



THE LARGEST TRAVEL INDUSTRY EVENT IN NORTHERN EUROPE



MISSION

INSPIRATION AND CONNECTIONS



The mission of Matka Travel Fair is to provide a diverse and inspiring meeting place for travel industry professionals, general public and companies in the field.

Our goal is to connect, provide information, and create opportunities for business development and networking.

VISION

PIONEERING AND COLLABORATION



The vision of Matka Travel Fair is to be a pioneer in the travel industry, an innovative meeting place, and an enabler.

Our goal is to promote the travel industry, create new collaboration opportunities, and inspire both travelers and industry professionals.

Matka Travel Fair is a space where travel meets, and where future travel experiences are built.



MATKA TRAVEL FAIR 2025



Visitors

56.000

of which professionals

15.500

Exhibitors

850

Countries

70

11
%

Increase in visitor
numbers

16
%

Increase in
professional visitors

Of the professional visitors

- 56% are decision-makers in their role
- 24% are company executive

NPS

Visitors 15 (5)

Professionals 43 (28)

Exhibitors 41 (35)



VISITOR PROFILE & AREA

AGE GROUPS

Under 35	5 %
35–44	9 %
45–54	19 %
55–64	30 %
Over 65	35 %

SIZE OF THE PARTY

Alone	22 %
2 persons	60 %
3–5 persons	16 %

14
%

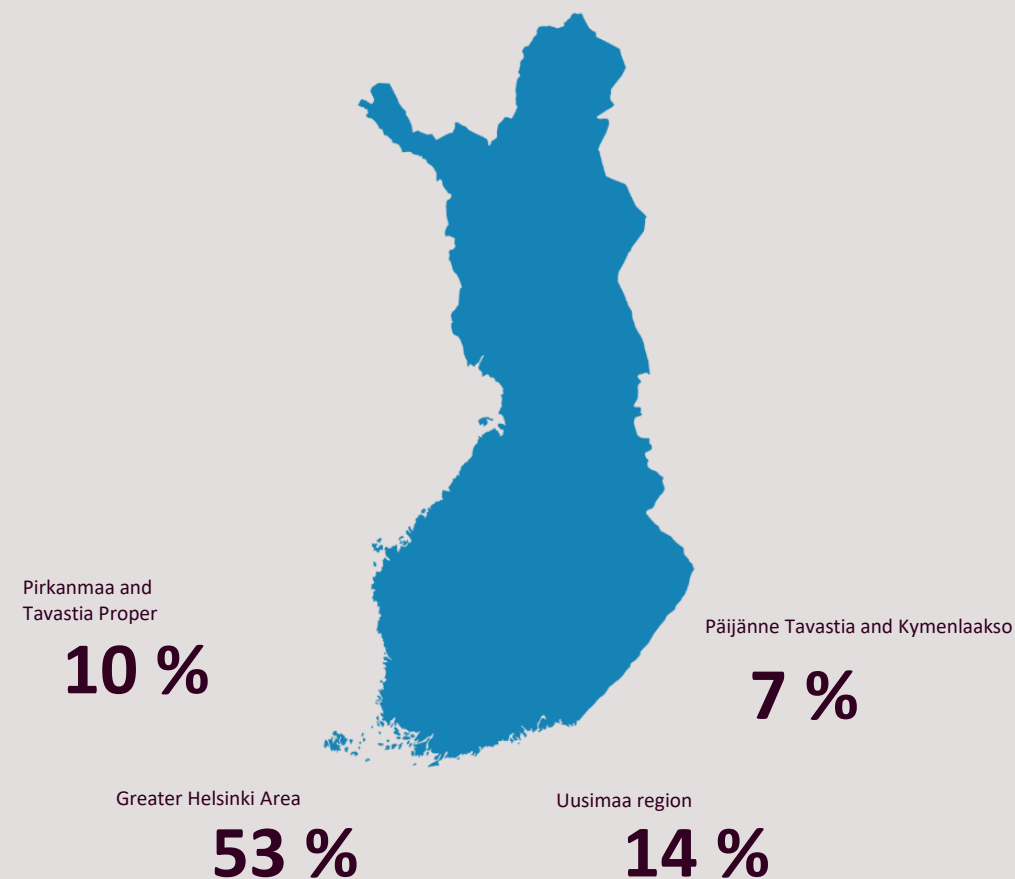
First-timers

23
%

First timers
age group
under 45 years old

70
%

Spent time
3-5 hours



IDEAS AND INSPIRATION FROM THE FAIR



MOTIVES FOR ATTENDING

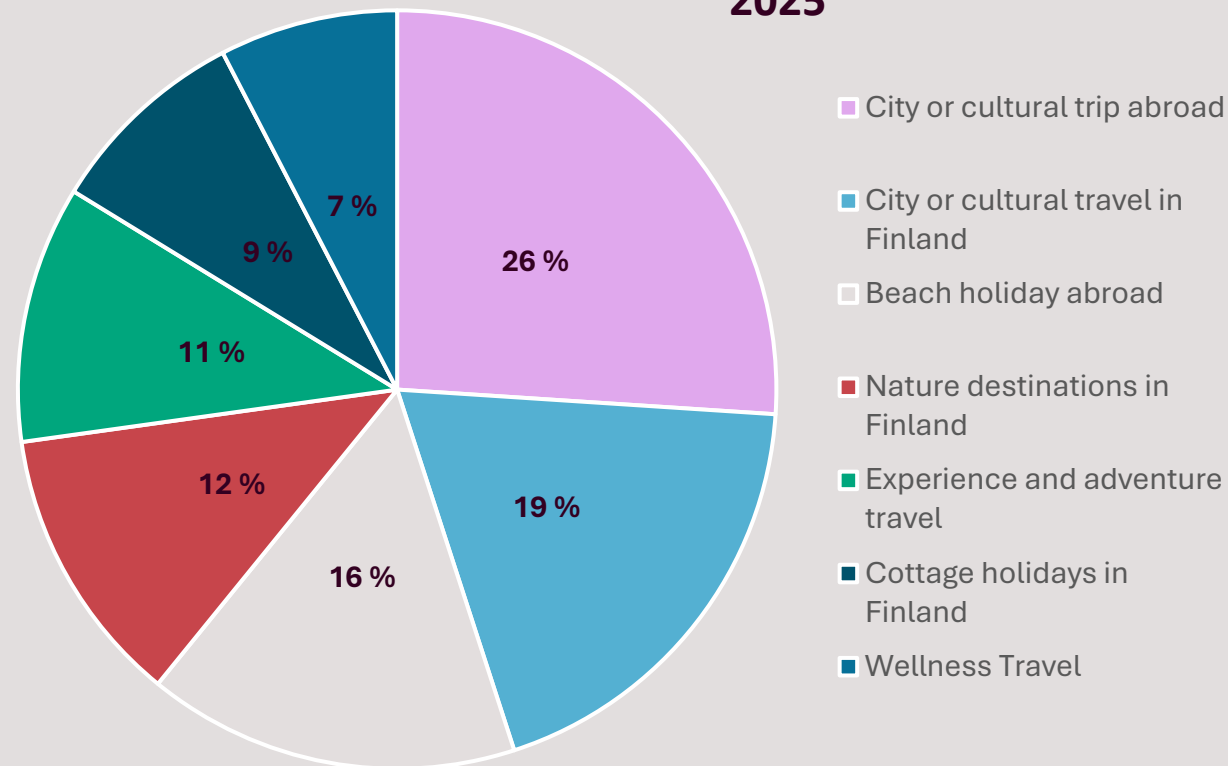
Finding ideas and inspiration	72 %
Meeting experts or planning/travel information seeking	59 %
Spending time	24 %
Exploring new products	17 %



WANTS TO PARTICIPATE IN THE FAIR

Information sessions and practical tips	45 %
Scheduled on-stand demonstrations	45 %
Experiences and/or interactive programme items	42 %
Virtual tourism	32 %

TRAVEL PLANS FOR 2025



A HIGH-IMPACT EVENT

TOP 5

AREAS OF INTEREST

Cultural travel	59 %
Independent travel & Overland journeys	52 %
Active travel	43 %
Less touristic alternatives or destinations	41 %
Wellness travel	39 %

