

ADVENTUR

THE WHOLE WORLD IN ONE PLACE

WHAT'S NEXT?

2025 01 24-26

LITEXPO



भारत



ADVENTUR



is the only international tourism, travel, and active leisure exhibition in Lithuania, aimed at promoting tourism services and advocating an active lifestyle. At the exhibition, held under one roof, visitors can explore all components of a successful tourism business: from a steady stream of visitors interested in holidays and recreation in Lithuania and abroad to opportunities for establishing new business connections and finding potential business partners.





This year is a special one as the exhibition has been certified by the UFI, the world association of the exhibition industry. This shows that the exhibition meets the highest international standards and creates significant added value for both exhibitors and visitors.

ADVENTUR

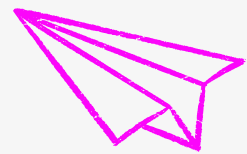


PURPOSE OF THE EXPO



To invite you and the expo visitors to an interactive and dynamic project where tourism business, content and entertainment meet.

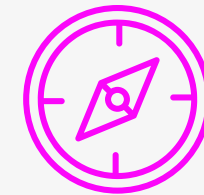
Let 's work together to:



Generate new tourism business guidelines








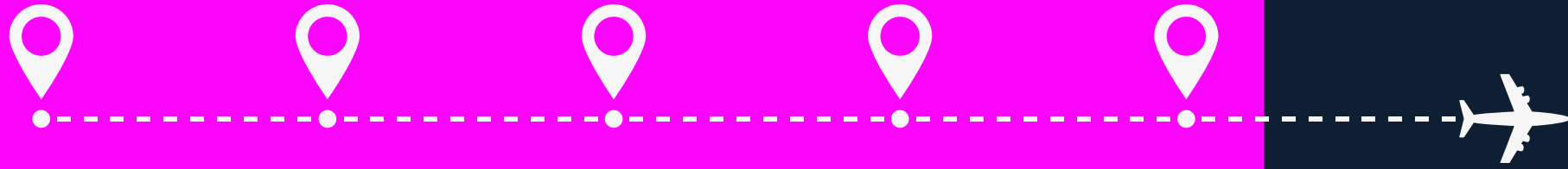
Spark the visitors' interest in Lithuania, various regions of the world, active recreation, and meaningful leisure activities.



Interact and look for new market solutions

WHY SHOULD YOU PARTICIPATE IN THE EXPO ADVENTUR 2025 ?

- **You will be in direct contact with potential customers**  sales promotion, presentation of news
- **You will discuss topics relevant to the tourism business**  information exchange, new business opportunities and solutions
- **You will gain useful business contacts**  strengthening ties, market analysis
- **You will interact directly with your business segment**  analysis of user needs and expectations
- **You will represent your company**  strong positions in the tourism and active recreation market



ADVENTUR 2025

EXPO THEME



ADVENTUR 2025 – The Whole World in One Place!

Welcome to ADVENTUR 2025 where we redefine the traditional concept of travel! The world may seem vast and overwhelming, but we are here to remind you that adventures often lie just around the corner, right under your nose.

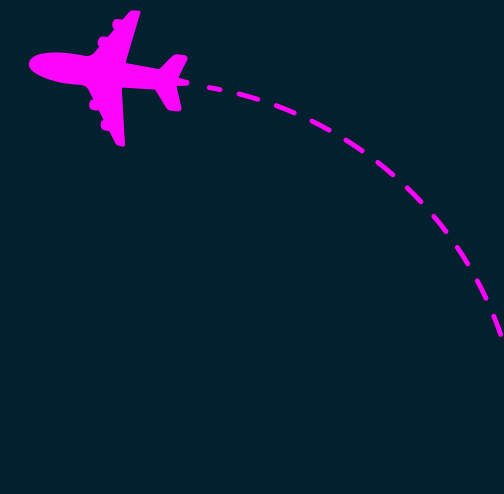
This exhibition is designed to blend the ordinary with extraordinary experiences that are within your reach. We demonstrate that the best adventures are often born from exploration, spontaneity, and a touch of curiosity. Consider this your personal travel guide to discovering treasures both in your backyard and beyond.

