BELFAST Holiday World Show

IN ASSOCIATION WITH IRISH FERRIES

2027 Exhibitor Information

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Presented by:

BizEx BUSINESS EXHIBITIONS LIMITED

holidayworldshow.com

Venue - Dates - Contacts

BELFAST Holiday World Show

IN ASSOCIATION WITH IRISH FERRIES

VENUE

Waterfront @ ICC Belfast
2 Lanyon Place
Belfast
BT1 3WH

DATE AND TIMES

Friday	January 8	10.00am - 12.30pm	Trade and Media
Friday	January 8	12.30pm - 5.00pm	Trade and Public
Saturday	January 9	10.00am - 5.00pm	Trade and Public
Sunday	January 10	10.00am - 5.00pm	Trade and Public

CONTACTS

Maria Hourican - CEO
t: +353 (0)1 291 3707
e: maria@bizex.ie

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

Shane Hourican - Operations Manager
t: +353 (0) 291 3706
e: shane@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	59
• Information for next year's holiday	8
• For a day out	12
• For Show offers	15
• Another reason	6

VISITOR BREAKDOWN	(%)
• Male	45
• Female	55

NUMBER OF TRIPS ABROAD PER YEAR	(%)
• One	23
• Two - Three	59
• Four or more	18

AGE PROFILE OF VISITOR	(%)
• 18 - 24	8
• 25 - 34	16
• 35 - 44	31
• 45 - 54	22
• 55 - 64	13
• 65 or over	10

LIKELY DESTINATIONS TO VISIT	(%)
• Europe (inc. UK & ROI)	41
• Middle East	6
• Africa	6
• Asia	10
• Caribbean	6
• America	22
• Somewhere else	5
• Nowhere	4

Exhibitor Profile

- Adventure Travel
- Airlines
- Airports
- 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
10,690	**129**

Testimonials - Belfast

Air Canada
Exhibiting at the Holiday World Show is great annual exposure to customers who have an interest in travel. We attend every year, looking forward to 2027. **Blaithin O'Donnell**

Tunisia Tourism
Over the years Tunisia has participated in this fantastic show, organisers and team are very welcoming and professional.

Moncef Battikh

Irish Ferries
Great benefits attending this show and attendance was very good. Organisation by the team is excellent. Lovely light airy & warm venue. **Marie McCarthy**

Hays Travel
Hays Travel had a great time at the Holiday World Show in Belfast. It's a great way to meet new customers and promote your brand - getting to spend time with potential customers face-to-face makes such a difference. We are looking forward to being back there again for the 2027 events. **Nicola Allison**

JMG Cruise
Delighted to attend the Holiday World Show in Belfast in their new venue. This show is very beneficial to us for promoting our brand.

Tom Maher

Malta Tourism Authority
Belfast Holiday World Show was incredible, the customer engagement for Malta was some of the best we ever had at a consumer show and we thoroughly recommend it as a staple of the travel show calender. A must do to communicate with the Northern Ireland market.

Manuel Holden

St Vincent & The Grenadines
Holiday World Show Belfast delivered strong attendance and valuable visitor engagement. The show was excellently organised with an exceptionally accommodating and supportive team, making participation both seamless and worthwhile.made new business connections.

Natasha Anderson

Spanish Tourist Board
Benefit of participating in the Holiday World Show is excellent, great event, well organised and very helpful staff. **Maria Hernandez**

Mysteries of India
We found the location for the Holiday Show excellent and extremely convenient to access. The organisation was highly professional both in the lead up to the show and throughout the show itself. We thoroughly enjoyed being part of the event and look forward to attending again in 2027. **DK Dharmendra**

Visit Isle of Man
Good quantity of attendance, excellent quality, looking forward to attending in 2027.

Nicola Wilkinson

Caley Cruisers
The Show had a really nice atmosphere and people attending were very interested in finding out about our product.

Lindsey Randall

The Johnstown Collection
We met our objective to meet new customers and introduce new products, steady footfall, good organisation and looking forward to the 2027 event. **Mary Fitzgerald**

Book a Stand - Belfast

SHELL SCHEME PACKAGE

£339 + 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

£290 + 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	£1,160	£1,356
3 x 2 = 6	£1,740	£2,034
3 x 3 = 9	£2,610	£3,051
4 x 3 = 12	£3,480	£4,068
5 x 3 = 15	£4,350	£5,085

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 6, 2027.

The address label should contain: Holiday World Show, Waterfront @ ICC Belfast, 2 Lanyon Place, Belfast, BT1 3WH, Northern Ireland, your company name, contact name and Stand Number.

BUILD UP AND DISMANTLING

BUILD UP

Shell Scheme Exhibitors:

2.00pm - 9.00pm Thursday 7 January

Space Only Exhibitor:

12.00pm - 9.00pm Wednesday 6 January

8.00am - 9.00pm Thursday 7 January

DISMANTLE

6.00pm - 10.00pm Sunday 10 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 BADGES

On arrival at Waterfront@ ICC Belfast please call to the Exhibition Organiser's Office and collect your Exhibitor Badges.

