



# Holiday World Show



## 2019 DUBLIN HOLIDAY WORLD SHOW

### **EXHIBITOR INFORMATION Dublin**

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Media Partner





## VENUE

RDS Simmonscourt  
Ballsbridge  
Dublin DO4 E6N6  
t: +353 (0)1 668 AK83  
www.rds.ie

## DATE AND TIMES

Friday	January 25	10.00am - 1.00pm	Trade Only
Friday	January 25	1.00pm - 6.00pm	Trade and Public
Saturday	January 26	11.00am - 5.30pm	Trade and Public
Sunday	January 27	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  
Angela O'Rourke - Business Development Manager  
t: +353 (0)1 291 3705  
e: angela@bizex.ie

## 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

Media Partner



# Book a Stand - Dublin

## SHELL SCHEME PACKAGE

€323 + 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

**Stand Furniture and Power Socket NOT included.**

## SPACE ONLY

€286 + 23% 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	€1,144	€1,292
3 x 2 = 6	€1,716	€1,938
3 x 3 = 9	€2,574	€2,907
4 x 3 = 12	€3,432	€3,876
5 x 3 = 15	€4,290	€4,845

Costs exclude VAT @ 23%

## BOOKING PROCEDURE

CONTACT:

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, Business Development Manager

t: +353 (0)1 291 3705

e: angela@bizex.ie

Please complete the enclosed Stand Application Form and return with 50% Booking Deposit.

## BUILD UP AND DISMANTLING

### BUILD UP

Shell Scheme Exhibitors:

8.00am - 9.00pm Wednesday 23 January  
Thursday 24 January

Space Only Exhibitor:

8.00am - 9.00pm Tuesday 22 January  
Wednesday 23 January  
Thursday 24 January

### DISMANTLE

6.00pm - 10.00pm Sunday 27 January  
8.00am - 2.00pm Monday 28 January

## CONTRACTORS

### SHELL CONTRACTORS

O'Brien Expo Services

t: +353 (0)1 614 4700

m: +353 (0)87 249 2489

e: tony@obexpo.ie

Contact: Tony O'Brien, Managing Director

ECS Limited

t: +353 (0)45 409 420

e: info@ecs.ie

Contact: Manus Curran

### ELECTRICAL CONTRACTORS

Electromaher

t: +353 (0)1 450 6661

e: exhibitions@electromaher.com

Contact: Tommy Maher, Managing Director

### 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 ORDER FORMS

Order forms for stand furniture, additional electrics etc. are available in the Exhibitor Zone on our website:

www.holidayworldshow.com.

## EXHIBITOR BADGES/CAR PARK PASSES

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

## Visitor Profile

### Who you'll meet in Dublin

#### REASONS FOR VISITING HOLIDAY WORLD (%)

• Information for this year's holiday	53
• Information for next year's holiday	19
• For a day out	10
• For Show offers	13
• Another reason	5

#### MALE/FEMALE VISITOR BREAKDOWN (%)

• Male	47
• Female	53

#### NUMBER OF TRIPS ABROAD PER YEAR (%)

• One	48
• Two - Three	44
• Four or more	8

#### 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

## Exhibitor Profile

- *Adventure Travel*
- *Airlines*
- *Airports*
- *Caravans & Motorhomes*
- *International Camping Sites*
- *Car Rental Companies*
- *Coach Tours*
- *Cruise Companies*
- *Ferries*
- *Golf*
- *Escorted Tours*
- *Health Tourism*
- *Home Holidays*
- *Hotels*
- *National and Regional Tourist Organisations*
- *Overseas Property*
- *Weddings & Honeymoons*
- *Over 55's Holidays*
- *Rail Holidays*
- *Theme & Leisure Parks*
- *Travel Agents/Tour Operators*
- *Travel Related Services*
- *Tourist Attractions*
- *Travel Accessories*

## Promotion

- The Show is backed by our Media Partner - Independent News & Media 
- The Show will also benefit from a firmly focused advertising, PR and promotional campaign using radio, press, direct mail, social media and targeted ticket promotions to drive awareness and attendance.
- The extensive Show Catalogue will be printed and distributed by Independent News & Media.

## 2018 ATTENDANCE FIGURES

Trade Only	Public/Trade	Total	Exhibitors
933	40,500	41,433	584



## Spanish Tourism Office

*What a tremendous show this year! I don't think any of us stopped for a moment. Congratulations to you and all the staff for an outstanding job.*

**Borja Bedoya**

## North Wales Tourism

*Great show with friendly visitors and staff members. Feel very welcome.*

**Eirlys Jones**

## Israel Government Tourist Office

*After an absence of four years the show has grown in size and stature*

**Ron Israel**

## Mid & East Antrim Tourism

*An excellent route to market, very well organised.*

**Alister Bell**

## Tunisian National Tourist Office

*Over the years, the organiser's team found a way to satisfy exhibitors by giving a personalised service. Grateful for that - feel part of the family.*

