



VisitBritain™

Global Marketing Opportunities 2010-11

www.visitbritain.com/marketingplanner

The Americas

ASAE Annual Meeting and Exposition: Springtime 2010, 21-24 August 2010 – Los Angeles

ASAE, known as the association of associations, is dedicated to advancing the value of voluntary associations. Participation with VisitBritain at their annual exposition will include time on the trade floor, access to networking events and exposure of your product/destination through pre & post event marketing activities to select ASAE membership and to VisitBritain's own qualified meeting planner databases.

Meeting Professionals international – 24 – 27 July 2010

Meeting Professionals International (MPI) is the largest association for the meetings profession with more than 20,000 members in 60 countries.

Britain Marketplace, 4-8 October 2010 – Toronto and New York

Meet face-to-face with product development decision makers from key leisure, group and special interest tour operators with proven business from Canada and USA. **REGISTRATION CLOSED!**

Brazil Mission, 17th -22nd October, Sao Paulo & Rio de Janeiro

This opportunity will comprise of sales visits and a workshop in Sao Paulo and Rio de Jan followed by the ABAV trade show and sales calls in Rio de Janeiro. UKTI grants will be available and registration is now open. More market entry level opportunities will also shortly become available to allow gradual entry for new product into the market.

Europe Workshop – Mexico - VisitBritain, 27/28 October 2010 – Mexico city and Monterrey.

VisitBritain will join with A Tout France and Czech Tourism in a mission to Mexico which will comprise of workshops and networking opportunities to meet face-to-face with product development decision makers from key leisure, group and special interest tour operators as well agents from the region.

VEMEX – Visit Europe Media Exchange 2010, 5 – 11 November 2010

Meet with up to 19 qualified, interested and frequently published journalists in one-on-one interviews, and with many more at open sessions. The event takes place in three locations ensuring you meet with quality journalists from North America in - Miami or Fort Lauderdale, New York or Toronto. You can choose what locations you wish to attend.

Sales Missions – Meeting & Incentive, dates TBC

VisitBritain will organise two sales missions in 2010 for the Meeting and Incentive market - details and dates to be advised. Spaces on each mission will be limited to 4 partners and sold on a first come first served basis so early booking is advised.

US Travel Trade e-Newsletter - ongoing

Reach key product development and sales personnel from over 1000 US travel trade organisations through the quarterly VisitBritain e-Newsletter. Raise the profile of your product with updates on new product launches, promotional campaigns and great deals. Sponsoring partners will have room for up to 50 words of copy, an image, logo and traceable web link.

Contact

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Europe

Secretary Day Workshop, Milan - 17th May 2010

The opportunity to meet with manager's assistants and internal travel division representative of local industry who are the ones in their companies to look after top management's travel as well as organising meetings and incentives for the company. This workshop opens in 2010 also to agencies of the MICE segment providing an interesting channel to build on extenders target as well.

IMEX, Frankfurt - 25-27th May 2010

IMEX is the essential worldwide exhibition for meetings and incentive travel. In 2009 3,500 exhibitors attended from 157 countries representing national and regional tourist offices, major hotel groups, airlines, destination management companies, service providers, trade associations and more. Over 3,700 hosted buyers from around 60 world markets visited IMEX 2009, contributing to a total of nearly 9,000 visitors for the show's busiest three days ever.

Destination Britain - The Nordics, Gothenburg - 14th - 16th June

In partnership with The British Embassy, UKTI and the British Chamber of Commerce, the Ambassador has initiated a three day event under the umbrella 'Think Britain'. This re-launch of the 'C.O.S.H' and 'Meet the Brits' events will feature over 20 different seminars, networking opportunities and sports activities in Gothenburg. VisitBritain will be offering 20 UK partners the opportunity to attend an action-packed day of intensive pre-booked meetings with key buyers. Starting with a welcome lunch and ending in a gala dinner at the impressive Gothenburg opera, VB will be inviting key agents from all Nordic countries and other cities within Sweden and will finish the event in style with a Gala dinner.

Travel! the Workshop, Brussels - 9th October 2010

Run in partnership with the tourist boards for France, the Netherlands and Luxembourg, Travel! is the only event where you can meet with the travel trade and associations world and gain access to over 490 visitors (2009 figures). 2010 will be the 11th edition of this show, which is primarily aimed at the **group market** and is formatted around a free-flowing workshop with one-to-one meetings, followed by an evening networking reception.

Destination Britain Central Europe, Budapest - 13-15th October 2010

Following the success of Destination Britain in Asia Pacific, VisitBritain is delighted to launch Destination Britain Central Europe in 2010, offering partners the opportunity to meet with key buyers and media from emerging markets in the Czech Republic, Hungary, Poland, Croatia and Serbia.

