

SOUVENIR EXPO SPAIN

**JANUARY
09-11
2026**

Barcelona,
Fira Monjuïc,
Hall 8



*The only professional
souvenir trade fair*

**TOURIST GIFTS AND SUMMER
FASHION FROM CHANNEL**



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 m²

SOUVENIR EXPO TURKEY

1st Edition
2021
211
Exhibitors
(20% international)

Square meters covered
25,000 m²



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	Artisans
Producers	Associations
Importers	Craftsmen
Wholesalers	Small Businesses
Distributors	

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

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

**BOOK
YOUR STAND!**

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