

## ***Showcase Britain 2025* International Travel Buyers' Familiarisation Trips Fund**

Guidance for prospective applicants:

Strategic Partners and DDPs/LVEPs

21 August 2024

Version 2 amended 24/09/2024- please note amendments highlighted

## Introduction

*Showcase Britain 2025* is VisitBritain's international business-to-business (B2B) hosted buyer programme, providing UK tourism suppliers and destinations opportunities to connect with over 100+ hosted international travel buyers and enabling these buyers to experience new product and itinerary ideas first-hand with a view to generating new business sales across the nations and regions of Britain through a series of educational visits

The *Showcase Britain 2025* International Travel Buyers' Familiarisation Trips Fund ("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 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 **w/c 14 October 2024**<sup>1</sup> to 28 February 2025 with a total budget allocation of up to £200,000. The level of funding available is relative to the trip party size, market and number of overnight stays.

This 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.

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<sup>1</sup> This is the expected Commencement Date when successful applicants will have received a Grant Funding Agreement.

## Key dates and overseas markets specific to each hosted trip

*Showcase Britain 2025* supports these aims and objectives by hosting senior overseas travel trade buyers from key markets around the world at a series of central events held in London followed by market-specific product knowledge educational trips to regions in England, Scotland and Wales.

Key dates for *Showcase Britain 2025* are, as follows:

- Thursday, 23 January 2025: Welcome event for overseas travel trade buyers organised and hosted by VisitBritain in London.
- Friday, 24 January 2025: Participants' attendance at *Britain & Ireland Marketplace 2025* to be held at The InterContinental London – The 02, Greenwich (postcode: SE10 0TW)
- Saturday, 25 January 2025: Familiarisation trips commence on this day at the latest. (see paragraph below). The exceptions to this are China and South Korea trips that are taking place in the week before *Showcase Britain 2025* (see Annex 2)

The international travel buyers are obliged to attend *Britain & Ireland Marketplace* until 20:00hrs on Friday, 24 January 2025. It may be advantageous for some groups to leave and commence the familiarisation trip at this point, whereas for other groups it may be better to stay overnight in London and commence the trip the following morning. Prospective applicants are asked to use their judgment on this question depending upon the distance from London to the area of Britain where the trip is taking place.

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
<b>Americas and Australasia</b>	
Australia and New Zealand	Cumbria, Liverpool
Brazil	Scotland
Canada	Cotswolds, Oxfordshire
United States	North-East of England
<b>Europe</b>	
Austria, Germany and Switzerland	Kent, Sussex
Belgium and The Netherlands	Peak District and Derbyshire, West Midlands
France	Wales, Bath, Bristol
Italy	North-East of England
Nordics	Wales
<b>Asia and Middle East</b>	
China	Cumbria, Liverpool, London, Manchester
GCC	Scotland

India	North-East of England
Japan	Cornwall, Cotswolds, Devon
South Korea	Bristol, West Midlands

## 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.

### 1.1 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.

### 1.2 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

### 1.3 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.

### 1.4 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 double beds as a minimum with an en-suite bathroom.

### 1.5 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.

### 1.6 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.

### 1.7 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 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-funding 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.
- A trip itinerary detailing in full the description of the entire tour from start (“check-in”) to finish (“check-out”) in the format that you would provide to the trip participants breaking down the schedule service by service, day by day.

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**.
- Prospective applicants may also note that an indicative financial budget for the delivery of each familiarisation trip has not been stated against each of the trips listed in **Annex 2**. This is because 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.
- Updated 24/09/2024: Up to 10% of the awarded grant may be claimed as a cash contribution towards the applicant organisation’s staff resource costs. This is the maximum percentage that may be claimed and is also optional. The allowance is designed to cover the in-house planning and delivery of the familiarisation trip working across a wide geography in partnership with neighbouring tourism organisations.