**Moncef Battikh**

## Las Vegas Convention and Visitors Authority

*An amazing show which we have participated in for the last ten years. The Holiday World Show is a fantastic way to meet with new and existing customers and promote our destination.*

**Tryphavana Cross**

## Atmosphere Hotel & Resorts

*Great variety of travellers, target audience reached.*

**Ali Abdulla**

## Visit California

*Holiday world provides a great barometer for the Irish market and the time of year is perfect to influence bookings.*

**Mark Meredith**

## MSC Cruises

*As usual the team have outdone themselves - it was the best show yet.*

**Rebecca Kelly**

## Visit Derry

*Excellent footfall and great interest in our product/area.*

**Maria McDermott**

## The Inn at Dromoland

*Great attendance, well managed show and helped with our sales.*

**Tom Shanahan**

## Tourism Malaysia

*Holiday World is the travel event to meet new clients, liaise with the trade and learn the trends for the year ahead.*

**Isabel Oliveria**

## Carcassone/Perpignan Airports

*After just two years of attendance, we are strongly satisfied by the quality of the visitors and the professionalism of the organisers. We will be back for sure.*

**Dimitri Sindres**

## Mayo County Council

*The Holiday World Show is one of the best exhibitions for showcasing a destination. Also on the trade morning it allows time for networking, allowing time for real business to be done.*

**Anna Connor**

## Sri Lanka Tourism

*Amazing platform to promote the destination and visitor numbers have doubled in the past few years. The service provided by Paulette Moran was excellent.*

**Nalin Perera**

## Camino Groups

*As a new business, The Holiday World Shows are proving to be invaluable in gaining the attention of prospective customers.*

**Eoin Garvey**

## Platinum Travel

*Our first time at The Holiday World Show and all staff, before and during, really helped us along the way.*

**Ciara Foley**

## Cuba Tourist Office

*Helpful organisers team, friendly and very co operative. Always enjoy the show, friendly people interested in travelling to Cuba.*

**Joel Hernande**

## Follow The Camino

*Well organised, good variety of exhibits, something for everyone!*

**Umberto Di Venosa**

## Donegal Tourism CLG

*Holiday World Show 2018 in Dublin from the exhibitors' perspective proved to be the correct marketing space to entice the wider Dublin population to consider home holidays on the Wild Atlantic Way and in particular County Donegal.*

**Barney McLaughlin**

# Show Features - Dublin



The Irish Travel Industry Awards 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 24 January 2019 - the eve of Dublin Holiday World Show.

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

- Discussing the trends in the industry at home and abroad for 2019.



**OUR EDITOR:** TRAVEL Extra's editor Eoghan Corry is the lead commentator in Ireland on national television and radio on travel affairs, the most travelled journalist in Ireland and author of several dozen books, seven of which have reached number one in the Irish bestseller list.

## How to get to the RDS

### TRAVELLING BY CAR

Follow the AA signs and enter the Car Park from Simonscourt Road.

### ALL ROUTES INTO DUBLIN

Follow the purple Outer Orbital signs. This system makes it easier to find your way to and from major national and regional routes to Ballsbridge.

### TRAVELLING BY DART

The nearest DART (Dublin Area Rapid Transport) Station is Sandymount, just a 5 minutes walk to the RDS.

### TRAVELLING BY BUS

The RDS is served from the City Centre by routes 4, 5, 7a and 18.

