



Press Release

For immediate release

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All Systems Go for The Travel Trade Event of 2012!

Expo Management, organisers of Best of Britain & Ireland, has announced that all systems are go for the last major gathering of the travel trade industry before this year's unprecedented promotion of Britain both nationally and internationally.

As preparations are entering their final stage for a major £4 million government-funded campaign to promote the UK for domestic holidays, the imminent start of the Olympic Torch Relay around the UK, the Queen's Diamond Jubilee celebrations and the much anticipated London Olympic and Paralympic Games, there has never been a better time for the industry to come together.

Organisers were also delighted to report that John Penrose MP, Minister for Tourism, has accepted an invitation to attend the opening of Best of Britain & Ireland and to participate in the annual Ministers Q&A event along with senior tourism representatives from England, Ireland, Scotland and Wales. Visitors and exhibitors will be able to quiz the panellists on any tourism related topic prior to the official opening of the show.

'Exhibitor numbers are looking extremely healthy and visitor registration is ahead of this time last year, so we are expecting a real quality visitor attendance at the show,' said Event Director Sam Warnock.

'We also have over 100 Domestic Hosted Buyers from key travel agents, coach and tour operators and group travel organisers already signed up to attend the two days of the show. There are only limited places left and these are also going fast, so exhibitors can be assured that they will meet quality buyers that will deliver new business for them. Our International Hosted Buyers programme is also attracting quality overseas buyers from Europe and North America.'

'For the first time at Best of Britain & Ireland, we have launched a new complimentary coach service for registered visitors to the show, allowing free daily transportation to the show from Bristol, Stevenage/Bexleyheath, central London, Peterborough, Manchester and Portsmouth, taking the

hassle and additional travelling costs away from visitors, which is great news for them.’ said Sam Warnock.

‘Visitors will also get the chance to arrange face to face meetings with the crème de la crème of attractions, destinations, accommodation providers and industry heavyweights at the show, and in addition we have crafted an excellent two day educational Seminar Programme covering topics such as 2012 Opportunities, how to effectively target the gay market, how to get involved in English Tourism Week, legal aspects of the tourism industry and a seminar on the new Tourism Business Improvement Districts.’ continued Sam Warnock.

And in another first for Best of Britain & Ireland, the organisers are flying in four key travel industry professionals from North America to deliver a North American Travel Trade Symposium exclusively for exhibitors, on how to effectively target this important overseas marketplace. ‘This free to attend event is a real added bonus for exhibitors,’ says Sam Warnock. ‘While this is a predominantly a domestic travel trade event, many exhibitors said they felt it important that there be some international trade element to the show, hence our International Hosted Buyers programme bringing key agents and operators from Europe and North America, but also the delivery of this dedicated Symposium from North American experts delivering real added-value for exhibitors. We are delighted that Birmingham Airport is sponsoring our international programme at the show’.

Exhibitors also have the opportunity at this year’s Best of Britain & Ireland to network with all domestic and international Hosted Buyers, fellow exhibitors and key trade associations and bodies at the Travel Trade Networking Dinner on the evening of the first night. Drinks reception, three course dinner and entertainment courtesy of ‘We Will Rock You’ and ‘Disney’s The Lion King’ in association with made, will ensure a fantastic night out for all! Tickets priced £45 plus VAT are available to all registered exhibitors. Sold on a first come first served basis, call 01926 888 123 to book your tickets!

For further information on Best of Britain & Ireland 2012, to book one of the few remaining stands, or to register to attend, just visit the show website www.bestofbritainandirelandevent.co.uk

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