79 %

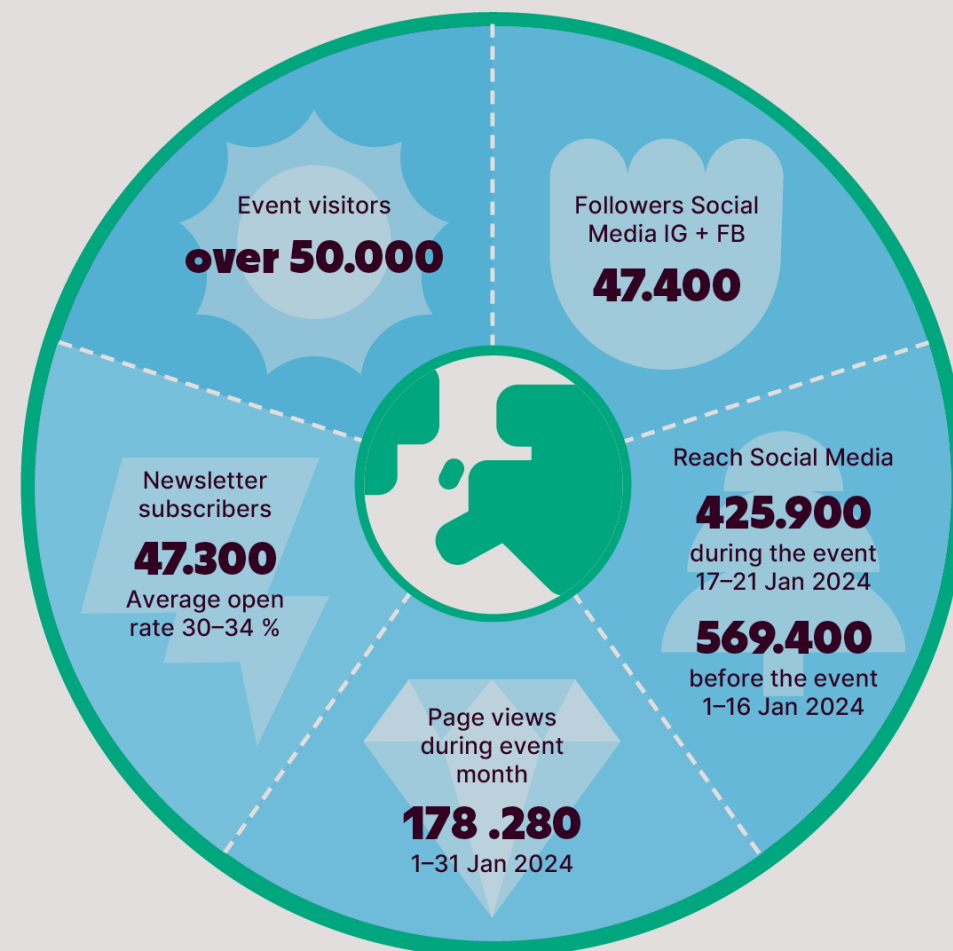
Positive
experience
from the event

82 %

Will return

ESTIMATED EXPENDITURE ON TRAVEL SERVICES AND PRODUCTS IN THE NEXT 3 MONTHS

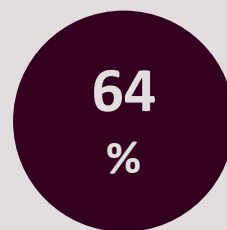
100-1000 €	44%
500-1000 €	14%
Over 1000 €	17%



PROFESSIONAL VISITORS

T P 3 ATTENDING MOTIVES

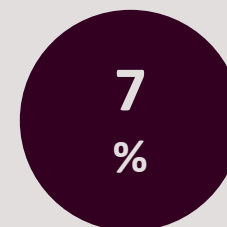
- Exploring new products and/or services
- Meeting experts/professionals face-to-face
- Seeking new inspiration



