



# OUTDOOR FEST 2026



**21-24  
MAY  
2026**

**11.00 - 20.00 HRS.  
HALL 5-6**

**QSNCC  
BANGKOK,  
THAILAND**

Contact : N.C.C. MANAGEMENT & DEVELOPMENT CO., LTD.

+66 2 229 3513, 3515 [www.traveloutdoorexpo.com](http://www.traveloutdoorexpo.com) Traveler & Outdoor Expo

ORGANIZED BY SCAN ME







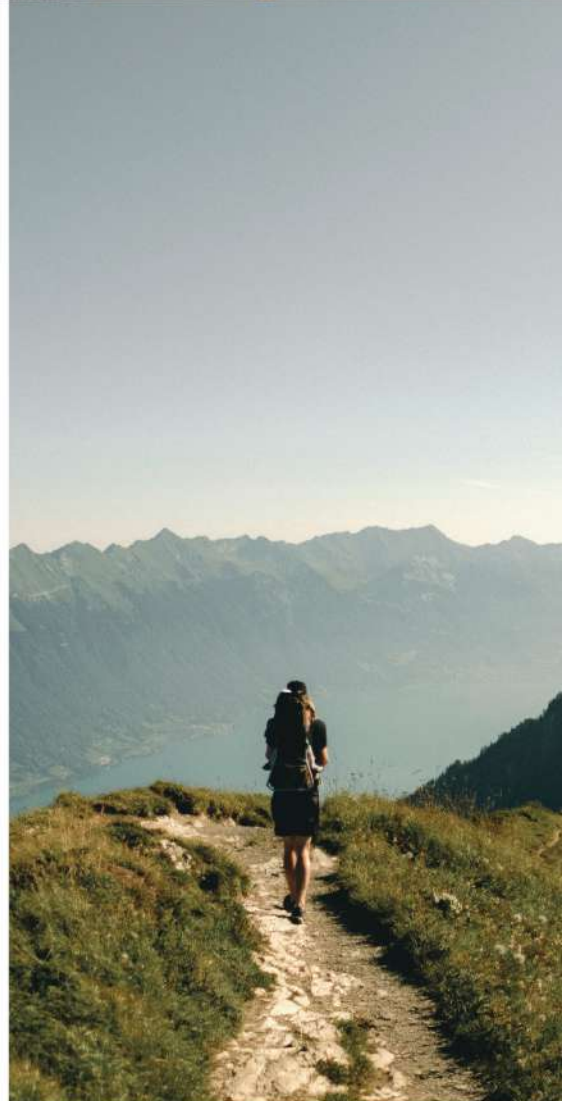
# OUTDOOR FEST

In 2026, outdoor lifestyles continue to rise across Asia, as people seek wellness, sustainability and a deeper connection with nature. The outdoor and eco-adventure markets are expanding rapidly in Thailand and the region.

**"OUTDOOR FEST 2026"** stands as the ultimate gathering for adventurers and outdoor enthusiasts. It's where brands and businesses meet their target customers face-to-face unlocking sales potential, partnership and new market opportunities across Asia.

## Objectives

- To obtain new customer base and business partners.
- To boost up product sales opportunities.
- To reconnect with existing customers.
- To expand media awareness for higher ROI.
- To enhance brand recognition.





# EXHIBITOR PROFILE



## Water Sports & Activities

- Scuba & Free Diving
- Snorkeling
- Boat & Yatch
- Windsurf
- Paddle Board
- Sailing
- Jet Ski
- Kayak & Canoe
- Kitesurf
- Hydrofoil
- Parasailing
- Flyboard



## Land Sports & Activities

- Trail Running
- Rock Climbing & Bouldering
- Hiking & Trekking
- Mountaineering
- Expedition Equipment
- 4WD & Offroad
- Caravans
- Camping & Adventuring Equipment
- Cycling & Bike



## Related Products & Services

- Air Sports & Activities
- Paragliding
- Paramotor
- Sky Diving
- Digital Gear
- Camera
- Emergency Kits & Supplies
- Eyewear
- Survival Equipment
- Dry Food
- Hotel & Resort
- Travel Agency

## VISITOR PROFILE

- Travelers
- Sports & Activities Explorers
- Dealers & Distributors
- Manufacturers
- Importers
- Retail Stores
- Online Retail Stores
- Service Providers
- Government Organizations/Associations



## VISITOR ANALYSIS 2025

### VISITOR NUMBER

Total Visitors **60,284**

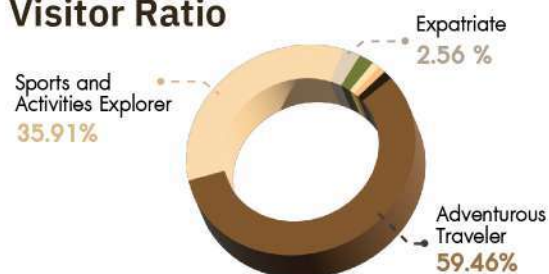
Local Visitors **54,497**

Overseas Visitors **5,787**

Newcomer  
**70%**

Existing Market  
**30%**

### Visitor Ratio



- ▲ Adventurous Traveler 59.46%
- ▲ Sports and Activities Explorer 35.91%
- ▲ Expatriate 2.56%
- ▲ Restoration and Conservation Volunteer 2.08%
- ▲ Government Officer 1.30%
- ▲ Tourism Organization 1.23%
- ▲ Others 1.19%

