



**brussels  
holiday fair**  
a world of travelling



**The Top of the tourist accommodation**

**Zen, wellness and eco-responsibility on holiday**

**Honeymooners and wedding anniversaries**

**Camp'In & Outdoor**



**1 > 4 February 2024 | BRUSSELS EXPO**

[www.brusselsholidayfair.eu](http://www.brusselsholidayfair.eu)

# HOLIDAY FAIR 2024



The largest national tourism fair in Belgium, which will celebrate its 65<sup>th</sup> anniversary in 2024, is undoubtedly THE place to present a destination, a tourism service or a product.

During 4 days, the event gathers through 2 Halls a public in search of inspiration, dreams, but also experience and expertise.

After the success of the 2023 edition, the show and its exhibitors will seduce, once again, the visitors by projecting them in the atmosphere and the conviviality of their next holidays while relying on different themes developed below.

## OUR THEME'S FOR 2024



# 1

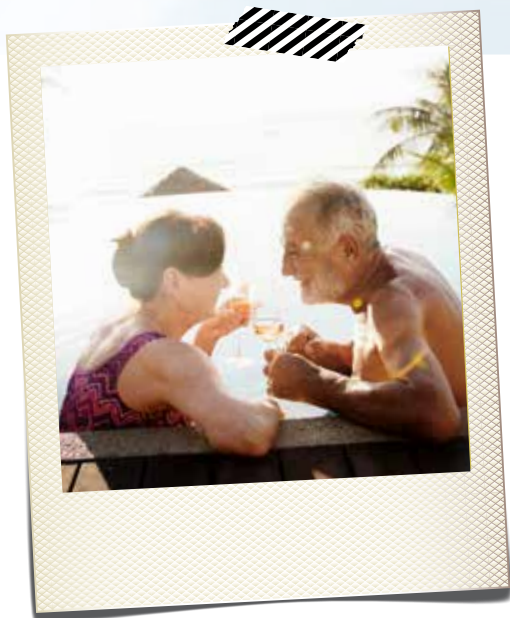


### The top of the tourist accommodation

This year, the Brussels Holiday Fair will focus on this central element when booking a holiday. What type of accommodation? Which category? What price? These are the questions that cannot be ignored when booking your next trip. The choice is wide: hotel, camping, glamping, B&B, bed and breakfast, hostel, unusual accommodation, cruise, house or apartment rentals, ... Without a doubt, visitors are looking for experts to find offers that suit them.

*It's up to you to seduce this public in real demand!*





# 2

## Zen, wellness and eco-responsibility on holiday



Traveling means taking time for yourself. Indulge yourself, do yourself good, recharge your batteries and think about yourself. A detox cure, a thalasso stay, a treatment ... the possibilities are numerous. Moreover, taking care of oneself also means taking care of the world around us... reconnecting with nature, with essential things in the respect of our environment.

*Evaluate your strengths in terms of wellness, health and eco-responsible destinations and put them forward in our next edition!*

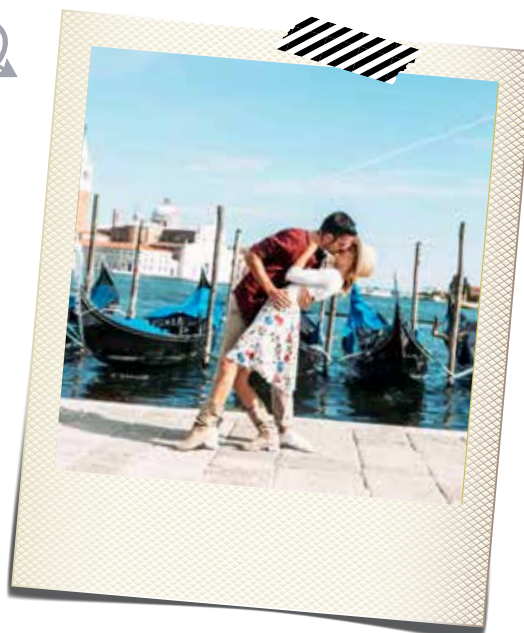
# 3

## Honeymooners and wedding anniversaries



Celebrate love and create a magical moment by leaving for 2! Honeymoon, wedding anniversary or meeting anniversary ... a unique and magical moment that marks a life forever. Everyone has its definition of honeymoon ... destination near or far ... short or long stay ... safari, city trip or sunbathing by the water ... the desires and possibilities are infinite.

*Strengthen your presence through this theme!*



# 4

## Camp'In & Outdoor



Live in the open air, enjoy nature, live like adventurers by taking full advantage of it, whether by camping (family campings, motor homes, mobile homes, roof tents, caravans, vans, etc.) or by indulging in a wide range of activities such as hiking, biking, canyoning, climbing, etc. Our Camp'IN & Out and Sports & Adventures events have joined forces to offer an even wider range of activities to a growing audience, whether they are novices or experts.

*Want to satisfy this target audience?  
Join us now.*



**65**  
YEARS!

# BELGIAN TOURISM NUMBERS 2023

## Who is the Belgian traveller and how does he organize his holidays?

### TRANSPORT



30 %  
Flight



5 %  
Train



64 %  
Car



1 %  
Others

### Travel destination

78 % travel abroad  
(84 % in Europe en  
16% long haul) and  
22 % in Belgium



### Preferred destinations

#### In Europe

France	31 %
Belgium	29 %
Spain	9 %
Holland	7 %
Italy	4 %

#### Out of Europe

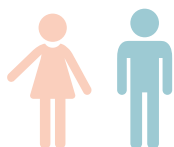
Turkey	16 %
USA	7 %
Morocco	4 %
Egypt	4 %
UAE	4 %

### Number of trips per year

3

3 trips including  
min. 2 weeks in  
the summer

## Profile of the visitors



Man 44%  
Woman 56%  
NL 55%  
FR 45%

10 > 20 years	2%	51 > 60 years	22%
21 > 30 years	6 %	61 > 70 years	29%
31 > 40 years	11%	+ 70 years	14%
41 > 50 years	16%		

## The fair in numbers

23.000 m <sup>2</sup>	Hall 5 & 6 of Brussels Expo
> 300	exhibitors
73.470	visitors
> 630	professional visitors



### Purpose of the visit

In search of inspiration	81%
Looking for information on specific destination	76%
Book their holidays	18%

65  
YEARS!

# NATIONAL MEDIA CAMPAIGN

## 2023

### Media partners



Joe FM  
Radio 1/ Radio 2  
Nostalgie  
Classic 21  
Vivacité



Het Laatste Nieuws/ hetlaatstenieuws.be  
Flair Fr + NL/ Libelle/ Femmes d'Aujourd'hui  
Le Soir/ Sosoir.be/ Lesoir.be/ Le Soir Mag  
De Zondag - Sudinfo - Ciné télérevue  
Metro - 7Dimanche

### Social media





Facebook  
19.311 followers  
19.198 likes



Instagram  
1.036 followers



Value media campaign € 395 000  
Value public relations € 386 000  
Press 124 journalists  
59 NL & 69 FR  
Articles 158 clippings

 **Do you want to participate?**  
**Any questions?**  
**Please contact us!** 

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**65**  
YEARS!