



Leisure Trade Events 2024/25

We are currently gathering expressions of interest for our proposed programme.

July 2024

These events offer a valuable opportunity to connect with targeted international buyers relevant to the UK industry. The event formats are tailored to each specific market, offering you the opportunity to meet and discuss business opportunities in this market for your business or region.

All events are subject to demand. Prices and dates are indicative at this stage. Confirmed events and further details will be shared once expressions of interest have been gathered.

Register your interest in events 2024/25

- [Register your interest](#)

2024/25 VisitBritain Leisure Events Programme

All events listed below are subject to change - please refrain from booking any travel arrangements until the events and your attendance have been confirmed.

Event Name	Event Date	Indicative price	Description	Status	Registration link
Australia Roadshow	8-13 September 2024	£4,500 + VAT Per Primary Delegate	This will be the first significant roadshow delivered to the Australian market since 2016, which in 2022 grew to being the 4th largest source market for inbound spend in the UK.	Availability upon request	Register now

Event Name	EventDate	Indicative price	Description	Status	Registration link
Brazil Roadshow São Paulo, Rio de Janeiro Brazil	7-10 October 2024	£2,800 + VAT Per Primary Delegate	Brazil remains the largest inbound market in South America. The Brazil Roadshow offers a chance to meet key tour operators from strategic regions of Brazil in events that combine product promotion and free flow appointments.	Availability upon request	Register now
Destination Britain Middle East & Asia (GCC, India, China, South Korea, Japan) Southern India	20-22 November 2024	£5,650 +VAT Per Primary Delegate	This event is to facilitate business between a target of 100 hand-picked buyers from across GCC, India, China, Japan and Korea, with UK inbound tourism suppliers interested in the Mid-East and Asia region.	Registration open	Register now deadline 15/7/24
Germany Workshop in cooperation with Tourism Ireland Frankfurt, Germany	13-14 Nov 2024	£ 1,500+VAT Per primary	The event will consist of a b2b workshop with speed networking appointments with German travel trade, all gathering under one roof.	Registration open	Register now deadline 5/8/24
France Workshop Paris, France	Feb 2025	-	This is planned to be a one-day workshop for UK suppliers to meet French buyers.	Opening Autumn 2024	Opening Autumn 2024
ITB Berlin 2025 Berlin, Germany	4-6 Mar 2025	-	We are planning a dedicated UK stand at ITB Berlin 2025, the largest trade fair in the world, the showcase the best of Britain to German and global buyers.	Registration open	Register now deadline 20/8/24

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Destination Britain Americas 2025	Oct 2025	-	Destination Britain Americas offers UK international trade-ready businesses the unique opportunity to meet hand-picked buyers from these lucrative markets, and to attend expert-led seminars and workshops.	-	-
Americas					
Spain Roadshow 2025	Oct 2025	-	Covering three destinations, the roadshow will allow you to meet and do business with a selected audience of key travel agents and tour operators in Spain.	-	-
Spain					
China Workshop 2025	Nov 2025	-	This is planned to be a workshop for UK suppliers to meet with Chinese buyers.	-	-
China					
Nordic Workshop 2026	Feb 2026	-	This is a chance for UK suppliers to meet with buyers from across the Nordics region for one-to-one meetings and networking.	-	-
Nordics					