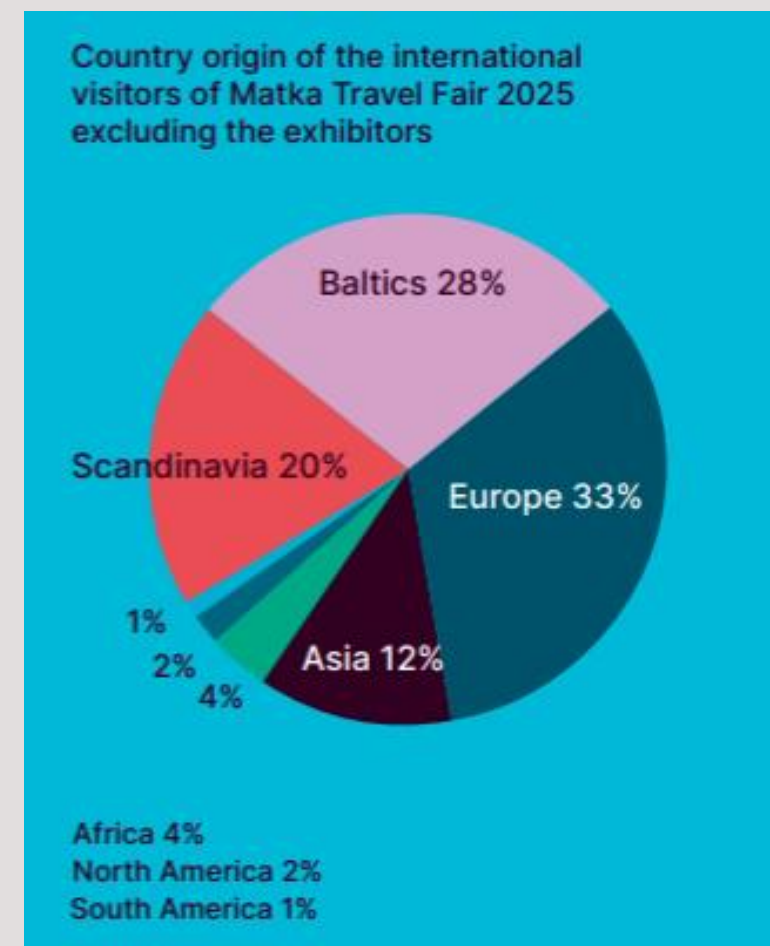
Found an interesting contact or service at the event

T P 5 INDUSTRY

- Travel agency / tour operator
- Accommodation and food service industry
- Company using travel services
- Airline / shipping / ground transport company
- Educational institution



First-timers





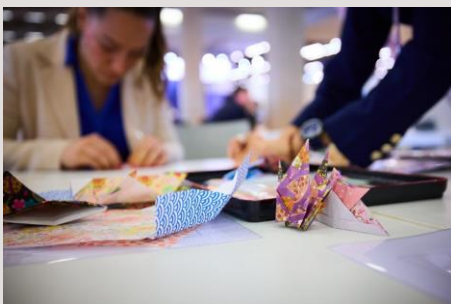
MATKA TRAVEL FAIR

INFORMATION, EMOTIONS AND EXPERIENCES



NEW AT MATKA!

- ➔ Wellness & Experience Zone
- Immersive workshops
- Story Corner & other programme stages



INSPIRING ATMOSPHERE

- ➔ Experience the whole world under one roof. Touchable moments and the opportunity to try, do and feel.



GENUINE ENCOUNTERS

- ➔ Meet consumers in an inspiring environment that offers ideas and enriches the imagination, showcases your brand and leaves a lasting impression.



ACTIVITIES, WELLNESS AND CULTURE



ACTIVITIES AND ADVENTURE

The best ways to combine exercise, experiences and vacations. Visitors come to the event to get to know new activities and look for unforgettable experiences - more than 70% of visitors are looking for ideas and inspiration for their next trip.



BALANCE AND WELLNESS

Relaxation, sun vacations, yoga retreats and nature trips. The trend of wellness tourism can be seen in the visitors, and people come to the event to get information about new destinations and to collect practical tips.



