

New consumer event for outbound tourism

# **Explore the World**

Quality based International Travel Experiences



**UTFORSK VERDEN**

*Internasjonale reiseopplevelser med kvalitet*

February 9<sup>th</sup> and 10<sup>th</sup>, 2019

Radisson Blu Scandinavia Hotel  
Oslo, Norway

## Background

The idea of this event has been initiated by key persons and companies in the Norwegian travel trade focusing on outbound tourism, aiming at developing a more dynamic and cost-efficient marketplace for quality based outbound travel products and destinations.

## Concept

The basic and fundamental ideas of this event are as follows:

- To be of high interest and useful to the target group.
- To be an event initiated by the travel industry itself.
- To be an event where the exhibitors are also proactive partners.
- To be an event focusing exclusively on outbound travel and destinations.
- To be focusing on quality based products and destinations.
- To be an event with more added value for exhibitors and visitors.
- To be an event inspiring the visitors to travel.
- To include interesting and inspiring presentations.
- To focus on activities such as competitions, auctions, entertainment etc.
- To be an arena for partners to present good and unique offers.
- To be an event held down town Oslo with easy access.
- To be concentrated on two days; Saturday and Sunday.
- Offers will be coordinated, giving a good variety for the visitors.

## Dates

The event will take place on Saturday February 9th and Sunday February 10th in 2019 for the first time, with Friday evening February 8th for setting up the stands. This is meant to be an annual event, and dates for 2020 will be published well in advance.

## Venue

The event will be held in Radisson Blu Scandinavia Hotel, Holbergsgate. 30, Oslo. The venue allows for a good number (although limited) of exhibitors on one floor, with meeting rooms and other facilities in the same area, with easy access directly from the street, and with multiple choices of food outlets available for exhibitors and visitors in the same building and surrounding area.

## Target group

The target group will be rather wide when it comes to demographics, spanning a variety of age groups and family situations.

However, the main visitor could be active travelers with an urban lifestyle and a sense for quality products.

## Ownership

This is a project initiated and owned by the partners in the travel industry themselves. Even though daily being competitors in the market, the partners have agreed to work together to create this new arena for meeting their audience.

This includes being active in creating ideas for the event, provide good offers, interesting seminars and speakers, competitions, entertainment and other elements being valuable to the event.

The partners will also cooperate in the promotion of the event, using their network and customer base to attract visitors.

## Hall and stand layout

The idea of the event is to facilitate a marketplace that is more focusing on dialogue and quality products, rather than elaborate stands.

Therefore, there will be rather simple and standardized stands, although offering some flexibility, such as allow for several companies to share one module (minimum 15 square meters), or even for one partner to have two modules if requested.

There will be two areas for the exhibitors; the foyer of the conference center and the main ballroom of the hotel, directly connected to each other.

## Added value elements

This is not an event mainly for distribution of brochures, but rather an arena for dialogue with the visitors, and to give them added value connected to relevant and interesting information, good offers, winning options etc.

This means that in addition to the stands, we are aiming at organizing such as:

- Relevant and interesting seminars with popular presenters.
- Competitions for the visitors to win prizes.
- Entertainment and exciting/surprising happenings.
- Travel auctions or other types of interactive programs.
- Other activities to gain the attention of the visitors.

## Exhibitors

The exhibitors at this event will be companies involved in outbound travel and tourism from Norway, such as:

- Tour operators
- Airlines
- Cruise companies
- NTO's
- Others involved in the same field of business.

The project management hold the right to approve or dismiss companies interested in attending the event as exhibitors or sponsors, in cooperation with the advisory board.

## Exhibitors package

The package for each exhibitor includes the following:

- A ready built stand with a back wall and low and short side walls to keep an open impression.
- A counter for presentation of brochures etc. and use for visual presentations.
- One tall table with two bar chairs.
- A banner with the name of the company.
- Electricity.
- Spots.
- Listing in website and other promotional material.
- Access to exhibitor lounge for two persons, including food and drinks (can be extended to more persons at an additional charge).

In addition, the organizer will take care of logistics, such as information boards, tickets, guards and information staff etc.

For those in need of accommodation, we shall provide an offer from the hotel being the venue of the event, but we can also provide information about other options.

## Marketing / Promotion

The full marketing plan involves various types of media and activities, and there will be a cooperation with one or two major media partners (TBA).

In addition to the joint activities of the organizer, each of the exhibiting partners also commit themselves to use their channels and network to promote the event.

Marketing activities and channels involved includes, but are not limited to:

- Listing in relevant event calendars.
- Press releases to relevant media, trade and consumers.
- Advertising in print and digital media.
- Active use of website for information.
- Facebook postings.
- Other types of digital campaigns.
- Emails to relevant networks.
- Presentations in various forums.
- Promotional campaigns aiming at specific target groups.

There will be a focus on cost efficient tools and activities, and there will also be a coordination of the various joint activities and efforts made by each partner.

With the media partners, we aim at organizing up front:

- Thematic presentations of destinations.
- Various types of consumer competitions.
- Joint advertising including all partners.

There will be no entrance fee for visitors.

However, tickets will be produced, that can be printed by the visitor or by the partners, giving an increased value of visiting.

## Prices and conditions

The price for one stand of minimum 15 square meters, including the full package as described, is maximum NOK 30.000 + vat.

When registering, an invoice of NOK 3.000 + vat nonrefundable deposit will be issued. The payment of this is the only form of confirmation that your company is registered as an exhibitor at the event.

The deadline for the full payment, based on the invoice from the organizer, will be **December 1<sup>st</sup> 2018**, unless otherwise agreed.

## Deadlines

The deadline for registering for the event is **September 1<sup>st</sup> 2018.**

Space is limited and is allocated based on «first come – first served». The final deadline date for a total cancellation of the event due to lack of interest, is **September 15<sup>th</sup>, 2018.**

## Project management

### Advisory Board:

Tove Voss (Vista Travel)  
Thor Vaz de Leon, REISEbazaar  
Elisabeth Stai (Nordmannsreiser)  
Henrik Hanevold (Singapore Airlines)  
Elisabeth Norum Haukaas (Thai Airways)  
Bent Bjune (Benns Reiser)  
June Lundebj (USASpesialisten)  
Bjørn Tore Larsen (Icelandair)  
Kolbjørn Stuvebakken (RCCL)  
Widar Jensen (on behalf of Discover America)  
Michael Sørensen (on behalf of PATA)  
Arne Sundt-Bjerck (on behalf of ANTOR)

## Executive Task Force

Thor Vaz de Leon  
Christine Hellerud  
Line Støber Taraldsen  
Widar Jensen  
Arne Sundt-Bjerck

## Project Manager

Arne Sundt-Bjerck, ASB consult  
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## Contact information

For any further details or for registration as an exhibitor, please contact:

**ASB consult; att.:**

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