**Hosted Buyer Familiarisation Trips Fund**

**January 2026**

Guidance Notes for Applicants: Strategic Partners and LVEPs

29 September 2025

**Introduction**

The *Hosted Buyer Familiarisation Trips Fund* (“the Fund”) forms part of VisitBritain’s international business-to-business (B2B) hosted buyer programme in January 2026, providing UK tourism suppliers and destinations opportunities to connect with over 70+ hosted international travel buyers. The Fund will enable travel buyers to experience new products and itineraries, with a view to generating new business sales through a series of educational visits across the nations and regions of Britain.

The Fund provides opportunities for either VisitScotland, Visit Wales, Destination Development Partnerships (if established) or Local Visitor Economy Partnerships (if accredited) in England only to apply for grant funding. This is a restricted competition whereby an eligible tourism organisation may only apply for grant-funding to deliver the respective trip to their own area.

Successful grant applicants will be responsible for the end-to-end hosting and delivery of all aspects of the familiarisation trips ranging from hotel accommodation and meals to entry to attractions, guiding and transportation. This will involve close liaison with local tourism suppliers of high repute and international travel trade readiness to ensure that the international travel buyers receive an outstanding visitor experience, relevant to their specific market requirements, that will inspire buyers to include their visited region and products in future inbound programmes.

The Fund will operate from 17 November 2025[[1]](#footnote-1) to 27 February 2026 with a total budget allocation of up to £100,000. The level of funding available is relative to the trip party size, market and number of overnight stays.

The Fund is being managed by VisitBritain’s Industry Engagement Team based in London.

# Background

# The British Tourist Authority (BTA) operates under the brand names VisitBritain and VisitEngland. As the national tourism agency, we work to raise Britain’s profile, increase the volume and value of tourism exports and develop England’s visitor economy, working with organisations of all sizes and specialities.

# ****VisitBritain**** drives growth from tourism across the nations and regions so local communities feel the benefits, inspiring visitors to visit Britain now.

# ****VisitEngland**** leads and enables a sustainable and resilient visitor economy through a simplified regional structure for English tourism, business support, guidance and training and the championing of domestic tourism.

# Key dates and overseas markets specific to each hosted trip

The Fund supports these aims and objectives by hosting senior overseas travel trade buyers from key markets around the world at an event held in London, followed by market-specific product knowledge educational trips to regions in England, Scotland and Wales.

Key dates are, as follows:

* Friday, 30 January 2026: Participants’ attendance at ETOA’s *Britain & Ireland Marketplace 2026* to be held at The InterContinental London – The 02, Greenwich (postcode: SE10 0TW)
* Saturday, 31 January 2026: Familiarisation trips commence on this day at the latest. (see paragraph below).
* The international travel buyers are obliged to attend *Britain & Ireland Marketplace* until 17:30hrs on Friday, 30 January 2026. It may be advantageous for some groups to leave and commence the familiarisation trip at this point.
* VisitBritain invites applications from the restricted set of eligible destination organisations in Britain to be responsible for the full planning and delivery of the following educational trips, that should include aspects of all regions listed below. Refer to Annex 2 for more information.

**Table 1**

|  |  |
| --- | --- |
| **Market(s)** | **Destination(s) for Familiarisation Trips** |
| **Americas and Australasia** | |
| Australia and New Zealand | Wales, Chester, Cheshire |
| Brazil | Birmingham, Shakespeare’s England, Bath, Salisbury, Windsor |
| Canada | North-East of England to include Newcastle, Durham & Yorkshire |
| United States | South-West England (Bristol/Bath, Cotswolds and Oxfordshire) |
| **Europe** | |
| Austria, Germany and Switzerland | North-West of England (Liverpool, Lancashire, Manchester and Peak District) |
| Belgium and The Netherlands | Wiltshire, Dorset, Somerset, Devon |
| France | East Midlands / West Midlands (Peak District, Nottingham, Stratford upon Avon) |
| Italy | Bristol and South Wales |
| Spain | Northumberland, Scottish Borders, Edinburgh |
| **Asia and Middle East** | |
| China | Manchester Gateway (North-West, Yorkshire) |
| GCC | Oxfordshire, Cotswolds, Stratford upon Avon |

# Eligible destination organisations’ responsibilities in planning and organising familiarisation trip itineraries

Outlined below are the key responsibilities that destination organisations will have in terms of the delivery of the overseas buyer familiarisation trips. This list is by no means exhaustive but covers the main requirements.