CULTURE AND HISTORY

The event offers an opportunity to learn more about museums, theaters, art galleries and historical sites. Of the visitors in 2025, 66% are planning a city and cultural trip abroad for the current year, and 48% are planning a similar trip to their home country.



VISIBILITY FOR YOUR BRAND



→ Explore the versatile opportunities to capture the attention

COOKING WORKSHOPS AND TASTINGS

Take visitors on a culinary journey and showcase your destination through new, experiential methods.

MATKA WELLNESS

Provide visitors with a moment of wellness by hosting a sponsored class in exercise or relaxation, available with the purchase of the expo ticket.

FAMILY SUNDAY

Sunday is dedicated to families and serves both young adventurers and teenage travelers. Ensure attention for your company in the children's area! The area offers diverse opportunities for brand visibility from activity points to branding the entire area.

CENTRAL PLAZA

The pathways lead to the heart of the Matka Fair and its central area, Central Plaza. Ensure visibility for your brand that is noticed and remembered!



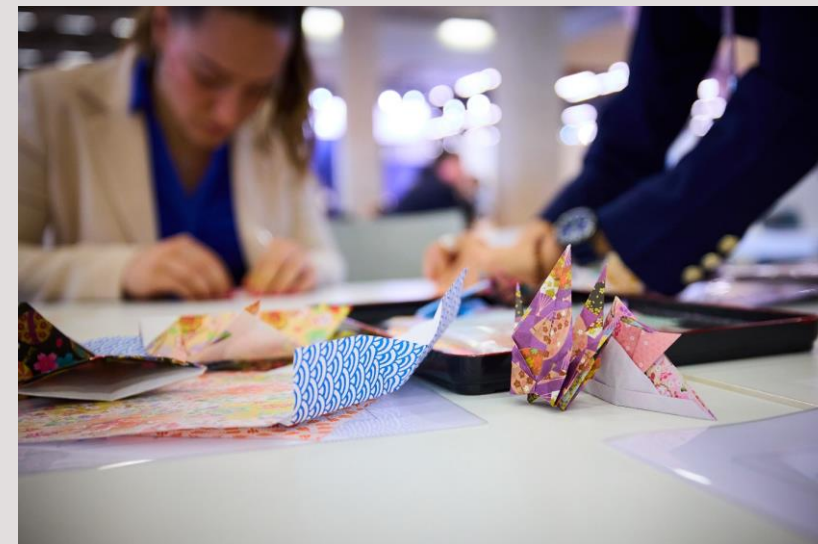
→ Dive into the world of travel stories with stage branding and bring your company into the world of adventure!
[Explore the options](#)

EXPERIENCE ZONE

→ The Experience Zone offers participants a completely new opportunity to leave a strong memory imprint and create a personal and immersive experience.

Participants can learn about the company, its products, or services and form a stronger brand image.

Whether the idea is an art workshop, cooking workshop, tasting workshop, or even a workshop for planning guided tours, the Experience Zone provides the space. Workshops can be organized for visitors of all ages.



EXPERIENCE ZONE



EVOKES EMOTIONS, OFFERS INFORMATION AND DELIVERES UNFORGETTABLE EXPERIENCES

Engage the Senses: For visitors, engaging in experiential workshops will create lasting impressions, making their visit to the expo a uniquely personal experience.

Boost Your Brand: Strengthen your company's brand image through engaging activities such as an art or cooking workshop, a tasting event, or a tour planning session!

Practical Benefit: Provide your target audience with practical knowledge, training, and inspiration that increases participants' engagement with your brand.



EXPERIENCE ZONE



→ SPONSORED WORKSHOP

The Experience Zone of the Matka provides a platform for event marketing where visitors can actively participate and engage.

Various cooking workshops and tastings offer a unique way for encounters during the Matka, where different flavors and their stories take visitors on a journey of taste.

- Whether the idea is an art workshop, cooking workshop, tasting workshop, or even a workshop for planning guided tours, the Experience Zone provides the space. Workshops can be organized for visitors of all ages.
- All workshops require pre-registration on-site at the fair. Registration arrangements are handled by Messukeskus.
- Access to the Experience Zone for 2 hours (+30 minutes before and after) costs €2000 + VAT 24% per workshop. In addition to comprehensive pre-marketing, the price includes logo visibility at the area during the event, seating for 20 participants, serving dishes, and utensils. Cooking workshops include necessary cooking equipment in the price.