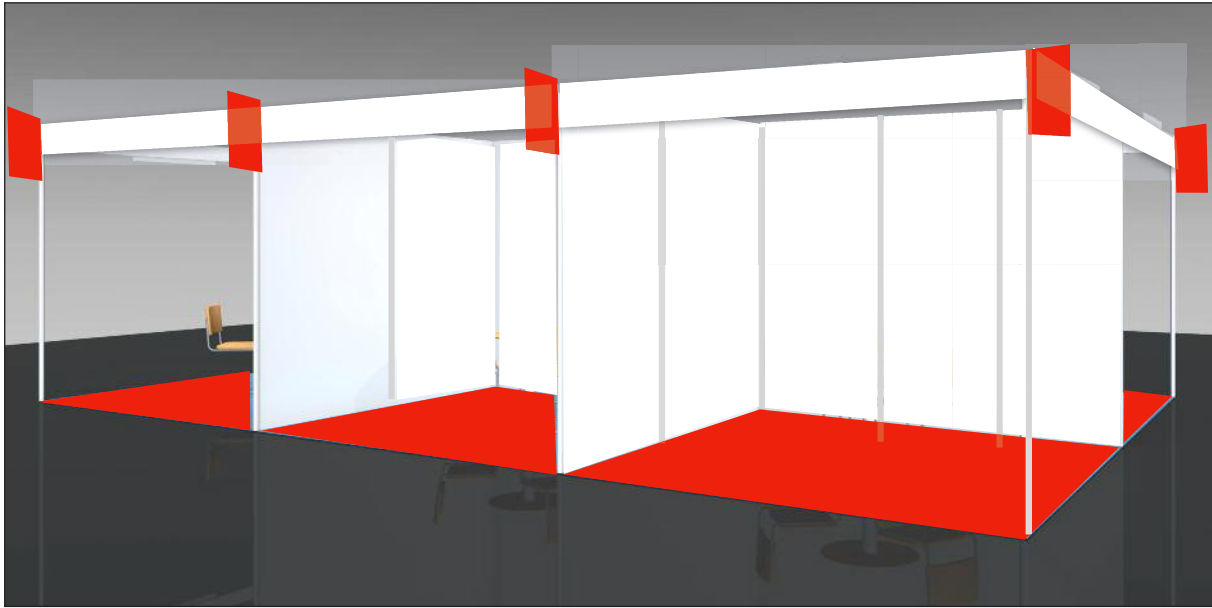
### TRAVELLING BY AIR

Aircoach from Dublin Airport costs €8.50 per person to the Clayton Hotel beside the RDS Complex. For information on timetables visit [www.aircoach.ie](http://www.aircoach.ie) or call +353 (0)1 844 7118.

### TRAVELLING BY TAXI

Dublin Airport - 30 minutes  
Dublin Ferryport - 3 miles

# Shell Scheme Stands Explained



## What is included in your Shell Scheme Stand

- Divider Walls - 2.5 metres high
- One 150 watt Spotlight per 6 sq m (min 2)
- Carpet
- Facia name Panel
- Night Security
- Stand Cleaning
- Catalogue Entry for each Brand
- Services of Press Office

## What is not included in your Shell Scheme Stand

- Stand Furniture
- Power Socket

To order stand furniture or power sockets log on to [www.holidayworldshow.com](http://www.holidayworldshow.com)  
Click on exhibit and then Order Forms

## Panels Fixing Exhibits

- The use of nails, screws, staples, etc., is not permitted to the standard wall panels. When fixing exhibits to White Foamex Panels, use two-part Velcro, blutack or double-sided sticky pads can be used to fix light exhibits.
- Heavier display items, smaller than 1 metre wide, can be hung from the top of the stand walls using picture wire and hooks
- Please note that between each wall panel there is an upright pole giving a 20mm protrusion from the infill panel, which means that, displays wider than 950mm will not fit flush to the stand walls. For items wider than 990mm, fixing clips can be supplied.

To learn more contact Tony O'Brien, Managing Director

O'Brien Expo Services

t +353 (0)1 614 4700

m +353 (0)87 249 2489

e [tony@obexpo.ie](mailto:tony@obexpo.ie)



## STAND BOOKING FORM 2019

PLEASE TYPE OR  
USE BLOCK CAPITALS

CATALOGUE DETAILS

Company Name	<input type="text"/>	Stand No.	<input type="text"/>
Address	<input type="text"/>		
	<input type="text"/>		
	Postcode		
Contact Name	<input type="text"/>	Job Title	<input type="text"/>
t	<input type="text"/>	f	<input type="text"/>
incl. STD Code	<input type="text"/>		<input type="text"/>
m	<input type="text"/>	www	<input type="text"/>
e	<input type="text"/>	Letter under which you wish your company to be identified in alphabetical listing <input type="text"/>	

Each partner represented on your Stand may have a SEPARATE CATALOGUE ENTRY.  
Please photocopy 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	<input type="text"/>	Stand No.	<input type="text"/>
Address	<input type="text"/>		
	<input type="text"/>		
	Postcode		
Contact Name	<input type="text"/>	Job Title	<input type="text"/>
t	<input type="text"/>	f	<input type="text"/>
incl. STD Code	<input type="text"/>		<input type="text"/>
m	<input type="text"/>	e	<input type="text"/>

STAND DETAILS & VAT

Purchase Order: \_\_\_\_\_

SPACE + SHELL €323 per metre<sup>2</sup>

SPACE ONLY €286 per metre<sup>2</sup>

Stand Number	Total Metres	Metres Front	Metres Depth	€
<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"/>

**\*Exhibitors from Another European Union Member State (inc. N. Ireland):** If an exhibitor from another European Union Member State has a valid VAT number, please insert your VAT number in the box provided to the right and your invoice will not be subject to VAT. Please note your VAT number must be the one allocated to the Company details in the invoice section of this form.

\*VAT No:  or VAT @ 23%

TOTAL

**\*VAT reclaim for Exhibitors from outside Rep. of Ireland, within the EU with no valid VAT number and all other countries outside the EU:** Please contact VATit, who will assist you in reclaiming the VAT charged on this event. For details contact: VATit, Tel: + 44 207 431 4664, email: info@vatit.com, www.vatit.com

**PAYMENT SCHEDULE:**  
\*50% Deposit is due upon booking  
•Balance due 1/11/18

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



# Floor Plan

RDS Simmonscourt, Dublin • 25-27 January 2019