* 1. **Competencies**
* Essential that the eligible applicant destination organisation must have a proven track record in planning, organising and delivering familiarisation trips for overseas hosted buyers.
  1. **Provision of Transportation**
* Vehicles need to be ideally no more than 3 years old.
* Vehicles should be proportionate to group party size, including the amount and size of luggage expected from different markets. Consideration too should be given to the types of roads that the driver will be navigating.
* Applicants should provide imagery of the specific vehicles intended for the trip.
* All vehicles must have access to a microphone.
* Where it is viable for legs of the trip itinerary to be taken by rail then this should be arranged.
  1. **Provision of coach/vehicle drivers and guides**
* All drivers must be professional and reliable.
* All vehicles must be in place ready to depart a minimum of 15 minutes prior to the scheduled start time of any service.
* All drivers should assist with the loading and unloading of luggage.
* All drivers should have good prior knowledge of the destinations along the itinerary they will be visiting.
* Driver hours should be factored into itinerary planning. Drivers should also be briefed to advise the group lead at the earliest opportunity should they be concerned that they will reach their maximum permitted hours before the end of each day’s schedule.
  1. **Booking of Tourist Accommodation**
* All tourist accommodation should match the requirements as provided in each trip specification, including buyer focus (FIT/Group).
* All tourist accommodation providers must already be working with travel trade or be new product ready to work with the travel trade.
* Breakfast should be included at all hotels.
* All group delegates should be allocated their own room with a double bed as a minimum with an en-suite bathroom.
  1. **Booking of Attractions/Experiences**
* Any suppliers offering free of charge entrances in support of VisitBritain’s efforts to promote their services to a wider international audience, must also be in turn offered to VisitBritain/VisitEngland as free of charge.
* All products must be trade ready and a mix of new as well as more established attractions and experiences should be included.
  1. **Booking of Tourist Guides**
* All guides are required to have worked with you previously and known to be professional and reliable, also able to supply references.
* All guides should have good prior knowledge of the destinations they have been assigned.
* All guides should have prior experience of working with travel trade groups from the market that they have been assigned.
* Different language guides should be offered where available and if applicable.
  1. **Booking of Meals**

These familiarisation trips are an opportunity for VisitBritain and our partners to showcase Britain’s quality food and drink offer and therefore it is important that careful consideration is given when choosing venues for group meals. It is of vital importance that there is a good variety of meals throughout the whole itinerary that appeal to different cultural needs.

* All eating venues should ideally be known to you and be of a high quality and trade ready.
* Expenditure on meals should fit within an agreed meals budget for each trip and payment should be managed by you.
* VisitBritain will collect participants’ dietary requirements and allergy information, but it will be the eligible destination organisations’ responsibility to ensure that this information is given to accommodation providers and eating venues.
* Lunch to consist of 2 courses plus 1 soft drink per person.
* Dinner to consist of 3 courses plus 1 alcoholic or soft drink per person

# Guidance on making an application

As previously stated, this grant opportunity is solely restricted to Visit Scotland, Visit Wales and the accredited Local Visitor Economy Partnerships (LVEP) in England listed in **Annex 1**.

This is a restricted competition whereby an eligible destination organisation listed in **Annex 1** may only apply for funding to deliver the specific familiarisation trip coming to its respective own area/region. You are advised to discuss and agree with any other destination organisation(s) listed in your pool (see **Annex 2)** which organisation is best placed to lead this application to avoid the necessity for a competition.

Please see the list of proposed familiarisation trips in **Annex 2** which has been informed by where trips have taken place in previous years and engagement with stakeholders.

