



2024 Belfast

Exhibitor

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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 January 19 10.00am - 5.00pm Trade and Public
Saturday January 20 10.00am - 5.00pm Trade and Public
Sunday January 21 10.00am - 5.00pm 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

Angela O'Rourke - Sales Development Manager
t: +353 (0)1 291 3705
e: angela@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

11,300

Exhibitors

165

Testimonials - Belfast



Air Canada

We have been exhibiting at The Holiday World Show for many years and it's always a great way to meet new customers and showcase Air Canada.

Blaithin O'Donnell

Jamaica Tourist Board

The Show provides a vital connection with the Belfast Travel Trade and attracts a wide variety of consumers including many discerning long haul travellers.

Torrence Lewis

Camping du Jaunay

Good ambiance. The show is a good way to meet new clients.

Damar & Faustine

Grand Canal Hotel

Through the show we reached many potential guests by being able to promote our hotel and special offers.

Rachel Brogan

Podium4Sports

Worthwhile to introduce ourselves to new customers and expand our business.

Adam Armstrong

Belfast 89FM

A friendly event with a warm & welcoming atmosphere. Great opportunity to source new clients and tell others about Belfast 89FM

Lisa Flevelle

Irish Ferries

Well organised show, Titanic Exhibition Centre is a perfect location.

Marie McCarthy

Northern Ireland Travel News

Holiday World Show Belfast is a fantastic opportunity for exhibitors and the public alike to find new things to see, do, explore on the island and further afield.

Sarah Pickering

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

Hinch Distillery

Great show, lots of networking and customer interaction.

Terry McCartan

Cancer Research UK

Had a fantastic time, lots of interaction, loads to see, great offers, a well run event and very worthwhile. Can't wait to come back next year.

Maeve Fitzpatrick

Genealogical Society

Excellent show as always, very beneficial to our organisation.

Eddie Gahan

Visit Cork

Excellent Show, 1st time to attend Belfast in 2023. Great way to meet new customers and to showcase what Cork as a destination has to offer.

Spain

The quantity and quality was excellent, people very interested in travel. It was a great fresh start after Covid Pandemic.

Book a Stand - Belfast

SHELL SCHEME PACKAGE

£286 + 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

£243 + 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	£972	£1,144
3 x 2 = 6	£1,458	£1,719
3 x 3 = 9	£2,187	£2,574
4 x 3 = 12	£2,916	£3,432
5 x 3 = 15	£3,645	£4,290

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 17, 2024

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:

2.00pm - 9.00pm Thursday 18 January

Space Only Exhibitor:

