

THE #1 EVENT

BRITISH

tourism & travel SHOW 2019

20-21 MARCH | NEC BIRMINGHAM



EXHIBITION | CONFERENCE | AWARDS

WHERE BRITAIN & IRELAND'S **DOMESTIC TOURISM** INDUSTRY DOES BUSINESS



THE VERY BEST OF BRITAIN & IRELAND



WWW.TOURISMSHOW.CO.UK

BRITISH

tourism & travel SHOW 2019

20-21 MARCH | NEC BIRMINGHAM

JOIN THE FLAGSHIP
DOMESTIC TOURISM EVENT

Celebrating over 20 years of success

Leisure breaks, day trips and group visits within the British Isles are booming, with a 5.8% increase in 2017*. Ensuring your brand is placed directly in front of the domestic audience is an essential part of the marketing mix for leading attractions, destinations, and hotels. The British Tourism & Travel Show has been specifically created to give your business access to quality buyers from the travel trade and exhibiting will guarantee exposure to this lucrative community.

*World Travel & Tourism Council (WTTC) annual research, in conjunction with Oxford Economics

Who Exhibits?

The British Tourism & Travel Show attracts 270+ exhibitors showcasing the very best of Britain and Ireland, many of whom have been with the show since it started over 20 years ago. Visitors attend to meet and do business with:

- Attractions ■ Destinations
- Hotels ■ Regional Tourist Boards
- Transport Providers ■ Associations
- Destination Management
- Sporting Event Organisers

**60% of exhibitors
rebooked their stand
at the 2018 show
including:**

Greatdays Travel, Choice Hotels, World of Beatrix Potter, Warner Leisure Hotels, See Tickets, Marketing Liverpool, New Lanark Mills, Continuum Attractions plus many more.

“

This year's show was exceptional for us. To meet with so many key buyers in the coach market is an essential part of my job and to have the opportunity to network with so many made it a successful 2 days.”

ANN LINES, GROUPS MANAGER,
PORTBYHAN HOTEL



Who Visits?

The British Tourism & Travel Show is targeted at key decision makers who organise itineraries for both domestic and international tourists. The show will attract **3,000 visitors** across two highly focused days and will offer your brand unrivalled access to this thriving market.

24%

COACH & COACH
TOUR OPERATORS

18%

GROUP TRAVEL
ORGANISERS

30%

TOUR
OPERATORS

10%

TRAVEL
AGENTS

9%

TRAVEL
SERVICES

9%

MEDIA &
ASSOCIATIONS

2018 attendees included buyers from:

Kuoni Group Travel Experts |
Saga Travel Ltd | Just Go
Holidays | JAC Travel |
Abercrombie & Kent Europe |
Expedia | U3A | Johnsons
Coaches | Lucketts | Alfa Travel |
Shaws Coaches | Woods Travel |
Shearings Holidays |
The UK Holiday Group |
Titan Travel | Majestic Tours |
Women's Institute |
Albatross Travel Group |
Edwards Coaches |
Belle Vue Coaches |
Arena Travel | UK Study Tours |
Over 50's Yha Group

2866 attendees
in 2018

10% increase in
attendance from 2017

93% of exhibitors rated the
show as good or excellent

○ **85% of visitors**
attend to meet
and research
suppliers

○ **20+ hours of**
networking
time across
two days

○ **92% of visitors**
would recommend
the show to a
colleague

○ **78% of exhibitors**
have returned
for three or
more years



Attracting an audience with real **buying power**

An integrated marketing campaign reaches thousands of tourism professionals before the show and will incorporate:

- Advertising and editorial in all relevant media including GTO Magazine, Group Travel World, Coach Tours UK and Travel GBI
- Partnerships with leading Associations including CTA, ETOA, CPT
- E-Marketing campaign to a prospective database of 35,000
- Direct Mail to active travel trade buyers
- Sophisticated social media campaign including facebook and twitter

FREE state of the art Meeting Planner

Access buyers ahead of the show, request a meeting and then fill up your diary. Those who engage with pre-arranged meetings are proven to have a more successful event.

“ The meeting planner is a brilliant tool for you to plan your day. Next year I will visit on both days as one day was not enough.”

