

TRAVEL 2018 EXHIBITION

PACKAGE OFFER FOR ATTENDANCE AS
FOREIGN GUEST OF HONOUR



TRAVEL EXHIBITION

TRAVEL



- Hungary's leading tourism expo for 40 years
- First day: B2B visitors, conferences, meetings, networking
- Following days: B2C visitors, programs focusing on culture, culinary, dance and music
- Beside foreign guest of honour there is a domestic and a cultural guest of honour
- More than 300 exhibitors and 28,000 visits on 20,000 square metres in 2017



TRAVEL EXHIBITION 2017

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28,156 visits

315 exhibitors

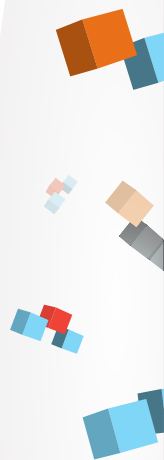
5308 professional experts on the opening day

97 foreign exhibitors

28 countries

20,000 square meter of indoor space

592 registered journalist



GENERAL AUDIENCE PROFILE

TRAVEL



DISTRIBUTION OF AGE GROUPS

GENERATION X 44%

GENERATION Y 40%



DECISION ABOUT VISITING

REGULAR VISITOR 30%

DECIDES MAX. 2 WEEKS BEFORE THE EVENT 52%



WHO, WHERE FROM, WITH WHOM?

BUDAPEST AND SURR. 71%

GRADUATED 54%

WITH FAM./PARTNER 56%



RATE OF GENDER

MALE 40%

FEMALE 60%



SOURCE OF INFORMATION

INTERNET 46%

SOCIAL M. 16%

BILLBOARD 11%

TELEVISION 9%

PRESS 8%

RADIO 5%



DOMESTIC VS. ABROAD

DOMESTIC + ABROAD 63%

PREFER DOMESTIC 28%

PREFER ABROAD 10%

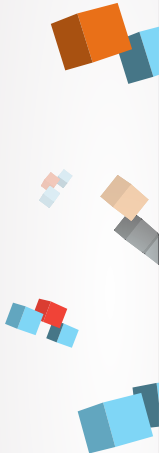


EXPECTATIONS FROM THE FOREIGN GUEST OF HONOUR

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- Booking of min. 100 sqm space
- Individual booth design and construction by Hungexpo (f.e. Romania 2015, China 2016, **not included in package price**)
- Experiences of the country/city – dance, music, traditional costumes, folk customs, gastronomy – food & beverage tasting, interactivity, special attractions, quiz etc.
- Communication materials (logo, image film, photos, ads, graphics, roll-up, audio spot, texts for website, banner, PR articles, press releases, details of prizes etc.)
- B2B programs (workshop, presentation etc.) on the travel day
- Programs for the public stage (traditional dance, music etc.) at least 2 times/day, 6 times all together
- Program at the exclusive party of the exhibitors on the first day's night
- Contribution to the exclusive party (welcome gift, decoration, traditional food & beverage etc.)
- Prize for the public (all-inclusive, including all additional costs, e.g. air ticket + transfer + tax + accommodation + catering)



