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Expo Tourism

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From the nineteenth century, expo tourism (also known as exhibition tourism) has become a major element of the tourism industry (Ballester [2014](#)). Starting with the French national exhibition of 1798 and the first universal exhibition, “The Great Exhibition” of London in 1851, expo has become a global gathering of nations and companies dedicated to finding solutions to pressing challenges. Typically, this is done by offering journeys inside a parkway with engaging and immersive activities often with, for example, environmental, demographic, innovation, and economic themes.

Expo tourism represents an important element in the renewal of the tourism strategies of a country and of the host city. For instance, “the expo has become a major public communication object for the reconfiguration of advertising brochures and of the tourist offer” (Ballester [2013](#): 276). During an expo, a very large number of tourism stakeholders rethink the image of a city and carry out marketing and communication. This is a preview of subscription content, access via your institution.

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