

Luxembourg, 18 January 2018

Foire Vakanz 2018 Exhibition

The LuxairTours stand, the cornerstone of the Foire Vakanz 2018 Exhibition.

The Foire Vakanz Exhibition is the Greater Region's most important Tourism Trade Fair. This year, almost 30,000 people visited it from 12-14 January 2018.

Our Luxair and LuxairTours stand was once again at the very heart of the 27th Foire Vakanz Exhibition with its 1,700-sq. m. stand. 83 hoteliers and incoming agencies were present, as well as 4 large areas dedicated to bookings and advice.

145 travel specialists were present every day to advise and also assist our customers, as well as directly reserve their perfect annual getaways, throughout the three-day period.

Our stand also included a bar, a LUXiClub area for children, as well as a private and exclusive area for Excellence customers.

This installation enabled us to achieve extraordinary results.

This year, holiday bookings at the stand during the Foire Vakanz Exhibition increased by 30% compared with 2017. Many people opted for special promotional offers on our website, which also experienced a significant increase in traffic over the weekend. Partner travel agencies noted a considerable increase of up to 60%.

The most popular destinations at this year's Foire Vakanz 2018 Exhibition were Tenerife, Djerba and Antalya.

LuxairTours, the Greater region's largest Tour Operator, decided to hold a prize draw to mark its 50th anniversary. LuxairTours customers at the Foire Vakanz 2018 Exhibition stood a chance to win 5 of 50 fully-reimbursed package holidays to be given away over the next 10 weeks.

Our customers also benefited from a whole host of special offers and reductions throughout the exhibition. Luxair Luxembourg Airlines managed to sell all of its 12,000 promotional tickets at very preferential prices to happy customers.