

HOLIDAYFAIR

The Brussels Holiday Fair granted at the Belgian Corporate Video Festival

The Brussels Holiday Fair, the biggest Belgian tourism event which takes place every year at Brussels Expo. It has been put in the spotlight during the last edition of the very dynamic Belgian Corporate Video Festival in Brussels, this May 31st, 2018.

The successful promotional video campaign for the 2017 fair, widely broadcast on social networks, received the first prize in the category Best Event Corporate Video, as well as the Grand Prix 'Corporate Communication' of the jury.

These prizes awarded by a jury made up of great communication professionals, are the results of a deliberate will by the Brussels Holiday Fair to stand out through an original and unusual communication axis in the world of fairs. The tone and the style of our communication reflect the very essence of the travel desire and respond to a need to escape and openness to others. This bias translates into a language directly in tune with the times and makes the promotional campaigns emotionally very strong.

The organizers of the Brussels Holiday Fair are very proud of these awards. They already promise an even more significant coming promotional campaign.

The next edition will take place from February 7 to 10, 2019. Among other things, the themes will be:

- « Carnivals around the world », promise of exceptional animations during the entire fair;
- « Travel tomorrow », an original journey in the future of travel;
- Family trips in all their diversity.

And, as usual, a country will be honoured and revealed during the coming month of September.

Olivier Dumelie
Fair Director
FISA LIVECOM

* *
*



HOLIDAYFAIR

The Brussels Holiday Fair is organized by the FISA LIVECOM group, the Belgian leader in trade fair organization.

With some 350 exhibitors, 800 destinations, 35,000 m² of exhibition space and 105,000 visitors, the Brussels Holiday Fair is the unmissable annual event for the Belgian tourism market.

Url links of the campaign:

- <https://www.youtube.com/watch?v=BGjSKW5qFKU>
- <https://www.youtube.com/watch?v=JtxpPHijOns>
- <https://www.youtube.com/watch?v=wZoLcfAfhGc>
- <https://www.youtube.com/watch?v=aDAARWfNJQk>
- https://www.youtube.com/watch?v=H2ow1_Z7zI4

Contact :

Marie Franck

Marketing coordinator

m.franck@fisa.be

02/663.14.18

