



BEST OF BRITAIN & IRELAND 2011

The centrepiece of British Tourism Week

The UK's official exhibition dedicated to showcasing outstanding products to over 2000 domestic and overseas travel trade visitors held at the NEC Birmingham

Tourism South East arranges a co-ordinated presence at this Visit Britain event showcasing 'The Beautiful South'.



In association with



Date & Location

- 16-17 March 2011
- NEC Birmingham

Campaign Elements

- 2 x 2 sqm stand as part of co-ordinated regional presence
- Stand Structure included
- Background graphics included
- Lighting included
- Cabinet and Stools included

Booking Deadlines

29th October 2010

Business Benefits

Opportunity to meet with potential trade operators face to face, build relationships and encourage inclusion in future programmes.

'The 2010 show saw our record number of partners all showcasing the best of the Beautiful South together with a regional presence we were extremely proud of!'

Karen Roebuck,
Head of Marketing
Tourism South East

Campaign Costs

2011 rates are yet to be confirmed. (2010 campaign was £1320 per POD)

We have been informed that rates are likely to increase for 2011 show however Tourism South East will endeavour to negotiate a suitable rate and will update information as soon as available.

For further information or a booking form, please contact:
Elaine Pearce Tel: 023 8062 5409 Email eperce@tourismse.com

**TOURISM
SOUTH EAST**



2010 Show

Tourism South East's co-ordinated regional presence at BoBI showcasing new Beautiful South branding



Partner Stands



Presentation to travel trade visitors



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TOURISM
SOUTH EAST

the Beautiful South