



6TH INTERNATIONAL TOURISM FAIR „BANJA LUKA 2026“

February 27 - March 1, 2026

INVITATION LETTER

Esteemed Partners,

It is our great honor and pleasure to invite you to participate in the **Sixth International Tourism Fair "Banja Luka 2026"** which will be held within the Center Hall complex in Banja Luka, from **February 27 to March 1, 2026**.

This major international event is organized by **RS Consulting and Trade d.o.o. Banja Luka**, with the institutional support of the Ministry of Foreign Trade and Economic Relations of Bosnia and Herzegovina, the Ministry of Trade and Tourism of the Government of Republika Srpska, and the City of Banja Luka.

This year's International Tourism Fair "Banja Luka 2026" will once again bring together a large number of exhibitors from the region, with more than **150 participants** in over **1,400 m²** of Central Hall exhibition space. Exhibitors from Slovenia, Croatia, Bosnia and Herzegovina, Serbia, Montenegro, Greece and Turkey will present their tourist offer, accommodation capacities, culture and traditions.

As every year, the Fair will serve as a key regional meeting point for tourism professionals. The program includes B2B networking, professional conferences, panel discussions, and a rich cultural and entertainment agenda through the "Evening of Friends of the Fair" and "Banja Luka Evening".

You may choose between **turnkey stands** or **customised exhibition spaces**.

All details regarding registration, stand rental and additional equipment are available at www.banjaluckisajamturizma.com.

For further information, please contact the Fair Project Team at: **bl.sajamturizma@gmail.com** or at: +387 51 491 197, +387 51 491 198, +387 65 882 036, +387 65 405 293.

We look forward to welcoming you to the 6th International Tourism Fair "Banja Luka 2026".

Welcome!

Director,
Stojana Kovačević, dipl.e