Interested parties are asked to complete the accompanying application form answering all questions in full, paying close attention to the assessment and scoring criteria. As part of the application process, applicants should provide a sample itinerary for the proposed familiarisation trip showcasing different hotel accommodation and visitor attraction options with the following information:

* A trip itinerary detailing a full budget breakdown in terms of the cost for each product or service which should also show the indicative cost per person. VisitBritain will provide a template.
* A trip itinerary detailing in full the description of the entire tour from start (“check-in”) to finish (“check-out”) breaking down the schedule service by service, day by day. VisitBritain will provide a template.

In designing your proposal, you are asked to consider the following:

* VisitBritain’s storytelling framework in terms of City Foodies, City Icons with a Modern Twist and Outdoor Adventures. See **Annex 3**.
* The incorporation into your proposed itinerary of attractions, film and television locations, and experiences relevant to your visiting overseas market is essential.
* The inclusion of tourism businesses, whether hotels or attractions, that are recognised as business beacons in relation to accessibility and sustainability considerations.
* Applicants are encouraged to collaborate with destination management companies (DMCs) in the planning and delivery of your respective trip listed in **Annex 2**.
* Applicants are strongly encouraged to liaise with VisitBritain’s B2B Managers in overseas markets to discuss their itinerary prior to submitting their application.
* VisitBritain is keen to receive a fully costed proposal to deliver the trip in terms of the grant cash requirement and what elements, if any, may be covered by third parties’ (i.e. hoteliers) in-kind contributions. Your costed proposal should include all aspects of the itinerary from departure from London to the final day, based on the number of days/nights listed in **Annex 2** for each itinerary.

# Assessment Criteria and Scoring Framework

# Table 3 below shows the assessment criteria and scoring framework for this Fund.

# Table 3

|  |  |  |  |
| --- | --- | --- | --- |
| Section | Related Question(s): | Criteria Description | Maximum Score |
| Applicant’s details | A1-A14 | Please give details of the lead applicant to whom the grant will be awarded, along with the names of the supporting organisations taking part. | For information only |
| Familiarisation Trip | A15 | Please state the opportunity that you are applying for, listed in Annex 2. | For information only |
| Capability | B1 | Please provide a suggested fully costed familiarisation trip itinerary outlining in full the route that the trip will take hour by hour, day by day in terms of the hotels to be stayed in and attractions and places of interest to be visited.Your choices should be imaginative with the interests and tastes of the target market in mind. Taking into consideration also new and relevant trade ready products.Please include details for informal local supplier networking opportunities within the itinerary. | Up to 25 points |
| Contingency Planning | B2 | Please describe in full what measures you would take to ensure a high level of services throughout the entire trip should the following non-exhaustive issues occur:Unexpected absence of key staff-member(s) in charge of managing and delivering key parts of the trip.Emergencies and unplanned events that might impact the trip prior to departure; adverse weather conditions, sudden business closure, delayed as well as during the trip. | Up to 20 points |
| Transportation | B3 | Please describe the proposed vehicle(s) that would be used.Please confirm that the transportation providers that you will use, have public liability insurance in place to a minimum of £5 million. Proof of this will be required. | Up to 10 points |
| Resourcing | B4 | Please provide full details of how you will resource the planning and operationalisation of your proposed trip. Regular meetings with the market will be required as well as fast response times to all emails, received from VB, throughout the planning period. | Up to 5 points |
| Accessibility and Inclusivity | B5 | Please describe any aspects of your proposed trip that fits in with accessibility considerations. | Up to 5 points |
| Sustainability | B6 | Please describe any aspects of your proposed trip that fits in with sustainability considerations and/or regenerative tourism. | Up to 5 points |
| International-Ready | B7 | Please give details of any tourism businesses included in your proposed itineraries which are award-winning for the quality of their product offer.Please indicate if any of the tourism businesses included in the trip itineraries are already selling to overseas customers either directly or through travel trade intermediaries. | Up to 5 points |
| **Budget / Trip Cost** | B8, C1 | Please provide a detailed budget breakdown showing all direct cost items to the applicant (i.e. that will be funded from the grant) and other items that will be covered by third party, monetised in-kind contributions. | Up to 20 points |
| **External Communications** | D2 | Please state how you will ensure that VisitBritain will be fully accredited in any external communications activity and when liaising with local industry partners over the planning of this familiarisation trip. | Up to 5 points |
|  |  |  | **100 points** |

# VisitBritain reserves the right to decline an application for funding to deliver one of the familiarisation trips even if only one application has been received for the respective trip. The grounds for this decline are likely to be that the proposed itinerary does not meet minimum expected quality standards or is deemed too expensive.