## 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
<b>Applicant's details</b>	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
<b>Familiarisation Trip</b>	A15	Please state the opportunity that you are applying for, listed in Annex 2.	For information only
<b>Capability</b>	B1	<p>Please provide a suggested 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.</p> <p>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.</p> <p>Please include details for informal local supplier networking opportunities within the itinerary.</p>	Up to 20 marks
<b>Contingency Planning</b>	B2	<p>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:</p> <ul style="list-style-type: none"> <li>• Unexpected absence of key staff-member(s) in charge of managing and delivering key parts of the trip.</li> <li>• Emergencies and unplanned events that</li> </ul>	Up to 20 marks

		might impact the trip prior to departure; adverse weather conditions, sudden business closure, delayed as well as during the trip.	
<b>Transportation</b>	B3	<p>Please describe the proposed vehicle(s) that would be used.</p> <p>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.</p> <p>Please confirm whether it may be suitable to hire and use electric vehicles (EVs).</p>	Up to 15 marks
<b>Resourcing</b>	B4	Please provide full details about how you will resource the planning and operationalisation of your proposed trip. Weekly 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 marks
<b>Accessibility and Inclusivity</b>	B5	Please describe any aspects of your proposed trip that fits in with accessibility considerations.	Up to 5 marks
<b>Sustainability</b>	B6	Please describe any aspects of your proposed trip that fits in with sustainability considerations.	Up to 5 marks
<b>International-Ready</b>	B7	<p>Please give details of any tourism businesses included in your proposed itineraries which are award-winning for the quality of their product offer.</p> <p>Please indicate if any of the tourism businesses included in the trip itineraries have (a) participated in the trade education programme, <i>Taking England to the World</i> (applicable to England only)</p>	Up to 5 marks



		and (b) (relevant to all areas) if these businesses are already selling to overseas customers either directly or through travel trade intermediaries.	
<b>Budget / Trip Cost</b>	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 parties' monetised in-kind contributions.	Up to 20 marks
<b>External Communications</b>	D2	Please state how you will ensure that VisitBritain as the body organising <i>Showcase Britain 2025</i> 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 marks
			<b>Up to 100 marks</b>

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.

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 of these 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 is unable to offer LVEPs and Strategic Partners a staff-related project management allowance from this Fund.

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.

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 these grant-funded *Showcase Britain 2025* familiarisation trip is outlined below in Table 2.

**Table 2**

Key Stages:	Date(s):
Launch of the call for grant applications on ‘ <i>Find a Grant</i> ’ <sup>2</sup> , a service offered by Government Grants Management Function.	21 August 2024
Deadline for submitting clarification questions	30 August 2024
Deadline for the receipt of completed applications	<del>26 September 2024, 12:00pm (midday)</del> Updated to Tuesday 1 October 2024, 5pm
Internal VB assessment of received applications	30 September to 4 October 2024
Notification of the Panel’s decisions to applicants	<del>w/c 7 October 2024</del> Updated to w/c 14 October 2024
Grant funding agreement set-up meetings held with individual successful applicants	Mid to late October 2024
Finalised trip itineraries to be sent to the VB Industry Engagement Team	w/c 2 December 2024
International trade buyers’ familiarisation trips commence	Either 24 or 25 January 2025 (except China and India. See dates below)
Submission of final grant claim and project monitoring report	No later than 21 February 2025

<sup>2</sup> See <https://www.find-government-grants.service.gov.uk/>

## **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.

## **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

### **England – North-East of England**

Destination North-East England

### **England – North-West of England**

Cumbria Tourism

Liverpool City Region

Marketing Manchester

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

East Sussex, Brighton & Hove and West Sussex

Experience Oxfordshire

Visit Kent

### **England – South-West of England**

Cornwall & Isles of Scilly

Cotswolds Plus

Devon & Partners

Visit West

### **England – West Midlands**

West Midlands DDP

### **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 after *Showcase Britain 2025* in late January 2025.

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	9 buyers, 1 Trade Media, 2 VB staff – Total 12
Duration	5 nights / 6 days
Median Budget	£8,500
Start Date (check-in)	Friday, 24 January 2025
End Date (check-out)	Wednesday, 29 January 2025
Starting Point	From 8pm, at BIM O2 Intercontinental London
Itinerary regions	Cumbria, Liverpool
Constituent LVEPs	Cumbria Tourism, Liverpool City Region
Inclusions/Highlights	Beatles product, Liverpool FC
End Point	Liverpool
Accommodation	Four-star plus hotels
Buyer Focus	FIT & Groups

Opportunity 2	Market: Brazil
Group Size	7 Buyers, 1 Trade Media, 1 Staff – Total 9
Duration	5 nights / 6 days
Median Budget	£8,000
Start Date (check-in)	Friday, 24 January 2025
End Date (check-out)	Wednesday, 29 January 2025
Starting Point	From 8pm, at BIM O2 Intercontinental London
Itinerary regions	Scotland
Constituent Strategic Partner	VisitScotland
Inclusions/Highlights	Edinburgh, Perth, Highlands
End Point	TBC: Edinburgh or Glasgow if flying BA, London if flying LATAM
Accommodation	Four-star plus hotels
Buyer Focus	FIT & Groups

