PHOTO + ADVENTURE

PHOTOGRAPHY + TRAVEL FESTIVAL

Eventpyramide Wien/Vösendorf
Austria

www.photoadventure.at

IMAGE FOLDER

ONE STAGE, TWO WORLDS.



© Patrick Pöchl

THE PHOTO+ADVENTURE

Photography and travel, content creation and adventure – Photo+Adventure brings together what belongs together. Trade fair and festival in one: unique in the DACH region, with a strong community fit and a high level of activation.

Travel & photography. Adventure & nature experiences. Still & motion. Globetrotters & photo fans. Beginners & professionals.

Photo+Adventure connects digital imagery with an active community that wants to experience, capture, and share special moments – and engage with brands up close.

TRADE FAIR+FESTIVAL

WHAT VISITORS CAN EXPECT

The latest products, cool gadgets, and compelling subjects: a trade fair that invites testing, hands-on participation, and comparison.

Expert talks, exhibitions, seminars, workshops, plus travel and adventure shows: the essence of a festival – creativity, exchange, community.

HIGH DWELL TIME, ACTIVE TARGET GROUPS, AND DIVERSE TOUCHPOINTS.



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NUMBERS & FACTS

Photo+Adventure combines imaging and adventure with high dwell time and strong purchase intent.

VISITOR PROFILE

- 42% female, average age 40.3 years; 75.1% with higher education
- 69% from Vienna; 18% from Lower/Upper Austria, Styria, Burgenland; 11% from DE, SK, CZ, CH, HU
- 2 out of 3 stay > 4 hours; every third person > 8 hours

MOTIVATION & BEHAVIOR

- 29.1% attend for professional interest and/or networking
- 55.6% purchased or booked on site

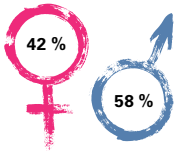
EXHIBITOR FEEDBACK

- Around 130 exhibitors and brands, 35.2% international
- 91.2% confirm that they reached their target audience
- 98% are satisfied or very satisfied with visitor turnout
- 94% rate visitor quality as good to very good

IN SHORT—FOR YOU

- High dwell time = more touchpoints
- Above-average purchase and booking rate
- Strong mix of B2C community and B2B contacts
- International visibility and high-quality leads

Two out of three spend more than 4 hours, every third person more than 8 hours.



Average age: 40.3 years

75.1 % have a higher level of schooling

YOUR TARGET GROUP—ON SITE, ACTIVE AND READY TO BUY.

91.2% of exhibitors state they found their target audience.

98% were satisfied to very satisfied with visitor turnout.

Figures based on visitor and exhibitor surveys from 2023 to 2025.



PHOTO

PHOTOGRAPHY, FILM/VIDEO, CONTENT CREATION & DIGITAL IMAGING

Photography is at the core of Photo+Adventure. We showcase products, workflows, and visual language from photography, film/video, content creation, and digital imaging — to see, try out, and discuss.

Photo+Adventure is Austria's only specialized trade fair with international reach — the stage for visual language in all its facets.

WHY PHOTO MATTERS

- Photo meets video: hybrid setups and accessories to test.
- Content creation: mobile workflows and new tools.
- For all levels: from smartphone to high-end cameras.
- Learn on site: live shoots, talks, workshops, and seminars.

Your benefits as an exhibitor

- Innovations directly in the hands of your target group.
- Eye-level conversations; qualified contacts.
- Activation areas as needed: test zone, live set, session slot.

EXPERIENCE PHOTOGRAPHY LIVE
TEST, COMPARE, BUY.

> *From the very beginning, Photo+Adventure has been an event we would love to attend ourselves. True to our motto: "We live what we do!"*

Oliver Bolch
Photo+Adventure Managing Director and Organizer



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ADVENTURE

TRAVEL, ADVENTURE & NATURE EXPERIENCES

Adventure comes in many forms: for some it's summits and adrenaline, for others it's tranquillity, nature, and new perspectives. Whether it's a long-haul journey or a microadventure on your doorstep — the camera often comes along. Photo+Adventure brings these worlds together.

