

BTTF

British Travel Trade Fair - 2007

> Birmingham-
Derick McGroarty

The British Travel Trade Fair at Birmingham NEC now a regular major event in March, has extensive cover of 400 exhibitors from England, Wales, Scotland and Ireland. There is more space and opportunity to discuss attractions in detail than at WTM. It attracts 4,000 group travel organizers and others.

Opening the show the Minister for Culture, Tessa Jowell spoke of the awareness of the size, value and importance of Britain's £85 billion visitor economy, 80% from domestic tourism. Next year the Olympic flag will be handed to Britain and with the build up to the 2012 Games there will be a greater focus for visiting our many tourist attractions. Christopher Rodeigues, Chairman of "Visit Britain" emphasized the cultural side of British Heritage, and Fiona Jefferies, MD, BTTF, spoke about multilingual information now available and how tourism drew people together. Exhibitors include tourist bodies, individual

attractions, accommodation and transport. It is difficult to select but a few of the vast displays.

London is prominent, promoting the Royal Palaces, River Thames cruises, theatres, the new "Gorilla Kingdom" at London Zoo and the Tutankhamen exhibition at the Dome in November.

Shakespeare Country and Warwick feature in the Heart of England. In the West, Bristol offers new exhibitions related to the slave trade whilst the South covers the New Forest, historic Winchester Portsmouth and Oxford. Salisbury is linked with the much older Stonehenge. 1066 a key date in

British history is detailed at the battle near Hastings.

Scotland concentrates on Edinburgh, including the Royal Yacht Britannia and Loch Ness. South of the border, Durham has many attractions. Beamish, an open air museum, is often used as a television stage set. The West side contains the Lake District with natural beauty and Blackpool the No1 holiday resort. Prominent in the Wales section is Snowdonia. Britain is all there on show at BTTF.

The railway station at Birmingham International is in the same complex and well served by Virgin Trains from many parts of UK. ■



Entrance

المدخل



Fiona Jefferies, MD

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