

2026 END OF SHOW REPORT



13th INTERNATIONAL EXHIBITION BRINGING TOGETHER THE RECREATION, ATTRACTION, PARKS, GARDENS, POOLS, SPORTS, AND SOCIAL FACILITIES INDUSTRIES

Bringing together all industry stakeholders under one roof for three days, our exhibition once again served as a productive platform where innovations were shared, strong partnerships were built, and future-shaping ideas emerged.

Completed with high international participation, a qualified visitor profile, and strong interaction, this gathering created sustainable value for our industry.

We thank all our exhibitors, visitors, business partners, and supporting institutions for their contribution to this success.

We aim to shape the future together by further growing this synergy in the upcoming period.

 **15-17 JANUARY 2026**
ISTANBUL EXPO CENTER



Highlights

ATRAX took place with 15% growth despite challenging market conditions.

It turned into a global gathering with visitors from diverse countries.

It received intense interest from industry professionals from the very first day.

Municipalities, investors, and industry executives followed the exhibition closely.

Newly showcased products and innovative technologies were the focus of the exhibition.

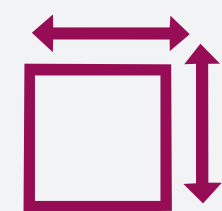
Seminars and panels stood out with content that guides the sector.

Exhibitors established new collaborations and commercial contacts.

Positive feedback clearly demonstrated the success of the exhibition.

