

**NEWS RELEASE  
23 February 2010**

## **Don't miss the boat for Tourism South East's Group Travel Fairs**

Tourism South East's popular series of Group Travel Trade Fairs for 2010 will be coming to Oxfordshire in March with its next exhibition taking place at the River & Rowing Museum in Henley, Oxfordshire on Saturday 6 March.

The event will be opened by the Mayor of Henley and Hobbs of Henley will be providing free 30 minute river boat tours and a free river boat taxi service to the town during the show.

The show will be the final of three events which have taken place across South East England, the first took place at Hall Place and Gardens in Bexley, Kent on 6 February and the second at Milestones Living History Museum in Basingstoke on Saturday 20 February, each show had 40 exhibitors and they collectively welcomed 540 visitors from leading travel organisations arranging trips for groups from 10 to 600 people. Every year more than 273 million tourist and leisure trips are made by coach in the UK and last year it is estimated that coach travel injected £2.35 billion into the UK economy.

Elaine Pearce, Travel Trade Manager and show organiser at Tourism South East said, 'we have been very pleased at the success of the first two fairs, and glad to see such a positive attendance. There has been positive feedback received by visitors and exhibitors, a performance we are looking forward to repeating in Oxfordshire.' Head of Marketing at Tourism South East, Karen Roebuck, commented 'I am pleased to see the fairs continuing to be such a valuable opportunity for businesses and group travel organisers within the tourism industry to meet each other face to face and discuss their needs directly.'

**For further information about the Group Travel Fairs 2010, please contact the Group Travel team on 023 8062 5409 or email Elaine Pearce, [epearce@tourismse.com](mailto:epearce@tourismse.com)  
Register to attend online at [www.grouptravelfairs.co.uk](http://www.grouptravelfairs.co.uk)**

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**Note to Editors:**

Tourism South East's Group Travel Fairs offer the perfect opportunity for group travel organisers to obtain a wide range of information for their future itineraries and tours; including family attractions, accommodation, destinations, refreshment stops, stately homes, tour operators and steam railways. Visitors will be spoilt for choice with over 40 exhibitors at each event from the South East region available to discuss requirements, suggest new and exciting ideas, plus help plan tours.

Tourism South East is a not-for-profit company and is the official tourist board for the region, covering Berkshire, Buckinghamshire, East Sussex, Hampshire, the Isle of Wight, Kent, Oxfordshire, Surrey and West Sussex.

Tourism South East receives core funding from SEEDA, and is active in a range of programmes to support the tourism sector in the South East region, which is the second largest outside of London and is worth in excess of £12bn p.a. to the regional economy (7% of regional GVA), and supports over 300,000 jobs.