

GROUP TRAVEL FAIRS 2011

Exhibitions are still an important part of the marketing mix

Regional Group Travel Fairs have been rated as the second most frequented exhibition in the UK* providing a broader reach in the groups market.



Sponsored by Group Travel Organiser magazine, events are held at two exciting venues within the region.

QA Research 2009

Dates & Venues

- 12th February 2011
Denbies Wine Estate, Dorking, Surrey.
10.00am—2.00pm
- 26 February 2011
Royal Marines Museum, Southsea, Portsmouth.
10:30am—2:30pm

Target Audience

- Group Travel Organisers –inc. retirement associations, social clubs and special interest groups.
- Coach & Tour Operators
- Education & Youth Groups
- Travel Trade Media.

Booking Deadlines

10th December 2010

Business Benefits

Fairs attract between 250 & 300 organisers each from across the South East. This is the perfect opportunity to meet new contacts face to face and understand individual requirements.

Campaign Costs

2 metre stand = £285 + VAT - (£260 per stand if both fairs booked)
3 metre stand = £385 + VAT - (£360 per stand if both fairs booked)

Rates include breakfast & packed lunch, table, 2 chairs and table cloth, stand plan and catalogue listing

A 40% surcharge applies to non TSE members. A 15% surcharge applies for Boundary members

"The Group Travel Fairs that Tourism South East organise are invaluable for attracting new business, meeting existing clients and developing new business opportunities with interested group organisers. They are a significant part of the Group Marketing strategy for Waddesdon Manor"

Kim Hallett,
Waddesdon Manor

For further information or a booking form contact:
Emma Davis Tel: 023 8062 5472 Email edavis@tourismse.com

**TOURISM
SOUTH EAST**



2011 Dates & Venues

12th February 2011 Denbies Wine Estate Dorking Surrey. 10am to 2pm

Situated in Dorking, Surrey, Denbies English Vineyard is the largest in England representing over 10% of the plantings in the whole of the UK. This beautiful vineyard is the first wine estate in the world to give visitors of all ages a unique and fascinating insight into all aspects of the wine producing process, with indoor and outdoor tours and tastings.



The Group Travel Fair will be held in the Garden Room & Denbies Suite. Denbies are offering visitors a complimentary tour around the vineyards after their visit to the fair.

26th February 2011 Royal Marines Museum Southsea, Portsmouth 10.30am to 2.30pm

The Royal Marines Museum situated on the seafront in Southsea, Portsmouth, celebrates the famous fighting spirit and long history of the Royal Marines. Visitors can explore the exhibits, enjoy interactive displays and films and see how the Royal Marines have developed into the world renowned elite fighting force of today.



The Group Travel Fair will be held within the museum allowing visitors to explore the museum after they have attended the Group Travel Fair.

Stand Rates include:

- Breakfast & Packed Lunch
- Table, 2 chairs and table cloth,
- Stand Plan and Catalogue listing

Exhibitors should bring their own displays, shell scheme is not provided. Literature distribution opportunities are available from TSE stand.

What visitors say....

"I found the show extremely useful indeed, we've booked two day trips for our group since."

Mr Harris,
Group Travel Organiser
Eltham, London

"The show gave us lots of ideas. We took some leaflets back to our treasurer and have booked a trip since"

Brenda Payne
Optara Retirement Club
Orpington, Kent

"We enjoyed our trip to the Group Travel Fair in February. We collected a great deal of useful information for our trips for next year, and met some very helpful people offering some good days out. We found that many of the exhibitors were well prepared for visitors with disabilities, and welcomed groups with special needs."

Janet Mason, Andover VIPs
Hampshire

For further information or a booking form contact:
Emma Davis Tel: 023 8062 5472 Email edavis@tourismse.com

TOURISM
SOUTH EAST

the Beautiful South