ATRAX IN NUMBERS

The Figures Clearly Highlighted
The Scale and Impact of Atrax 2026



Total
Area

5 HALL
55.000 M²



Total
Exhibitors

400+
INTERNATIONAL: 50+



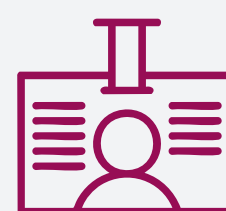
Exhibitor
Countries

24



Total
Visitors

17.922



Visitor
Countries

81



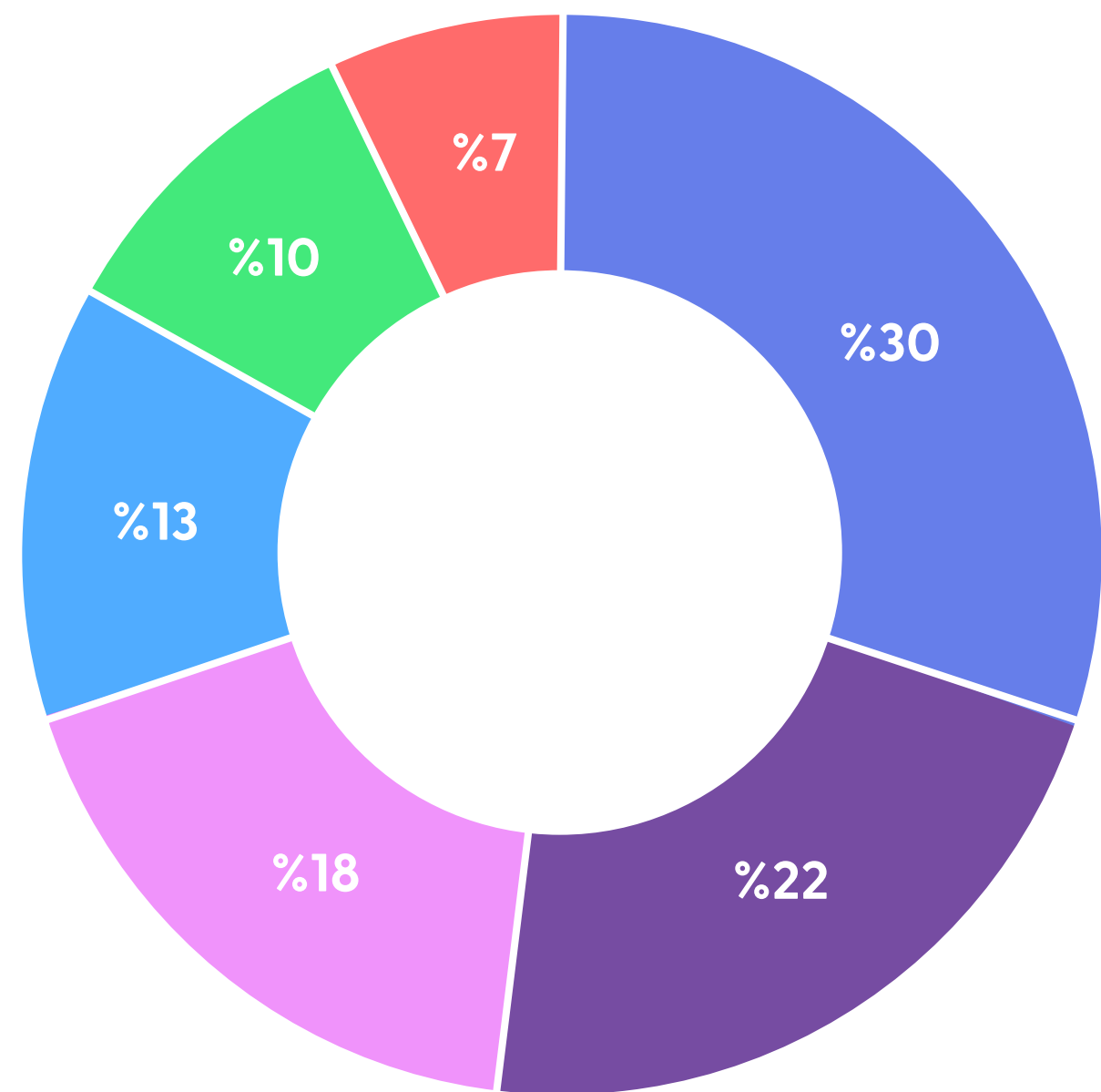
Visitor
Ratio

74% NATIONAL
26% INTERNATIONAL



