



Exclusive travel trade press sponsor

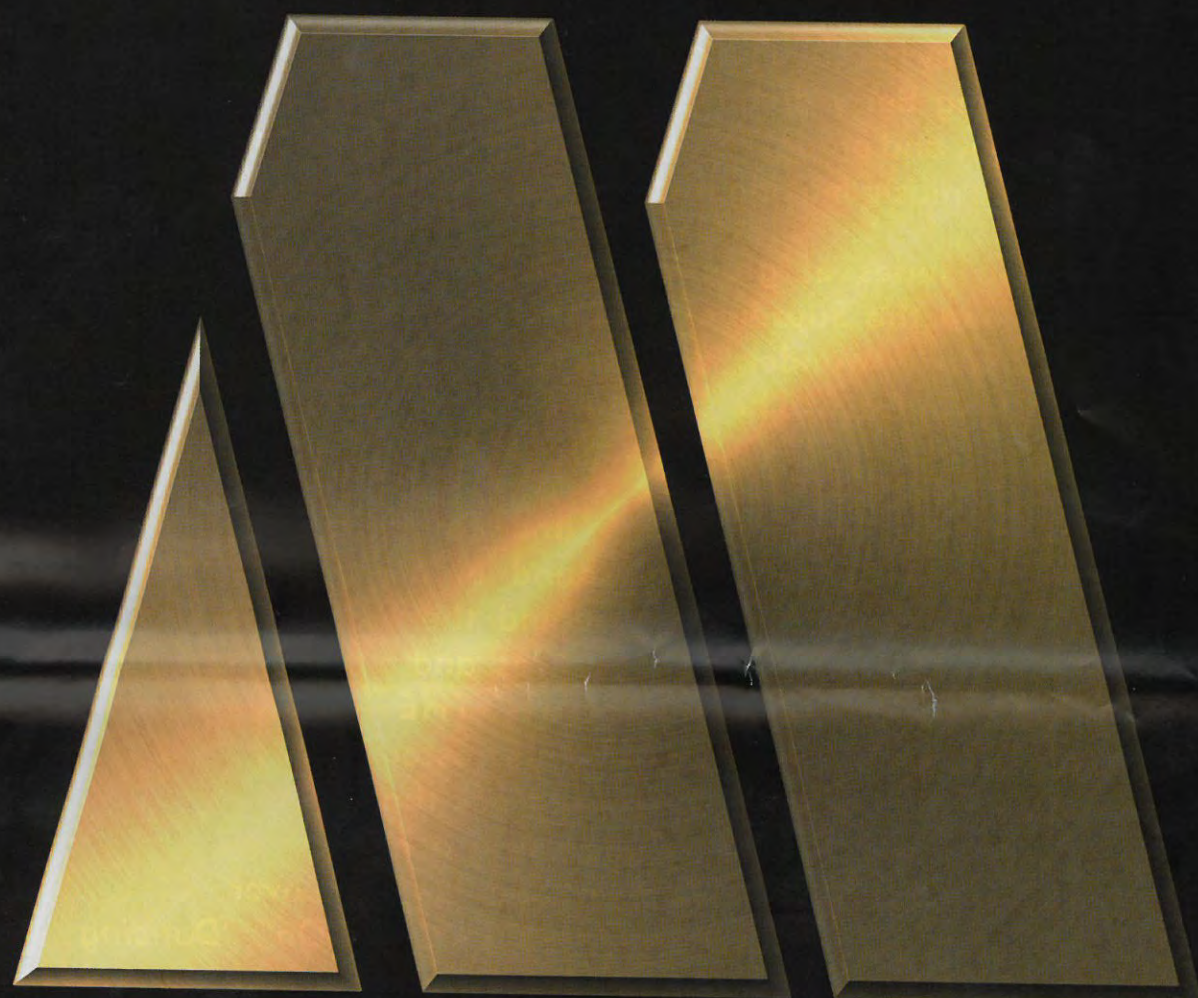


March 2016 No. 446

travelGBI

NO. 1 FOR DOMESTIC TRAVEL, TOURISM AND BUSINESS NEWS IN ENGLAND, IRELAND, SCOTLAND & WALES

www.travelgbi.com



MOTOWN™

THE MUSICAL

NOW PLAYING AT THE SHAFTESBURY THEATRE

Motown™ is a trademark of UMG Recordings, Inc. registered in the U.S. and other countries, and is used under license.

the Big Interview

Last year we said goodbye to Bobi, and hello to the British Tourism & Travel Show, taking place at Birmingham's NEC (March 16-17). Event director David Maguire talks to Samantha Mayling about how the show has evolved to become bigger and better



Event director David Maguire at Brighton's Royal Pavilion, close to the office of BTTS organiser, Diversified.

How is the show shaping up for this year?