TTG INCONTRI, Rimini - 22-24 October 2010

TTG Incontri is Italy's leading B2B travel and tourism event open only to operators. In 2009 over 2,400 exhibitors worldwide attended and more than 35,000 visitors came to visit the 3 days. National and International tourist offices, major hotel groups, airlines, destination management companies, service providers, tour operators and trade associations are the exhibitors that TTG Incontri gathers every year in Rimini. Web site: www.ttgincontri.it

International Luxury Travel Market (ILTM), Cannes – 6-9th December 2010

The International Luxury Travel Market (ILTM) is the leading annual business to business event for the global luxury travel community, bringing together over 3,600 professional luxury travel buyers and suppliers, in Cannes this December. Partners will have the opportunity to exhibit and hold pre-scheduled appointments on the VisitBritain stand.

EIBTM, Barcelona – 30th November-2nd December 2010

EIBTM is a three-day exhibition for the global meetings and incentives industry. Over 3,000 companies representing over 100 different countries exhibited at the 2009 event and the event broke all records, attracting around 8,000 key decision makers. VisitBritain will be offering exhibition space to partners.

Destination Britain - Russia, Moscow and St Petersburg January 2011

In January 2011 VisitBritain will be taking a delegation of UK companies to Russia for Sales Missions in Moscow and St Petersburg. Forming from the amalgamation of the jointly run VisitBritain and Visit London and VisitBritain and

VisitScotland workshops, VisitBritain is for 2011 creating a Destination Britain in Russia. Buyers will come from the main regions of Russia as well as other CIS countries. Further details TBC.

Meet the Belgian Media, Brussels - January 2011

This event gives up to 25 selected partners with a strong PR message a prime opportunity to meet key media contacts on a one-to-one basis, in one day. This extremely well-supported event attracts up to 70 journalists who attend because of the high level of newsworthy items they will encounter.

FITUR, Madrid - 19-21st January 2011

FITUR is the most important trade show for Spain and the second largest trade fair in the world after ITB. Taking place each year in Madrid this is one of VisitBritain's most popular shows so space on the stand is very limited and early bookings are recommended. 11,000 trade professionals are expected from over 170 countries, sharing their knowledge, initiatives and techniques, making FITUR a worldwide point of reference for the tourism industry. FITUR is an ideal opportunity to meet all relevant trade, press and consumer contacts.

Meet the Dutch Media, Amsterdam - March 2011

Join VisitBritain on its annual Meet the Dutch Media event. A favourite with partners, VisitBritain will be offering the opportunity for 25 UK companies (destinations, regions, tour operators, attractions, accommodation providers etc) to attend a one-day workshop to meet face to face with key Dutch journalists.

ITB, Berlin - March 2011

ITB is the most important annual trade event in Germany and an ideal opportunity for British partners to meet all relevant German trade and press contacts, as well as consumers. With approx. 25 per-cent of the trade visitors coming from countries other than Germany, and a large contingent of those coming from the emerging Central European markets, ITB is gaining increasing importance as an international exhibition.

MITT, Moscow - March 2011

MITT is the largest event for the Russian Travel Trade and it continues to attract loyal partners who understand the importance of investing in this market. The Russian market yields high returns for partners and any luxury product is recommended.

TUR, Gothenburg - March 2011

TUR is the largest trade fair for the Scandinavian region, providing access to travel trade and consumers with an element for Business Tourism. VisitBritain was awarded 'best stand design' by the Swedish Expo Association in 2009.

One to One World Destination Workshop, Milan - March 2011

Meet face to face with key buyers of incentive travel, corporate meeting planners currently focusing their attention on Britain. One to One provides 10 guaranteed qualitative fixed appointments selected for each exhibitor.

Contact

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Asia Pacific, Middle East & Africa

Destination Britain & Ireland 2010, Dubai – 10th-13th May 2010

VisitBritain's flagship trade event for Asia Pacific, Middle East & Africa, this offers UK partners the opportunity to meet with up to 100 agents from 15 countries including China, India, Japan, Australasia, South Africa, Middle East & SE Asia. Do business face-to-face with key decision makers through a 2-days series of pre-scheduled appointments and networking events.

Japan & Korea Sales Calls, 30th Aug – 2nd September 2010

Meet with senior buyers and media through an escorted program of sales calls to key operators in Tokyo and Seoul.

India Business Visits & Events Sales Mission, Delhi and Mumbai - 28th – 29th October 2010

This year's ICCA (International Conference and Congress Association) congress will be taking place in Hyderabad from the 23rd to the 27th October. In order to add value for the many UK event industry suppliers attending the congress, VisitBritain will be running an add-on 'meet the buyer' workshop in both Delhi and Mumbai.

