be an unmissable networking possibility, featuring organised B2B meetings and professional conferences for visitors and exhibitors. Presentations will feature current and future travel trends, focusing on sports tourism in 2019, as Budapest will be the European Capital of Sport next year. In a workshop framework, we will tackle one of the most burning questions within the industry: the labour shortage.

- ▶ **MEET DECISION MAKERS. PROFESSIONALS! JOIN THE B2B MEETINGS AND INCREASE YOUR REVENUE!**



## STUDENT PROFESSIONAL DAY

On a Friday in 2018 we launched the Student Professional Day, which was a great success among students and professionals. On this day tourism students showcased a project of their own based on their first semester studies in front of professional judges. Our goal is for students to actively participate in the exhibition, develop a liking for it while also getting help starting their own careers, which would help in the problem mentioned above.

- ▶ **FIND YOUR NEW EMPLOYEES! SUPPORT THE STUDENT PROFESSIONAL DAY AND CONTRIBUTE ADDITIONAL THEMES FOR THEIR PRESENTATIONS.**

## VISITORS

Guests come first and to gain their trust it is key to build up images and positive connections. Travel Expo is the place where a unique appearance, expert staff, special offers and fun events keep core customers engaged and new ones are won over. In 2018 25,000 people took part in the exhibition looking to gain information and find new directions. We provide **interested target groups** for every tourism firm, consumers who love to travel and see the world, and 61% of them use a travel agency.

- ▶ **OUR SIX EVENTS IN 2019 WILL INCLUDE 35,000 VISITORS, POTENTIAL TRAVELLERS, B2B MEETINGS, NETWORKING, TARGETED BRAND MESSAGES AND THE BEST OPPORTUNITY TO SIZE UP THE COMPETITION.**



## TRAVEL HABITS

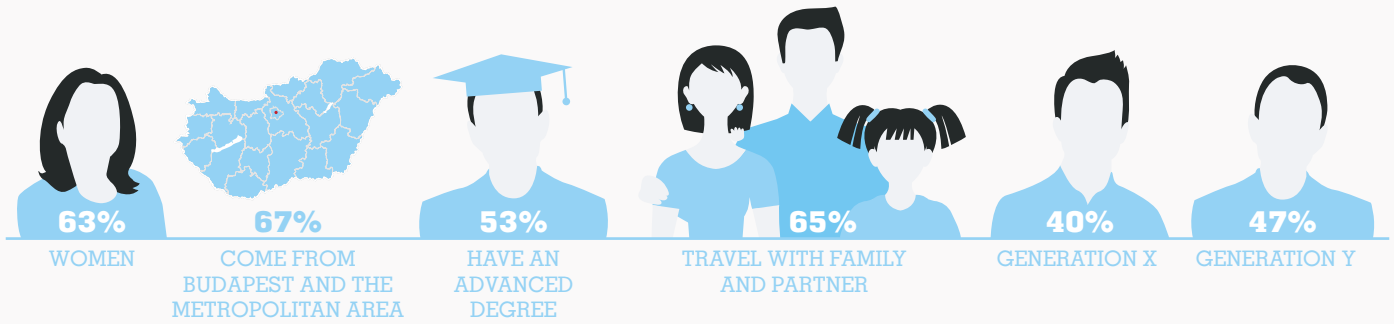
Research carried out by GfK in 2017 showed that travellers chose their in-country destinations on an ad hoc basis, and therefore inspiration, uniqueness and others' opinions are critical factors. At the exhibition in-country travellers can be influenced through colourful imagery, exciting events, games and meaningful presentations. However, when traveling abroad Hungarians plan their travels earlier – nearly nine in ten have made travel reservations by the spring. With this in mind, the exhibition has been moved to an earlier date.

- ▶ **THE TRAVEL EXHIBITION SEASON OPENING WILL TAKE PLACE 21-24 FEBRUARY 2019.**

\* [turizmusonline.hu/belfold/cikk/a\\_magyarok\\_fele\\_tervez\\_nyaralast\\_iden](http://turizmusonline.hu/belfold/cikk/a_magyarok_fele_tervez_nyaralast_iden) 30.05.2017