# It is important to note that no bookings should be made until directed by VisitBritain to do so. VisitBritain reserves the right to make amendments to any proposed trip itinerary at any stage after the confirmation of grant-funding.

# Eligible items of project expenditure

Below is an inclusive but not exhaustive list of eligible items of expenditure. Some areas of expenditure may not need to be charged to the cash grant if they can be secured as donated services (i.e. monetised in-kind contributions) from local industry partners such as hotels and visitor attractions.

**Eligible items**

* Entrance tickets to attractions
* Hotel accommodation
* Meals and refreshments – *please note the policy on alcoholic drinks*
* Transportation, notably chauffeured private coaches and luxury MPVs
* VAT on external suppliers’ invoices as a direct cost, if irrecoverable.

**Ineligible Items**

* Consumption of alcoholic drinks exceeding the allowable policy.

Given the modest size of the budget allocation for each of the proposed familiarisation trips (see Annex 2), VisitBritain will pay a fixed amount, dependent on itinerary duration, to LVEPs and Strategic Partners as a staff-related project management allowance from this Fund. The allowance payable to the grant recipient for short-haul market trips and long-haul market trips is £200 and £375 per trip respectively for those trips exceeding more than one night.

There is no requirement for prospective applicants to secure any co-financing cash contributions from local industry partners to augment the overall cash budget for a trip, although the receipt of partners monetised in-kind contributions is sought and must be reported.

If you are in any doubt about the validity of an item, please email the Industry Engagement Team at [Partnerships@visitbritain.org](mailto:Partnerships@visitbritain.org)

# Timetable

The timetable for the launch, assessment, award and delivery of all key stages of *The Hosted Buyer Familiarisation Trips Fund* is outlined below in Table 2.

**Table 2**

|  |  |
| --- | --- |
| **Key Stages:** | **Date(s):** |
| Launch of the call for grant applications | Mid-day (UK time) on Monday, 29 September 2025 |
| Virtual group call(s) for interested prospective applicants seeking further information | Friday, 3 October 2025 |
| Deadline for submitting clarification questions | Wednesday, 8 October 2025 |
| Deadline for the receipt of completed applications for funding | Mid-day (UK time) on Monday, 20 October 2025 |
| Internal VB assessment of applications | By Friday, 24 October 2025 |
| Meeting of the Assessment and Awards Panel with paper written in the preceding week | Thursday, 30 October 2025 |
| Notification of the Assessment Panel’s decisions to applicants | w/c 10 November 2025 |
| Grant funding agreement set-up meetings held with individual successful applicants | w/c 17 and 24 November 2025 |
| Finalised trip itineraries to be sent to the VB Industry Engagement Team | w/c 15 December 2025 |
| International trade buyers’ familiarisation trips commence | Friday, 30 January 2026 |
| Submission of final grant claim and project monitoring report | By Thursday, 26 February 2026 |

# Subsidy Control

Grants available from this Fund will be awarded in accordance with Section 36 of the Subsidy Control Act 2022 (namely, “Minimal Financial Assistance” or MFA”) which enables grant recipients to receive up to a maximum level of subsidy without engaging the subsidy control requirements under the Act. The current MFA threshold is £315,000 to a single enterprise over the elapsed part of the current financial year and the two preceding financial years (“the Applicable Period”).

The award of a Grant will be conditional upon the Grant Recipient providing the British Tourist Authority (or “the Authority”) with a completed MFA declaration form confirming how much Exempt Subsidy, if any, it has received in the Applicable Period. The Authority may not pay the Grant Recipient if, added to any previous Exempt Subsidy the Grant Recipient has received during the Applicable Period, the Grant causes the Grant Recipient to exceed the relevant limit for Minimal Financial Assistance.

Please see notes on the accompanying Minimal Financial Assistance Declaration Form which prospective Grant Recipients will need to complete and return with the completed Application Form.

# External communications

# Organisations awarded a familiarisation trip to deliver will be required to accredit fully VisitBritain in other external communications activity and when liaising with local industry partners.

