



2023 Belfast

Exhibitor

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Presented by:

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	January 20	12.30pm - 5.30pm	Trade and Public
Saturday	January 21	11.00am - 5.30pm	Trade and Public
Sunday	January 22	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

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

£280 + 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

£238 + 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	£952	£1,120
3 x 2 = 6	£1,428	£1,680
3 x 3 = 9	£2,142	£2,520
4 x 3 = 12	£2,856	£3,360
5 x 3 = 15	£3,570	£4,200

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 January 18, 2023.

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 18 January
8.00am - 9.00pm Thursday 19 January

Space Only Exhibitor:

8.00am - 9.00pm Wednesday 18 January
8.00am - 9.00pm Thursday 19 January

DISMANTLE

6.00pm - 10.00pm Sunday 22 January
8.00am - 2.00pm Monday 23 January

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

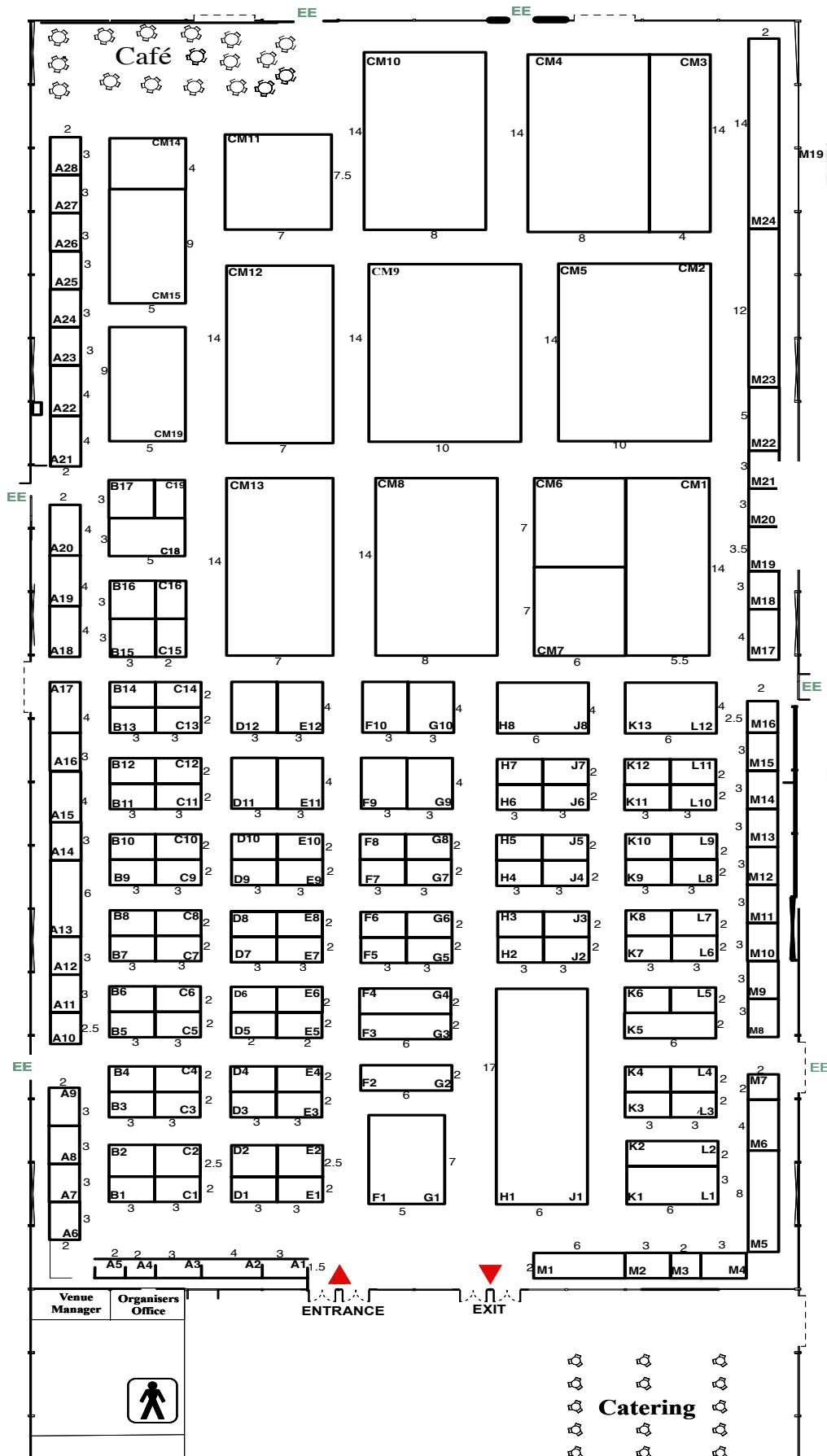
e: rhamilton@futureimage.co.uk

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



**20-22
January
2023**

BELFAST

STAND BOOKING FORM 2023

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		w	
incl. STD Code		e	
m			

STAND DETAILS & VAT

Purchase Order: _____

SPACE + SHELL £280 per metre²

SPACE ONLY £238 per metre²

Stand Number	Total Metres	Metres Front	Metres Depth	Total £
*VAT No: _____ or VAT @ 20%				
TOTAL				

PAYMENT SCHEDULE:

*50% Deposit is due upon booking

•Balance due 1/11/22

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

<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard	Amount £	
Card No		Expiry Date	
			CCV Code
Cardholder Name		Signature	Date

STAND NAME PANEL (Shell Scheme Exhibitors Only)

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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	
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