

#TTRI2026

12 - 15 February

Romanian Tourism Fair

Explore

www.targuldeturism.ro

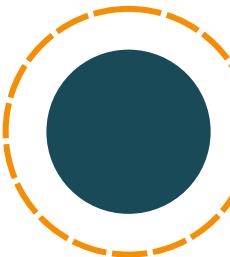




The most important B2B and B2C platform for promoting the travel industry in Romania

In February 2026, the Romania's Tourism Fair returns with an edition dedicated both to travel industry professionals and the general public, further strengthening its position as the largest tourism event in the country. Visitors will discover outstanding travel deals in Romania and abroad, while specialists will benefit from an essential platform for networking, partnerships, and showcasing the latest trends in the field.





Key Figures 2025

The 2026 edition aims to build on the upward trend demonstrated in 2025, when TTR I recorded:

- 12,000 sqm of exhibition space
- 190 exhibitors
- 52% international participation
- a wide representation of destinations from Romania and around the world
- a substantial programme of conferences, workshops, and professional presentations

These results confirm TTR as the strategic meeting platform between the Romanian tourism industry and international markets.

#TTRI2026

Our objectives for 2026

An edition focused on internationalisation and business networking.

The Romanian Tourism Fair I 2026 focuses on strengthening B2B partnerships and promoting global destinations. It continues the success of the previous edition, in which more than half of the participating companies came from international markets.

In 2026, our goals are:

- to expand the presence of partner countries,
- to attract international DMCs,
- to increase the participation of hotel chains,
- and to foster direct connections between global suppliers and Romanian travel agencies.

In this way, TTR is consolidating its role as a regional hub for negotiating incoming/outgoing contracts and for launching the key travel offers of the year.



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Romanian Tourism



Positioning Romania as a Strategic Destination

The 2025 edition highlighted the growing interest in Romania's regions, with some of the most prominent stands representing: Brașov, Brăila, Bucovina, Buzău, Caraș-Severin, Covasna, Eforie, Harghita, Maramureș, Mureș, and Prahova, as well as Tulcea.

In 2026, TTR will continue to provide the most extensive platform for promoting domestic destinations and aims to showcase Romania's most attractive regions for cultural tourism, seaside holidays, medical and spa tourism, ecotourism, mountain and rural tourism, as well as city breaks.

HOSPITALITY & GUEST EXPERIENCE SECTOR

The Tourism Fair is introducing a new sector dedicated to the hospitality industry, designed to address the current needs of tourism operators and accommodation providers.



Sectorul Hospitality includes:

- 🏨 Hotel services and management solutions
- 🔧 Accessories and fittings for hotels and guesthouses
- 🏡 Equipment and solutions for guesthouses and accommodation units
- 🧴 Products enhancing comfort, design and the guest experience
- 👤 B2B suppliers for the HoReCa industry

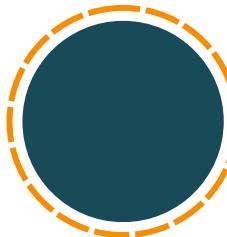
Benefits for exhibitors:

- Direct access to decision-makers in tourism and hospitality
- Increased visibility in a relevant B2B context
- Opportunities for new partnerships and contracts

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B2B & B2C

Offers, destinations, and new opportunities for collaboration



Building on the success of the 2025 Spring Edition, when travel agencies offered:

- up to 50% discounts for popular destinations (Egypt, Greece, Italy, Spain, Turkey)
- up to 40% for the Romanian seaside
- up to 30% for Easter and 1st of May holidays
- up to 40% for packages in European capitals

the 2026 Spring Edition will continue to serve as the main launchpad for new season offers, providing value both to end customers and to B2B partners looking to expand their portfolio.



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B2B PROGRAM

Conferences, workshops and networking

TTR is where the industry meets, talks and reinvents itself. It is the place where destinations, agencies and suppliers set their direction for the coming year. The TTR Networking Hub 2026 becomes the event's central knowledge hub, hosting:

- conferences led by national and international tourism experts
- thematic workshops for industry professionals
- sessions dedicated to technology in tourism
- discussions on sustainability and the future of the industry
- panels on marketing, destination branding and digital transformation



Include participation in your 2026 budget



✓ **Visibility at an event with a proven reputation**

The 2025 edition figures demonstrate the growing interest in both the Romanian and international markets.

✓ **Professional B2B audience**

Direct meetings with agencies, hoteliers, authorities, transport providers, DMCs, associations and suppliers.

✓ **Value-adding networking programme**

Conferences, workshops, product launches and themed meetings.

✓ **Strategic positioning for destinations**

An event that places a strong emphasis on promotion, storytelling and destination branding.

✓ **Access to the Romanian market and to global partners**

TTR remains the best platform for connecting inbound and outbound tourism.



B2B Partner

Be our partner in 2026

Your benefits

- Premium branding in conference and workshop areas
- Presence in the official TTR Networking Hub programme
- Opportunity to deliver presentations, case studies and product launches
- Visibility in front of a professional audience: agencies, hotels, DMCs, authorities and suppliers

Position your brand at the heart of the industry and connect with market leaders.



Media Partner

Amplify the visibility of the Romanian Tourism Fair 2026

Join the most important tourism event in Romania and benefit from:

- Access to exclusive content and interviews with industry leaders
- Co-branding opportunities and exposure across all ROMEXPO channels
- Visibility among thousands of professionals, agencies, destinations and institutions
- The possibility to create special features, reports, live broadcasts or dedicated shows

Be the voice that tells the story of tourism in 2026.



Let's work together to build the best-ever edition of the Romanian Tourism Fair!

The ROMEXPO team is here to support you at every stage of your participation in TTR 2026. Our specialists provide full assistance for:

- Information on registration, offers and customised commercial packages tailored to your brand's needs
- Dedicated consultancy in choosing your stand, its configuration, positioning and optimising visibility within the hall
- Partnership and promotional opportunities within the fair and across TTR's official communication channels
- Technical and logistical support, from planning and set-up through to the entire duration of the event
- Support in activating your brand, including recommendations for activities, presentations and integration into the B2B programme and the TTR Networking Hub





Contact us today and secure your place at the Spring 2026 edition of Romania's most important tourism event.

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2025 Photo Gallery



Search...

See you at the fair.

Thank you!

