

DO YOU MISS MEETING YOUR CLIENTS?

ONE WEEKEND - TWO TRAVEL SHOWS - THOUSANDS OF TRAVELLERS
BOUNDLESS OPPORTUNITIES TO BOOK NEW BUSINESS



**BOOK EARLY
TO SECURE
BEST STAND
POSITION**



**WILDLIFE
& SAFARI**
TRAVEL SHOW

9 - 10 OCTOBER 2021
HARROGATE CONVENTION CENTRE
WILDLIFESAFARISHOW.COM



GROWN-UP
TRAVEL SHOW

9 - 10 OCTOBER 2021
HARROGATE CONVENTION CENTRE
GROWNUPTRAVELSHOW.COM

ADVENTURE	ARCHAEOLOGY	BIG 5	BIRDWATCHING TOURS		
CONSERVATION PROJECTS	CRUISE	CULINARY	CULTURE		
DOMESTIC	ESCORTED	FAMILY TRAVEL	HISTORIC		
LODGES & ECO CAMPS	LUXURY	MARINE EXPEDITIONS			
PHOTOGRAPHY SAFARIS	POLAR CRUISE	PRIVATE JOURNEYS			
SELF DRIVE	TAILOR-MADE	TREKKING	POLAR	RAIL	RIVER
SELF DRIVE	SELF GUIDED	SOLO	TOURING		

TRAVEL: We have it all covered...

Supported By:



EXHIBITOR FEEDBACK FROM 2019 WILDLIFE & SAFARI TRAVEL SHOW

"As a first-time exhibitor it was very refreshing how engaged the team behind the Wildlife and Safari Travel Show were before, during and after the event. On arrival, we were greeted by name and all members of the team we encountered introduced themselves and knew who we were. During the show, they regularly checked in, listened to feedback and also thanked us for our participation. The quality of attendees was exceptionally high, with the majority of conversations taking place with people who had already researched us and were attending specifically for information on bird and mammal watching holidays."

Speyside Wildlife

"This was our second year at the Show and the quality of visitor attending the show was excellent. Those visitors whom we spoke too were well travelled, educated and were there to research a future holiday. The show was, as always, well planned and we will return in 2020"

Hurtigruten

"It's amazing to have a show which talks to one of our key selling points as a destination - there is so much diversity of wildlife experiences in South Africa, many of which tourism directly influences conservation. To be able to showcase this to an audience that genuinely cares means so much. The show had so much going on and we will definitely back next year! "

South African Tourism

"This year's Wildlife & Safari Travel Show exceeded our expectations in terms of quality of visitors & enquiry level, Aurora Expeditions will definitely be back."

Aurora Expeditions



Dear travel colleagues

The world has changed, but one thing remains clear, there are millions of travellers waiting with anticipation to book their travel adventures again

We are an optimistic bunch, with a strong belief our two travel shows, in Harrogate, on 9 – 10 October 2021 will present a fantastic opportunity for travel companies to connect with thousands of discerning travellers, ready to research, plan and book that holiday they have been dreaming about.

To add credibility to our optimism we decided to survey consumers in the area. Our survey attracted just under 800 completed returns with consumer views on everything from their plans at the moment for holidays in 2021, their preferences for booking and researching, destination desires, types of holidays they want to experience, and attitudes to finances and safety when considering holiday plans.

58% Took a holiday in 2020 and when asked where they went, **49%** of those who travelled took their holiday overseas.

82% Would like to go on holiday, but still to decide – are definitely going on holiday, but still to book – have already booked for 2021

31% Likely or very likely to attend a travel exhibition to help them make their holiday choices, with **31.4%** as yet undecided.

