

Luxembourg, 06 February 2019

Foire Vakanz Exhibition 2019

## Luxair / LuxairTours stand at the heart of the 2019 edition of Foire Vakanz

Over 30,000 visitors came to the 28<sup>th</sup> edition of the Foire Vakanz exhibition on 18, 19 and 20 January at Luxexpo THE BOX, to take a look at the wide selection of offers and new products available.

Our Luxair / LuxairTours stand was once again the focal point at the Greater Region's largest tourism exhibition.

155 travel experts and 88 partner hoteliers were present to welcome visitors on our 2,100 sq. m. -stand (1,700 sq. m. in 2018), to answer enquiries and help them reserve their next holidays.

The layout of the stand was redesigned and extended to provide 4 reservation areas and a larger LUXiClub area (for the youngsters), to mention just a few aspects of this major enterprise that enabled Luxair and LuxairTours to once again achieve exceptional results. The quality of our products and services provided has been acclaimed more than ever by our customers.

After a record year in 2018, bookings during the 2019 edition once again broke the records.

In terms of passengers, +10.6% of customers booked a trip over the weekend, across all sales channels. Moreover, there was a general increase in sales, whether it was for direct bookings at the exhibition, on the internet, at our call center or even in our travel agencies, representing a rise of almost +18% compared to 2018.

The most popular destinations at the 2019 edition were: Palma–Antalya–Heraklion–Djerba

The Luxair / LuxairTours stand in figures - behind the scenes:

- 17 trailers of equipment
- Assembly time: 2,500 hours / 30 people in charge of assembly
- 450m of cables
- 500 lights
- 50 screens
- A 380 sq. m. -printed wall

Come and take a look at our videos created for the event on our LuxairGroup Facebook page:

- Assembly of the Luxair / LuxairTours stand:  
<https://www.facebook.com/luxairgroup/videos/304778300190458/>
- A few impressions of the 2019 edition of Foire Vakanz:  
<https://www.facebook.com/luxairgroup/videos/625812481204168/>