

VISITORS TO EXCURSIONS GROUP TRAVEL SHOW 7.5% UP ON LAST YEAR SETTING A NEW RECORD

Visitors to Excursions 2009, the UK's premier one day group travel show, were 7.5% up on last year at over 1,100 setting a new record. Declared a resounding success, the exhibition also attracted a record number of exhibitors with over 200 attractions, destinations, accommodation providers and tour operators taking space.

According to show organiser Fran Downton from Tourism South East; "Excursions 2009 has been a great success. Our exhibitors have been able to make important business contacts and even take bookings throughout the day. The record number of visitors indicates that the groups market continues to remain strong in the current economic climate. We look forward to welcoming both visitors and exhibitors back in 2010."

The free entry show, which was held at Alexandra Palace, North London on Saturday 17 January was organised by Tourism South East and Group Travel Organiser magazine, supported by Visit London, East of England Tourism and the Yorkshire Tourist Board.

Excursions 2009 was officially opened by Britain's most popular soprano, Lesley Garrett CBE, who is currently playing Nettie Fowler in the hugely acclaimed production of Rodgers and Hammerstein's Carousel at the Savoy Theatre, London. After declaring the show 'open' she toured the stands and mixed with visitors.

Just under twenty exhibitors took a stand at Excursions for the first time this year. Among them was Suzanne Richardson from Thorpeness and Aldeburgh Hotels, Suffolk who commented, "We didn't know what to expect but are delighted with our first Excursions and have really reached the people we wanted". Former exhibitor Antony Brunt, Chairman Exmoor Tourist Association said, "Excursions 2009 provided a wonderful opportunity to reach group organisers most of whom seemed genuinely interested in hearing about what Exmoor has to offer. Selling became a pleasure."

Don Yates from French Brothers Boats, Windsor was thrilled to have taken a significant order on his stand as was Ascot Racecourse. "We took new orders from group travel organisers with whom we formed relationships at last year's show proving its well worth while returning year on year", said Jacky Wilson, Ascot's Business Development Manager for Groups.

For further details visit www.excursions.org.uk. Excursions 2010 will be held on Saturday 16th January.

- Ends -

For press enquiries and images please contact:

Pat Edgar, PR Matters

Brambling House, 7 Finch Lane

Little Chalfont, Bucks HP7 9NE

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Tel: 01494 764932

Fax: 01494 764408

Mobile: 07836 786043

Email: PRMatters@dsl.pipex.com