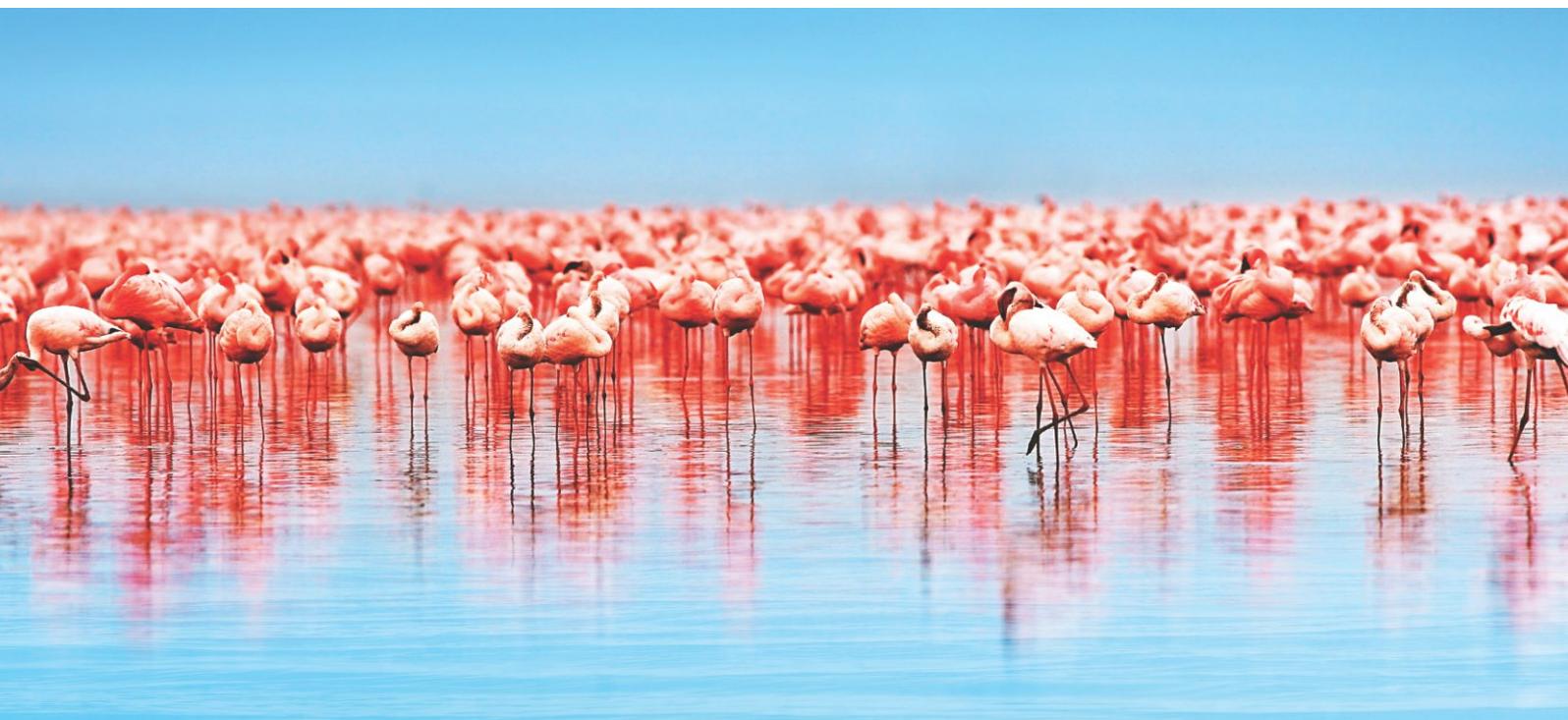
7% Have already decided to take their 2021 break in the UK.

Our shows feature the best exhibitors, are packed with great content, and interactive experiences to ensure our visitors enjoy attending – enabling you to spend valuable time engaging with your core target audience in an environment conducive to making sales!

These two shows offer a simple proposition, we're bringing two groups together: our visitors looking to book the holiday of a lifetime and our collection of expert exhibitors who can take their dreams and turn them into reality.

We look forward to working with you!

Debbie, Lori and Rob
Converge Exhibitions





WILDLIFE & SAFARI

TRAVEL SHOW

9-10 OCTOBER 2021
HARROGATE CONVENTION CENTRE
WILDLIFESAFARISHOW.COM



GROWN-UP TRAVEL SHOW

9 - 10 October 2021
Harrogate Convention Centre

Now in its 3rd year, the **Wildlife & Safari Travel Show** is the place where travellers passionate about original wildlife, safari and conservation holidays gather to research, plan and book their adventures with our fantastic collection destinations and expert travel providers.

The **Grown-Up Travel Show** is our new event designed to excite, inspire and inform a discerning audience of affluent consumers aged 50 and above. They are experienced travellers, have a sense of exploration and want to discover the world.

ALL JOURNEYS BEGIN WITH IMAGINATION

Capturing the imagination of any target audience is the most valuable prize, the **Wildlife & Safari Travel Show** and **Grown-Up Travel Show** will do just that.

Packed with free talks, visitor attractions and content to excite, educate and inspire we'll ensure there are loads to see, hear and do.

This focus on presenting a great day out for visitors presents a high-energy brand environment for our exhibitors, sponsors and partners to engage and do business with our uniquely targeted audience.

FEATURES INCLUDE:

- AVIS 360 VR TRAVEL EXPERIENCE
- CHARITY AUCTION
- GIN LOUNGE
- LOVE WILDLIFE + SAFARI THEATRE
- ONE WORLD TRAVEL THEATRE
- AROUND THE WORLD IN 80 WAYS LOUNGE
- TRAVEL PHOTOGRAPHY EXHIBITION



WHERE TO NEXT?