WELLNESS ZONE

→ Visitors to the Matka Wellness area have the opportunity to get a taste of activities available at various travel destinations. The area offers a chance to enjoy an unforgettable experience, whether by relaxing or even getting their heart rate up.

Host a workout session or a wellness moment designed to refresh both body and mind, leaving a lasting impression in a unique and inspiring way. Sessions are included with the event ticket.



WELLNESS ZONE



→ SPONSORED WELLNESS AND WORK-OUT SESSION

Opportunity to host your own wellness and/or workout session, accommodating up to 70 participants at once.
An unforgettable experience for visitors!

- Visitors have the opportunity to participate in the event's wellness and workout sessions with the price of their admission ticket. The sessions can include various activities such as mindfulness, yoga, pilates, or more intense workouts.

Price includes

- Visibility during the sessions includes display on the screen in the venue, the opportunity to distribute give-away products or offers to participants, visibility on the event's website in the Matka Wellness section (with your own logo/description), and visibility as part of the overall marketing of the Matka Wellness area.
- Matka Wellness sessions can be held every day or just for one day. The sessions take place in a peaceful area near the exhibition halls.
- We offer the use of the space for 2 hours at a price of €1500 + VAT. In addition to comprehensive pre-marketing, the price includes space usage, sound system for speech and music, and a small changing area.



AREA AND STAGE BRANDING



- Matka Travel Fair provides a platform where businesses can leverage an audience that is already open to offerings and messages – stand out from the crowd!

DISCOVER NEW CONCEPTS!

MATKAFESTIVAL

On Friday night, Matka comes alive with music, culinary experiences, and a vibrant festival atmosphere – bring your destination into the spotlight and engage visitors through immersive experiences!



MATKAFESTIVAL

- Matkafestival is an experiential concept at Matka Travel Fair, where the audience gets to dive into the world of travel in a vibrant festival atmosphere. It offers a unique opportunity to showcase your brand, enhance visibility, and create memorable connections with your target audience.

Explore the opportunities:

- **Tailored entertainment** – Engage visitors with live music, performances, competitions, or local cultural experiences.
- **Branded festival experience** – Showcase your destination or service in a visually and experientially compelling way – with the option to customise the stage and area to match your brand.
- **Strong connection with potential customers** – Create encounters that leave a lasting impression and inspire visitors to book their next trip to your destination.

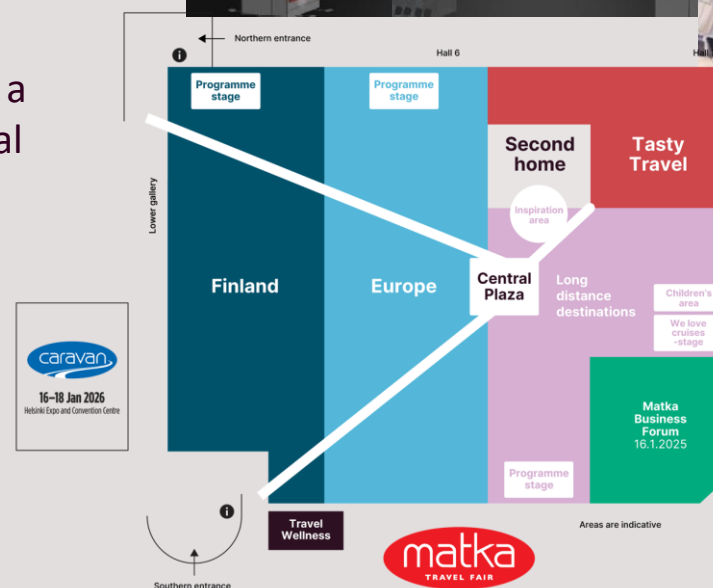
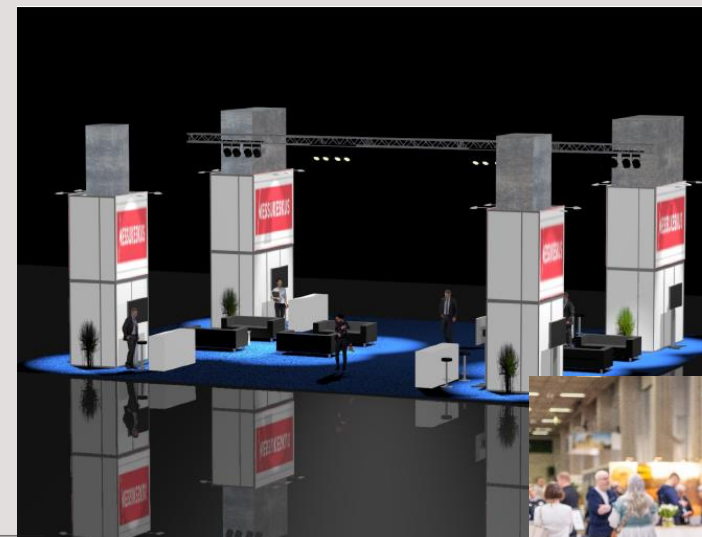


