

# SOUVENIR EXPO SPAIN

JANUARY  
09-11  
2026

Barcelona,  
Fira Monjuïc,  
Hall 8



SOUVENIR  
EXPO SPAIN 2026

The only professional  
souvenir trade fair

TOURIST GIFTS AND SUMMER  
FASHION FROM CHANNEL



@souvenirexpospain

 ROTA  
Exhibitions Spain

## ABOUT ROTA Exhibitions Spain

A company specializing in the organization of **B2B exhibitions**.

With 40 years of accumulated experience and **more than 650 successful events**.

Owner of the most modern exhibition center in Athens, **the Metropolitan Expo**.

Headquarters in Athens with offices in Istanbul, **and now also in Spain**.

## ABOUT SOUVENIR EXPO SPAIN

A fair **specialized in the souvenir industry, tourist gifts**, and items sold through tourist channels.

A national and international **meeting point for all professionals in the sector**.

It is a **unique trade show in Europe**.

An ideal environment for **business development, networking, and discovering new clients** and opportunities.

## SOUVENIR EXPO GREECE

1st Edition  
**1984**

**895**  
Exhibitors  
(6% international)

Square meters covered  
**45,000 m<sup>2</sup>**

## SOUVENIR EXPO TURKEY

1st Edition  
**2021**

**211**  
Exhibitors  
(20% international)

Square meters covered  
**25,000 m<sup>2</sup>**



# Why SPAIN?

## SECOND MOST VISITED COUNTRY IN THE WORLD.

Spain welcomed **93.8 million foreign tourists in 2024**,  
a 10.1% increase compared to 2023.

International tourists **spent €126.282 billion**,  
representing a 16.1% increase from the previous year.

### TOP SOURCE COUNTRIES:

-  **United Kingdom:** 18.4 million tourists
-  **France:** 12.9 million tourists
-  **Germany:** 11.9 million tourists

### MOST VISITED AUTONOMOUS COMMUNITIES:

- Catalonia:** 19.9 million tourists
- Balearic Islands:** 15.3 million tourists
- Canary Islands:** 15.2 million tourists,  
a 9.1% increase.



SPAIN HAS MORE THAN  
**+57K stores**  
IN THE SOUVENIR, TOURIST GIFT, AND SUMMER FASHION SECTOR.



# WHY SHOULD YOU EXHIBIT IN SOUVENIR EXPO SPAIN?

You become a part of the **only souvenir and tourist gifts** specific show worldwide.

Meet important **wholesalers and retailers** from every corner of the world.

Increase your **brand recognition** amongst souvenir and tourist gifts retailers and professionals.

Showcase your products in front of a **specialised trade audience**.

Grow your business extroversion and **expand your business network**.





**25**  
*Countries  
Visitors*

### **Countries**

Andorra	France	Morocco	Spain
Austria	Georgia	Netherlands	Switzerland
Bulgaria	Germany	Peru	Turkey
China	Greece	Poland	Ukraine
Colombia	Italy	Portugal	United Kingdom
Dominican Republic	Malta	Russia	United States

### **EXHIBITOR PROFILE**

Manufacturers  
Producers  
Importers  
Wholesalers  
Distributors

Artisans  
Associations  
Craftsmen  
Small Businesses

### **VISITOR PROFILE**

Souvenir Shops  
Boutiques and Clothing Stores  
in Tourist Areas  
Chain Stores  
Wholesalers  
Retailers  
Distributors  
Export Companies  
Professional Purchasing  
Authorities  
Mini Markets in Tourist Areas  
Museums  
Airports Duty Free Companies  
Hotels  
E-Commerce Websites

# EXHIBIT CATEGORIES

## TOURIST GIFTS AND SOUVENIRS

- Glass Products
- Tiles and Ceramics
- Cups
- Wooden Products
- Woven and Print Wallets
- Polyester Products
- Magnets
- Metal Novelties
- Keyrings

## GEOGRAPHICAL INDICATED PRODUCTS AND CRAFTS

- Jugs
- Copper Products
- Rugs and Carpets

## PACKAGED LOCAL FOOD PRODUCTS

- Wine
- Olives and Olive Oil
- Dried Fruits and Nuts
- Chocolate and Confectionery
- Charcuterie
- Spices
- Cheese

## SUMMER FASHION

- Beachwear and Beach Products
- Swimsuits and Bikinis
- Sandals and Slippers
- Pareos and Kimonos
- Beach Bags
- Shorts and T-Shirts
- Hats
- Leather Goods

## SPORTS-RELATED SOUVENIRS

- Football T-shirts
- Sports scarves
- Sports figures

## TRAVEL PRODUCTS

- Luggages
- Handbags
- Pillows

## BIJOUTERIE

- Bracelets and Necklaces
- Earrings
- Natural Stones
- Rosaries
- Sunglasses
- Watches
- Brooches

## DECORATION PRODUCTS

- Wooden Products
- Lighting Products
- House Furnishing Products
- Glassware
- Ceramicware
- Plates
- Marble & Stone Products
- Sculptures
- Metal & Bronze Products
- Picture Frames
- Religious Products
- Wall Clocks
- Mussel and Shells

## COSMETICS

- Soaps
- Creams
- Cologne
- Air Fresheners and Essences Oils
- Perfumes
- Sunscreens
- Sponges

## TOURIST PUBLICATIONS AND PRINTED PRODUCTS

- Bookmarks
- Postcards
- Notebooks and Agendas
- Travel Guides

## PROMOTIONAL PRODUCTS

- Bags
- T-Shirts
- Pens
- Lighters
- Keyrings
- Kitchen aprons
- USB sticks
- Power Banks

## GAMES AND TOYS

- Stuffies
- Board Games
- Plastic Toys
- Pool and Outdoor Water Toys
- Wooden Toys
- Party Accessories & Supplies

BOOK  
YOUR STAND!

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