Not every trip is a photo trip — nor does it have to be. When we're on the move, we capture what moves us — with a smartphone or a camera. This is exactly where Photo+Adventure comes in: find inspiration, explore offers, get answers, and let images take shape in your mind.

WHY ADVENTURE MATTERS

- Variety: travel providers, destinations, outdoor brands & associations in one place.
- Proximity: conversations at the booth, hands-on experiences.
- Program: travel reports, destination portraits, product and gear inputs.
- For all levels: from beginners to experts, solo to family.

ADVENTURES BEGIN IN CONVERSATION
SHOW, TELL, ADVISE

YOUR BENEFITS AS AN EXHIBITOR

- The right audiences: travel-enthusiastic fans.
- A stage for content: expert talks and short sessions with clear, direct demand.
- Qualified contacts: exchange on tours, regions, and equipment.
- Visibility in context: an image-focused community — ideal for storytelling, consulting, and booking.



VOICES

EQUIPMENT, MOTIVATION, INSPIRATION

"Photo+Adventure is a fixture when it comes to photography in Austria. The mix of trade fair and festival is particularly successful. The many exhibited photos foster inspiration and invigorate the domestic photography scene."
Klaus Lorbeer, FotoObektiv

"For us it was a very interesting trade fair, as the visitors are an excellent complement to our destination's traditional guests."
J. Hiemenz, Canary Islands

"Thank you for the perfect organization. As always, a great event with very friendly and knowledgeable visitors."
Andreas Klein, Tamron Europe GmbH

"A successful trade fair with an interested audience. An innovative concept!"
David Heidler, Akwaba Afrika

"For Canon, P+A is THE consumer trade fair highlight of the year, right on time for the pre-Christmas season. We see the expansion of topics, such as film and video, as a great signal for the industry."
Sabrina Lucia Rachor, Corporate Marketing Communications, Canon Austria

"As partner country, Slovenia was able to fully showcase all its strengths for nature lovers and active tourists. We were also impressed by the diverse communication and presentation opportunities for the partner country throughout the year."
Slovenian Tourist Board (Partner country)



© Leonardo Ramirez

THE FESTIVAL

STORIES THAT LINGER. INNOVATIONS THAT EXCITE.

More than 130 program items over two days await visitors — from adventure talks and destination portraits to expert lectures, discussions, photo shoots, demos, and photo exhibitions. All completely free with the trade fair ticket. Additionally: 30+ seminars and workshops for those who want to dive deeper.

BRAND PRESENCE & SPONSORSHIP

- Supporting program sponsor: branding of the free supporting program.
- Workshop patronage: funding of individual workshops.
- Community format: photowalks/meet-ups in the official program.

EXPERIENCE THE FESTIVAL LIVE
LISTEN, ASK, TAKE AWAY

YOUR BENEFITS

- Be seen where people are listening: your brand on the big screen.
- Start conversations: meet interested visitors and have real talks.
- Demonstrate expertise: prove what you can do with speakers, cases, and live demos.

> *For me, Photo+Adventure is more than an event — it's a place where you meet people you look forward to seeing, who have long since become friends.*
>
> **Winfried Enge**
> *Photo+Adventure Managing Director and Organizer*



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THE PHOTO+ADVENTURE

A SUCCESS STORY SINCE 2004.

Since 2004, Photo+Adventure has been the trade fair and festival concept for photography, film/video, content creation & digital imaging as well as travel, adventure & nature experiences — and has long since become a distinctive brand. Quality meets entertainment: infotainment that inspires and connects.

As an established industry event with a clear visitor structure and reliable ROI, Photo+Adventure is a beacon in the Austrian market — with strong international exhibitor participation. Today, it is one of the largest and longest-running photo fairs in the German-speaking world. A reliable fixture for the industry for over 20 years.

THE LOCATION

The large, light-flooded glass Pyramid: conveniently located, with an adjacent hotel and flexible room setups for ideas of all kinds. From training rooms and a winter garden to a tropical bungalow and lecture hall — all under one roof.

LIVE MAKES THE DIFFERENCE
TOUCH, ASK, TAKE AWAY.

PHOTO + ADVENTURE
• Vienna Austria •

Beginning of November
Pyramide Wien/Vösendorf
Austria

www.photoadventure.at

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