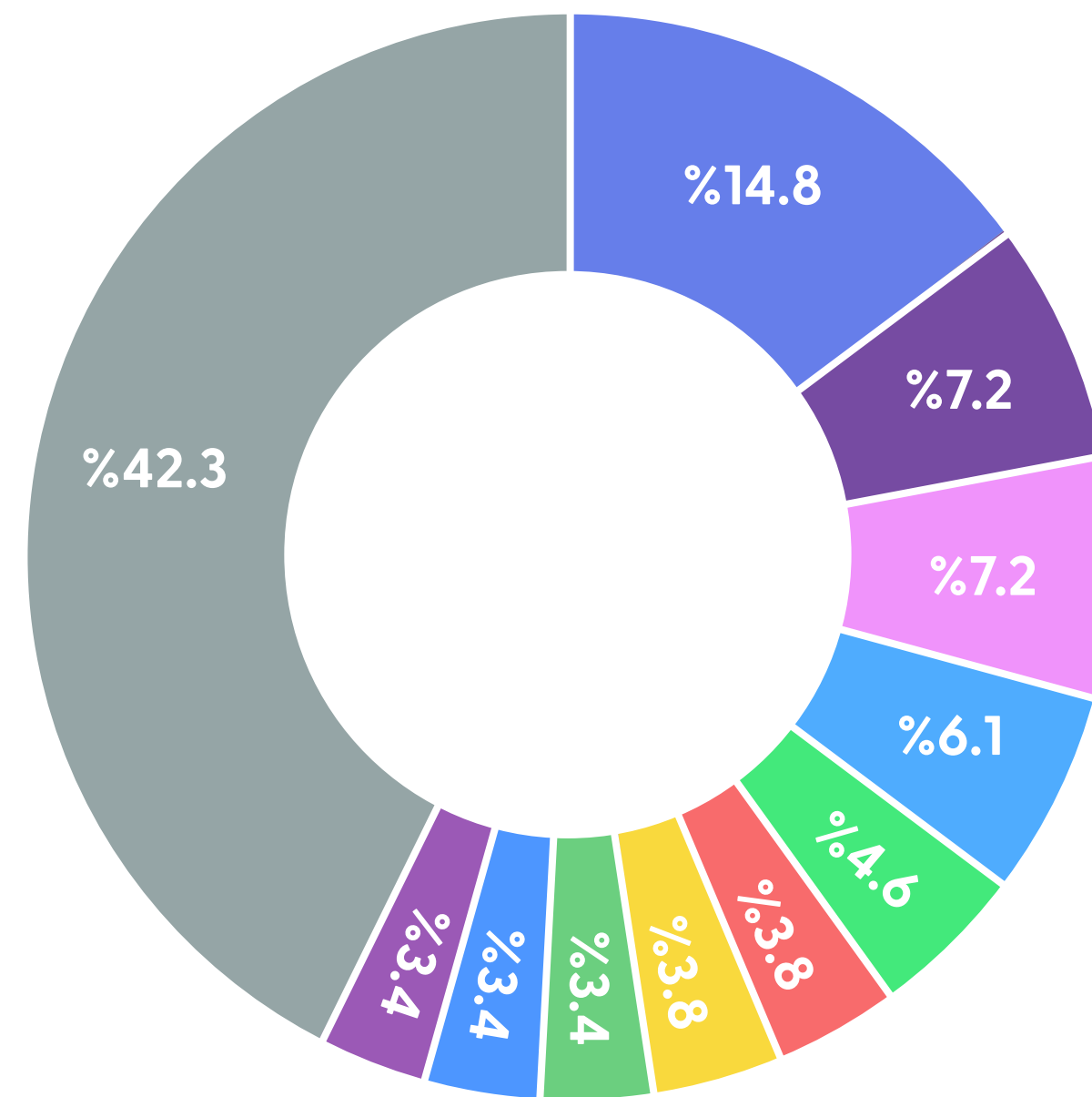
Visitor Analysis

Visitor Profile By Industry Sector



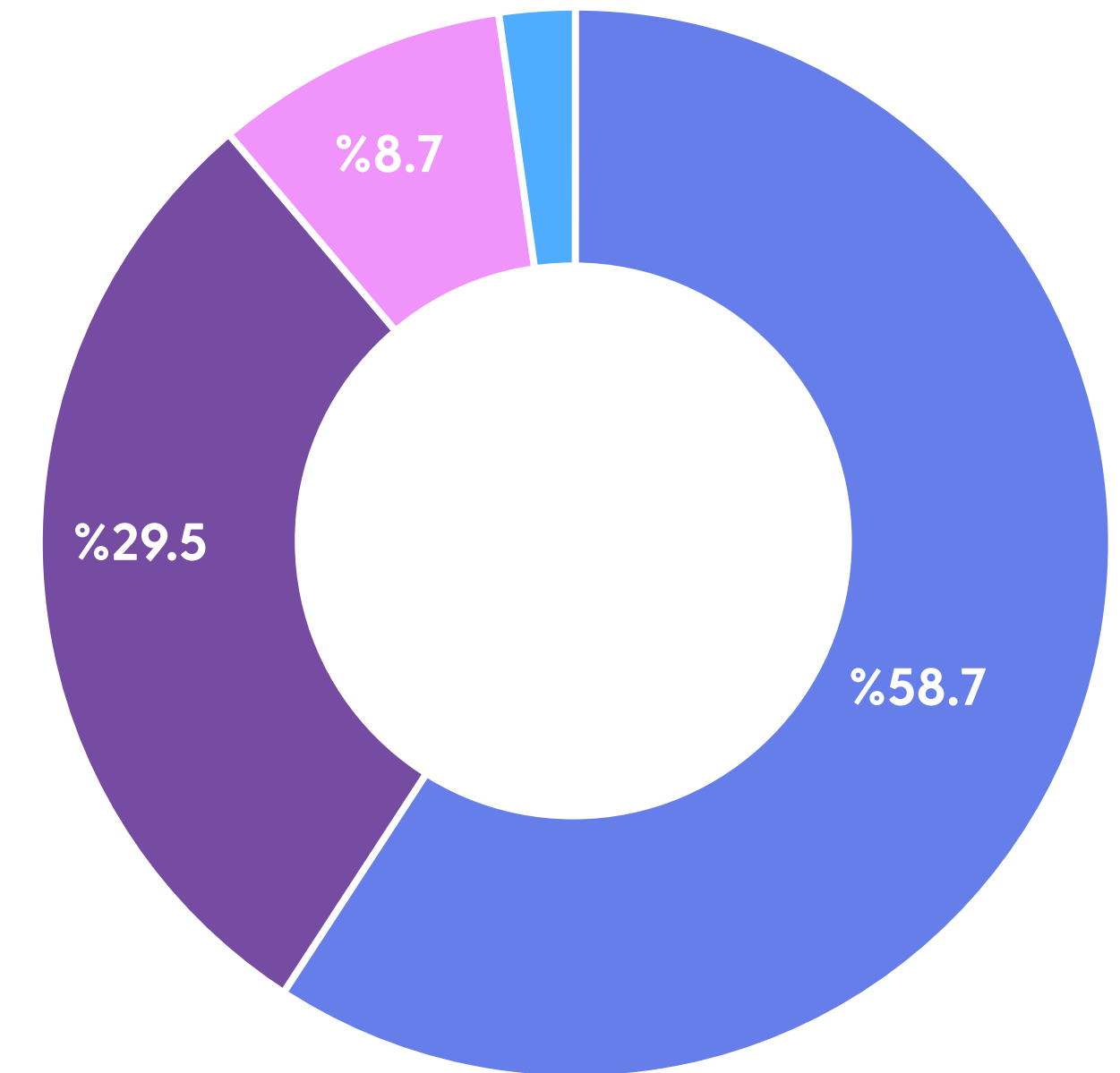
- Industry Professionals - **30%**
- Businesses & Investors - **22%**
- Tourism Facilities - **18%**
- Architecture, Design & Project Offices - **13%**
- Municipalities & Public Institutions - **10%**
- Other Professions - **7%**

