

Wales at British Tourism and Travel Show

The travel show is the UK's leading travel trade event for the domestic tourism industry. More than 250 exhibitors and over 3000 visitors – key decision makers and trade – are expected during the two days.

Tourism Minister, Lord Elis-Thomas, said:

“Attendance at key travel trade shows is part of a Visit Wales Spring marketing push to promote Wales during Year of the Sea. In the last few weeks Visit Wales has been busy selling Wales at the UKinbound Convention, ExploreGB and at ITB Berlin, to an international audience. This show is our opportunity to speak especially to top level travel buyers including Group Travel Organisers, Coach Operators and Tour Operators primarily from the domestic market.

“During the event, Visit Wales and stand partners will be promoting our world-class products, activities, events and experiences during Year of the Sea. The Volvo Ocean Race is fast approaching, and this is one of our key events for 2018 – when the world's eyes will once again be on Wales. This will be an invaluable opportunity for us to promote Wales as a top 21st Century coastal destination and celebrate our coastal Capital and communities.

“Another key initiative for this year is The Wales Way – our new family of three national scenic touring routes which cross the country's most epic landscapes as a way of showcasing Wales' fascinating history, coastlines and attractions – and give overseas visitors the confidence and information to explore more of Wales.”