

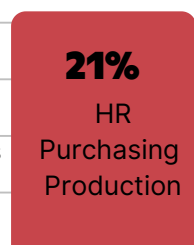
MATKA TRAVEL FAIR 2026

SUMMARY REPORT

MATKA TRAVEL FAIR 2026



PROFESSIONAL ROLES



Profiles of key travel industry stakeholders:

Travel agencies & tour operators
Corporate travel buyers & decision-makers
Business event organizers

MATKA WORKSHOP DAY

The largest travel industry B2B in Northern Europe

704 PARTICIPANTS

of which 44% international.

52 COUNTRIES REPRESENTED

260 BUYER COMPANIES

250 SUPPLIER COMPANIES

with dedicated schedules.

5300

PRE-ARRANGED MEETINGS

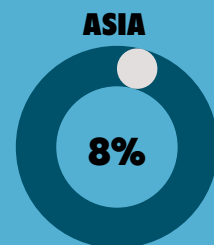
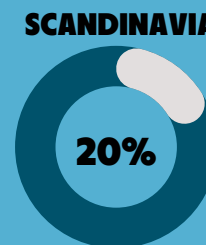
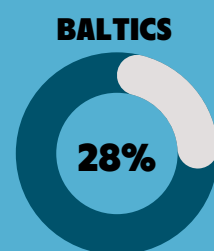
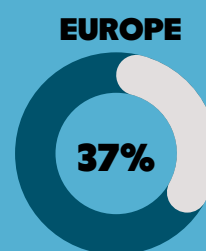
PROFESSIONAL VISITORS

95% satisfied with the quality of the meetings.

90% would recommend Matka.

Among the visiting travel trade professionals **49%** hold decision-making roles, while **21%** are executives or top leaders in their companies.

INTERNATIONAL VISITORS



Country of origin of the international B2B visitors of Matka Travel Fair 2026 excluding the exhibitors.