# Post-trip communications

# VisitBritain will provide the contact details for all the hosted buyers after the trips have been completed to the relevant organisation which hosted those buyers. The tourism businesses should use these details to contact the buyers post trip, with a view to following up directly with individual buyers to generate new business sales.

# So that buyers can in turn do the same, we ask that travel trade contact details are supplied for all businesses included in buyer itineraries.

# Evaluation

VisitBritain will conduct post-visit evaluation surveys with hosted buyers and share the results with organisations involved in delivering the trips. These results should also be shared with participating tourism businesses.

VisitBritain will request feedback from tourism businesses involved in the trip delivery, to be provided within three weeks of the end of the fam trip.

# Further information and enquiries

# If prospective applicants require any further information or have questions about the Fund, please email [Partnerships@visitbritain.org](mailto:Partnerships@visitbritain.org) to contact a member of the Industry Engagement Team.

**Annex 1:**  **List of eligible potential grant applicants**

**England - East Midlands**

Marketing Peak District & Derbyshire

Visit Nottinghamshire

**England – North-East of England**

Destination North-East England

Visit Northumberland

Visit County Durham

York & North Yorkshire

West Yorkshire

**England – North-West of England**

Cumbria Tourism

Liverpool City Region

Marketing Cheshire

Marketing Lancashire

Marketing Manchester

**England – London and South-East of England**

Experience Oxfordshire

Visit Berkshire

**England – South-West of England**

Visit Wiltshire

Cotswolds Plus

Devon & Partners

Visit West

Visit Dorset

Somerset & Exmoor

**England – West Midlands**

West Midlands DDP

Coventry & Warwickshire Destination Partnership

Visit Worcestershire

**Scotland**

VisitScotland

**Wales**

Visit Wales

**Annex 2: List and details of proposed familiarisation trips to different areas of England, Scotland and Wales**

Listed below are the proposed familiarisation trips taking place around Britain in January 2026 This Fund is operating as a series of restricted competition pools whereby prospective applicants may only apply to deliver the respective familiarisation trip coming to their geographical area. Please see the names of organisations in each pool below on the line labelled *“Constituent LVEPs and Strategic Partners”.* It is not possible for an organisation to apply to manage and run a familiarisation trip out of its area.

|  |  |
| --- | --- |
| **Opportunity 1** | **Market: Australia and New Zealand** |
| **Group Size** | 7 buyers, 1 VB staff – Total 8 |
| **Duration** | 5 nights / 6 days |
| **Median Budget** | £5,952. |
| **Start Date (check-in)** | Friday, 30 January 2026 |
| **End Date (check-out)** | Wednesday, 4 February 2026 |
| **Starting Point** | From 5.30pm, at BIM, O2 Intercontinental London |
| **Itinerary regions** | Wales |
| **Constituent SP/LVEPs** | Visit Wales, Visit Cheshire |
| **End Point** | Cheshire |
| **Accommodation** | A combination of luxury offerings and 4-star hotels, with the latter ideally still including unique offerings. |
| **Buyer Focus** | FIT and Luxury |

|  |  |
| --- | --- |
| **Opportunity 2** | **Market:** **Austria, Germany and Switzerland** |
| **Group Size** | 10 Buyers, 1 VB staff – Total 11 |
| **Duration** | 3 nights / 4 days |
| **Median Budget** | £5,720 |
| **Start Date (check-in)** | Friday 30 January 2026 |
| **End Date (check-out)** | Monday 2 February 2026 |
| **Starting Point** | From 5.30pm, at BIM, O2 Intercontinental London |
| **Itinerary regions** | North-West (Liverpool, Lancashire, Manchester and Peak District) |
| **Constituent LVEPs** | Liverpool City Region, Marketing Manchester, Marketing Lancashire and Peak District & Derbyshire |
| **End Point** | Manchester |
| **Accommodation** | A mix of independent hotels and chain hotels (preferably local chain). Good 4\* standard |
| **Buyer Focus** | Group tour operators, package wholesalers, bespoke/FIT operator, Britain specialists |