12.00pm - 9.00pm Wednesday 17 January

8.00am - 9.00pm Thursday 18 January

DISMANTLE

6.00pm - 10.00pm Sunday 21 January

8.00am - 2.00pm Monday 22 January

CONTRACTORS

SHELL CONTRACTORS

O'Brien Expo Services

t: +353 (0)87 249 2489

e: tony@obexpo.ie

Contact: Tony O'Brien

ELECTRICAL CONTRACTORS

Mulvaney & Flanagan Electrical

t: +353 (0)87 250 4060

e: mulvaneyandflanagan@gmail.com

Contact: David Orange

FURNITURE CONTRACTORS

Business Exhibitions NI 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

DUFFY RAFFERTY COMMUNICATIONS

18 Heron Road

Belfast, BT3 9LE

t: +44 (0)28 9073 0880

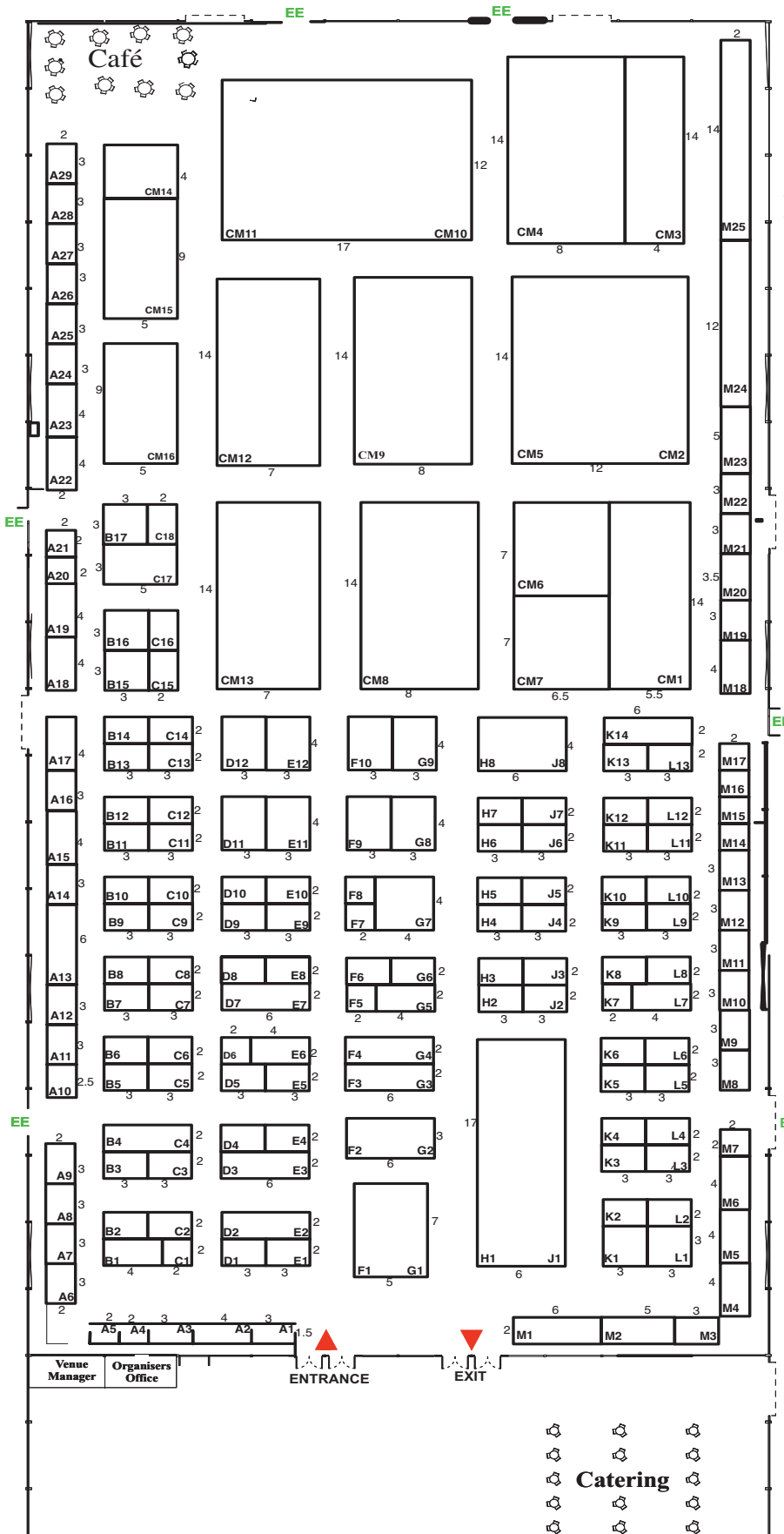
e: miachel@duffyrafferty.com

Contact: Michael Duffy

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



19-21 January
2024



BELFAST

STAND BOOKING FORM 2024

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) _____

Region: Asia/Pacific Africa / Middle East Britian Australia Canada Europe/Mediterranean North America
 Northern Ireland Republic of Ireland South America The Americas USA 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 £286 per metre²

SPACE ONLY £243 per metre²

PAYMENT SCHEDULE:
 *50% Deposit is due upon booking
 -Balance due 1/11/23

Stand No.	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: or VAT @ 20%

TOTAL

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 (NI) Ltd

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

3. CREDIT CARDS

Visa Mastercard 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