

**COACH OPERATORS INVITED TO BRING
THEIR KEY CLIENTS TO EXCURSIONS™ 2011
Alexandra Palace, Saturday 15th January**

Coach and tour operators are being invited to treat their key clients to a great day out at Excursions™ 2011 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, 15th 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 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.

Debbie Howarth from Avensis Coaches, who have brought coach parties to Excursions™ in past years, said: "Our clients found the show extremely useful chatting to some of the exhibitors and have already booked their coaches for this year; we also found it extremely helpful for planning future day tours and holidays. A really good show."

On arrival at Excursions™ everyone in the coach party will receive a special VIP welcome from a Tourism South East representative plus complimentary tea from London Cuppa, a welcome pack and personalised name badge.

The free entry exhibition is organised by Tourism South East and Group Travel Organiser magazine, supported by Visit London and East of England Tourism. The number of exhibitors is expected to be around 220 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™ 2011 email Emma Davis at Tourism South East on edavis@tourismse.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 2010 show and a booking form for exhibitors.

- Ends -

For press enquiries and images please contact:

Pat Edgar, PR Matters
Brambling House, 7 Finch Lane
Little Chalfont, Bucks HP7 9NE
September 2010

Tel: 01494 764932
Fax: 01494 764408
Mobile: 07836 786043
Email: PRMatters@dsl.pipex.com