CENTRAL PLAZA

→ AREA IN THE HEART OF MATKA

The redesigned floor plan directs the pathways to the heart of the Matka Fair and its central area, Central Plaza, where your brand can shine at the center.

Ensure visibility for your brand that cannot be ignored, be prominently featured at the heart of the event, and secure a strong top of mind position and perception among potential customers.



FAMILY SUNDAY

→ Sunday is dedicated to families, catering to both young adventurers and teenage travellers.

Expect favourite characters, a vote for the mascot of the year, treasure hunts, face painting, and plenty of fun activities!

The Kids' Area offers diverse branding opportunities, from individual activity spots to full-area branding.



NEW!

Experiential programme points

AREAS

Finland

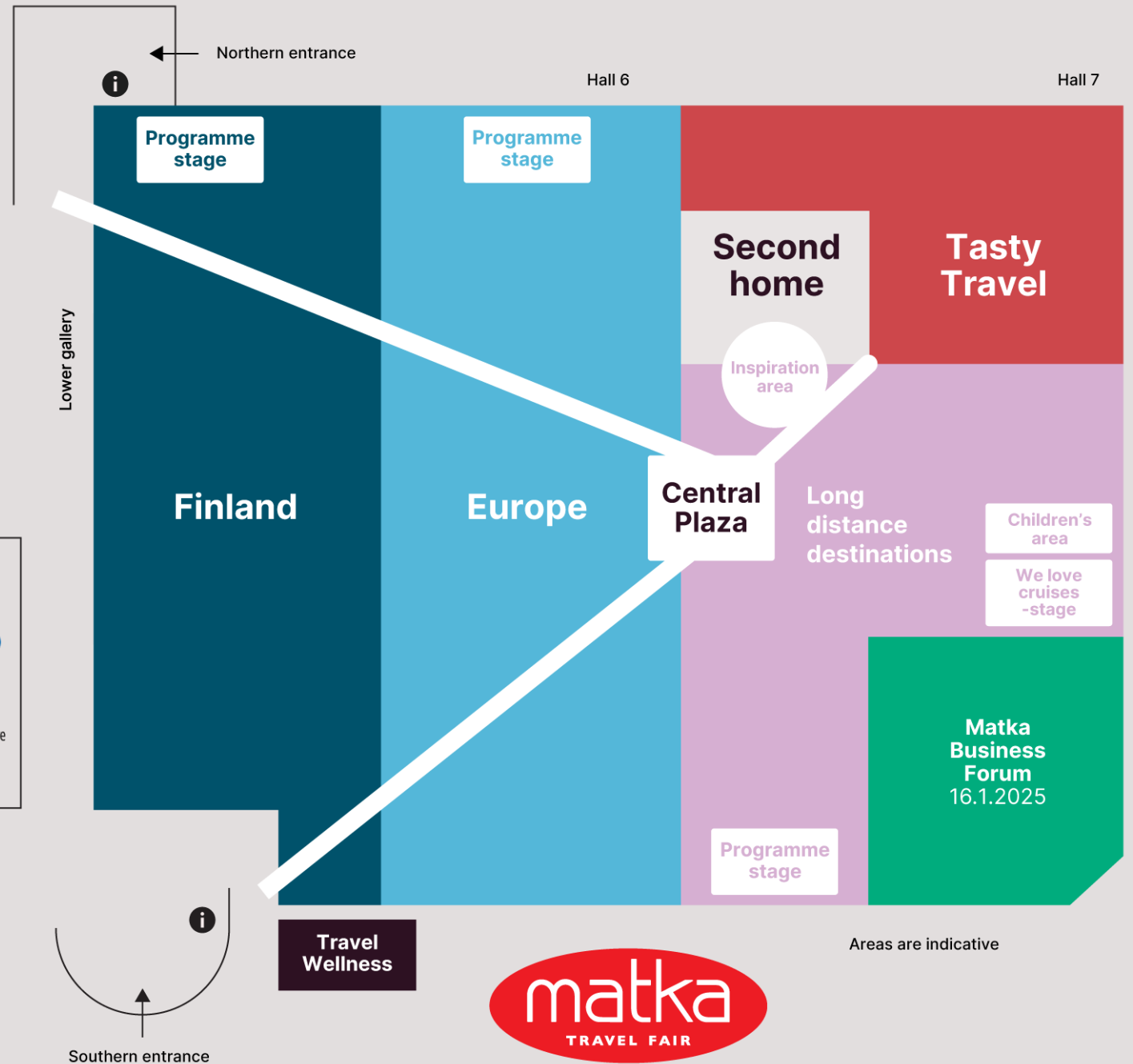
Europe

Long-haul destinations

2nd Home

Tasty Travel

Matka Business Forum



REACH PROFESSIONALS AND GENERAL PUBLIC



→ STAND SOLUTIONS

Choose the most suitable way for you to participate in the fair. You can book a stand and order stand equipment separately – or opt for a convenient turnkey solution.

→ Participation solutions and prices

Rent exhibition space alone and complete your stand with the structures, furniture and technical solutions you want. You can also order an individually designed stand from us.



MATKA TRAVEL FAIR FOR PROFESSIONALS



→ THE MOST IMPORTANT MEETING PLACE FOR
PROFESSIONALS IN THE INDUSTRY

Matka Travel Fair connects, offers information and creates opportunities for business development and networking.

On Thursday, January 15, 2026, Professional Day offers versatile opportunities to learn new things and develop professional skills through topical seminars.

