SALES PRESENTATION



Spring edition 2027

ROMANIAN TOURISM FAIR

More than 25,000 visitors.
Your clients are at ROMEXPO.

11 - 14 FEBRUARY 2027 | BUCHAREST

www.targuldeturism.ro

2026 RESULTS

Spring edition 2026: over 25,000 visitors

25,000+

visitors in four days

consumers and tourism industry professionals

154

exhibiting companies

42%

international exhibitors

16

countries represented

11,000 sqm

exhibition space

**ROMEXPO data, Romanian Tourism Fair, spring edition 2026*

VISITOR PROFILE

Two audiences, one event



Consumers

HOLIDAY BUYERS

- Families and couples planning their summer holiday
- Travellers looking for early booking offers
- Visitors interested in tours and city breaks
- Travellers interested in Romanian destinations



Professionals

BUSINESS PARTNERS

- Travel agencies and tour operators
- Hoteliers, guesthouses and DMCs
- Carriers and airlines
- Local authorities and tourism associations

THE CONTEXT

February, the month the season is planned

In February, travellers choose their destinations for Easter, 1 May and the summer holidays, while agencies launch their seasonal offers. The fair takes place right at this time: **11 - 14 February 2027.**







Holiday planning

Easter, 1 May and summer holidays 2027

Early booking launches

The best time to promote seasonal offers

Building partnerships

Partnership contracts for the whole year

BENEFITS

The benefits of exhibiting

Direct sales

Bookings and deposits taken at the stand, with fair-only offers

New clients

Contact details of interested visitors, for follow-up sales

B2B partnerships

Incoming and outgoing agreements, negotiated directly with partners

Visibility

Exposure to more than 25,000 visitors

Launching the 2027 season

The right setting to present new offers and products

Market insight

A first-hand view of demand and competitors' offers

SOLUTIONS BY SEGMENT

Participation benefits for every type of exhibitor

Travel agencies and tour operators

- Launching early booking offers and summer programmes
- Direct sales to consumers
- Contracts with hotels, DMCs and carriers

Hotels and guesthouses

- Direct promotion to travellers and agencies
- Partnership contracts with tour operators
- A place in the Hospitality & Guest Experience sector

Small agencies and new exhibitors

- Exhibition space to suit the budget
- Access to the same audience as the major operators
- ROMEXPO guidance in preparing your participation

The ROMEXPO team tailors the participation format to each company's goals and budget.

PARTICIPANTS 2026

The tourism industry, represented at ROMEXPO

Romanian destinations and companies from 16 countries took part in the spring 2026 edition.

DESTINATIONS FROM ROMANIA

Brașov | Botoșani | Buzău | Danube Gorges | Eforie | Iași | Maramureș | Mureș | Neamț | Prahova | Suceava

COMPANIES FROM 16 COUNTRIES

Armenia | Azerbaijan | Bulgaria | China | Cyprus | Greece | India | Israel | Italy | Morocco | Republic of Moldova | Poland | Czech Republic | Turkmenistan | Ukraine | Uzbekistan







2027 PROGRAMME

Formats for tourism professionals

The 2027 edition continues and expands the formats that drew the most interest in 2026.



Tourism Professionals Forum, 3rd edition

Education, promotion and trends, with Romanian and international experts. Speaking opportunities for exhibitors.



Hospitality & Guest Experience

The second edition of the sector for hotels, guesthouses and HoReCa suppliers.



MICE & business travel

A segment built on the interest sparked by Rob Davidson's talk in 2026.

PROMOTION

The ROMEXPO campaign supports exhibitor sales

The fair is promoted before, during and after the event.

Online campaigns

Meta and Google, for consumers and professionals

SMS and newsletter

To the ROMEXPO visitor database

Press and media partners

Features, interviews and programmes about the fair

Leads collected at the stand

Scan the visitor's badge to capture their contact details



HOW TO TAKE PART

Early booking secures the best locations

Hall stand

Space for every budget, from small agencies to major operators

Custom stand

A concept built on your brand identity, designed and installed by ROMEXPO

Partnership

Extra visibility at the Professionals Forum and in the fair's communication

01

Contact

We review your participation goals together

02

Choosing the format

Stand, custom stand or partnership

03

Booking

Early registrations get the best locations

04

The fair

11 - 14 February 2027

BOOKINGS AND INFORMATION

Your clients will be at ROMEXPO. See you there!



11 - 14 February 2027

ROMEXPO, Bucharest

The ROMEXPO team is here to help you choose the right format and prepare your participation.

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