<b>Opportunity 3</b>	<b>Market: Canada</b>
<b>Group Size</b>	9 Buyers, 1 Staff, 1 trade media – Total 11
<b>Duration</b>	4 nights / 5 days
<b>Median Budget</b>	£9,000
<b>Start Date (check-in)</b>	Friday, 24 January 2025
<b>End Date (check-out)</b>	Tuesday, 28 January 2025
<b>Starting Point</b>	From 8pm, at BIM O2 Intercontinental London
<b>Itinerary regions</b>	Oxfordshire, Cotswolds,
<b>Constituent LVEPs</b>	Experience Oxfordshire, Cotswolds Plus
<b>Inclusions/Highlights</b>	Oxford University, Blenheim Palace, Oxford walking tour, Ashmolean Museum, Oxford Castle and Prison, Carfax Tower, Malmaison Hotel, Le Manoir aux Quat’Saisons, MacDonald Bear Hotel, Macdonald Randolph Hotel
<b>End Point</b>	London Heathrow
<b>Accommodation</b>	Four-star plus hotels
<b>Buyer Focus</b>	FIT & Groups

<b>Opportunity 4</b>	<b>Market: United States</b>
<b>Group Size</b>	18 Buyers, 2 Staff, 2 trade media – Total 22
<b>Duration</b>	4 nights / 5 days
<b>Median Budget</b>	£20,000
<b>Start Date (check-in)</b>	Friday, 24 January 2025
<b>End Date (check-out)</b>	Tuesday, 28 January 2025
<b>Starting Point</b>	From 8pm, at BIM O2 Intercontinental London
<b>Itinerary regions</b>	North-East of England
<b>Constituent DDP</b>	Destination North-East England
<b>Inclusions/Highlights</b>	Durham, Newcastle, Northumberland
<b>End Point</b>	Newcastle
<b>Accommodation</b>	Four-star plus hotels
<b>Buyer Focus</b>	FIT & Groups

<b>Opportunity 5</b>	<b>Market: Austria, Germany and Switzerland</b>
<b>Group Size</b>	15 Buyers, 1 Staff – Total 16
<b>Duration</b>	2 nights / 3 days
<b>Median Budget</b>	£10,000
<b>Start Date (check-in)</b>	Friday 24 January 2025
<b>End Date (check-out)</b>	Monday 27 January 2025
<b>Starting Point</b>	From 8pm, at BIM O2 Intercontinental London
<b>Itinerary regions</b>	Kent, Sussex
<b>Constituent LVEPs</b>	Visit Kent, East Sussex, Brighton & Hove and West Sussex
<b>Inclusions/Highlights</b>	None specified
<b>End Point</b>	London Gatwick, London Heathrow
<b>Accommodation</b>	Four-star hotels
<b>Buyer Focus</b>	FIT & Groups

<b>Opportunity 6</b>	<b>Market: Belgium and The Netherlands</b>
<b>Group Size</b>	6 buyers, 1 staff – Total 7 pax
<b>Duration</b>	2 nights / 3 days
<b>Median Budget</b>	£4,500
<b>Start Date (check-in)</b>	Friday 24 January 2025
<b>End Date (check-out)</b>	Monday 27 January 2025
<b>Starting Point</b>	From 8pm, at BIM O2 Intercontinental London
<b>Itinerary regions</b>	East Midlands, West Midlands
<b>Constituent DDPs &amp; LVEPs</b>	West Midlands DDP, Marketing Peak District & Derbyshire
<b>Inclusions/Highlights</b>	None specified
<b>End Point</b>	Birmingham Airport
<b>Accommodation</b>	Four-star hotels
<b>Buyer Focus</b>	FIT & Groups

<b>Opportunity 7</b>	<b>Market: France</b>
<b>Group Size</b>	6 Buyers, 1 Staff- Total 7 pax
<b>Duration</b>	3 nights / 4 days
<b>Median Budget</b>	£4,500
<b>Start Date (check-in)</b>	Friday 24 January 2025
<b>End Date (check-out)</b>	Tuesday 28 January 2025
<b>Starting Point</b>	From 8pm, at BIM O2 Intercontinental London
<b>Itinerary regions</b>	Bath, Bristol, Wales
<b>Constituent LVEPs and Strategic Partners</b>	Visit West, Visit Wales
<b>Inclusions/Highlights</b>	None specified
<b>End Point</b>	Cardiff
<b>Accommodation</b>	Four-star Hotels
<b>Buyer Focus</b>	FIT & Groups

