

Great West Way Events & Exhibitions 2018/2019

14 – 17 October

Destination Britain North America (DBNA), Austin, Texas

Destination Britain North America, is VisitBritain's largest event outside of Britain. This three-day event offers British tourism suppliers the opportunity to nurture business relationships with the North American markets of Canada and the United States.

2 November 2018

Global European Marketplace (GEM), London

ETOA's flagship European-focussed event will enable us to meet with up to 40 UK and international-based international buyers, ground handlers and wholesalers. The event directly precedes WTM (November 2018) and is an excellent opportunity to meet buyers with a view to further focussed meetings at WTM.

5-7 November 2018

World Travel Market, London – Partner presence opportunity

Presence on the UKInbound stand has now been confirmed for the Great West Way and suppliers. Our aim will be to target up to 40 meetings with overseas and UK-based international buyers. A joint presence could result in budget efficiencies and offer a match funding opportunity. We will work with UKInbound and WTM to review options for a bespoke press event at WTM.

2 pods booked – stand share opportunities for suppliers available and costs will depend on numbers of stand sharers.

November 2018 (date and location tbc)

Great West Way Showcase 2018 – Partner presence opportunity

Showcase 2018 – build on the SWTGF travel trade programme by managing a Great West Way themed event, November 2018. Focused on priority markets we will target 60 inbound operators and wholesalers to meet with suppliers from along the route. Suppliers will be charged to attend this new Showcase event presenting an excellent match funding opportunity.

9-13 January 2019

Vakantiebeurs, Utrecht, Netherlands – Partner presence opportunity

This event gives us the opportunity to engage with global inbound operators from the Netherlands in partnership with destinations and relevant suppliers from along the route. review the options to attend under a Great West Way umbrella in 2019 and beyond, in partnership with destinations and relevant suppliers from along the route. This option will offer us cost-efficiencies and match funding opportunities.

January 2019 (date tbc possibly 29 Jan)

BIM (Britain & Ireland Marketplace) - London

ETOA's flagship UK-focussed event will enable us to meet with up to 40 UK-based international buyers, ground handlers and wholesalers.

5 – 10 March 2019

ITB, Berlin - Partner presence opportunity

This event gives us the opportunity to engage with global inbound operators from Germany and to attend under a Great West Way umbrella for 2019 and beyond, in partnership with

destinations and relevant suppliers from along the route. This option will offer us cost-efficiencies and match funding opportunities.

Explore GB 8-10 May 2019 (location tbc)

VisitBritain's flagship trade event will enable us to target up to 300 overseas-based trade buyers and 40 travel trade media (from all markets). We will review sponsorship opportunities at Explore GB to further raise the profile of the new route.