International Visitors By Country



- Bulgaria - **14.8%**
- China - **7.2%**
- Romania - **7.2%**
- Greece - **6.1%**
- Albania - **4.6%**
- Russia - **3.8%**
- Germany - **3.8%**
- Moldova - **3.4%**
- Iraq - **3.4%**
- Georgia - **3.4%**
- Other - **42.3%**

Visitors By Continent



- Europe - **58.7%**
- Asia - **29.5%**
- Africa - **8.7%**
- Other - **3.1%**

Strong Interest, High Satisfaction!

The intense interest shown by exhibitors and visitors throughout the event clearly reflected the success of the exhibition.

While exhibitors held productive business meetings by reaching their target audience, visitors enjoyed a rich exhibition experience with innovative products, inspiring solutions, and high-quality content.

This strong interaction resulted in high satisfaction for all stakeholders.



**EXHIBITOR
SATISFACTION**



**VISITOR
SATISFACTION**



Media Report

Ad Equivalent
7.686.386,00

Circulation

6.283.286,00

News Coverage
488 UNITS

Total Column/Cm
11.748,86

Reach
9.526.651

Ad Equivalent
1.537.277,2

Circulation
1.256.657,2

News Coverage
97 ADET

Total Column/Cm
2.349.772

Reach
1.905.330,2



EGLENCE ZİRVESİ İSTANBUL'DA TOPLANIYOR

Küresel oyun ve eğlence sektörü, 15-17 Ocak 2026 tarihlerinde İstanbul Fuar Merkezi'nde düzenlenecek olan 13. ATRAX Fuarı'nda bir araya geliyor. 30'u aşkın ülkeden 400'den fazla katılımcı ve 20 binin üzerinde profesyonel ziyaretçi ağırlayacak etkinlik kapsamında yüzme havuzlarında aqua parklar, spa teknolojilerinin çevre dostu çözümlerine kadar geniş bir inovasyon yelpazesi de görülmeyecek. Tureks Uluslararası Fuarlılık Yönetim Kurulu Başkanı Nergis Aslan, "Fuar, Avrupa'dan Doğu Asya'ya uzanan geniş bir coğrafyada ihracat büyütecek küresel bir ticaret platformu" dedi.

