



2022 Belfast

Exhibitor Information

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Presented by:



holidayworldshow.com

Venue - Dates - Contacts



VENUE

Titanic Exhibition Centre
17 Queen's Road, Titanic Quarter
Belfast BT3 9DU
Northern Ireland
t: +44 (0)28 9076 6386
titanicexhibitioncentre.com

DATE AND TIMES

Friday	March 11	12.30pm - 5.30pm	Trade and Public
Saturday	March 12	11.00am - 5.30pm	Trade and Public
Sunday	March 13	11.00am - 5.30pm	Trade and Public

CONTACTS

Maureen Ledwith - Sales Director
t: +353 (0)1 291 3700
e: maureen@bizex.ie

Paulette Moran - Sales Manager
t: +353 (0)1 291 3702
e: paulette@bizex.ie

ORGANISERS

Business Exhibitions (NI) Limited
59 Rathfarnham Road
Terenure
Dublin D6W AK70
Ireland
t: +353 (0)1 295 7418

Belfast Holiday World Show Profile

Visitor Profile

Who you'll meet in Belfast

REASONS FOR VISITING HOLIDAY WORLD

	(%)
• Information for this year's holiday	51
• Information for next year's holiday	11
• For a day out	12
• For Show offers	20
• Another reason	6

VISITOR BREAKDOWN

	(%)
• Male	43
• Female	57

NUMBER OF TRIPS ABROAD PER YEAR

	(%)
• One	23
• Two - Three	64
• Four or more	13

AGE PROFILE OF VISITOR

	(%)
• 18 - 24	6
• 25 - 34	16
• 35 - 44	32
• 45 - 54	22
• 55 - 64	18
• 65 or over	6

LIKELY DESTINATIONS TO VISIT (%)

• Europe (inc. UK & ROI)	42
• Middle East	7
• Africa	3
• Asia	7
• Caribbean	4
• America	26
• Somewhere else	7
• Nowhere	4

Exhibitor Profile

- Adventure Travel
- Airlines
- Airports
- Camping Caravan & Motorhomes
- Car Rental Companies
- Coach Tours
- Escorted Tours
- Ferries
- Golf
- Health Tourism
- Home Holidays
- Hotels
- International Camping Sites
- Luxury Travel
- Ocean and River Cruise Companies
- Over 55's Holidays
- Overseas Property
- Rail Holidays
- Regional and National Tourist Organisations
- Theme & Leisure Parks
- Tourist Attractions
- Travel Accessories
- Travel Agents/ Tour Operators
- Travel Related Services
- Weddings & Honeymoons

Promotion

- The Show will benefit from a focused advertising, PR and promotional campaign using radio, press, direct mail, social media and targeted ticket promotions to drive awareness and attendance.

Attendance

Public Trade	Exhibitors
22,950	410

Testimonials - Belfast



The Gleneagle Group

Exhibiting at The Holiday World Show allows us to connect and meet our customers face to face. Holiday World give us a great platform for this.

Sean McDermott

NAR Ltd

The Show offers a good opportunity for introducing our product to the consumer.

Peter Mackness

JMG

Great opportunity to meet New Clients.

Tom Maher

Exodus Travels

Spoke to many people who have never heard of Exodus, inspiring people to try an adventure holiday.

Ian Langford

Go-Pods

This has been Go-Pods first appearance in NI and we could not have asked for a better service from the Holiday World Team. We'll definitely be back next year – bigger and better.

Taylor Palmer

Jamacia Tourist Board

The Holiday World Show in Belfast was well organised and the quality of enquiries and bookings from the event was worth our participation.

Shenika Bennett

Castel Camping La Garangeoir

We got more contacts than last year.

Anne de Kerautem

Silversea

Very well done – Good quality of people.

Amanda Middler

Mayo County Council

The Holiday World Show presents a great opportunity to raise and showcase our County/Destination. The Show also presents opportunities in the areas of PR, networking and engaging with media and tour operators.

Anna Connor

Air Canada

Great Sales & Marketing tool to meet with the Northern Irish Public who are very interested in travel.

Blaithin O'Donnell

Tunisian National Tourist Office

Over the years, The Holiday World Show never lost momentum, must stress one thing, the Organisers assistance to the Exhibitors is second to none.

Moncef Battikh

Vilanova Park

Good Show, full of Families.

Stefano Sale

Wendy Wu

Excellent as always – A must do for any company looking to sell in Northern Ireland.

John Booty

China Travel Service & Information

The Event was well promoted by local Media. It is very useful to have the opportunity to meet New Customers. It was a very useful to meet Business Partners too.

