

Best of Britain and Ireland Exhibition

Derick McGroarty takes a preliminary look at a new exhibition.

I visited the inaugural "Best of Britain and Ireland Exhibition" at ExCel, London in March. A 2- day trade event is followed by a weekend of public admission.

The show was opened by Barbara Follett, M.P, Minister for Culture and Tourism, and followed by a range of information seminars by senior tourist spokesmen from all regions.



Scotland



Christopher Rodriuges, Chairman of "Visit Britain" wrote in the foreword to the programme that public visitors will find Britain's diversity for all budgets on every destination with world-class cities, unique culture, fantastic scenery, many activities and sporting opportunities.

Certainly it is reflected of the programme for the week-end including some of the cast from

"Mama Mia" on main stage, demonstrations and interactive talks. These include "Landscape Photography" with renowned photographer Charlie Waite; "Preparing for 2012" with Chris Holmes, Britain's most successful paralympic swimmer; "Scottish clans and history" by Cameron Taylor and many other specialities.

In the midst of the activities are free tasting samples of local food and drink.

It is certainly a comprehensive approach to package Britain's many attractions. Although somewhat smaller than the British Travel Trade Fair which it replaces the latter was not open to the public and the considerable activity for the public week-end will clearly be attractive,

Some 300 exhibitors enthusiastically offer expert advice on places, accommodation, sight seeing and special interests. Many

were dressed in colourful period costumes. I met Henry V111 and talked to two "ghosts" who organise ghost tours in Liverpool.

So, there is no shortage of ideas as to where to spend a day, a short break or longer holiday.

Next year's event will be at Olympia, London from 18 March 2010 with public admission at the week-end.

www.britainandirelandevent.co.uk