[illegible][illegible]

Dünyada en çok aracılarındırı sektörler arasında yer alan oyun eğlence pazarı, Türkiye'de de benzer bir yükseliş göstererek 1 milyar 800 milyon dolara kadar yükseldi.

19 MAYIS 2022 / 19:52



Türkiye'de oyun ve eğlence sektörü artık yalnızca bir "eğlenme aracı" olmaktan ötesine geçerek, ekonomiyi büyüten, şehirleri dönüştüren, költürü yaygınlaştıran ve turizme değer katılan stratejik bir endüstri haline geliyor. Dünyada en çok kazandıran sektörler arasında yer alan oyun eğlence pazarı, Türkiye'de de benzer bir yükseliş göstererek 1 milyar 800 milyon dolara kadar yükseldi. Bu güçlü yeminin dikkat çekici örneklerinden biri olan ATRAX - Uluslararası Eğlence, Park, Spor ve Rekreasyon Alanları Fuarı, 2025 yılının 63. ülkesini geçen 20 bine yakın profesyonel ziyaretçi ile

[illegible]

Türkiye oyun ve eğlence pazarının 1,8 milyar TL'ye ulaşan büyüklüğünün 2020'a kadar % 28 artması bekleniyor.

Dünya'da en çok karantidien seçtikleri arasında yer alan oyun eğlence Türkiye'de de benzer bir yükseliş gösteriyor. 1 milyon 800 milyon doları yakaladı. Bu, diğer kırmızı damak çekici örneklerinden biri olan ATRAX Uluslararası Eğlence, Park, Spor ve Rekreasyon Alanları Fuarı, 2025 yılı için en fazla 20 bine yakın profesyonel ziyaretçili için Avrupa bölgesi konumunda geçen daha güçlüdür. 15-17 Ocak 2026 tarihlerinde İstanbul, Merkezinde 12. kez düzenlenen en çok ATRAX 2026, "Ciddi Eğlence - Yaratıcılar İçin Eğlence" Ciddiyi Aylıyor" temasıyla gerçekleştirilecek.







"2030'A KADAR %28 BÜYÜME BEKLİYORUZ"

ASLAN: SEKTÖRDEKİ BÜYÜME BEKLENTİLERİN ÜZERİNDE GERÇEKLEŞTİ

▲ %1.02	BIST 30	13.680,15	▼ %0.16	GBP/TL	57,9365	▼ %4.39	BRENT	63,60	▲ %0.95	NASDAQ	25.706,60
7	VKGYO	45,68	▼ %8.24	VKGYO	2,68	▲ %1.90	VKING	32,94	▲ %0.55		

18:37 TI

www.apara.com.tr

ABD BAŞKANI DONALD TRUMP: NATO, GRÖNLAND'IN AMERİKA BİRLİK BİRLEŞİK DEVLETLE Z RAPORU



APPARECCHI • COMMESSE • ONLINE • GIOCO PUBBLICO • DATI SU GIOCHI • MAGAZINE • EVENTI

Home | [APPARECCHI DA GIOCO PUBBLICO](#) | [ATRAX 2026 si conclude con una crescita nazionale del 74% e l'annuncio del LUNA Award](#)

INTERGAME

News for the coin-op amusement, casino and gaming industries

Home • Coin-op / Pay-to-play • Casino & Betting • Gaming • Events

[Coin-op / Pay-to-play News](#) | [Coin-op / Pay-to-play Features](#) | [Coin-op / Pay-to-play](#)

Visitor numbers grow at ATRAX trade show

January 26, 2020
by Lee Will

ATRAX, the annual trade show for the international attraction, plan, sport and recreation industry, has reported a surge in visitors for its 2020 show.

According to the organizer, domestic visitors grew by 26 per cent, while international visitors increased by 26 per cent when compared to the previous year.

