

**COACH OPERATORS INVITED TO BRING
THEIR KEY CLIENTS TO EXCURSIONS™ 2012
Alexandra Palace, Saturday 28th January**

Coach and tour operators are being invited to treat their key clients to a great day out at Excursions™ 2012 to encourage further group bookings for the next year. The UK's premier one-day group travel show will be held at Alexandra Palace, North London on Saturday, 28th January (10.30am-4pm). A VIP welcome, refreshments and special welcome pack will be received by all operators and their key clients. Familiarisation trips to attractions en-route can be arranged, provided the show organisers have sufficient notice.

Excursions™ continues to be the top event for coach party organisers seeking fresh ideas about places to go with their groups for days out and short breaks. Feedback has shown that coach operators who expose their clients to the wide selection of attractions and destinations exhibiting at the show receive a surprising amount of new business as a result.

Nigel Kelly from Easton Holidays, who have brought coach parties to Excursions™ for the past two years said: "We have found that a lot of our clients have booked coaches with us as a result of something they have seen of interest at the show. We already have people asking if we are going in 2012." And Matt Barnes from Barnes Coaches commented, "All our group organisers came back buzzing with new ideas."

On arrival at Excursions™ everyone in the coach party will receive a special VIP welcome from a Tourism South East representative plus complimentary refreshments, a welcome pack and a personalised name badge; they will also receive a box of London Cuppa tea to take home.

The free entry exhibition is organised by Tourism South East and Group Travel Organiser magazine, supported by London and Partners. The number of exhibitors is expected to be over 250 with several taking space at the show for the first time. These will include attractions, stately homes and gardens, destinations, accommodation providers and much more.

For further information or to register interest in bringing a party to Excursions™ 2012 email Joanne Channon at Tourism South East on jchannon@tourisme.com or call the Group Travel Team on 023 8062 5409. Details can also be found online at www.excursions.org.uk together with a video of the 2011 show and a booking form for exhibitors.

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