Holiday World Show

2027 Dublin Exhibitor Information

CONTENTS PAGE

Venue - Dates - Contacts	1
Holiday World Show Profile	2
Event Testimonials	3
Become an Exhibitor	4
Floor Plan	5
Booking Form	6
Irish Travel Industry Awards	7

Presented by:

BizEx
BUSINESS EXHIBITIONS LIMITED

holidayworldshow.com

Venue - Dates - Contacts

Holiday World Show

VENUE

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

DATE AND TIMES

Friday	**January 22**	**9.30am - 12.30pm**		**Trade Only**
Friday	**January 22**	**12.30pm - 5.00pm**		**Trade and Public**
Saturday	**January 23**	**10.00am - 5.00pm**		**Trade and Public**
Sunday	**January 24**	**10.00am - 5.00pm**		**Trade and Public**

CONTACTS

Maria Hourican - CEO
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ORGANISERS

Organised on behalf of:
The Irish Travel Agents Association by
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	39
• Information for next year's holiday	20
• For a day out	9
• For Show offers	22
• Another reason	10

MALE/ FEMALE VISITOR BREAKDOWN (%)

• Male	48
• Female	52

LIKELY TO VISIT 2027 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)	39
• Middle East	6
• Africa	4
• Asia	15
• Caribbean	8
• America	18
• Somewhere else	8
• Nowhere	2

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
- Homes in The Sun Pavilion
- 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
340	31,960	32,300	453

Testimonials - Dublin

Tourism Authority of Thailand
Most interactive audience of any travel show. Organisation is totally professional & friendly. Holiday World is simply the best travel show we attend in regards to quality and quantity of visitors. **Chris Lee**

Explore Worldwide
It has been lovely to finally be back in Ireland and reconnect with Irish travellers, we met lots of potential customers who were really interested in our style of travel. **Claire Townley**

The Travel Department
The Holiday World Show gives us an opportunity to speak to potential customers and get face to face time with them. **Claire Doherty**

Air Canada
We had great interactions with potential customers at the Air Canada stand. Definitely a worthwhile event for us. **Blaithin O'Donnell**

Riviera Travel
The Holiday World Show was a fantastic experience for Riviera. It proved to be one of the strongest platforms for boosting brand awareness in Ireland, giving us invaluable face time with both new and returning customers. Footfall throughout the weekend was consistently high, and the quality of interactions and engagement exceeded our expectation. Visitors came with genuine interest and meaningful questions, leading to productive conversations and a real sense of connection. It was a brilliant opportunity to showcase what makes Riviera special, and we look forward to returning. **Carrie Day**

St Vincents & The Grenadines
Our participation was rewarding with strong attendance and very positive responses. The Show was extremely well organised and the team were great. **Natasha Anderson**

Slovakia Travel
Great organisation, great attendance, high interest in our Country - thank you for everything. **Eva Vercikova**

Tunisia
Best holiday consumer show, which sees visitors flocking to the event to discover new destinations. **Moncef Battikh**

Spanish Tourism Board
Participating at the Holiday World Show in Dublin was a fantastic experience for the Spanish Tourist Board. We were delighted with the great attendance and the genuine interest shown by Irish visitors in Spain's diverse destinations. Our partner regions were equally pleased with the positive engagement & enthusiasm throughout the event. **Borja Bedoya**

Visit Portugal
Visit Portugal's participation at the Holiday World Show 2026 was key to showcasing the Country's rich roots and traditions. Irish visitors showed strong interest in discovering Portugal further, exploring new products and emerging destinations. **Carlos Oliveria**

Greek National Tourism Organisation
Really excellent show, we loved it. So happy with everything. Very positive show, and really good public who love Greece and can't wait to go back. **Eleni Skarveli**

Tourism Australia
A great event and great turnout of visitors. Love growing the Irish market and inspiring more potential visitors. **Taylah Carter**

Antrim & Newtownabbey
We had a very positive experience, the event was well organised and provided excellent opportunities to promote our borough and engage with visitors. Can't wait to come back in 2027. **Freya-Rose Larkin**

Cyprus Tourism
A well organised event with great attendance on all days. Definitely a great exhibition to showcase the Island. **Costas Katsellis**

Fiji Tourism
The show has been a joy to take part in. We benefited from introducing Fiji as a destination for the first time. **Jane West**

Become an Exhibitor - Dublin

SHELL SCHEME PACKAGE

€420 + 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

€375 + 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	€1,500	€1,680
3 x 2 = 6	€2,250	€2,520
3 x 3 = 9	€3,375	€3,780
4 x 3 = 12	€4,500	€5,040
5 x 3 = 15	€5,625	€6,300

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.

EXHIBITOR BADGES

On arrival at RDS Simmonscourt please call to the Exhibition Organiser's Office to collect your Exhibitor Badges.

BUILD UP AND DISMANTLING

BUILD UP

Shell Scheme Exhibitors:

2.00pm - 9.00pm	Thursday	21 January

Space Only Exhibitor:

1.00pm - 9.00pm	Wednesday	20 January
8.00am - 9.00pm	Thursday	21 January

DISMANTLE

6.00pm - 10.00pm	Sunday	24 January
8.00am - 2.00pm	Monday	25 January

CONTRACTORS

SHELL CONTRACTORS

O'Brien Expo Services Limited
m: +353 (0)87 249 2489
e: tony@obexpo.ie
Contact: Tony O'Brien

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

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 January 20 2027.

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

Floor Plan - Dublin

ALL IRELAND CARAVAN & MOTORHOME SHOW

Holiday World Show

22-24 JANUARY 2027



Holiday World Show

DUBLIN

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 ❑ Hotels ❑
Tourist Organisation ❑ Bus/Coach/Car/Rail ❑ Airline ❑ Visitor Attraction ❑ 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 (incl. STD Code) _____ w _____

m _____ e _____

STAND DETAILS & VAT

Purchase Order: _____

SPACE + SHELL €420 per metre²
SPACE ONLY €375 per metre²

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

Stand Number	Total Metres	Metres Front	Metres Depth	Total €

VAT No: _____ or VAT @ 23% _____

TOTAL _____

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 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 _____

Irish Travel Industry Awards

IRISH TRAVEL INDUSTRY AWARDS

The Irish Travel Industry Awards, now in their 14th Year, are the
Premier Awards for suppliers and travel agents in the travel industry in Ireland.

The Awards will take place at a prestigious Gala Banquet in the Round Room at the Mansion House on Thursday 21st January 2027 - the eve of Dublin Holiday World Show.

Contact Maria Hourican for information
t: +353 (0)1 291 3707
e: maria@bizex.ie