Come along to present products and services, network with potential customers and various players in the tourism industry and develop the tourism industry together!



→ Check more from the video
[Matka Travel Fair for professionals](#)

MATKA WORKSHOP DAY

A scheduled meeting forum where prospective business partners can connect.

The tourism trade event features 'Meet Finland' and 'Meet the World' sections, facilitating encounters between domestic and international service providers and prospective clients.

Cultivate relationships, discover new destinations, and highlight your company's services!

Exclusive to main exhibitors and subexhibitors.



Matka 2025 Workshop Day

- 685 attendees, of which 44% international visitors
- 258 validated travel trade buyers
- 4000 accepted pre-scheduled meetings
- NPS 43
- Meet the World – nearly 50 suppliers from 24 countries
- Meet Finland - nearly 200 suppliers



Discover the event through video
Matka Workshop Day

Participation solutions and prices

MATKA BUSINESS FORUM

At the Matka Business Forum special area, you will meet companies offering business travel and meeting services, as well as other products and services aimed at professionals, during the Professionals Day on Thursday.

Matka Business Forum brings together travel agencies, meeting venues, and other business travel service providers in one convenient location for efficient networking and collaboration.

Reach your target audience effectively and create meaningful connections!



[Discover our customer stories](#)

[Participation solutions and prices](#)



MEET THE WORLD 14-18 JAN 2026

Matka Workshop Day 14 Jan 2026 | Matka Trade Day 15 Jan 2026
General Public 16-18 Jan 2026

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