



Destination Britain North America is a wrap!

It's a wrap for our international trade mission Destination Britain North America (DBNA), a great few days of business!

July 2024

September 2023

The three-day trade event, which took place in [San Francisco from 7-10 September](#), was led by our Chairman Nick de Bois CBE. It saw dozens of British suppliers from hotels, visitor attractions, destination management companies to tour and sightseeing operators and local destination come together with Canadian and US buyers to do business, as well as media.

More than 2300 one-to-one business appointments took place, giving North American travel buyers and media the chance to connect with British tourism suppliers to learn about the latest products and innovations on offer from across Britain's tourism industry.

Valuable connections were made, friendships forged and new business has already been generated, boosting tourism and inward investment to Britain.

VisitBritain Chairman Nick de Bois CBE said:

“The huge appetite for doing business with exciting destinations supporting the British tourism offer came together with North American trade specialists in San Francisco. It's a privilege to be part of this industry and support to drive new sales and growth for the UK.”

We were also pleased during DBNA to host leading industry for a roundtable with our Chairman, a hugely valuable opportunity to hear insights and discuss the trends driving outbound tourism from North America as well as some of the challenges. Participants included United Airlines, Virgin Atlantic, Avanti Destinations, TravelBrands, Authentic Vacations, Hilton, Expedia, Meta, United States Tour Operators Association, Canadian Association of Tour Operators and the

Department for International Trade.

Thank you to all our British suppliers, North American buyers and media for taking part. You can [read our Chairman's opening speech at DBNA here.](#)