It is really exciting – we have more than 80 new brands exhibiting.

We hit last year's numbers by the end of 2015, and the success has been attributed to the new focus, and how it is now purely domestic.

After extensive consultation with exhibitors and visitors, the name of the show was changed to The British Tourism & Travel Show, with the tag line 'The very best of Britain and Ireland'.

The change of name spelled it out that it is purely domestic tourism, and people know it's the place they need to come in order to meet exhibitors and get new ideas for itineraries, tours and outings.

The content programme has been re-energised and revamped, with big-name speakers that celebrate and champion our travel industry.

Also, we have several practical, educational sessions on topics such as social media and coach operators plus Etoa's head of tour operator relations, Nick Greenfield, talking about experiential travel.

Why have you chosen Michael Portillo, Simon Weston and Adam Henson to speak?

We wanted to attract inspirational big names and, having done our research,

We position ourselves as the leading event – nowhere else can you meet all these domestic suppliers and hear such speakers all under one roof

we know visitors will be interested to hear their keynote addresses.

Former cabinet minister Michael Portillo received the Tourism Society Award in 2014 for promoting rail travel and UK destinations with his *Great British Railway Journeys* TV show.

Simon Weston suffered burn injuries to 46% of his body during the Falklands war but his positive mental attitude has allowed him to achieve his goals as a businessman, writer and broadcaster.

He will talk about how frustrations finding accurate travel information led him to become a director of the start-up online travel retailer, Zappawoo, which specialises in accessible travel.

Adam Henson helps to run his family farm and the Cotswold Farm Park, and is a presenter for the BBC's *Countryfile*.

He will be discussing the importance of supporting rural tourism.

How is the domestic market faring for 2016?

We will be doing research to build a picture of how the market is going, and releasing results at the show.

Speaking to people, I have a positive impression due to the numbers investing in the show.

There is a lot of positivity. People are promoting destinations in a much cleverer, more creative way, with themes such as the Year of the English Garden.

We have partnered with VisitEngland and there is a garden attraction feature area at the show dedicated to that theme. There is much more sophisticated marketing now as people want more experiences.

Tell us more about yourself and the show's parent company, Diversified Communications UK.

Diversified Communications UK is part of a rapidly growing trade exhibition and media group, with its head office in the US.

I have been with the company

for five years, and previously worked on another show called Office, which is for PAs and office managers, so I had contacts in corporate travel.

Diversified acquired Bobi in 2014 and I had my eye on the show, as I could see it had so much potential.

Diversified is a facilitator – we talk to the industry, we listen and reflect the industry.

We have a dedicated team of four on BTTS but also we have inhouse designers and PR teams which help to develop the show's branding and push promotional opportunities for exhibitors, thanks to having the bigger resources of Diversified.

What tips would you give those visiting the show?

Start at the welcome desk and find out about the new attractions and returning features, such as the Hotel Lobby area, the meeting area, the regional destinations and 250-plus exhibitors – and lots of speakers, all in one place and under one roof.

Register for the meeting planner and schedule your time, and wear comfy shoes.

New areas within the show are the Brewery, Distillery and Vineyard Trail, the Year of the English Garden, and the London Zone – supported by London & Partners.

Why should exhibitors and visitors choose BTTS?

People do business as a direct result of the show. We anticipate attracting about 3,000 visitors across the two days.

We have a high retention rate, with about 70% of exhibitors returning for 2016.

Also, we have top exhibitors such as VisitEngland, Visit Wales, Tourism Ireland and VisitScotland who are integral

to this type of show, but also 80-plus new brands too.

We position ourselves as the leading event, the definitive event – nowhere else can you meet all these domestic suppliers and hear such speakers all under one roof.

Time is precious and people need to make the most of their time. Face-to-face meetings create long-lasting business relationships.

People still attend trade shows to meet face-to-face and engage with visitors and clients.

We also have the National Coach Tourism Awards taking place on the first night, at Vox, part of the new Resorts World Birmingham complex, and people are keen to come to that too.

tourismshow.co.uk

British Tourism & Travel Show

Seminar Programme

MARCH 16

■ Tourism Society Panel Discussion	10:30am-11:30am
■ Adam Henson My life on the land	11:45am-12:30pm
■ Simon Weston Travelling through life	1pm-1.45pm
■ Digital Visitor	
Social media targeting for tour operators	2.15pm-3pm
■ CPT Quality Coach Operations	
Booking the best for you	3.30pm-4:15pm

MARCH 17

■ Hudson's Panel Discussion	
What makes a good heritage visit?	10:30am-11:15am
■ Etoa Isn't all travel experiential?	11:30am-12:15pm
■ Michael Portillo	1pm-1.45pm
■ Andrew White Walks around Britain	2.15pm-3pm