SUSAN OWEN, EUROPEAN TOUR MANAGER, NATIONAL HOLIDAYS

Exclusive Show Initiatives

RETURNING

Destination Europe

Dedicated to attractions, destinations and hotels in mainland Europe, this area is co-located with **BTT'S19**. Adding an extra dimension for visitors and more exhibitors to the floorplan, this exciting zone drives even more buyers to the event.

Destination Europe



“ As a U3A organiser we found all the stands organised, enthusiastic, and knowledgeable. They were experienced in putting together suitable packages for day trips, giving us lots of ideas.”

BARBARA ASHWORTH, U3A GROUPS ORGANISER

British Coach Tourism Awards

Timed to coincide with the British Tourism & Travel Show, the awards recognise excellence and celebrate achievements across the coach tourism industry. Award nominees will be invited as VIPs to the show, giving you even more quality visitors to meet.

BRITISH

coach tourism AWARDS 2019



BRITISH
**tourism
 & travel**
 SHOW 2019

20-21 MARCH | NEC BIRMINGHAM

Be a part of the success.
Book your stand today!



“

Following my visit to BTTs I have already arranged 2 visits for our group and I have more planned for the future.”

DAVID BARKER, STAFFORD
 PHOENIX ACTIVITIES CLUB

All stands include:

- **FREE** daily stand cleaning
- **FREE** basic entry in show guide
- **FREE** marketing & PR support
- **FREE** access to meeting planner

Shell scheme stands include:

- **FREE** services as above
- **FREE** stand carpeting, lights, walling and name board

* Please note that shell scheme stands have black walls with blue carpet

Exhibitor Manual

Once you've booked your stand you'll receive our comprehensive exhibitor manual. It contains all the information you need to know about exhibiting, including: stand construction, rules and regulations, services, utilities, forms and deadlines – in fact everything you require to have a smooth and successful show!

2019 Stand costs and options

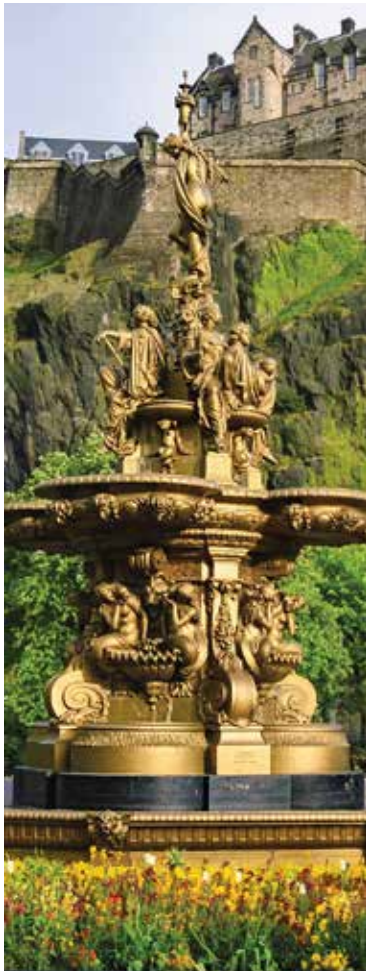
Stand type	2019 Rates
Shell scheme	£360+VAT per sqm
Space only	£320+VAT per sqm

Sponsorship Opportunities

All exhibitors have access to a wealth of additional ways to maximise their exposure pre, during and post-show. Whether you're looking for lead generation, to increase brand awareness or to develop partnerships that will get your business moving, we can create the perfect package for you **from just £50+VAT**.



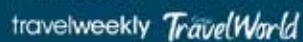
For a bespoke package aligned to your business development objectives, contact: Lloyd Jones on 01733 889684 or email ljones@divcom.co.uk



CELEBRATING THE VERY BEST OF BRITAIN & IRELAND

The industry supports the **British Tourism & Travel Show...**

MEDIA PARTNERS:



SUPPORTING PARTNERS:



“

The British Tourism & Travel Show scores high marks for the quality of attendees.”

ANTONY BRUNT,
YARN MARKET HOTEL

Organised by
diversified
COMMUNICATIONS • UK



Nile House, Nile Street, Brighton, BN1 1HW
Email: info@divcom.co.uk www.divcom.co.uk

We connect, educate and strengthen business communities through market-leading events, publications and eMedia.