FOREIGN GUESTS FROM PREVIOUS YEARS

TRAVEL



Foreign Guest 2015 - Romania



Foreign Guest 2016 - China



Foreign Guest 2017 - Russia



**Tastes of guests of honour
on the exhibitors' party**



**Opening ceremony –
Certificate of merit**



**Guest of honour –
Stage program**

SERVICES FOR THE FOREIGN GUEST OF HONOUR

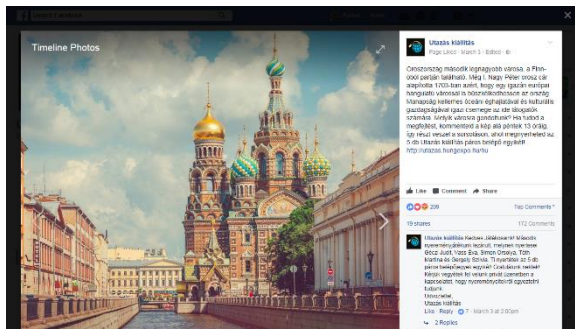
TRAVEL



- Priority placement of the booth in the Hall
- Highlight of the booth location on the maps (fairground, visitors' guide, website etc.)
- Promotion of the foreign guest of honour during the campaign season, on offline and online advertising spaces, both in creative design and written
- Promotion of the prize
- Advertisement in the visitors' guide
- Hanging 2 pcs of huge molinos under the Passage (including production costs – advertisement options on the fairground can be changed on demand)
- Broadcasting audio advertisement in the fairground's loudspeaker system 6 times a day max. 30 sec per each
- License of leaflet distribution for 2 persons during the whole duration of the exhibition (costs of hostesses are not included)
- Separate menu option on the exhibition's official website for the foreign guest to introduce itself with photos and text
- Banner ad on the exhibition's website and in the online catalogue
- Highlight in the online catalogue
- Promotion of the foreign guest in the exhibition's official Facebook profile (posts and photos before and during the event)
- Description of the foreign guest in the press release and attachment opportunity, invitation for the press conference and speech opportunity, standing a roll-up
- Invitation for the opening ceremony of the exhibition and speech opportunity, standing roll-up, transferring a certificate of merit
- Technical support of the programs (press conference, opening ceremony, exhibitors' party, public stage, except the programs by the booth)



SAMPLES FOR THE PROMOTION OF THE FOREIGN GUEST IN THE CAMPAIGN



SPECIAL OFFER – ONLY AVAILBLE FOR THE FOREIGN GUEST OF HONOUR

TRAVEL



Support of the foreign guest of honour in its own communication campaign

To promote the foreign guest of honour as a destination, press relations are very important. Hungexpo helps you, with its many years of experience and connections, to deliver your messages.

- Magazines:
 - Turizmus Panoráma, website: www.turizmus.com, daily newsletter: Turizmus Panoráma Bulletin (B2B communication)
Market leader tourism magazine, the official magazine of Hungarian Hotels and Restaurants, media partner of the Association of Hungarian Travel Agencies. We connect you with a staffer, which guarantees, that you can give all the news and press releases directly to them.
 - Turizmus Trend, website: www.turizmusonline.hu, daily newsletter: Napi Turizmus (B2B communication)
The second most important magazine of the tourism. We connect you with a staffer, which guarantees, that you can give all the news and press releases directly to them.
- Travel exhibition's Facebook profile: <https://www.facebook.com/utazaskiallitas>
More than 20 000 fans. Individual events, daily posts about the programs and exhibitors 2 months before the exhibition.
- Website: www.utazas.hungexpo.hu
Up-to-date content, useful information, approximately 50,000 users in a month.
- Sending of press announcement to our own press list
- Individual online DM letter sending to the database of the Travel exhibition (database: more than 20,000 addresses)
- The Hungexpo's ordinary website: www.hungexpo.hu

PACKAGE PRICES

TRAVEL



FOR THE STATUS OF FOREIGN GUEST OF HONOUR

Including and expecting all the services listed:

Price of package: **30 000 EUR + VAT + booth design and construction**

FOR THE SPECIAL OFFER – ONLY AVAILBLE FOR THE FOREIGN GUEST OF HONOUR

Supporting the own communication campaign of the foreign guest of honour

Price of package: **9 900 EUR + VAT**

FOR BOTH PACKAGE

Including the status of foreign guest of honour and the special offer

Price of package: **35 900 EUR + VAT + booth design and construction**

We give you a special
offer for the booth
design and
construction! Please
take a contact with us!



We hope our offer meets your expectations.

Should you have any question, do not hesitate to contact us on the following mobile numbers and e-mail addresses.

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