

## **EXCURSIONS 2010 A GREAT SUCCESS**

Exhibitors at Excursions 2010, the UK's premier one day group travel show, pronounced the exhibition a great success with a high level of very positive enquiries from top quality group organisers and coach tour operators. The organisers were also delighted with the visitor numbers, which were just under 980 for the day.

The show attracted around 220 exhibitors including attractions, destinations, accommodation providers and tour operators from around the UK and mainland Europe taking stand space.

According to show organiser Elaine Pearce from Tourism South East; "Excursions 2010 has been a great success. Our exhibitors have been able to make important business contacts and even take bookings throughout the day. The number of visitors was excellent, considering the challenges of the weather in the lead-up to the show, and indicate that the groups market continues to remain strong in the current economic climate. We look forward to welcoming both visitors and exhibitors back in 2011."

The free entry show, which was held at Alexandra Palace, North London on Saturday, 16<sup>th</sup> January was organised by Tourism South East and Group Travel Organiser magazine, supported by Visit London and East of England Tourism. It was officially opened by Mike Bedingfield, Chief Executive of Tourism South East.

Around 20 per cent of exhibitors took a stand at Excursions for the first time this year. Among them was Eugene Bari from Pumpkin Tours who commented, "We didn't know what to expect but were delighted, it's been a huge success for us and we are planning to rebook next year." Tony Flanagan from Success Tours, also first time exhibitors said, "It's been excellent with high quality visitors".

Previous exhibitor David Salmon from Maritime Greenwich was also impressed with the level of enquiries with many asking about opportunities in-connection with the 2012 Olympic Games, while Royal Windsor, another Olympic venue, found the show busier than ever. Laura Wilkinson from the Imperial War Museum also commented that Excursions 2010 was a great opportunity for them to talk about their programme of events to mark the Battle of Britain's 70<sup>th</sup> anniversary.

Overseas exhibitors were equally as enthusiastic. Among them Rob Knoedl from Nalogo, Germany said "We didn't expect to be as busy as this; enquiries have been ten times better than at last year's show, and that was good!"

For further details visit [www.excursions.org.uk](http://www.excursions.org.uk). Excursions 2011 will be held on Saturday, 15<sup>th</sup> January.

- Ends -

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