THEMATIC HALLS:

HALL 5 – LITHUANIA TRAVEL



HALL 3 – DISCOVER THE WORLD



HALL 4 – REST ACTIVELY



HALL 3 – DISCOVER THE WORLD

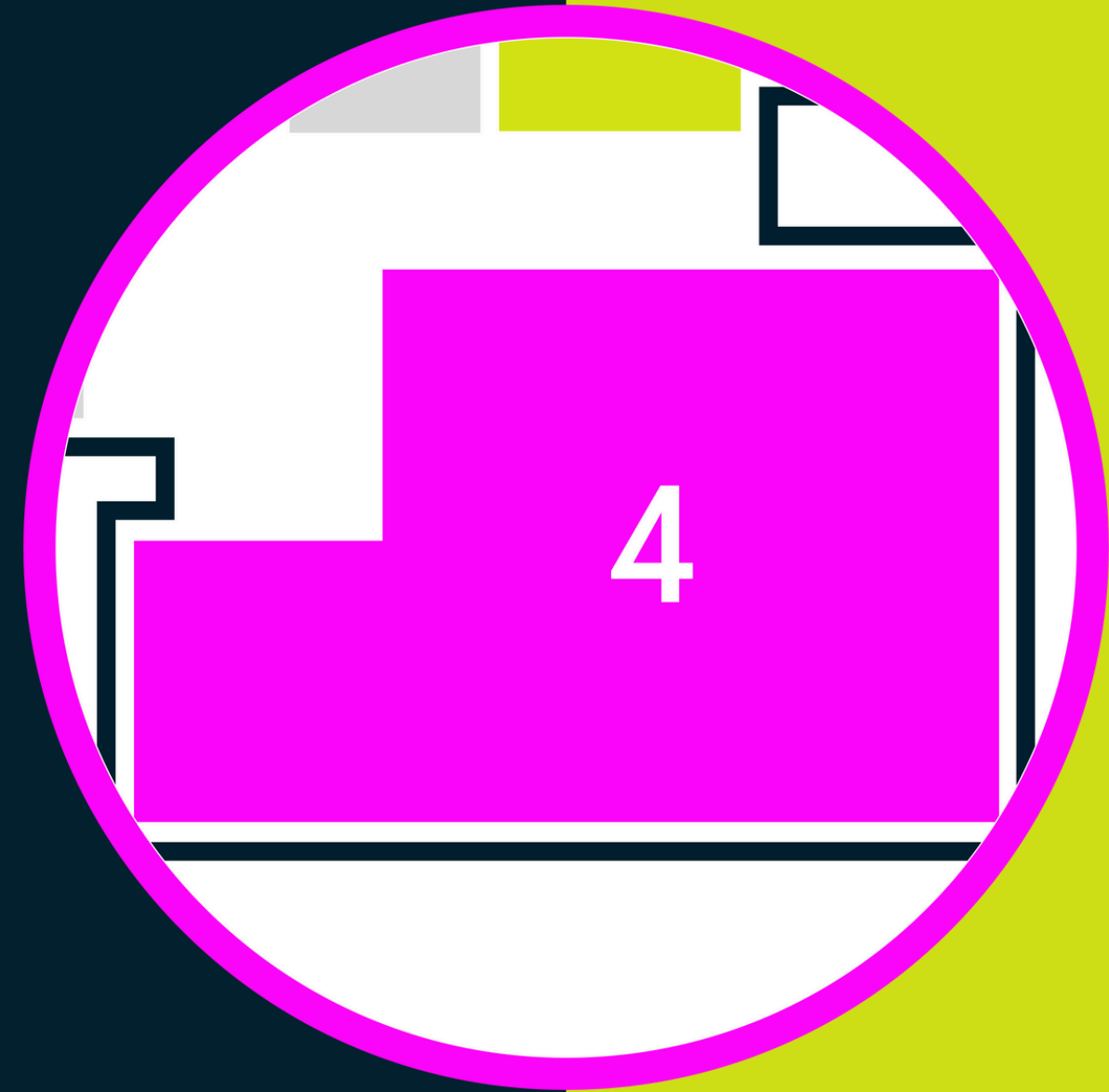
Representatives of Lithuania's outbound tourism business, transport companies, international participants, embassies, *Travel Tech* companies, travel gear and accessories, airlines, insurance companies, banks, and car rental services.





HALL 4 – REST ACTIVELY

Amusement parks and leisure centres, tourism and sports equipment, water sports, extreme sports, hunting and fishing equipment, active entertainment.

