

**VAKANTIE
BEURS**

The Dutch Tourist

And how Italy will reach this target group

108.779

With this amount of visitors, Vakantiebeurs is the largest 'live' tourism consumer platform in Europe!

During Vakantiebeurs you can also get in contact with more than 18.000 travel professionals.



Vakantiebeurs impression

(click to watch)



**Italy is the 3th region of
interest for visitors travelling
in Europe.**



82.019

“The amount of Vakantiebeurs visitors directly interested in the destination Europe”

200.000+

Is the amount of subscribers at our Vakantiebeurs newsletter



Top 10 European countries

At this moment the visitors of Vakantiebeurs have these 10 countries in their top 10 list of interest before Vakantiebeurs started.

1. Duitsland
2. Spanje
- 3. Italië**
4. Frankrijk
5. Portugal
6. Griekenland
7. Noorwegen
8. Oostenrijk
9. Kroatië
10. Verenigd Koninkrijk



3. Italy (28% of European interested visitors)

5.185.830

*‘Total reach of Vakantiebeurs activities
(live meetings, e-mail campaigns & social media activities)’*

Source: Vakantiebeurs 2016 statistics

Stand possibilities

Premium stand construction

Including walls, furniture, choice of colour and full colour visual, electricity and lighting.



Standard stand construction

Wooden stand (different colours), including carpeting, lighting and electricity (excluding furniture)



Italian Pavilion

Wooden stand (3x2m), including carpeting, lighting and electricity, furniture and 1x1m full colour visual.



Participation possibilities

starting from 12m²: Premium stand construction

Including walls, furniture, choice of colour and full colour visual

Type	Row	Corner
Location (from 12m ²)	€ 135×12	€ 143×12
Stand	€ 139×12	€ 139×12
Basic package	€ 335	€ 335
Total	€ 3623	€ 3715

Italian Pavilion

2×3m (6m²)

Including walls, furniture, 1×1m full colour visual, electricity.

Type	Cost
Pavilion	€ 2250
Total	€ 2250

starting from 9m²: Standard stand construction:

Wooden stand, electricity, lighting and carpeting (excluding furniture).

Type	Row location
Location (from 9m ²)	€ 135 × 9
Stand	€ 99 × 9
Basic package	€ 335
Total	€ 2441

Promotional possibilities

Type	Price
Logo on the exhibition floor plan	€ 750
Special offer or news article in newsletter	€ 750
Movie in movie theater	€ 100
Dedicated e-mail to 200.000+ e-mail addresses	on request

More information?



[Factsheet consumer days](#)



[Event information](#)



[Factsheet trade days](#)

**VAKANTIE
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[Participation form](#)

Are you looking for more Dutch tourism to your country, region or accommodation?
We can help you with reaching your target group in only 6 days. You will reach the Dutch travellers directly but also the travel professionals who can sell your products. If you want more information, please contact me.



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