

EXCURSIONS™ 2011 ON TRACK

Excursions™ 2011, the UK's premier one day group travel show, is on track to be the best show yet with over a hundred exhibitors already signed up for a stand five months in advance. Organised by Tourism South East and Group Travel Organiser magazine with support from Visit London and East of England Tourism, the free entry show will be held at Alexandra Palace, North London on Saturday, 15th January.

Research from Excursions™ 2010 confirmed that 99% of visitors found last year's show to be 'worthwhile' or 'very worthwhile' and 98% were 'likely' or 'very likely' to visit the venues which exhibited.

Commenting on the show's ongoing success, joint organiser Elaine Pearce, Travel Trade Manager from Tourism South East said: "Excursions is continuing to grow in popularity with both exhibitors and visitors alike. For 2011, we plan to build even more on the visitor quality and quantity. Next year's show promises to offer new and unmissable opportunities for group travel organisers planning their days out and short breaks."

A huge variety of UK attractions, destinations, hotels and tour operators will be showcasing their new ideas under one roof along with a small selection from mainland Europe. Amongst the early bookers for 2011 are Blenheim Palace, Royal Opera House, Visit Essex, The National Trust, Marriott Hotels and Page & Moy.

Pre-register to Enter Prize Draw

Excursions is open to group organisers representing all types of clubs and associations as well as company sports and social clubs plus coach and tour operators, teachers and youth group leaders.

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. 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 probably be arranged, provided the show organisers have sufficient notice.

Everyone who pre-registers and comes along on the day will be automatically entered into a free prize draw to win one of the many exciting prizes offered by exhibitors. These include a private view of a new British sculpture exhibition worth £1,000 with the Royal Academy of Arts, tickets to the Royal Ascot race meeting in June and a pass for two people to visit all the 'Houses of Hidden England'. A full list of prizes on offer can be viewed on the website.

Visitors from outside London are also offered free coach travel with pick-ups from around 20 towns and selected London mainline stations including Waterloo, Victoria and Paddington. Pre-booking is essential.

Visitors can pre-register online at www.excursions.org.uk or call 023 8062 5472 to request a registration form. Bookings for free coach transfers are also available via the show's website.

Exhibit at Excursions™

Organisations interested in exhibiting at Excursions™ 2011 can book online or contact the following for details and a booking form, a video of the 2010 show also be viewed on the website.

- South East region – call Emma Davis on 023 8062 5472 or email edavis@tourismse.com
- London area – call Louisa Myers on 020 7234 5821 or email lmyers@visitlondon.com
- East of England region – call Stephen Rampley 01284 727 478 or email srampley@eet.org.uk.
- Organisations from all other areas – call Adrian Gates at Group Travel Organiser magazine on 0845 166 8125 or email adrian@grouptravelorganiser.com.

- Ends -

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September 2010

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