

Luxembourg, 31 January 2020

Foire Vakanz Exhibition 2020

A relentless desire for travelling, an observation that can be confirmed by Luxair and LuxairTours.

Once again, the 2020 edition of the Foire Vakanz, organised at Luxexpo The Box, attracted many visitors, despite the reported increase in digitalisation. This event is now considered to be the biggest tourism fair in the Greater Region.

The unmissable Luxair/LuxairTours 2,560 sq. m. stand at the heart of the exhibition (400 sq. m more than in 2019) awaited the 30,000 visitors to the 29th edition.

A varied program was organised for kids and grown-ups alike over the weekend to mark LUXiClub's 10th anniversary. This entertainment and childcare concept was developed 10 years ago and has constantly evolved to best suit customer expectations. It is currently available at 13 hotels in 7 countries: Bulgaria, Greece, Spain, Portugal, Turkey, Egypt and Tunisia.

160 Luxair and LuxairTours representatives, as well as 96 partner hoteliers and Tourism board agents from 16 destinations welcomed visitors in search of inspiration, information, and/or reservations for their next holiday.

This year, the self-service booking counters were doubled, providing 32 points of sale for customers to book their holidays by themselves or with our specialists' assistance. The travel agency located in the middle of the stand was run by 11 agents non-stop, who provided advice, information and booked customers' holidays.

A growing desire to travel

Customers benefitted from a wider range of destinations, thanks to the upcoming launch of 4 new routes to Florence (1st flight on 30/03/2020) and Brindisi (1st flight on 05/04/2020) in Italy; as well as Nantes (1st flight on 30/03/2020) and Montpellier in France (1st flight on 01/04/2020).

LuxairTours recorded an increase of 9,000 passengers compared to 2019 and more than 13,000 passengers benefitted from the Airline's promotions. Bookings were made at the exhibition, on the internet, at our call center, as well as in our travel agencies.

During the 2020 edition, package tour reservations increased by 26%, sales of YOU and LUXiClub products progressed well, whilst Palma de Mallorca and Malaga in Spain, Antalya in Turkey proved to be this year's best-selling destinations.