PUBLIC RELATIONS CONSULTANTS

DUFFY RAFFERTY COMMUNICATIONS

18 Heron Road, Belfast, BT3 9LE
t: +44 (0)28 9073 0880
e: micheal@duffyrafferty.com
Contact: Michael Rafferty

COMPETITION PRIZES

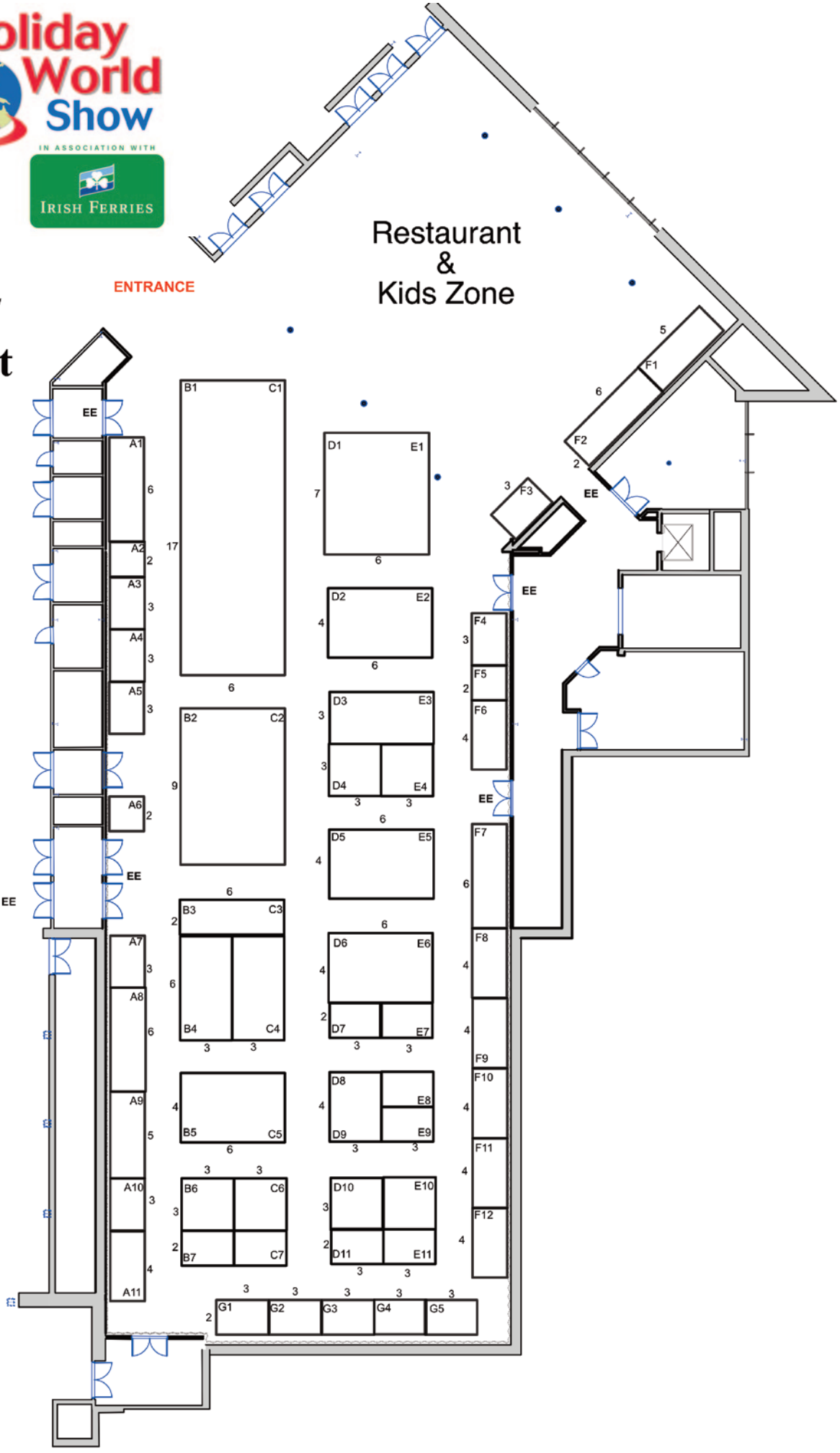
Part of the publicity campaign will involve a series of competitions and special promotions for which we will be offering 'FREE HOLIDAYS' as prizes. We invite your participation in this scheme as it will increase your visibility and overall presence at the Show.

Floor Plan - Belfast

BELFAST Holiday World Show

IN ASSOCIATION WITH IRISH FERRIES

January
8 -10 2027
Waterfront
ICC
Belfast



BELFAST

STAND BOOKING FORM 2027

PLEASE USE BLOCK CAPITALS

CATALOGUE DETAILS

Company Name | Stand No.

Address

Postcode

Contact Name | Job Title

t (incl. STD Code) | w

m | e

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

incl. STD Code | w

m | e

STAND DETAILS & VAT

Purchase Order: _____

SPACE + SHELL £339 per metre^2

SPACE ONLY £290 per metre^2

PAYMENT SCHEDULE:
*50% Deposit is due upon booking
•Balance due 1/11/26

Stand No.	Total Metres	Metres Front	Metres Depth	Total £

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