

## **EXCURSIONS<sup>TM</sup> 2011 SETS NEW VISITOR RECORD UP 16% ON LAST YEAR**

Visitors to Excursions<sup>TM</sup> 2011, the UK's premier one day group travel show, were 16% up on last year at nearly 1,130 setting a new record. Declared a resounding success, the exhibition also attracted around 230 exhibitors with attractions, destinations, accommodation providers and tour operators taking space, many for the first time.

The free entry show, which was held at Alexandra Palace, North London on Saturday, 15<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 Shrek The Musical and ex-Eastenders star Nigel Harman.

Delighted with the show's success, Excursions<sup>TM</sup> 2011 organiser Elaine Pearce from Tourism South East said; "Our exhibitors were able to make important business contacts and even take bookings throughout the day. We attribute the record visitor numbers to a variety of reasons including the high quality of exhibitors, support by coach operators bringing their own clients and the launch of our visitor incentive competition – everyone pre-registering and coming along the day was automatically entered into a prize draw to win one of the many fantastic prizes donated by exhibitors. There was a great atmosphere throughout the show and the weather was also on our side. We look forward to welcoming both visitors and exhibitors back in 2012."

Around 20 per cent of exhibitors took a stand at Excursions for the first time this year. Among them was the Best Western Ufford Park Hotel, Suffolk whose general manager Nicholas Holdsworth commented; "We were very pleasantly surprised with the quality and quantity of visitors we met; it was well worth booking a stand."

Previous exhibitor Barry Stewart from London's Royal Opera House said; "Excursions<sup>TM</sup> gets better every year in its organisation both pre-show and on the day itself; the visitors we see always lead to sales". This was emphasized by Antony Brunt on the West Somerset Railway stand who added, "As a regular exhibitor at Excursions, we have found this year's show better than ever."

Denbies Wine Estate, Surrey took a provisional booking for a big group of between 50 and 100 people and received several very positive enquiries for larger parties, while The Ironbridge Gorge Museums, Shropshire were impressed with the great cross section of visitors from coach operators, specialist interest groups and retirement fellowships who were either gaining ideas for future days out or sourcing information for itineraries already booked.

Many have confirmed they will be booking for Excursions™ 2012, among them Visit Buckinghamshire Chairman, Lauren Pearce said: “We were delighted and will definitely take a stand next year,” and Adele Godden from See Tickets who concluded, “Brilliant show, we’ll be back next year.”

For further details visit [www.excursions.org.uk](http://www.excursions.org.uk). Excursions™ 2012 will be held on Saturday, 28<sup>th</sup> January 2012.

- Ends -

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17 January 2011

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