



## PRESS RELEASE

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### **ATRAX 2026 CONCLUDES WITH 74% NATIONAL GROWTH AND THE ANNOUNCEMENT OF THE LUNA AWARD**

#### **ATRAX 2026 ACHIEVES A 26% INCREASE IN INTERNATIONAL PARTICIPATION**

**Istanbul** – From attraction and theme parks to sports and recreation investments, and from urban living solutions to experience-oriented innovative technologies, the latest industry advancements were showcased at the **13th ATRAX – International Attraction, Park, Sports and Recreation Areas Exhibition**. As one of Eurasia’s most comprehensive sectoral gatherings, ATRAX welcomed **17,922 visitors** this year, recording a remarkable **74% increase** in national attendance and a **26% increase** in international visitors compared to the previous year.

Held over three days at the Istanbul Expo Center, ATRAX 2026 hosted professional buyers from more than **81 countries** and over **400 exhibiting companies** from **24 countries**. Spanning five halls across a total area of **55,000 square meters**, the exhibition offered participants a unique opportunity to explore sectoral innovations through its thematic sections: **AQUAFUN, OUTDES, and VENDIST**.

Organized for the 13th time on January 15–17, 2026, the event was held under the inspiring theme: **“Serious Fun – We Take Fun Seriously for the Happy Cities of Tomorrow.”**

Stating that ATRAX 2026 aimed to unite the most up-to-date trends and innovative practices under one roof while providing an inspiring perspective for the future, **Nergis Aslan, Chair of the Board of Tureks International Exhibitions**, commented:

“ATRAX 2026 strongly highlighted the strategic role of the attraction and recreation sector in the future of cities through our ‘Serious Fun’ theme. Throughout the exhibition, parks, playgrounds, sports areas, social facilities, and urban attraction solutions were addressed not merely as leisure activities, but as fundamental elements that enhance quality of life, drive economic mobility, and strengthen social interaction.

The solutions presented from a broad perspective—ranging from technology to sustainability, from innovative designs to smart city applications—brought sector professionals, public

representatives, and investors together around a shared vision. This year as well, ATRAX offered exhibiting companies not only an exhibition space to showcase their products, but also a comprehensive trade and networking platform where they could expand exports, access new markets, and strengthen international collaborations. The new business connections established, productive meetings held, and visionary approaches shared once again demonstrated the impact of the attraction sector on urban transformation. As ATRAX, we will continue to inspire projects that make cities happier, more sustainable, and more livable, and to contribute to the global growth of the sector.’’

Sharing an important announcement for the sector during the exhibition, Aslan added:

‘‘We are relaunching our sectoral awards, which were successfully organized for eight years and paused for a period, under the name **ATRAX – LUNA AWARD**. Recognized as one of the most prestigious organizations in the fields of attraction, recreation, and public space projects, the ATRAX Luna Award is preparing to bring sector professionals together for the 9th time this year. Aiming to promote excellence in the attraction and recreation sector, our awards seek to highlight innovative projects, sustainable approaches, and successful implementations.

The ATRAX Luna Award will be presented in two main categories: Facility and Product. Within the Facility Awards, evaluations will cover categories such as Best Attraction and Amusement Facility of the Year, Recreation and Social Living Area, Sports and Active Living Facility, Aquatic Experience Area, and Landscape and Outdoor Area Applications. In the Product Awards category, a wide range of applications will be accepted, from attraction and amusement products to sports and active living solutions, aquatic systems, and landscape and outdoor products.

Online applications will be accepted between May 1 and August 15, 2026. Jury evaluations will take place between August 20 and September 5, 2026. Following the jury decision meeting to be held in September, the ATRAX Luna Award winners will be announced at a ceremony to be held in October 2026.’’

**About ATRAX** Having successfully completed its 13th edition at the Istanbul Expo Center on January 15–17, 2026, **ATRAX – International Attraction, Park, Sports and Recreation Areas Exhibition** continues to serve as a leading international business platform for the global attraction and recreation sector. With a vision focused on urban living and happiness, ATRAX brings together all products, services, and projects related to the development and sustainability of facilities addressing the recreation needs of modern cities. These areas include parks, playgrounds, attraction and activity zones, and sports fields.