We imagine this is the questions millions of travellers are asking themselves while they have been unable to explore the world. And this is where our exhibitors will have the chance to encourage, inspire and excite them!

From Azerbaijan to Zanzibar visitors will be spoilt for choice. A holiday might only be two weeks, but we want our visitors to uncover journeys to stay with them forever. Whether they are searching for offbeat adventures, a luxury river or ocean voyage, incredible wildlife encounters, European rail journeys or a short city break to Europe – we'll have it all covered in our 2 shows, under one roof.

We are firm believers the LIVE marketing platform is the most powerful in the marketing mix. No other form of marketing delivers existing and potential new customers to your business and allows you to connect with them face-to-face. We are experts at designing specialist consumer travel exhibitions with an emphasis on generating a measurable return on investment for our exhibiting partners because our shows are; relevant, effective, focused and entertaining.

MEET – Get face-to-face with thousands of visitors who will visit to research, plan and book their next big trip.

INSPIRE – Sell authentic holiday experiences to thousands of discerning travellers, created with passion, by you the experts!

SPARK – Help to ignite imagination with exclusive itineraries to the destinations you know inside-out!

GENERATE – Get ahead of your competitors and do business with new customers before they do.

SHOW – Present your company and products by bringing your brand to life in an upmarket direct sales and marketing environment.



YOUR NEW CLIENTS WILL BE THERE. WILL YOU?

Set in the heart of Yorkshire, England's largest county, the Harrogate District forms one corner of Yorkshire's Golden Triangle, along with cosmopolitan Leeds and the historic tourist city of York.

The Harrogate Convention Centre is within an hour's drive for around three million residents and 50 per cent of the population living within a 30-minute drive of Harrogate fall into the 'Affluent Achiever' social demographic, providing a solid potential customer base for high-end events.

In 2019 the Wildlife & Safari Travel Show attracted 3006 visitors, with a Core Target Audience of 86% falling into below categories. With both shows, we're targeting attendance of 8000 high-quality visitors for 2021 .

Affluent Achievers:

Lavish Lifestyles - Executive Wealth - Mature Money

Rising Prosperity:

City Sophisticates - Career Climbers

Comfortable Communities:

Countryside Communities - Successful Suburbs - Steady Neighbourhoods
- Comfortable Seniors

Audience groups source: Experian Mosaic





GET INVOLVED – BOOK YOUR STAND NOW TO SECURE THE BEST ALLOCATION

We believe the LIVE platform is the most powerful in the marketing mix to connect and engage with new and existing clients.

It is easy to exhibit at the **Wildlife & Safari Travel Show** or the **Grown-Up Travel Show**, simply select a stand position and size from the floor plan with the type of stand you require.

SPACE ONLY Rates

Early Booking: £275 / SQM plus VAT (Deadline 31 December 2020)
Rate Card: £295 / SQM plus VAT (01 January 2021 to 31 May 2021)
Late Booking: £315 / SQM plus VAT (From 01 June 2021)

SPACE ONLY: This option includes market out floor space only, with an online exhibitor and in show guide listing. Please note the exhibitor will be responsible for design and build of their stand, subject to approval from the organiser.

SHELL SCHEME Rates

Early Booking: £295 / SQM plus VAT (Deadline 31 December 2020)
Rate Card: £315 / SQM plus VAT (01 January 2021 to 31 May 2021)
Late Booking: £335 / SQM plus VAT (From 01 June 2021)

SHELL SCHEME This option includes carpeted space, shell scheme panel walling, grid ceiling, fascia, name board, online exhibitor and in show guide listing.

Press, PR, Speaker and Promotional Activities

Exhibitors also benefit from marketing and media opportunities leading up to the shows. We encourage all our exhibiting partners to get involved with relevant pre-show, onsite and post-event public relations by working with our PR and marketing team.



JOIN THE ADVENTURE

Don't miss this great opportunity to exhibit the very best of your offering directly to the buying public. **WSTS** and **GUTS** take place on the same weekend and in the same venue.

It's the right demographic, in the right place at the right time! Please note each event has its own brand identity, separate marketing campaigns, look and feel – however, visitors will attend both shows on the same ticket.

To discuss stand sales, speaking, sponsorship and media opportunities, please contact our team immediately:

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Converge Exhibitions organise bespoke consumer travel exhibitions, such as the **Wildlife & Safari Travel Show** and the **Grown-Up Travel Show**, to bring travel companies and their core target audience together in a way that everyone profits. We know what it takes to create such events and how to ensure that valuable consumers are connected with valuable expertise. This focused, immersive and inspirational approach is what makes the difference and makes Converge Exhibitions unique.

Converge Exhibitions Ltd.

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