

Excursions™ 2012 on Track with Bookings up 22%

Excursions™ 2012, the UK's premier one day group travel show, is well on track to be the biggest show yet with stand bookings up 22% up on this time last year. Over a hundred exhibitors from across the travel and tourism industry have already signed up five months in advance.

Organised by Tourism South East and Group Travel Organiser magazine with support from London and Partners, the free entry show will be held at Alexandra Palace, North London on Saturday, 28th January.

Commenting on the show's ongoing success, joint organiser Elaine Pearce, Travel Trade Manager from Tourism South East said: "We are delighted with the high level of bookings and enquiries for stand space at Excursions™ confirming the industry's confidence in the show's ability to perform, even in today's more challenging climate. Next year's show promises to offer many new and unmissable opportunities for days out, particularly those connected with the London 2012 Games which cannot be repeated."

A huge variety of around 250 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 2012 are Ascot Racecourse, Beaulieu, the Royal Academy of Arts, English Heritage, Visit Essex, Delfont Mackintosh Theatres, Tourism Ireland and Destination Dorset.

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. Research from Excursions™ 2011 confirmed that 99% of visitors found this year's show to be 'worthwhile' or 'very worthwhile' and a similar figure said they were 'likely' or 'very likely' to visit the venues which exhibited.

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. On arrival everyone in the coach party will receive a special VIP welcome from a Tourism South East representative plus complimentary refreshments and a welcome pack; they will also receive a box of London Cuppa tea to take home. Familiarisation trips to attractions en route can probably be arranged provided the show organisers have sufficient notice.

Pre-register to Enter Prize Draw

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 two night dinner B&B break for two with Brook Hotels and a rare opportunity to pull the lever that raises London's famous Tower Bridge. 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. A shuttle service will also be running on the day from Wood Green and Alexandra Palace stations directly to Excursions™ courtesy of Ebdons Tours.

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™ 2012 can book online or contact the following for details and a booking form, a video of the 2011 show also be viewed on the website.

- South East region – call Joanne Channon on 023 8062 5472 or email jchannon@tourisme.com
- London area – call Louisa Myers on 020 7234 5821 or email lmyers@londonandpartners.com
- Organisations from all other areas – call Adrian Gates at Group Travel Organiser magazine on 0845 166 8125 or email adrian@grouptravelorganiser.com.

- Ends -

For press enquiries and images please contact:

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August 2011

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