Held from January 15-17 at the National Expo Center, the show hosted more than 400 exhibiting companies and saw visitors from 81 countries.

The show spanned 100,000 sqm and occupied five halls at the venue.

Nargis Aslam, chair of the board of Tunes International Exhibitions, said: "ATRAX 2020 strongly highlighted the strategic role of the attraction and recreation sector in the future of cities through our 'Sensatec Future' theme."

"Throughout the exhibition, parks, playgrounds, sports areas, social facilities, and urban attraction solutions were addressed not merely as leisure activities, but as fundamental elements that enhance quality of life, drive economic mobility and strengthen social interaction."

ATRAX is also introducing the LUNA Award, which recognizes the most excellent

THEMATIC AREAS

Every Stand, Every Hall Was a Unique Area of Discovery!

ATRX exhibition area offered a high-energy, vibrant, and inspiring atmosphere with its thematic halls that made a difference in their fields. Thanks to innovative products, creative solutions, and meticulously designed stands, visitors encountered a new experience at every step. Each theme captured its target audience with its own rhythm and dynamics, creating an unforgettable exhibition experience for industry professionals and visitors.



PARK & SPORTS | Hall 5 & 6

Active Living and Urban Inspiration

This hall offered a movement- and life-oriented gathering area with parks, landscaping, children's playgrounds, sports equipment, and outdoor solutions. Planning and implementation solutions were brought together for public representatives, investors, and industry professionals. Innovative products and impressive stands created an inspiring experience regarding the future of urban life.



ATTRACTION | Hall 6 & 7

Technology-Driven Attraction Experience

The attraction area brought together amusement machines, attraction equipment, and theme park attractions with advanced technology. High-interaction solutions were presented for operators, investors, and amusement facilities. Interactive designs with VR and AR applications made this area one of the most dynamic centers of the exhibition.



VENDIST | Hall 6B

Trade Is Automated Here

VENDIST showcased the innovative face of the sector with vending systems, smart sales solutions, and digital technologies. Focusing on efficiency, speed, and user experience, this area became a dynamic hub for new business opportunities and strong collaborations for professionals.



AQUAFUN | Hall 2 & 4

Water, Attraction, Technology, and a Sustainable Future

AQUAFUN offered a wide range of products from pool and spa systems to technical equipment and water sports solutions to innovative applications. Sustainable and technology-oriented solutions stood out for tourism facilities, municipalities, and investors. The area became a vibrant meeting point where future aquatic projects are shaped.



OUTDES | Hall 2

Inspiring Outdoor Living

OUTDES displayed the perfect harmony of garden furniture, sun loungers, umbrellas, and decor products with the poolside. With innovative designs and inspiring solutions for outdoor living spaces, Hall 2 became an enjoyable and creative center where ideas met for industry professionals.

ATRAX PANELS



Inspiration, Vision, and Interaction

Within the scope of the ATRAX Exhibition, panels and seminars held at the Bloom Arena stages brought industry professionals together through association partnerships. In sessions organized with the contributions of TEPEA, REKÇAD, and IPAR; the future of attraction, recreation, sports, and playgrounds, sustainability, safety, and a child-oriented urban vision were discussed. At the Turkuaz Stage, technical seminars and roundtable meetings were held in collaboration with UHE.

A total of 21 speakers participated in 4 panels over the three-day event. These sessions provided current perspectives to the sector while contributing significantly to the formation of a shared vision and the development of new collaborations.





Thank You

Thank you for once again being an indispensable part of our exhibition.

Creating, sharing, and joining forces together always inspires us.

Your ongoing support and collaboration are our greatest motivations—not just for today, but for shaping the future of the industry together.

We are already looking forward to coming together again on January 28–30, 2027!

SAVE THE DATES!



ATRAX 2027: Preparing for an Even Stronger Experience

We are taking the exhibition experience to the next level at ATRAX 2027. We offer a more interactive and connected environment through new concepts, innovative showcases, inspiring panels, and digital solutions.

With its growing international participation, ATRAX continues to be the meeting point for powerful business opportunities.

