

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

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

Exhibitors established new collaborations and commercial contacts.

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

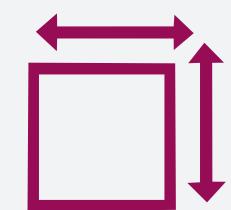
Municipalities, investors, and industry executives followed the exhibition closely.

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

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 M<sup>2</sup>**



Total Exhibitors

**400+**

**INTERNATIONAL: 50+**



Exhibitor Countries

**24**



Total Visitors

**17.922**



Visitor Countries

**81**



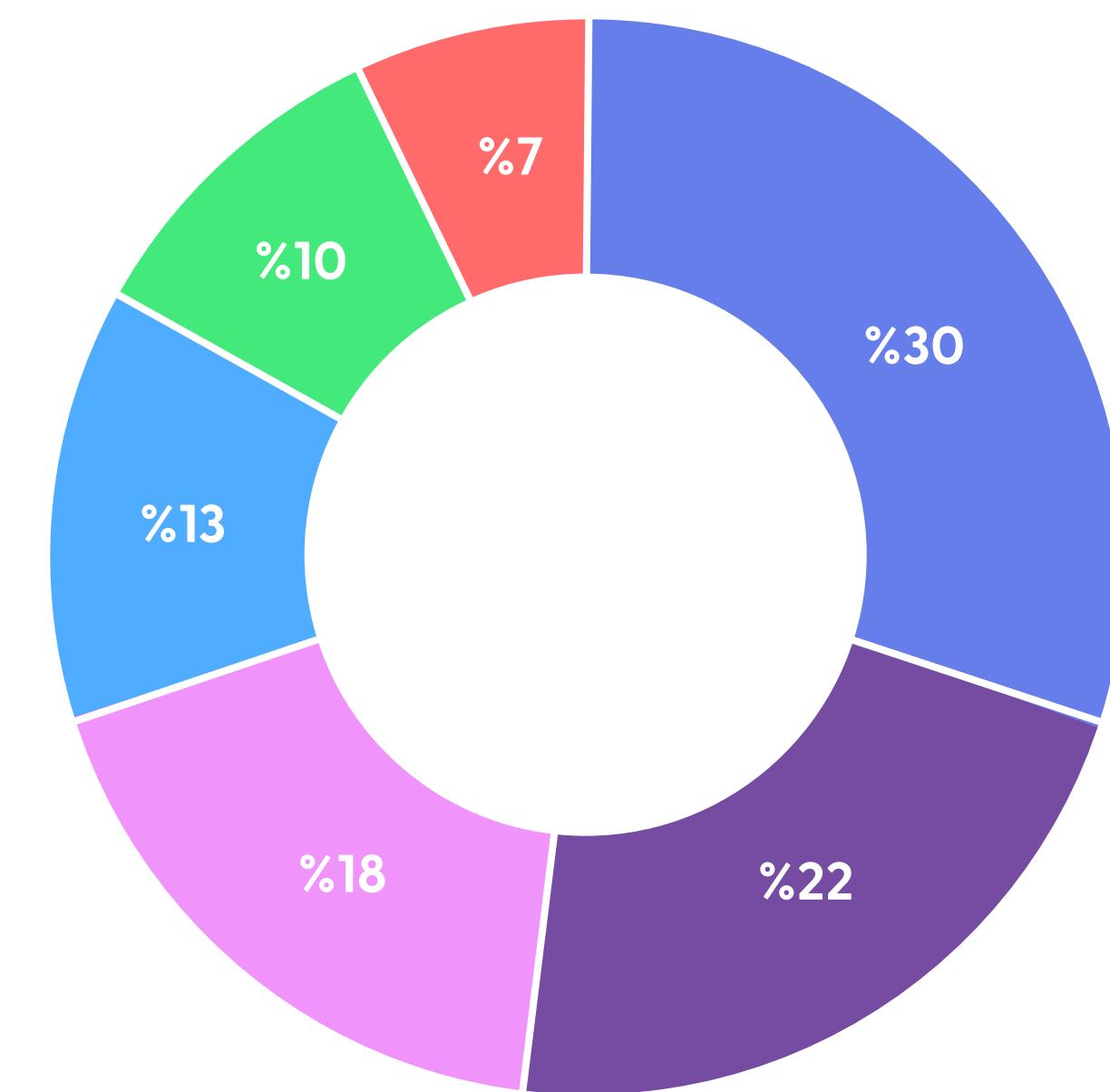
Visitor Ratio

**74% NATIONAL**  
**26% INTERNATIONAL**



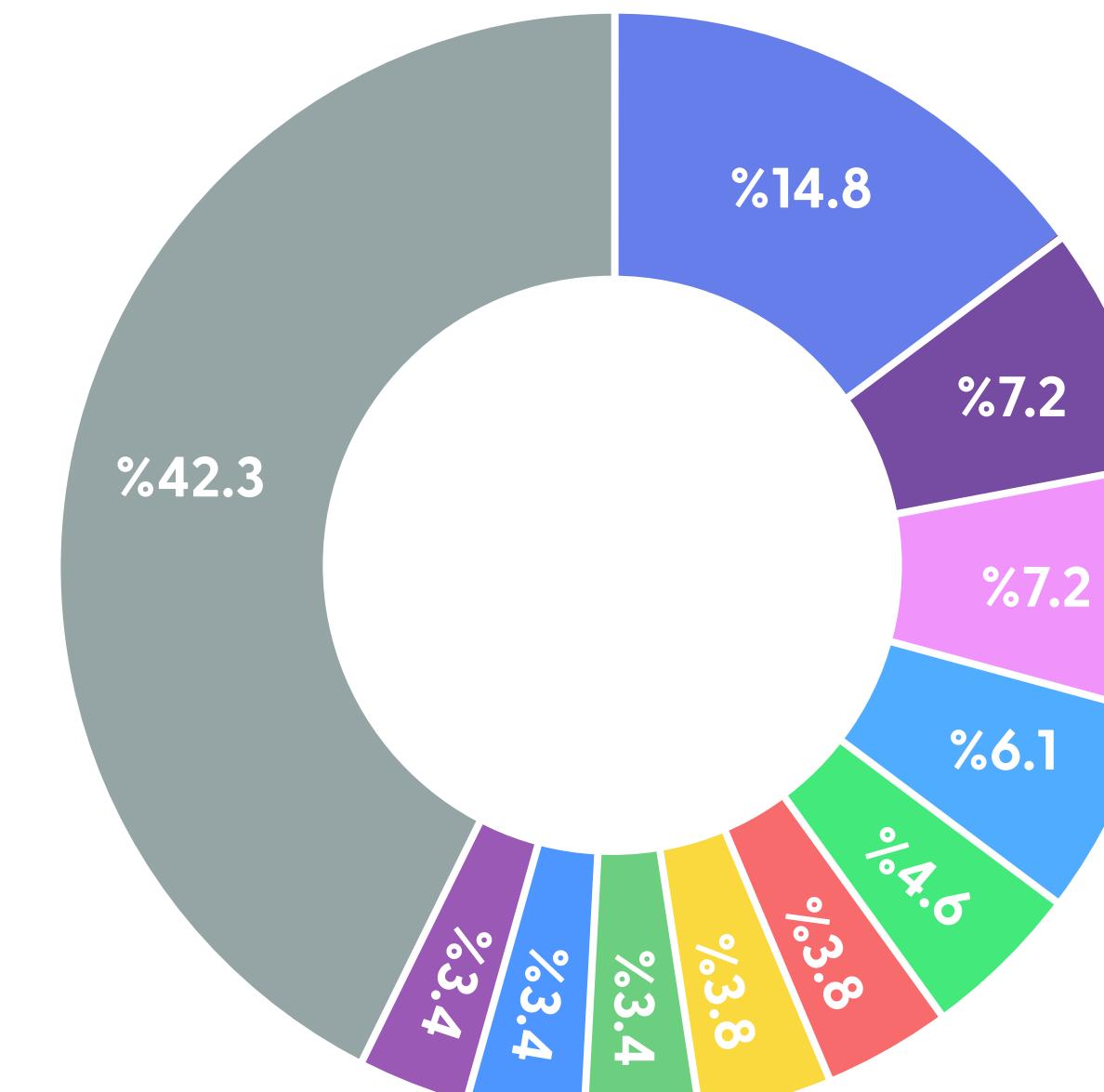
# Visitor Analysis

## Visitor Profile By Industry Sector



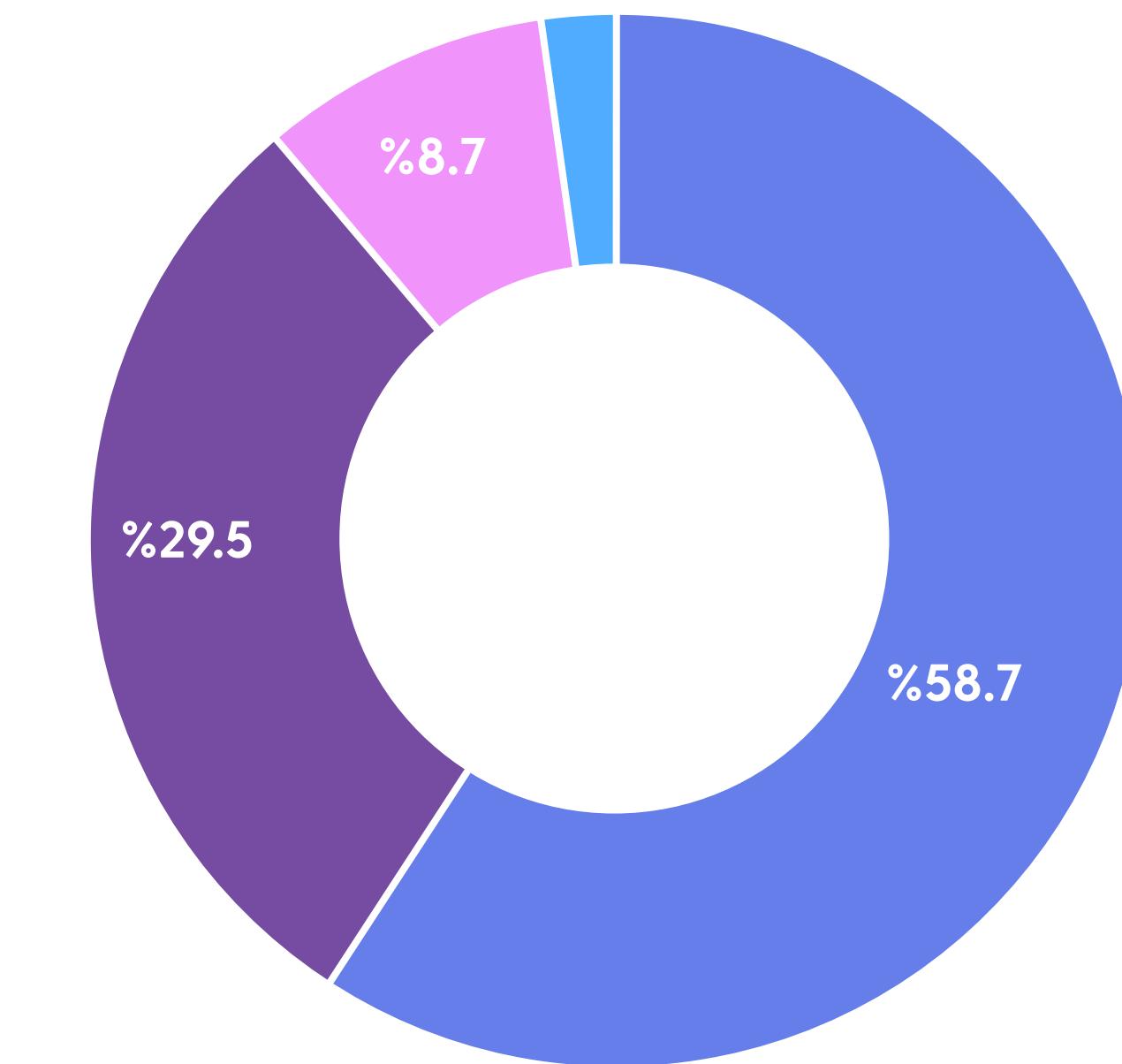
- Industry Professionals - **30%**
- Businesses & Investors - **22%**
- Tourism Facilities - **18%**
- Architecture, Design & Project Offices - **13%**
- Municipalities & Public Institutions - **10%**
- Other Professions - **7%**

## International Visitors By Country



- Bulgaria - **14.8%**
- China - **7.2%**
- Romania - **7.2%**
- Greece - **6.1%**
- Albania - **4.6%**
- Moldova - **3.4%**
- Germany - **3.8%**
- Russia - **3.8%**
- 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.

**%93**

**EXHIBITOR  
SATISFACTION**

**%98**

**VISITOR  
SATISFACTION**



# Media Report

## National Total Media Analysis

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**

## International Total Media Analysis

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**



# THEMATIC AREAS

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

ATRAX 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.





**28-30  
JANUARY  
2027**

## 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.**

