

VAKANTIEBEURS 2012

BACKGROUND

The Vakantiebeurs is the largest consumer and tradeshow in the Netherlands. Visitors are invited to come and experience the holiday atmosphere and to meet hospitable (local) people from all over the world. This is intended to reinforce one key objective of the fair: establishing personal contact between exhibitors and visitors.

At the Vakantiebeurs there has been a Canada Pavilion for many years. In 2010 the Canada Marketing Committee and ITN created a brand new concept under the name 'WelkominCanada.nl'. This way the consumers can find all Canada suppliers within the same place.

GOAL

The goal is to create more awareness for Canada as holiday destination. With the help of our participants the pavilion looked amazing! Please find below some of the CMC activities that were taken over the last years to reach our goal;

- One of the promotions were big red shopping bags with the WelkominCanada.nl logo on it. We had a total of 5000 bags which were distributed during the fair. It was a huge success and lots of people even came asking for them!
- A large map of Canada on the floor in the pavilion
- A free information brochure of Canada
- A trade/media get together on the Tuesday (sponsored by the Canadian Embassy (wine), the CMC (catering), and ITN (organization)).
- Another creation was the 'door hanger' with the text; 'Please do not interrupt, I'm booking my holiday to CANADA!'. These door hangers were on every booth and handed out to the public.
- The old Canadian car with canoe on the rooftop! This really emphasized the atmosphere in Canada.
- Special designed clothing for the pavilion organization and exhibitors in the pavilion. This makes it more uniform.
- Telegraaf contest – win a trip!

There was a contest in the biggest newspaper here in the Netherlands. The forms with the answers had to be handed in at the Vakantiebeurs. This was a great way to attract the public to our the pavilion.

GENERAL IMPRESSION VAKANTIEBEURS

- The average mark that was given to the fair by the consumers: 7.5
- 50% indicated to visit the fair again next year for sure
- North America takes second place in the top 5 destinations outside Europe – on number 1 – Asia.

The information prior to the fair was taken care of by Inside Travel News, same as the recruiting and other communication with the participating partners. ITN created a login at the website for all participants. On this website all information regarding the fair was placed. Photo's of the pavilion, information about the location and the promotions organized by the CMC. The participants thought that the website was well in advance, very informative and easy accessible.

IMAGES