|  |  |
| --- | --- |
| **Opportunity 3** | **Market:** **Belgium and The Netherlands** |
| **Group Size** | 5 buyers, 1 VB staff – Total 6 |
| **Duration** | 3 nights / 4 days |
| **Median Budget** | £3,120 |
| **Start Date (check-in)** | Friday 30 January 2026 |
| **End Date (check-out)** | Monday 2 February 2026 |
| **Starting Point** | From 5.30pm, at BIM, O2 Intercontinental London |
| **Itinerary regions** | South-West of England (Wiltshire, Somerset, Devon) |
| **Constituent LVEPs** | Visit Wiltshire, Somerset & Exmoor, Devon & Partners, Visit Dorset |
| **End Point** | Somerset |
| **Accommodation** | Mid-range hotels with character and availability for small groups (from 20 rooms) |
| **Buyer Focus** | FIT & Groups |

|  |  |
| --- | --- |
| **Opportunity 4** | **Market: Brazil** |
| **Group Size** | 5 Buyers, 1 VB staff – Total 6 |
| **Duration** | 5 nights / 6 days |
| **Median Budget** | £4,753 |
| **Start Date (check-in)** | Friday, 30 January 2026 |
| **End Date (check-out)** | Wednesday, 4 February 2026 |
| **Starting Point** | From 5.30pm, at BIM, O2 Intercontinental London |
| **Itinerary regions** | Birmingham, West Midlands, Bath, Salisbury, Windsor |
| **Constituent DDP/LVEP** | Visit West, West Midlands Growth Company, Coventry & Warwickshire Destination Partnership, Visit Wiltshire, Visit Berkshire |
| **End Point** | TBC |
| **Accommodation** | Iconic, boutique, modern. Not too dated. Avoid hotels with too many stairs (considering clients would have to carry own luggage). 4-star experiences |
| **Buyer Focus** | Mix between FIT and Groups |

|  |  |
| --- | --- |
| **Opportunity 5** | **Market: Canada** |
| **Group Size** | 8 Buyers, 1 VB staff, 1 British Airways - Total 10 |
| **Duration** | 5 nights / 6 days |
| **Median Budget** | £8,331. |
| **Start Date (check-in)** | Friday 30 January 2026 |
| **End Date (check-out)** | Wednesday 4 February 2026 |
| **Starting Point** | From 5.30pm, at BIM, O2 Intercontinental London |
| **Itinerary regions** | Northeast to include Newcastle, Durham & Yorkshire |
| **Constituent DDP/LVEPs** | Destination North-East of England, Visit County Durham, York & North Yorkshire, West Yorkshire |
| **End Point** | Newcastle |
| **Accommodation** | A good mix of luxury, resort, 4 Star, chain hotels and independent boutique hotels |
| **Buyer Focus** | FIT, Groups, Luxury, Corporate |

|  |  |
| --- | --- |
| **Opportunity 6** | **Market: China** |
| **Group Size** | 8 buyers, 1 VB staff – Total 9 |
| **Duration** | 5 nights / 6 days |
| **Median Budget** | £9,000 |
| **Start Date (check-in)** | Friday, 30 January 2026 |
| **End Date (check-out)** | Wednesday, 4 February 2026 |
| **Starting Point** | From 5.30pm, at BIM, O2 Intercontinental London |
| **Itinerary regions** | Manchester Gateway, North-West of England and Yorkshire |
| **Constituent LVEPs** | Marketing Manchester, Marketing Cheshire, York and North Yorkshire, West Yorkshire |
| **End Point** | Manchester |
| **Accommodation** | New opening and 4-star plus hotels |
| **Buyer Focus** | Luxury, FIT & Group |

|  |  |
| --- | --- |
| **Opportunity 7** | **Market: France** |
| **Group Size** | 5 Buyers, 1 VB staff- Total 6 |
| **Duration** | 3 nights / 4 days |
| **Median Budget** | £3,024 |
| **Start Date (check-in)** | Friday 30 January 2026 |
| **End Date (check-out)** | Monday 2 February 2026 |
| **Starting Point** | From 5.30pm, at BIM, O2 Intercontinental London |
| **Itinerary regions** | East Midlands / West Midlands (Peak District, Nottingham, Shakespeare’s England region) |
| **Constituent DDP/LVEPs** | Visit Nottinghamshire, Visit Peak District & Derbyshire, Coventry & Warwickshire Destination Partnership, West Midlands Growth Company |
| **End Point** | TBC |
| **Accommodation** | 3- and 4-star hotels |
| **Buyer Focus** | FIT & Groups |