## VISITOR DATA FOR 2018

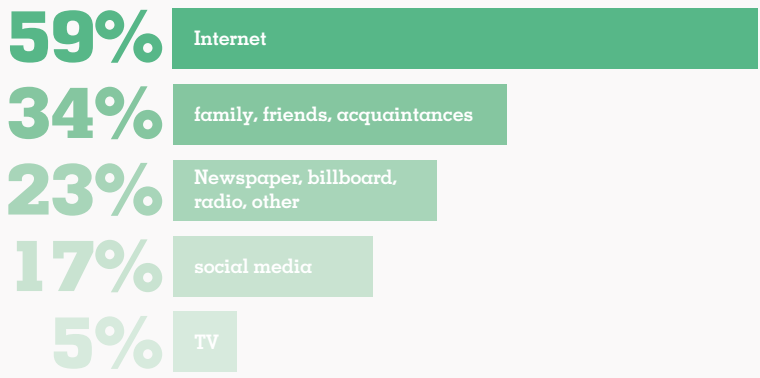


### OF ALL RESPONDENTS:



8,3 NPS (Net Promoter Score)

### WHERE DID THEY HEAR ABOUT THE EXHIBITION?



### PROFESSIONAL VISITORS:

The professional opening day of the 2018 Travel Exhibition drew **3,478 tourist experts**

**438** registered journalists

### EXHIBITION:

**314** exhibitors from **23** countries across **25 000 m<sup>2</sup>**

### SOCIAL MEDIA STATISTICS:

**Facebook 21 569** likes

**Website data** (01.02.-05.03.2018):

number of users: **51 289**

number of page views: **180 930**



**INTERNATIONAL GUEST OF HONOUR - ALGERIA**

**HUNGARIAN GUEST OF HONOUR - BÁCŠ-KISKUN COUNTY AND KECSKEMÉT**



## VISITOR PROGRAMS – Active weekend at Hungexpo!

In order to increase visitor numbers more exhibitions will take place at the same place and time, which will attract travel-loving and active audiences. To raise interest we have prepared exciting and diverse events, different for every single exhibition.

During the 2019 Travel Exhibition the Unwalked Paths Festival will take place, where many bloggers, tour guides and tour leaders will hold presentations about summer experiences and give practical advice. In the Blogger Corner visitors will have a chance to meet these influencers face-to-face and exchange thoughts.

For the kids there is a separate Kids Corner, where events are held for kids between the ages 4-9.

Our themes throughout the presentations and events will focus on potential sport activities, providing tips for visitors on how to spend a weekend or a travel actively.

- ▶ **MAKE YOUR BUSINESS MESSAGES MEMORABLE AND INTERESTING! TAKE AN ACTIVE PART IN THE EVENTS AND LOOK FOR SPECIAL SPONSORSHIP OFFERS.**

## MEDIA CAMPAIGN

- **BOLD ■ CREATIVE,**
- **TARGET GROUP SPECIFIC,**
- **CONCENTRATED APPEARANCES MOSTLY ON SOCIAL AND PUBLIC (RADIO, TV, PUBLIC SPACES) MEDIA.**

## SIMULTANEOUS EXHIBITIONS

- **BUDAPEST BOATSHOW,**
- **BIKE EXPO,**
- **RUNNER EXPO,**
- **AFRICA EXPO AND FAIR,**
- **CARAVAN SALON,**
- **UNWALKED PATHS FESTIVAL**

## VENUE

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

## DATE

21-24. February, 2019.

## POINT OF CONTACT

E-mail: [utazas@hungexpo.hu](mailto:utazas@hungexpo.hu)

Fax: +36 1 263 6098.

Mail address: H-1441 Budapest, PO BOX 44.

**Mrs. Klára TIHANYI –  
strategic and business development director**  
Phone: +36 1 263 6032. Mobil: +36 30 25 03 677  
E-mail: [tihanyi.klara@hungexpo.hu](mailto:tihanyi.klara@hungexpo.hu)

**Mr. Máté FELDMÁJER – exhibition director**  
Phone: +36 1 263 6125. Mobil: + 36 30 823 7845  
E-mail: [feldmajer.mate@hungexpo.hu](mailto:feldmajer.mate@hungexpo.hu)

**Mr. Róbert IOVESCU – sales manager**  
Phone: +36 1 263 6074. Mobil: +36 30-697-2630  
E-mail: [iovescu.robert@hungexpo.hu](mailto:iovescu.robert@hungexpo.hu)

**Ms. Barbara Mező – sales manager**  
Phone: +36 1 263 6052. Mobil: +36 30 693 2579  
E-mail: [mezo.barbara@hungexpo.hu](mailto:mezo.barbara@hungexpo.hu)

**Mr. Balázs SZILÁGYI – sales manager**  
Phone: +36 1 263 6090. Mobil: + 36 30 642 1406  
E-mail: [szilagyi.balazs@hungexpo.hu](mailto:szilagyi.balazs@hungexpo.hu)

**Mrs. Andrea FARKAS – marketing manager**  
Phone: +36 1 263 6044. Mobil: + 36 30 446 8126  
E-mail: [farkas.andrea@hungexpo.hu](mailto:farkas.andrea@hungexpo.hu)