<b>Opportunity 8</b>	<b>Market: Italy</b>
<b>Group Size</b>	6 Buyers, 1 Staff – Total 7 pax
<b>Duration</b>	2 nights / 3 days
<b>Median Budget</b>	£4,000
<b>Start Date (check-in)</b>	Friday 24 January 2025
<b>End Date (check-out)</b>	Monday 27 January 2025
<b>Starting Point</b>	From 8pm, at BIM O2 Intercontinental London
<b>Itinerary regions</b>	North-East of England
<b>Constituent LVEPs</b>	Destination North-East England
<b>Inclusions/Highlights</b>	None specified
<b>End Point</b>	Newcastle
<b>Accommodation</b>	Four-star Hotels
<b>Buyer Focus</b>	FIT & Groups

<b>Opportunity 9</b>	<b>Market: Nordics</b>
<b>Group Size</b>	5 Buyers, 2 Staff – Total 7 pax
<b>Duration</b>	2 nights / 3 days
<b>Median Budget</b>	£4,000
<b>Start Date (check-in)</b>	Friday 24 January 2025
<b>End Date (check-out)</b>	Monday 27 January 2025
<b>Starting Point</b>	From 8pm, at BIM O2 Intercontinental London
<b>Itinerary regions</b>	Wales
<b>Constituent Strategic Partners</b>	Visit Wales
<b>Inclusions/Highlights</b>	None specified
<b>End Point</b>	Cardiff
<b>Accommodation</b>	Four star Hotels
<b>Buyer Focus</b>	FIT & Groups

<b>Opportunity 10</b>	<b>Market: China</b>
<b>Group Size</b>	11 buyers, 2 staff – Total 13
<b>Duration</b>	5 nights / 6 days
<b>Median Budget</b>	£11,500
<b>Start Date (check-in)</b>	Saturday, 18 January 2025
<b>End Date (check-out)</b>	Wednesday, 22 January 2025
<b>Starting Point</b>	Liverpool or Manchester (arriving from Northern Ireland)
<b>Itinerary regions</b>	Cumbria, Liverpool, Manchester
<b>Constituent LVEPs</b>	Marketing Manchester, Cumbria Tourism, Liverpool City Region
<b>Inclusions/Highlights</b>	Luxury product
<b>End Point</b>	London
<b>Accommodation</b>	Four-star plus hotels
<b>Buyer Focus</b>	Luxury, FIT & Group

<b>Opportunity 11</b>	<b>Market: GCC</b>
<b>Group Size</b>	9 buyers, 2 staff – Total 11
<b>Duration</b>	5 nights / 6 days
<b>Median Budget</b>	£12,000
<b>Start Date (check-in)</b>	Friday 24 January 2025
<b>End Date (check-out)</b>	Wednesday, 29 January 2025
<b>Starting Point</b>	London
<b>Itinerary regions</b>	Scotland
<b>Constituent Strategic Partner</b>	VisitScotland
<b>Inclusions/Highlights</b>	Not specified
<b>End Point</b>	Edinburgh
<b>Accommodation</b>	Four-star plus hotels
<b>Buyer Focus</b>	Luxury, FIT & Group



<b>Opportunity 12</b>	<b>Market: India</b>
<b>Group Size</b>	12 buyers, 1 Trade Media, 2 staff – Total 15
<b>Duration</b>	5 nights / 6 days
<b>Median Budget</b>	£15,500
<b>Start Date (check-in)</b>	Friday, 24 January 2025
<b>End Date (check-out)</b>	Wednesday, 29 January 2025
<b>Starting Point</b>	London
<b>Itinerary regions</b>	North-East of England
<b>Constituent DDP</b>	Destination North-East England
<b>Inclusions/Highlights</b>	None specified
<b>End Point</b>	Newcastle
<b>Accommodation</b>	Four-star plus hotels
<b>Buyer Focus</b>	Luxury, FIT & Groups