China International Travel Mart (CITM), Shanghai, - 18-21st November 2010

CITM is the largest professional travel mart in Asia that draws the attention of the tourism industry worldwide. VisitBritain will be offering UK partners the opportunity to exhibit on the Britain stand and UKTI grants will be available to eligible companies.

Middle East Mission, 18th-21st Jan 2011

VisitBritain will extend its trade mission in 2011 to visit key players from the travel trade and media in UAE, Saudi & Kuwait through a series of workshops and receptions.

Contact

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London-based Opportunities

VisitBritain International Business Exchange (VIBE), London – 13-14th September 2010

Formerly known as the "Fora", the VIBE event offers UK tourism businesses the opportunity to meet with VisitBritain's overseas managers from 35 international markets. Introduce your product and find out about local campaign plans through pre-scheduled face to face appointments. A program of presentations will run alongside the meetings to bring you the latest insights and updates from the marketplace. Registrations will open in June.

BritAgent Training Program

VisitBritain will be rolling out an e-Learning training program for international agents across its international network. Product promotion and sponsorship opportunities will be available on a market by market, as well as a global basis.

Contact

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Visit Britain

Top tips for working with VisitBritain

1. Register for **VisitBritain News** - our bi-weekly e-newsletter features the latest research, insights, partnership opportunities and tourism events in the UK and from around the world - www.visitbritain.com/register
2. If you work in tourism and want to know more about the London 2012 Olympic and Paralympic Games consult the **Tourism 2012** website. You'll find masses of information on the website about how the UK is getting ready to host the biggest event in the world and how your business can benefit. www.tourism2012games.org
3. Refer to our **Country Market & Trade Profiles** – these profiles provide in-depth market knowledge including hard statistics & forecasts, consumer opinions & perceptions and on-territory insights - www.visitbritain.com/marketprofiles
4. Contact your [national](#) and [regional tourist board](#) for information on international marketing activity organised in your area coordinated at a local level
5. Browse our **Marketing Opportunities** - our marketing planner enables you to choose from our wide range of opportunities, including a number of low cost and free opportunities www.visitbritain.com/marketingplanner
6. Get involved in our free **Britain Tourism Product Update**, designed to provide relevant and timely updates on Britain's developing tourism product to overseas markets - www.visitbritain.com/productupdate
7. Submit newsworthy content to **Britain Calling**, VisitBritain's main 'destination' news service for the overseas press. This is a free opportunity and is highly regarded by the media around the world – email: britaincalling@visitbritain.org
8. Receive free **Trade and Tour Operator Directories** for specific markets to meet your requirements - www.visitbritain.com/marketing-faqs
9. For accommodation providers, attractions and events, we can list your product on our visitbritain.com and enjoyengland.com websites via the **National Tourism Open Platform (NTOPI)** – www.visitbritain.com/ntop
10. The **Britain & London Visitor Centre (BLVC)** at 1 Regent Street, London, is Britain's most important walk-in centre and has a full range of promotional activities including brochure racking, digital display and meeting room facilities – www.visitbritain.com/blvc-opportunities
11. VisitBritain's **Online Shops** offer a new and extremely effective route-to-market for tourism product suppliers and is always looking for saleable British tourism product to include on our E-Commerce sites - www.visitbritain.com/onlinedistribution

And finally, don't forget to contact our **Partnerships Team** who can provide you with bespoke market-entry advice for your particular product / service - www.visitbritain.com/advice



Calendar of Global Marketing Opportunities 2010-11

Activity	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11
The Americas												
ASAE Springtime Conference					21-24th							
Britain Market Place							4-8th					
Brazil Mission							18th-22nd					
Visit Europe Media Exchange								5-11th				
MICE Sales Missions - dates tbc												
Europe												
IMEX		25-27th										
Destination Britain - The Nordics			14-16th									
Travel! The Workshop, Brussels							9th					
Destination Britain - Central Europe							13-15th					
EIBTM								30Nov-2Dec				
International Luxury Travel Market									6-9th			
Meet the Belgian Media										TBC		
FITUR										19-21st		
Meet the Dutch Media												TBC
ITB, Berlin												TBC
MITT, Moscow												TBC
TUR, Gothenburg												TBC
APMEA												
Destination Britain & Ireland		10-13th										
Japan & Korea Sales Calls					30Aug-2Sep							
India Business Visits & Events Sales Mission							28-29th					
China International Travel Mart								18th -21st				
Middle East Sales Calls										TBC		
In London												
VisitBritain International Business Exchange							13-14th					