

# VAKANTIESALON *Antwerpen*

**BELGIAN BOAT  
SHOW**  
ENJOY THE WATER

**AVENTURIA**

## HOLIDAY & LEISURE FAIRS

-  *5 cities*
-  *1000 exhibitors*
-  *100.000 visitors*
-  *45000 m<sup>2</sup>*

**B&B**  
days 

*Let's*  
**CAMP**





## THE BIGGEST B TO C HOLIDAY FAIR OF FLANDERS

Established in 1978, Vakantiesalon Antwerpen confirms and fortifies, year after year, its position as the biggest and most important holiday fair in Flanders, Flemish part of Belgium.

The growing success of the fair is based on a number of factors:

- ✓ a strong media campaign,

- ✓ well-chosen themes,
- ✓ particular attention for new holiday formulas,
- ✓ a great number of loyal exhibitors and a motivated team behind the event on the other hand.

This international BtoC fair is distributed over 4 days and gathered 73.000 visitors and 400 exhibitors during the past edition.

### Visitors profile



#### Age

60% > 51-70 years  
20% > 36 -50 years  
20% > 18-35 years

#### Provenance

60% Antwerpen  
15% East Flanders  
7% West Flanders  
6% Flemish Brabant  
5% Limburg  
4% Netherlands  
3% Other

#### Annual holiday frequency

53% More than twice a year  
33% Twice a year  
14% Once a year

## *The fair for camping lovers*

A survey conducted among visitors of the Antwerp Holiday Fair in January 2018 shows that the most popular type of holiday is camping.

The camping area at the Vakantiesalon Antwerpen is growing year by year, so it was decided to devote a complete hall, and therefore a complete fair to campsites, caravans and mobile homes, but also all sorts of accessories and means of transport such as bicycles - electric or otherwise, steps, etc.

[letscamp.be](http://letscamp.be)

### Exhibitors type:

- › Caravans
- › Campervans
- › Tents
- › Campsites
- › Camping accessories
- › Outdoor equipment
- › Tourist offices



## *The fair for B&B's and charming stays*

Bed and breakfasts are gaining popularity worldwide.

More and more couples and families are looking for a small-scale stay with personal service in an authentic, charming or sometimes just an unconventional framework. This is shown by figures from Bedandbreakfast.eu, a website with a worldwide offer of Bed & Breakfasts and that also offers tips for starting your own B&B.

[bnbdays.be](http://bnbdays.be)

### EXHIBITORS TYPE:

- Bed & Breakfasts
- Guest houses
- Charming Houses
- Small-scale hotels
- Tourist offices

## THE ACTION & ADVENTURE TOURISM FAIR

*2018 is confirming a marked trend in recent years amongst holidaymakers, the need for action!*

In fact, more than one out of two travellers wants to go hiking or walking and almost 60% of them are more interested in experiences than material aspects.\* These figures reflect a new trend, the need for most of us to go back to our roots and to nature!

*But what are these holidays like?*

From parachuting to rock climbing, to hiking in unusual environments, everything is aimed at inspiring people to choose holidays that transform and to escape from the daily grind.



### 3 THEMES IN THE SPOTLIGHT



*Down to earth*



Trekking on foot, by bicycle or horseback, winter sports, city breaks, road trips, safaris...



*Whitewaters*



Sailing, rafting, canyoning, kayaking, canoeing, SUP surfing and boarding, scuba diving, surfing...



*Up in the clouds*



Paragliding, parachuting, hot-air ballooning, gliding...

\*source : <https://news.booking.com/communique--huit-tendances-de-voyage-pour-2018-selon-bookingcom/>



## 100% WATER SPORTS, WATER RECREATION AND WATER TOURISM

Established in 1987, the Belgian Boat Show is the largest national water sports exhibition in Belgium.

The fair brings together everything

related to boating, water sports and water recreation. The fair welcomed normally more than 20.000 enthusiastic visitors and over 200 exhibitors spread over 4 halls and 22.831m<sup>2</sup>.

### MOST REPRESENTED SECTORS:

- ▶ **MOTOR BOATS :**  
From small inflatables to fully equipped cabin motor yachts
- ▶ **SAILING YACHTS :**  
From small open sailing boats to comfortable cabin yachts
- ▶ **ACCESSORIES :**  
All accessories for on board sailing and motor yachts or boats, but also for surfers and water skiers
- ▶ **TRENDY WATER SPORTS :**  
Waveboarding, kitesurfing, windsurfing, wakesurfing, water ski, jet ski, canoeing, kayaking...
- ▶ **TOURISM :**  
Sailing holidays, boat recreation, flotilla sailing, water sports...
- ▶ **SERVICES :**  
Insurances, sale of second hand yachts, transport of yachts, boat building and repair, MDK (Agentschap voor Maritieme Dienstverlening en Kust), Nautibel, NautiV,...

#### Activity island:

- ▶ Presentations
- ▶ Demo pool
- ▶ Initiations
- ▶ Simulators: Kitesurfing, waterski simulator...
- ▶ Fashion show

Add more value during two other events organized by the Belgian Boat Show :

#### Belgian Boat Show Float

Jachthaven Breskens  
5-7 October 2018

#### Belgian Boat Show Beach

RBSC Duinbergen  
May 2019

## WHY BE AN EXHIBITOR AT OUR FAIRS?

- ✓ **Meet a large audience** of potential customers-ideal for new leads
- ✓ **Enhance your brand image**
- ✓ A chance to conduct market surveys and to **expand your database**
- ✓ **Invite** your loyal customers
- ✓ Get yourself talked about **in the press**
- ✓ Take advantage of a **large-scale communication campaign**; newsletters, website, partner publications...
- ✓ Enjoy **our professional organisation** and clear administration

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This fair is organised by Conceptum Exhibitions, a **leader for over 20 years** in the organisation of **general public fairs** and organiser of **Inside**, Megavino, Creativa, Cake & Sugar, Hunting, Pour l'Amour du Fil, ArtisanArt, Inside-Out, etc.