



2022 Dublin

Exhibitor

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Presented by:



holidayworldshow.com

Venue - Dates - Contacts



VENUE

RDS Simmonscourt
Ballsbridge
Dublin DO4 AK83
t: +353 (0)1 668 3070
www.rds.ie

DATE AND TIMES

Friday	March 4	9.30am - 12.30pm	Trade Only
Friday	March 4	12.30pm - 5.30pm	Trade and Public
Saturday	March 5	11.00am - 5.30pm	Trade and Public
Sunday	March 6	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

Organised on behalf of
The Irish Travel Agents Association
Business Exhibitions Limited
59 Rathfarnham Road, Terenure
Dublin D6W AK70
Ireland
t: +353 (0)1 295 7418

holidayworldshow.com

Dublin Holiday World Show - Profile

Visitor Profile

REASONS FOR VISITING THE HOLIDAY WORLD SHOW (%)

• Information for this year's holiday	43
• Information for next year's holiday	19
• For a day out	10
• For Show offers	18
• Another reason	10

MALE/ FEMALE VISITOR BREAKDOWN (%)

• Male	51
• Female	49

LIKELY TO VISIT 2022 SHOW 93%

AGE PROFILE OF VISITOR (%)

• 18 - 24	8
• 25 - 34	29
• 35 - 44	21
• 45 - 54	16
• 55 - 64	17
• 65 or over	9

LIKELY DESTINATIONS TO VISIT (%)

• Europe (inc. ROI & NI)	41
• Middle East	4
• Africa	4
• Asia	15
• Caribbean	8
• America	18
• Somewhere else	8
• Nowhere	2

Source: The Dublin Institute of Technology

Exhibitor Profile

- Adventure Travel
- Airlines
- Airports
- Camping Caravans & 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

Trade Only	Public/ Trade	Total	Exhibitors
1,200	44,200	45,400	696

Testimonials - Dublin

Jordan Tourist Board

This was a good opportunity to reach Irish customers and promote Jordan as a destination. The visitors were very knowledgeable, engaging and interested.

Freddie Softley

Take On Nepal

It was wonderful to reach out to the people of Ireland and to promote our tours in Nepal. There was lots of interest in Nepal.

Susan Tamang

Tucan Travel

First time exhibiting and really it was a great experience. Lots of leads generated.

Rosanna Neophytou

Nire Valley Co. Waterford

We have been coming to the Show since it started 30 years ago – That speaks volumes!

Mary Wall

Turks & Caicos

Holiday World was amazing opportunity to Showcase the Turks & Caicos to the Irish Market.

Courtney Robinson

La Breche & Garangeore 5 Stars Campsites

Keep in mind that we want to go on having the French Village.

Anne de Kerautem

Ole Internatinal Homes SL

As a Real Estate Company from Costa Blanca Spain, we are very happy with the outcome of the Show, good quality clients.

Darrah Sayer

Israel Tourist Office

Another wonderful show with quality clients coming through the door.

Ron Israel

Universal Parks & Resorts

Excellent Show as always – one of the few markets we attend consumer shows due to quantity/quality of interest.

Grant Daley

Wendy Wu Tours

Best Year Ever – all 3 Shows exceed previous years.

John Booty

Joe Walsh Tours

Well organised event, gives business the opportunity to show new products, network and helps brand recognition.

Barry Walsh

JMG

Holiday World has been an excellent Show for enquiries and conversions.

Tom Maher

Heritage Island

Fantastic Show, happy to participate each year.

Annette McGrath

Lisburn & Castlereagh City Council

Holiday World Show is a great opportunity for us to tell people about our area in Northern Ireland. It's always a pleasure to attend this Show.

Jennifer Ferns

Air Canada

This is Air Canada's main face to face annual event and as a means to connecting with our customers it is vital to our Sales plan in Ireland.

Blaithin O'Donnell

G Adventures

A valuable way to engage with consumers and educate.

John Grehan

Pure Cork

Great platform to tell tourists about our attractions off the beaten track.

Paula Brennan

Cyprus Deputy Ministry of Tourism

A great opportunity to promote your product to the Irish Travel Trade and Consumers. Highly recommended.

Costas Katsellis

Book a Stand - Dublin

SHELL SCHEME PACKAGE

€338 + 23% 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

€300 + 23% VAT per square metre includes:

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

STAND PRICE POINTS

Stand Size Metres Option	Space Only	Shell Scheme
2 x 2 = 4	€1,200	€1,352
3 x 2 = 6	€1,800	€2,028
3 x 3 = 9	€2,700	€3,042
4 x 3 = 12	€3,600	€4,056
5 x 3 = 15	€4,500	€5,070

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

There is a dedicated Brochure Area in the venue. Please note that brochures and stand equipment must not be delivered to the venue before Wednesday March 2nd 2022.

The address label should contain: Holiday World Show, RDS Simonscourt Pavilion, Ballsbridge, Dublin D04 E6N6, Ireland, your company name, contact name and Stand Number.

BUILD UP AND DISMANTLING

BUILD UP

Shell Scheme Exhibitors:

8.00am - 9.00pm	Wednesday	2 March
8.00am - 9.00pm	Thursday	3 March

Space Only Exhibitor:

8.00am - 9.00pm	Wednesday	2 March
8.00am - 9.00pm	Thursday	3 March

DISMANTLE

6.00pm - 10.00pm	Sunday	6 March
8.00am - 2.00pm	Monday	7 March

CONTRACTORS

SHELL CONTRACTORS

O'Brien Expo Services Limited

m: +353 (0)87 249 2489

e: tony@obexpo.ie

Contact: Tony O'Brien

ECS Limited

t: +353 (0)45 409 420

e: info@ecs.ie

Contact: Manus Curran

ELECTRICAL CONTRACTOR

Business Exhibitions Limited

m: +353 (0)87 255 1675

e: shane@bizex.ie

Contact: Shane Hourican

FURNITURE CONTRACTOR

Business Exhibitions Limited

m: +353 (0)87 255 1675

e: shane@bizex.ie

Contact: Shane Hourican

EXHIBITOR BADGE/ CAR PARK PASS

On arrival at RDS Simonscourt please call to the Exhibition Organiser's Office to collect your Exhibitor Badge and Car Park Pass.

Floor Plan - Dublin



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 w
 incl. STD Code e
 m

STAND DETAILS & VAT

Purchase Order: _____

Stand Number	Total Metres	Metres Front	Metres Depth	Total €

SPACE + SHELL €338 per metre²
 SPACE ONLY €300 per metre²

*VAT No: or VAT @ 23%

TOTAL

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

PAYMENT OPTIONS

1. CHEQUE & BANKERS DRAFT
 Our Bank: AIB Bank, 60 Clonskeagh Road, Dublin 14, Ireland
 Cheques/Bankers Drafts: Please Make payable to Business Exhibitions Limited.

2. ELECTRONIC TRANSFER IBAN: IE66 AIBK 9311 8713 0040 08 SWIFT: AIBKIE2D

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



TRAVEL *Extra* *Travel Journalist of the Year* *Awards*

The Travel Extra Travel Journalist of the Year Awards will take place on March 4th 2022 to coincide with the Holiday World Show.

Entrants will display the creativity and continuing innovation of travel and tourism journalism in Ireland

The award winners will be chosen by a distinguished panel of senior journalists.

Contact: Kathern Byrne, Limelight Communications for information
t: +353 (0)1 668 0600
e: pr@limelight.ie