Ting Li

Book a Stand - Belfast

SHELL SCHEME PACKAGE

£269 + 20% VAT per square metre includes

- Divider Walls, 2.5 metres high
- One 150 watt Spotlight per 6 square metres (minimum 2 Spotlights)
- Carpet
- Facia Name Panel
- Night Security
- Stand Cleaning
- Catalogue Entry for each Brand
- Services of Press Office

SPACE ONLY

£229 + 20% VAT per square metre includes

- Carpet
- Night Security
- Stand Cleaning
- Catalogue Entry for each Brand
- Services of Press Office

Maximum height 2.5 metres without Organisers approval.

STAND PRICE POINTS

Stand Size Metres	Space Only Option	Shell Scheme Option
2 x 2 = 4	£916	£1,076
3 x 2 = 6	£1,374	£1,614
3 x 3 = 9	£2,061	£2,421
4 x 3 = 12	£2,748	£3,228
5 x 3 = 15	£3,435	£4,035

Costs exclude VAT @ 20%

PANELS FIXING EXHIBITS

The use of nails, screws, staples etc. are not permitted to the standard shell scheme panels. When fixing exhibits to the panels use two part velcro, bluetack or double sided sticky pads.

BROCHURE STORAGE

We have a dedicated Brochure Area in the venue. Please note that brochures and stand equipment must not be delivered to the venue before Wednesday March 9th 2022.

The address label should contain: Holiday World Show, Titanic Exhibition Centre, 20 Queen's Road, Belfast BT3 9DU Northern Ireland, your company name, contact name and Stand Number.

BUILD UP AND DISMANTLING

BUILD UP

Shell Scheme Exhibitors:

12.00pm - 9.00pm Wednesday 9 March
8.00am - 9.00pm Thursday 10 March

Space Only Exhibitor:

8.00am - 9.00pm Wednesday 9 March
8.00am - 9.00pm Thursday 10 March

DISMANTLE

6.00pm - 10.00pm Sunday 13 March
8.00am - 2.00pm Monday 14 March

CONTRACTORS

SHELL & ELECTRICAL CONTRACTORS

ECS Limited

t: +353 (0)45 409 420

e: info@ecs.ie

Contact: Manus Curran

FURNITURE CONTRACTORS

Business Exhibitions Limited

t: +353 (0)1 291 3706

m: +353 (0)87 255 1675

e: shane@bizex.ie

Contact: Shane Hourican

EXHIBITOR BADGE/ CAR PARK PASS

On arrival at The Titanic Exhibition Centre please call to the Exhibition Organiser's Office and collect your Exhibitor Badges and Car Park Pass.

