



# Best of Britain on show to buyers across North America as VisitBritain Chairman Nick de Bois CBE leads flagship trade event to San Francisco

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About 70 industry suppliers are set to show why Britain is the must-go-now destination to more than 50 top buyers from North America at VisitBritain's Destination Britain North America trade event, led by VisitBritain Chairman Nick de Bois CBE.

More than 2,500 one-to-one business appointments are set to take place during the three-day trade fair, being held in San Francisco from 7-10 September. North American travel buyers and media will have the chance to connect with British tourism suppliers to learn about the latest products and innovations on offer from across Britain's tourism industry.

The British suppliers include hotels, visitor attractions, destination management companies, tour and sightseeing operators and local destinations spanning the length and breadth of the nations and regions.

**VisitBritain Chairman Nick de Bois CBE said:**

“VisitBritain’s flagship Destination Britain North America trade event has been a catalyst for new business for more than a decade and I am delighted to be leading this year’s mission.

“North America is driving tourism’s recovery in the UK and this is a timely opportunity for British travel suppliers and destinations to get their tourism products and services in front of top buyers and do business, boosting bookings. It is also a valuable chance to promote our messages of warm welcome and to hear first-hand from buyers on the motivations and trends driving outbound travel from North America.

“As well as showcasing Britain’s exciting tourism products and innovations, our focus is on broadening travel itineraries, encouraging visitors from North America to explore further through our regional gateways, come year round and to stay longer, boosting local economies.”

As well as doing business, delegates and media will hear about international travel market trends alongside seminars from London & Partners VisitEngland, VisitScotland and Visit Wales to boost knowledge of Britain as a visitor destination and drive urgency to visit.

Visitors from the USA, the UK’s largest and most valuable inbound tourism market, spent a record £6 billion in the UK in 2022, up 42% on 2019. Canadian visitors also set a record for spending in the UK, £934 million in 2022, up 27% on 2019. This strong growth has continued into 2023. Flights bookings from North America to the UK are currently tracking up 15% compared to 2019.

VisitBritain has been harnessing this growth with its multi-million pound GREAT Britain marketing campaign in Canada and the USA launched earlier this year. It is also investing in separate campaigns in the USA with British Airways and a pilot cooperative marketing programme with industry, converting the interest to visit into bookings, boosting spend across Britain.

Destination Britain North America has been running since 2008 and has been a leading event in VisitBritain’s international trade show calendar.