

HOLIDAYFAIR

Gastronomy

Family holidays

Cultural trips

Camp'In & Out

30 January > 2 February 2025 | BRUSSELS EXPO

www.brusselsholidayfair.eu

HOLIDAY FAIR 2025

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With more than 65 years' experience, the largest national tourism fair in Belgium 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. Build on the success of the 2024 edition, the show and its exhibitors are aiming to seduce visitors once again by transporting them by projecting the atmosphere and conviviality of their next holiday with a range of themes developed below.



Country / Region of Honour

Each edition, the Brussels Holiday Fair hosts a destination of honour. Would you like to propose your destination? Do not hesitate to submit your application.

NEW! B2B Congress - 30 January 2025

The Brussels Holiday Fair is very pleased to announce the holding of a congress on Thursday 30 January 2025. Dedicated for and by the tourism industry, it will highlight several specific B2B subjects. **Do you want to reach a B2B audience? Contact us to know our different formulas of participation.**



OUR THEME'S FOR 2024

1

GASTRONOMY

Travel and discovery of local gastronomy often go hand in hand, certainly for the Belgian tourist, a real 'bon vivant'. Meet local producers, take part to a cooking class with local people, discover a gin or whisky distillery or a vineyard, create a personalised culinary product, discover the region in the company of top chefs, etc... the Belgian will always be full of good flavours during his different stays.

The next edition of the Brussels Holiday Fair will offer to the visitors the opportunity to taste both literally and figuratively the products and the destinations present. From a dish to a local drink, while going through the ingredients needed to prepare a meal, offer your products to the delight of young and old.



2

FAMILY HOLIDAYS

Parents and children, how do you satisfy the family through a shared trip for all members? The Brussels Holiday Fair pays particular attention to this often complicated organisation by the older members of the family. Holidays by the sea or in the mountains, renting a family holiday home, going on a family hike, going on a cruise, taking a fun or sporting holiday, enjoying the services of an all-inclusive hotel, watching your children and/or grandchildren hit the slopes... or see their first movements breaststroke in the hotel swimming pool... This is priceless!

Would you like to inspire families during our 2025 event? Inspire our visitors with your products, programs and destinations for children, families and groups.



OUR THEME'S FOR 2025

3

CULTURAL TRIPS

Travel is a real experience: conquer the world, its people and discover its past! Discovering a new culture requires altruism and an open mind. Historic monuments, surprising museums, unique exhibitions, the beauty of one's heritage, meeting the locals and their traditions... Trips where travellers immerse themselves in a piece of history. Far or near, on a city-trip or a tour, cultural heritage is an absolute must when we travel.

Ready to help visitors discover this intense travel experience? Share your products for a world tour of cultural events and discoveries!



4

CAMP'IN & OUT

A roadtrip in a mobilehome, van or car? Take the opportunity to sleep under the stars, live in the heart of nature, or do sports or outdoor activities such as backpacking, hiking or cycling. Come and offer to our visitors the ideal product or service for their nature outings.

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

BELGIAN TOURISM NUMBERS 2024

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

TRANSPORT



42%
Flight



12%
Train + bus



38%
Car



8%
Others

Travel destination

80 % travel abroad
(82 % in Europe en
18 % long haul) and
20 % in Belgium



Preferred destinations

In Europe

France	21 %
Belgium	16 %
Spain	11 %
Holland	7 %
Italy	5 %

Out of Europe

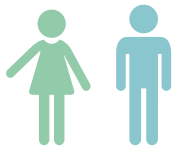
Turkey	18 %
USA	9 %
Morocco	8 %
Egypt	6 %
UAE	5 %

Number of trips per year

3

3 to 4
trips
a year

Profile of the visitors



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

10 > 20 years	3 %	51 > 60 years	28 %
21 > 30 years	7 %	61 > 70 years	21 %
31 > 40 years	8 %	+ 70 years	20 %
41 > 50 years	13 %		

The fair in numbers

23.000 m² Hall 5 & 6 of Brussels Expo

248 exhibitors

102 under exhibitors

70.520 visitors

> 630 professional visitors



Purpose of the visit

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

NATIONAL MEDIA CAMPAIGN

2024

Media partners



Joe FM / Q Music
Radio 1 + 2
Nostalgie
La 1^{ère} / Vivacité /
Classic 21
Willy / Top Radio



Le Soir / Le Soir Mag
Sudinfo
Ciné télévue
7Dimanche / De Zondag
Het Laatste Nieuws / HLN.be

Social media



Facebook
19.213 followers



Instagram
1.169 followers



Value media campaign € 613.285
Press 103 journalists
Articles 116 clippings



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

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