



2026 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	January 23	9.30am - 12.30pm	Trade Only
Friday	January 23	12.30pm - 5.00pm	Trade and Public
Saturday	January 24	10.00am - 5.00pm	Trade and Public
Sunday	January 25	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 2025 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
90	29,500	29,590	425

Testimonials - Dublin

Cuba Tourist Office

Important for our destination to exhibit for awareness of Cuba. Very good attendance, staff were very helpful and professional. Great attendance of visitors interested in travelling and getting to know our destination.

Mayte Sudrez

Explore Worldwide

It has been lovely to finally be back in Ireland and reconnect with Irish travellers and we can't wait to come back for next years show.

Michelle Bisahy

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

Tourism Malaysia

We had very positive visitors wanting to visit Malaysia and visitors who had been and are planning to return in the future. We will be back in 2026 to showcase our destination.

Maltida Stanisclas

St Vincents & The Grenadines

Great opportunity for raising awareness of us to those looking for some new place to travel to. Overall good quality and quantity of enquiries from attendees. Smooth execution, staff were friendly and very helpful in ensuring everything was perfect for the show. Holiday World Show has been a vital platform for us to showcase our unique 32 islands and connect with new partners.

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 discovery new destinations.

Moncef Battikh

Spanish Tourism Board

The Holiday World Show is a must-attend event for anyone who is interested in tourism in Ireland. Spain and many of its destinations are always eager to be present for those trade professionals and visitors looking to experience Spain's rich culture, delicious cuisine and natural beauty first hand. We want to thank Business Exhibitions for providing us with the opportunity to participate for another year and we look forward to the 2026 event.

Borja Bedoya

Algarve Tourism Bureau

Brilliant event to educate about our destination and showcase new products. Everything was excellent.

Patricia Ponte

Greek National Tourism

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

Castel Camping la Garangeorie

We are always happy to attend this event every year. It's a pleasure to connect with loyal customers and meet new visitors interested in our product.

Anne De Kerautemr

Visit Antrim & Newtownabbey

Brilliant show to raise awareness. A lot of very engaged visitors and those interested in NI. Thank you for another brilliant show. Our businesses and attractions will definitely see the benefit.

Marie-Clare McGreachy

Cyprus Tourism

A well organised event with great attendance on all days. Definitely a great exhibition to showcase the Island.

Costas Katsellis

Columbia

Great show, we had lots of interest from people who want to come to Colombia.

Juliana Torres

Become an Exhibitor - Dublin

SHELL SCHEME PACKAGE

€400 + 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

€355 + 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	€1,420	€1,600
3 x 2 = 6	€2,130	€2,400
3 x 3 = 9	€3,195	€3,600
4 x 3 = 12	€4,260	€4,800
5 x 3 = 15	€5,325	€6,000

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 22 January

Space Only Exhibitor:

1.00pm - 9.00pm Wednesday 21 January

8.00am - 9.00pm Thursday 22 January

DISMANTLE

6.00pm - 10.00pm Sunday 25 January

8.00am - 2.00pm Monday 26 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 21 2026.

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



23-25 JANUARY 2026



STAND BOOKING FORM 2026

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 ☐ Hotels ☐ Tourist Organisation ☐ Bus/Coach/Car/Rail ☐ Airline ☐ Visitor Attraction ☐ Other (specify) _____			
Region: Asia/Pacific ☐ Africa / Middle East ☐ Britain ☐ 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 €400 per metre²
SPACE ONLY €355 per metre²

PAYMENT SCHEDULE:

*50% Deposit is due upon booking
*Balance due 1/11/25

VAT No: _____

or VAT @ 23%

TOTAL

Stand Number	Total Metres	Metres Front	Metres Depth	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 A W A R D S

The Irish Travel Industry Awards, now in their 13th 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 22nd January 2026 - the eve of Dublin Holiday World Show.

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



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