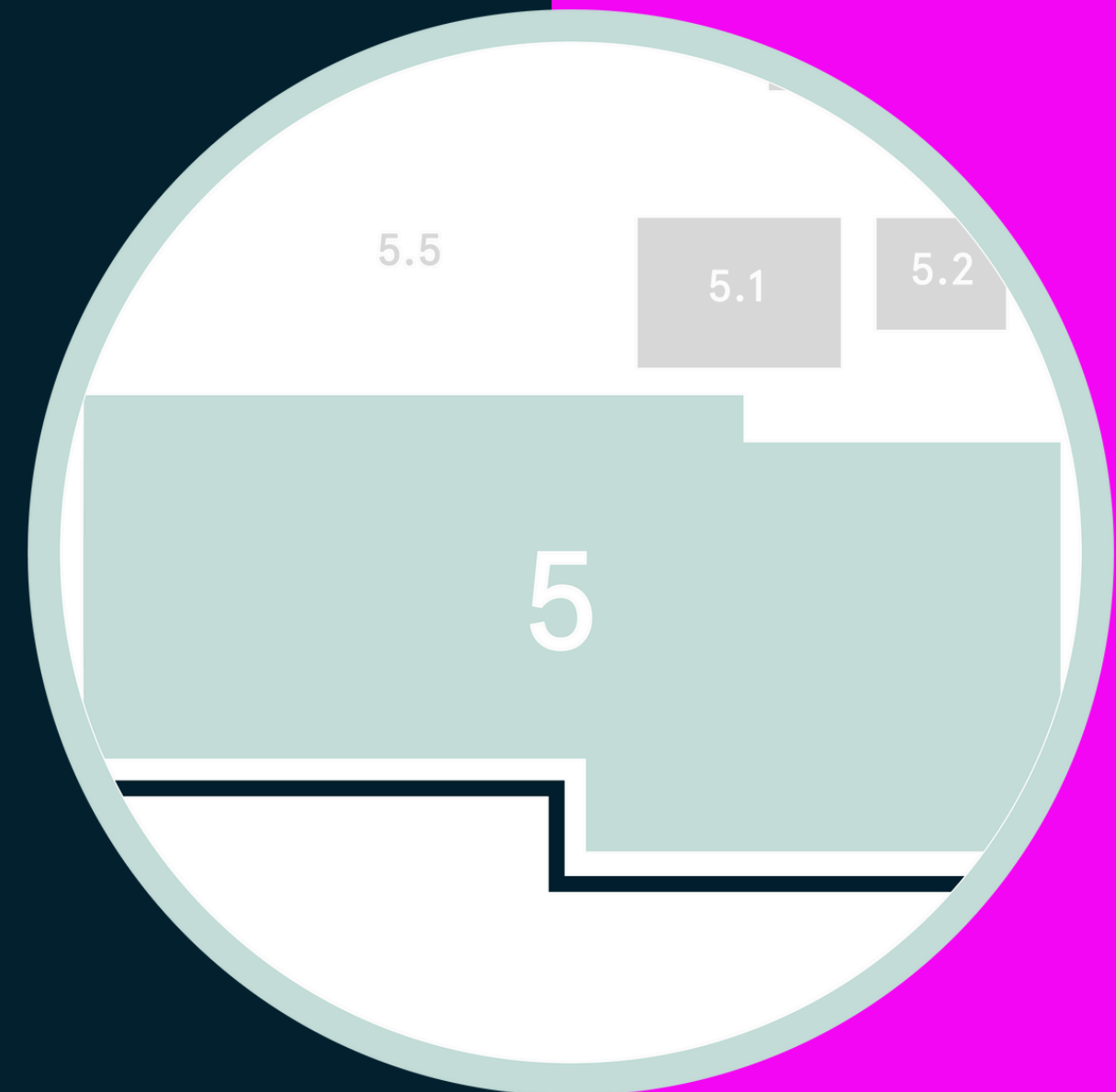




HALL 5 – LITHUANIA TRAVEL

This year, the hall is divided into Lithuania's regions: : *Mažoji Lietuva, Suvalkija, Žemaitija, Aukštaitija ir Dzūkija.*

City tourism, rural tourism, SPA, wellness and medical tourism, railway transport services, accommodation services, museums, manors, castles, food tastings, and businesses showcasing products and services created in Lithuania's regions.



EXPO EVENTS



FOR BUSINESS

The exhibition will host the awards ceremony for the "Tourism Success Stories 2024" competition, organized by the public institution *Travel Lithuania*.

B2B day and business events: aimed at Lithuanian and international tourism specialists, tourism policy makers, municipal representatives, tourism information center directors, and other professionals.

The goal of these events is to facilitate networking and the establishment of new business partnerships, provide up-to-date information on changes in the tourism sector, consumer expectations and behavior, and travel trends. Additionally, they aim to foster discussions on tourism market challenges and seek solutions. We invite experts to share their insights.



WE INVITE YOU TO PARTICIPATE ADVENTUR 2025!



REGISTRATION FOR PARTICIPANTS

TERMS OF PARTICIPATION





LET'S CONTACT!



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