|  |  |
| --- | --- |
| **Opportunity 8** | **Market: GCC** |
| **Group Size** | 6 buyers, 1 VB staff – Total 7 |
| **Duration** | 5 nights / 6 days |
| **Median Budget** | £ 6,765. |
| **Start Date (check-in)** | Friday 30 January 2026 |
| **End Date (check-out)** | Wednesday, 4 February 2026 |
| **Starting Point** | From 5.30pm, at BIM O2 Intercontinental London |
| **Itinerary regions** | Oxfordshire, Cotswolds, and Shakespeare’s England |
| **Constituent LVEP/DDP** | Experience Oxfordshire, Cotswold Plus, Visit Worcestershire, West Midlands Growth Company, Coventry & Warwickshire Destination Partnership |
| **End Point** | TBC |
| **Accommodation** | 5\* luxury, boutique and unique accommodation |
| **Buyer Focus** | Luxury, FIT & Group |

|  |  |
| --- | --- |
| **Opportunity 9** | **Market: Italy** |
| **Group Size** | 5 Buyers, 1 VB staff – Total 6 |
| **Duration** | 3 nights / 4 days |
| **Median Budget** | £3,120 |
| **Start Date (check-in)** | Friday 30 January 2026 |
| **End Date (check-out)** | Monday 2 February 2026 |
| **Starting Point** | From 5.30pm, at BIM, O2 Intercontinental London |
| **Itinerary regions** | Bristol and South Wales |
| **Constituent LVEP/SP** | Visit West and Visit Wales |
| **End Point** | Bristol |
| **Accommodation** | Hotel chains, boutique hotels. |
| **Buyer Focus** | FIT & Groups |

|  |  |
| --- | --- |
| **Opportunity 10** | **Market: Spain** |
| **Group Size** | 7 Buyers, 1 VB staff- Total 8 |
| **Duration** | 4 nights / 4 days |
| **Median Budget** | £5,610 |
| **Start Date (check-in)** | Friday 30 January 2026 |
| **End Date (check-out)** | Tuesday 3 February 2026 |
| **Starting Point** | From 5.30pm, at BIM O2 Intercontinental London |
| **Itinerary regions** | Northumberland and Scottish Borders |
| **Constituent LVEP/SP** | Visit Northumberland and VisitScotland |
| **End Point** | Edinburgh |
| **Accommodation** | Travel trade friendly, 3\* & 4\* hotel, restaurants for groups |
| **Buyer Focus** | Group, Tour Series, tailored and bespoke programs. |

|  |  |
| --- | --- |
| **Opportunity 11** | **Market: USA** |
| **Group Size** | 6 buyers, 2 VB staff – Total 8 |
| **Duration** | 5 nights / 6 days |
| **Median Budget** | £7,882 |
| **Start Date (check-in)** | Friday, 30 January 2026 |
| **End Date (check-out)** | Wednesday, 4 February 2026 |
| **Starting Point** | From 5.30pm, at BIM O2 Intercontinental London |
| **Itinerary regions** | South-West of England, Cotswolds, Oxford |
| **Constituent LVEPs** | Visit West, Cotswolds Plus, Visit Worcestershire, Experience Oxfordshire |
| **End Point** | TBC |
| **Accommodation** | 4-star minimum |
| **Buyer Focus** | Mixture, predominantly FIT however all have the capability to customize for groups |

**Annex 3:**

Details of VisitBritain Brand Framework. Please incorporate into the itinerary, experiences and product that are of interest to your chosen market with a focus on VisitBritain’s storytelling framework of: City Foodies, City Icons with a Modern Twist and Outdoor Adventures.

A screenshot of a computer

Description automatically generated

1. This is the expected Commencement Date when successful applicants will have received a Grant Funding Agreement. [↑](#footnote-ref-1)