



## British Tourism & Travel Show previews its 2017 exhibitors

British Tourism & Travel Show – the largest domestic tourism showcase of the year for the UK and Ireland’s travel trade has unveiled its first preview of 2017 exhibitors.

Its last edition, just three months ago, enjoyed a 10% increase in attendees and won a host of glowing feedback and recommendations. Fantastic, productive, entertaining, inspiring, and enjoyable – were just some of the words used to describe the show; with one visitor calling it “the best trade show in the calendar”.

Such plaudits didn’t go unnoticed. Earlier this month, it was one of a handful of shows to be nominated in the ‘Best UK Trade Show Exhibition, under 2,000sqm’ category by the Association of Event Organisers’ at their annual Excellence Awards.

“We are absolutely delighted to have been recognised as a finalist for a Best Trade Show award at the AEOs,” says group event director David Maguire. “Over the last year, we have worked tirelessly to build and refresh the British Tourism & Travel Show brand and, with the brilliant support of the industry it serves, we are very proud to have delivered an effective and engaging business event for all our partners, exhibitors and visitors.

“Getting nominated for a prestigious national award like this is a great accolade, and a big endorsement for British Tourism & Travel Show going forward. The 2017 show, which is back at the NEC on 22-23 March, is already shaping up to be another fantastic event, so hopefully this time next year we’ll be celebrating taking home the title!” he says.

“In the meantime, it’s business as usual. Stands have been selling at a record rate and we’re busy putting together our next big name seminar programme, which we’ll be announcing in the autumn,” he says.

Looking ahead to 2017, the show will feature over 260 leading visitor attractions, venues, destinations, hotels, transport providers, associations and DMOs. Confirmed exhibitors include:

- Albatross Travel
- Eurotunnel Le Shuttle
- Marketing Liverpool
- Best Western Hotels GB
- Encore Tickets
- Greatdays Travel Group
- The National Trust for Scotland
- Chelsea FC Stadium Tours & Museum
- Norman Allen Group Travel
- Devon’s Top Attractions
- Hilton Worldwide
- Manchester City FC Stadium Tours
- DFDS
- The West Somerset Railway
- Canal & River Trust
- Visit Northumberland
- Choice Hotels Europe
- Bletchley Park
- Steamship Sir Walter Scott
- Castle Howard
- Visit Cornwall
- Gwili Steam Railway
- Attractions with Great Potential
- Poole Attractions Group
- The National Brewery Centre
- Ticketmaster
- Exciting Education
- Independent Coach Travel
- Kew Green Hotel Group
- Modern Hotels (Jersey)

“Tourism in this country is extraordinary – we’ve got an amazing industry. We have a lot to showcase and a lot to sell, and this is what today [at British Tourism & Travel Show] is all about,” said 2016 Keynote speaker and BBC *Countryfile* presenter Adam Henson, who was also exhibiting with Cotswold Farm Park.

## Save the date for 2017

British Tourism & Travel Show returns to the NEC Birmingham on 22-23 March 2017. For further information, please visit [www.tourismshow.co.uk](http://www.tourismshow.co.uk).

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### Notes:

*High res images available upon request:*

*Diversified Communications UK (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton, Peterborough and Nailsworth. In addition to British Tourism & Travel Show, Diversified UK's portfolio includes National Coach Tourism Awards; Coach Monthly; CDC News; miniPLUS; CDC Coach Tourism Yearbook; Coach & Bus Live; Euro Bus Expo; RouteONE magazine; RouteONE Operator Excellence Awards; Accountex; lunch!; Casual Dining; Casual Dining Restaurant & Pub Awards; Commercial Kitchen; Natural & Organic Products Europe; Nordic Organic Food Fair & Natural Products Scandinavia in Malmö, Sweden; Natural and Organic Awards; camexpo; SITs – The Service Desk & IT Support Show; GEO Business; Capturing Reality; Ocean Business; and MARELEC Marine Electromagnetics conference. For more information, visit: [www.divcom.co.uk](http://www.divcom.co.uk).*

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