<b>Opportunity 13</b>	<b>Market: Japan</b>
<b>Group Size</b>	7 buyers, 1 staff – Total 8
<b>Duration</b>	5 nights / 6 days
<b>Median Budget</b>	£7,500
<b>Start Date (check-in)</b>	Friday, 24 January 2025
<b>End Date (check-out)</b>	Wednesday, 29 January 2025
<b>Starting Point</b>	London
<b>Itinerary regions</b>	Cornwall, Devon, Cotswolds
<b>Constituent LVEPs</b>	Cornwall & Isles of Scilly, Devon & Partners, Cotswolds Plus
<b>Inclusions/Highlights</b>	Night Riviera Sleeper Train
<b>End Point</b>	London
<b>Accommodation</b>	Four-star hotels
<b>Buyer Focus</b>	FIT & Groups

<b>Opportunity 14</b>	<b>Market: South Korea</b>
<b>Group Size</b>	5 buyers, 1 staff – Total 6
<b>Duration</b>	5 nights / 6 days
<b>Median Budget</b>	£7,500
<b>Start Date (check-in)</b>	Saturday, 18 January 2025
<b>End Date (check-out)</b>	Wednesday 22 January 2025
<b>Starting Point</b>	London
<b>Itinerary regions</b>	Bristol, West Midlands
<b>Constituent DDP &amp; LVEPs</b>	Visit West, West Midlands DDP
<b>Inclusions/Highlights</b>	None specified
<b>End Point</b>	London
<b>Accommodation</b>	Four-star hotels
<b>Buyer Focus</b>	FIT & 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.

As of 9 June 2023

## Brand Framework

<p><b>Brand Objective</b> Change perceptions so people see Britain as a welcoming, dynamic, diverse and inclusive destination alive with spirit that needs to be enjoyed today, not one day</p>			
<p><b>Audience Insight</b> Experience seekers want variety when they travel, new &amp; surprising experiences, shareable memories and they want to feel welcomed.</p>	<p><b>Brand Insight</b> A country where hundreds of cultures coalesce resulting in fresh perspectives and a destination packed with dynamic, ever-changing experiences all in one place.</p>	<p><b>Competitor Insight</b> Nowhere else has so much dynamism, variety and quirk in one compact place; from our people to the experience. Individuality and inclusivity sit at the heart of the British spirit.</p>	
<p><b>Brand Proposition &amp; Consumer Need State</b> The world’s greatest kaleidoscope of experiences (internal brand proposition) “it’s a place for me” (consumer need state) See things differently (brand platform)</p>			
<p><b>Experience Buckets</b></p>			
<p><b>TRAILS &amp; ADVENTURE</b> <i>There is not a single point in Britain that is more than 75 miles away from the coastline</i></p> <ul style="list-style-type: none"> <li>Britain’s diverse landscape and cityscapes offer countless opportunities for trails and adventure. Whether it’s discovering mural trails, exploring national parks, or uncovering best-kept food adventures, Britain offers visitors a chance to experience the thrill of its outdoor playground.</li> </ul>	<p><b>INNOVATIVE TASTES</b> <i>Modern British cuisine is a melting pot of influences from around the world</i></p> <ul style="list-style-type: none"> <li>Britain’s culinary scene has undergone a revolution, with a new generation of chefs and producers putting a modern spin on classic dishes, from both Britain and around the world. From the vibrant street food scene to the innovative cocktail bars, Britain offers visitors a chance to taste top notch quality food and drink from some of the most engaging characters and inventive places.</li> </ul>	<p><b>CULTURAL POWERHOUSE</b> <i>Over 300 languages are spoken in Britain, making it one of the most diverse countries in the world</i></p> <ul style="list-style-type: none"> <li>Britain offers a wealth of opportunities for travellers to discover the dynamic cultural scene from re-emerging music genres to the eclectic art collections, the generational fashion movements to the eccentric traditions and timeless landmarks - there’s nowhere else in the world where you’ll find the unconventional and familiar all in one place.</li> </ul>	
<p><b>Narrative Angles</b></p>			
<p><b>CHALLENGE CONVENTION</b> Driven by a spirit of creativity and innovation, push boundaries and offer an alternative stance on how to challenge the status quo</p>	<p><b>THOUGHT PROVOKING</b> An exciting, imaginative perspective that stimulates reflection, stirs new ideas and conversations, and generates a positive reaction</p>	<p><b>BEST-IN-CLASS</b> Deliver best-in-class, enable the industry and spotlight the impact we want to help deliver through leadership, innovation and creativity</p>	<p><b>CELEBRATE DIVERSITY</b> Champion the value of the diverse mix of people, places and perspectives we embrace, where diversity and creativity meet, and anything is possible</p>