

Press Release
For Immediate Release
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CONVENTA PRESENTS A DIVERSE SELECTION OF FAM TRIPS IN 2026

The largest regional fam trip organiser will set new records in 2026

The international trade show Conventa is preparing for its milestone 18th edition, scheduled to take place between 10 and 12 February 2026. Conventa will unveil a refreshed concept in a new location, the Grand Hotel Union Eurostars. One of Conventa's distinguishing factors is the selection of fam trips, inviting international event organisers to experience the region and its most prominent event destinations. The fam trips have become an integral part of Conventa, as no other trade show organises them in such a holistic way.

In 2026, the organisers will host nine fam trips before and after the trade show, marking the largest ever regional fam trip. The programme will include over 120 carefully selected hosted buyers who will discover the destinations in an innovative, creative and dynamic way - a world apart from classic site visits. By organising the fam trips, the organisers plan to uphold the "Conventa Fam Trip Quality Standard", ensuring a world-class experience, both for destinations and attendees.

Gorazd Čad, the co-founder of Conventa, emphasised: *"The power of our programme is in offering an authentic destination experience. In other words, we want our attendees to embrace our fam trip motto: experiencing is believing. The fam trips present exceptional added value for Conventa as well as for all participating destinations and attendees. So far, nothing can replace personal contact with a destination - the feeling of visiting a destination in person, meeting locals and experiencing unrivalled local programmes. Our Conventa Fam Trip Quality Standard contributes to the excellence of the fam trips, as well as our wealth of experience stemming from eighteen years of organising one of the region's preeminent B2B trade shows."*

The organisers adhere to the rule that only suppliers at Conventa can host fam trips. All host destinations are handpicked to ensure synergy for all parties.

In 2026, the fam trip programme will be enriched by post-event fam trips that will round off the entire happenings and enable attendees to venture out into the region on exclusive, holistic exploration tours. Each fam trip will be co-created in partnership with local tourist organisations and convention bureaus. They will make sure the local offerings are presented as authentically as possible. The programmes will be hosted at various destinations in cooperation with the following partners: Bled, Bohinj, Gorje and Radovljica (Bled Convention Bureau), Kranjska Gora (Kranjska Gora Tourism), Portorož and Piran (Portorož Tourist Board), Rimske Toplice and Celje (Rimske Terme and Celje municipality), hidden gems across Slovenia (Slovenian Convention Bureau), Zagreb (Zagreb Tourist Board), Ljubljana (Visit Ljubljana), Maribor (Maribor Tourist Board), and Steiermark (Steiermark Convention Bureau).

Bled, Bohinj, Gorje in Radovljica

Under the patronage of the Bled Convention Bureau, attendees will explore one of the most iconic destinations in this part of Europe. The programme will combine visits to the legendary Lake Bled, a journey to Bohinj's sustainable stories, and authentic local hospitality that can be experienced in Radovljica and Gorje.

Kranjska Gora

Organised by Kranjska Gora Tourism, guests on this fam trip will experience an Alpine fairytale overlooking the snow-capped Julian Alps. This destination is hailed for its sports spirit, sustainable orientation, and superb event infrastructure. Here, active experiences go hand in hand with the unspoilt, primordial nature.

Portorož and Piran

Under the patronage of the Portorož Tourist Board, the coastal fam trip will showcase the irresistible charm of Istria, boutique hotels, and scrumptious gastronomic experiences. Attendees will discover the Mediterranean way of living, the cultural heritage of Piran, and the wellness offering of the region. Portorož and Piran cater to event organisers seeking a laid-back, but sophisticated energy.

Rimske Toplice and Celje

In cooperation with Rimske Terme and the Celje municipality, this fam trip will offer the ideal balance between history and modernity. Attendees will explore Roman heritage, a one-off thermal offering, and learn about development opportunities in Celje, which is establishing itself as one of the leading boutique event destinations in Slovenia.

Unique destinations and venues

In 2026, the Slovenian Convention Bureau will also offer attendees a trip dedicated to undiscovered locations around the country. These destinations thrill guests with their architecture, unique ambience, and creative approach to organising events - from wine cellars to art venues.

Zagreb (Croatia)

In cooperation with the Zagreb Tourist Board, attendees on this fam trip will discover the vibrant Croatian capital that pairs the elegance of a Central European capital with modern event infrastructure. The programme will highlight Zagreb's hospitality, diverse cultural scene and urban lifestyle that have rendered the city a favourite among international event organisers.

Ljubljana

Hosted by Ljubljana Tourism, this fam trip will offer a glimpse into why the Slovenian capital is one of the greenest and sustainably oriented destinations in Europe. Attendees will discover innovative event venues, urban creativity and culinary stories that have put Ljubljana on the global map for business events and conferences.

Maribor

In partnership with the Maribor Tourism Board, the fam trip to the second-largest Slovenian city will include tours from the rolling wine hills to the Drava River. Maribor prides itself on a rich cultural heritage, the warmth of its locals and unique energy that inspires event organisers seeking authentic experiences off the beaten track.

Steiermark (Austria)

Under the sponsorship of the Steiermark Convention Bureau, this fam trip will take attendees to the verdant, gastronomically-rich landscapes of Steiermark in Austria. The region is celebrated for its splendid cuisine, sustainable philosophy and innovative event venues that harmoniously seep into the pristine surrounding nature. Here, tradition lives in symbiosis with the modern business world.

Press material:

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