PUBLIC RELATIONS CONSULTANTS

FUTURE IMAGE LIMITED

36 Donegal Park Avenue

Belfast

BT15 4FJ

t: +44 (0)28 9042 3314

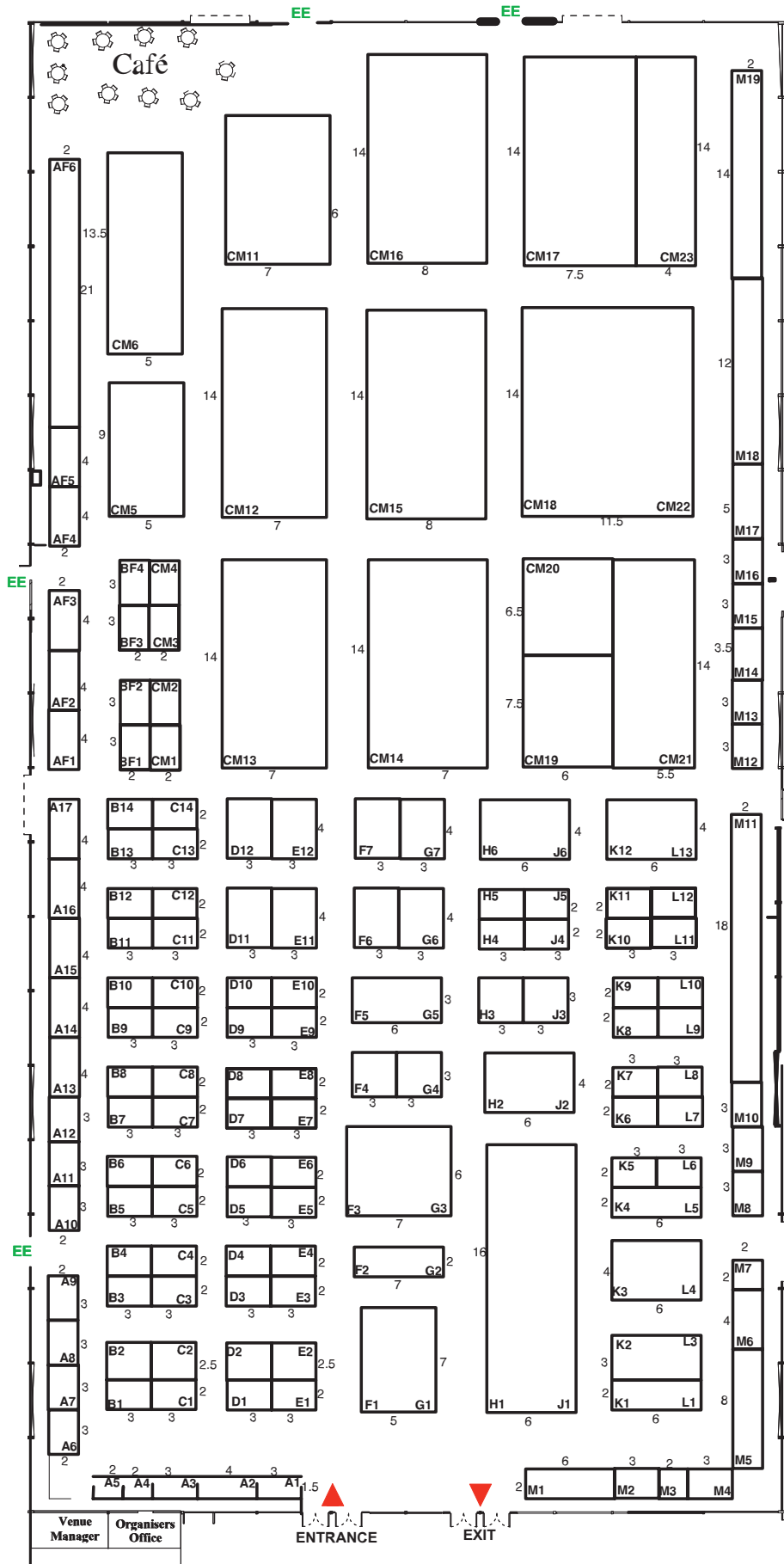
e: rhamilton@futureimage.co.uk

Contact: Rosemary Hamilton

COMPETITION PRIZES

Part of the publicity campaign will involve a series of competitions and special promotions for which we will be offering 'FREE HOLIDAYS' as prizes. We invite your participation in this scheme as it will increase your visibility and overall presence at the Show.

Floor Plan - Belfast



March 11 - 13 2022



STAND BOOKING FORM 2022

PLEASE USE BLOCK CAPITALS

CATALOGUE DETAILS

Company Name Stand No.
 Address
 Postcode
 Contact Name Job Title
 t w
 incl. STD Code e
 m

Letter under which you wish your company to be identified in alphabetical listing

Each partner represented on your Stand may have a SEPARATE CATALOGUE ENTRY.
 Please copy this Form for EACH PARTNER and fill in this section.

Are you: Tour Operator/Travel Agent Cruise/Ferry Adventure Travel Wedding/Honeymoon Escorted Tours Home Holiday
 Camping Abroad Sun & Beach Holidays Golf Holidays Spa & Wellness 50+ Tourism City Breaks Accommodation
 Tourist Organisation Bus/Coach/Car/Rail Airline Other (specify) _____

INVOICE DETAILS

PLEASE COMPLETE THIS INVOICE SECTION IF DIFFERENT FROM THE CATALOGUE DETAILS ABOVE

Company Name Stand No.
 Address
 Postcode
 Contact Name Job Title
 T F
 incl. STD Code e
 M

STAND DETAILS & VAT

Purchase Order: _____
 SPACE + SHELL £269 per metre²
 SPACE ONLY £229 per metre²

Stand Number	Total Metres	Metres Front	Metres Depth	Total £
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
*VAT No: <input type="text"/> or VAT @ 20%				<input type="text"/>
TOTAL				<input type="text"/>

PAYMENT SCHEDULE:
 *50% Deposit is due upon booking
 •Balance due 1/2/22

PAYMENT OPTIONS

1. CHEQUE & BANKERS DRAFT
 Our Bank: AIB Bank, St Helens, 1 Undershaft, London EC3A 8AB, United Kingdom
 Cheques/Bankers Drafts: Please Make payable to Business Exhibitions (N.I.) Ltd

2. ELECTRONIC TRANSFER IBAN: GB47 AIBK 2385 9004 9750 01 SWIFT: AIBKGB41UND

3. CREDIT CARDS
 Visa Mastercard Amex Amount £

Card No Expiry Date / CCV Code

Cardholder Name Signature Date

STAND NAME PANEL (Shell Scheme Exhibitors Only)

We agree to take the stand detailed above in accordance with the Event Rules and Regulations, a copy is available upon request

Signature Title Date