



WHERE OPPORTUNITIES
BECOME BUSINESS!

Pura Vida

★ Trayectoria ⚡ Innovación 📍 Comercialización

27-29 MAYO 2026



GENERAL INFORMATION EXPOTUR 2026

General Information

Event Dates:	May 27 - 29, 2026
Site	Crowne Plaza San José - La Sabana
Edition	39th
First held	1985
Frequency	Annual
Type of event	B2B
Character	Costa Rica Tourism Travel Mart showcasing national tourism products to a select group of invited international buyers.
Summary	Pre-arranged appointments between buyers and sellers. Participation guarantees 24 pre-arranged 20-minute appointments, prioritizing Perfect Match and Buyer Request.

What is Expotur?

Expotur is the official tourism commercialization event with the longest history in the country and the oldest in the Latin American region. It has been held annually since 1985 and over these decades has generated an invaluable contribution to the tourism development of Costa Rica.

2026 Edition

"Where opportunities become business" Expotur 2026 represents an edition focused on the essence of business and on guaranteeing a highly effective appointment program, which will translate into concrete business for participating seller companies.

¡PURA VIDA...PURE BUSINESS!

Who exhibits?

Hoteliers, Tour Operators, DMCs, Car Rental Companies, Theme and Adventure Parks, and other companies directly related to the national tourism product.

Networking

The renewed focus of **Expotur 2026** ensures participating companies high networking opportunities and a pre-arranged appointment program guaranteeing a broad return on investment.

Trajectory - Innovation - Commercialization

Expotur is the official tourism commercialization event of Costa Rica, declared of public interest under decree #17563-MEC of June 17, 1987 and represents the tourism event with the longest history in the country. Its 2026 edition presents an innovative concept, with a return to the essential, tourism commercialization and highly effective business appointments with a group of international buyers selected under a strict qualification process, according to their business volume to Costa Rica, as well as representatives from both traditional and emerging markets of our tourism product.

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