

Events & Exhibitions 2019/2020

The following events and exhibitions programme bring together VisitWiltshire and Great West Way, and the possible trade marketing opportunities for partners/Ambassadors.

October 2019 (dates and details tbc)

USA – VisitBritain in market event. Likely to be Great West Way opportunity only.

10 October 2019 - **Stand presence opportunity**

Group Leisure & Travel Show, Milton Keynes

Domestic group travel show.

October 2019 (date tbc)

VIBE, London

VisitBritain event. Open to tourism businesses to meet with international VisitBritain representatives from around the world.

Tuesday 22 October 2019

Autumn Speed B2B and Networking Event, London

UKinbound member only event. VisitWiltshire / Great West Way to attend and represent partners/Ambassadors.

Friday 1 November 2019

Global European Marketplace (GEM), London

ETOA member only event with VisitWiltshire/Great West Way representation. 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 2019) and is an excellent opportunity to meet buyers with a view to further focussed meetings at WTM.

Monday 4 - Wednesday 6 November 2019

World Travel Market, London – **Stand presence opportunity**

Stand managed by UKInbound. There is an opportunity for Ambassadors to stand share on a Great West Way pod. This will give you a base to be able to meet with overseas and UK-based international buyers and trade press.

Friday 22 – Sunday 24 November 2019 (location tbc)

Great West Way Marketplace 2019 – **Appointment schedule and sponsorship opportunities**

Following a successful Great West Way one-to-one buyer:supplier meeting event in November 2018, another is planned for 2019. Focused on priority markets we will target 60 inbound operators and wholesalers to meet with suppliers from along the route. This event will be free for buyers to attend and will include familiarisation visits over the weekend. Suppliers will be able to book an appointment schedule for the Friday 22 November and sponsorship opportunities will also be available.

Wednesday 15 – Sunday 19 January 2020

Vakantiebeurs, Utrecht, Netherlands – **Stand presence and brochure advertising opportunity.**

Vakantiebeurs is the largest travel show in the Netherlands. Predominately a consumer show (1 day travel trade) Vakantiebeurs offers the chance to put your product in front of over 119,000

Dutch visitors who attend over the five days. This event gives you the opportunity to engage with global inbound operators and consumers from the Netherlands.

Saturday 25 January 2020 (date tbc)

Excursions, Alexandra Palace, London - Stand presence opportunity

Firmly established as the premier national group travel trade show where over 1200 group organisers, coach and tour operators meet face to face with over 300 attractions, destination partners and fellow tour operators from across the UK to discover, discuss and plan those visits. Organised by Tourism South East.

Tuesday 28 January 2020 – Appointment schedule opportunity

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.

February 2020

UKInbound Annual Convention

Member only event with VisitWiltshire/Great West Way representation.

February 2020 (previously 16 February at Longleat)

South West Group Travel Show - Stand presence opportunity

Regional domestic travel trade show

Wednesday 4 – Sunday 8 March 2020

ITB, Berlin – Stand 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 2020 and beyond, in partnership with destinations and relevant suppliers from along the route. This option will offer us cost-efficiencies and match funding opportunities.

Wednesday 25 – Thursday 26 March 2020

British Tourism & Travel Show, NEC Birmingham - Stand presence opportunity

The leading exhibition dedicated to the domestic tourism industry. The show is essential for travel trade professionals who want to source ideas and inspiration for forthcoming brochures, programmes, itineraries and tours. With 270+ exhibitors including attractions, destinations and hotels attendance allows you to explore the breadth of the British Isles in just two days!

April 2020 (previously 16 April at Kempton Park)

Go Travel Show - Stand presence opportunity

Domestic Travel Trade Show with around 120 exhibitors

Explore GB May 2020 (previously 9-10 May, Harrogate)

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.