



MEDIA KIT



tntravelshow.com

Every year we get **MORE** visitors spending **MORE** money



More than 80 exhibitors,
some taking over

£1,000,000
in **ONE** day



90%
of visitors came
to plan and
BOOK a trip



81%
want to travel within
three months



10,000
visitors in one day



30%
visitor increase



WELCOME TO THE TNT TRAVEL SHOWS 2016/7

The UK 2016/7 travel show programme will see three shows take place.

Two in **London** at The **Business Design Centre** in Islington taking place on **Saturday October 22nd** and **4th March** 2017.

THE SHOW

The Travel Shows are the largest free-to-attend shows in London. The TNT Travel Shows attract thousands of visitors who are eager to plan and book their travels. The shows offer people the chance to source travel information from a wide range of exhibitors – offering day trips and city breaks to extended tours throughout the world. There is also an extensive travel seminar programme, which gives visitors the chance to hear about places they might not have considered visiting before and to get tips and advice on what to do and when to go to certain places.

WHO ATTENDS?

The UK shows have traditionally serviced the backpacker market in London, however in recent years more international students have attended and now 1 in 3 is an international or British student meaning the audience is looking for destinations to visit globally.

WHO EXHIBITS?

The exhibitors are global and with an increasing global audience this event's programme is the only independent travel show programme that enables agents, operators, and accommodation providers to meet this elusive audience face to face and when they are actively engaging in making purchasing decisions.

- » **Tourist Boards and Regional Areas**
- » Travel Tour Operators
- » **Travel Insurance Companies**
- » Travel & Booking Agents
- » **Airlines & Flight Booking Agents**
- » Travel Equipment Providers
- » **Travel Transport providers**

There are also a wide range of exhibitors who are not travel-based companies, However, they fit in closely with the travel industry and the 18-39 market place.



TNT TRAVEL SHOWS

MEDIA PACK 2016/2017



EXHIBITOR BENEFITS

» The opportunity to meet and engage with more than 10,000 travel-hungry consumers and being able to promote products face-to-face and on a one-to-one basis.

» **The venues are easily accessible for exhibitors and visitors alike because of central locations.**

» Dedicated show website: tntravelshow.com

» The shows includes extensive seminar and speaker programmes which are a major draw for attendees to the show. There will also be a number of feature areas to entertain and inform the audience while they wander the exhibition.

» **Major PR campaign targeting mainstream media, both on and offline.**



The TNT TRAVEL shows seem to get bigger and better every year, we always make hundreds of bookings and get a chance to talk to people seriously researching travel, its definitely a must do in my show calendar!

» Danniell Saunders
ENCOUNTERS TRAVEL

Busabout, HAGGIS Adventures & Shamrock Adventures had a fantastic show this year. Our stands were well positioned and we were busy all day which resulted in lots of bookings and a great start to the year for us.

» Katy Freeman
BUSABOUT, SHAMROCK, HAGGIS

MARKETING CAMPAIGN

» An extensive 10-week advertising and editorial campaign in *TNT Magazine*, *TNT Downunder* and online.

» **Targeted advertising campaign in key media**

» A dedicated website, tntravelshow.com, providing visitors and exhibitors with the latest show information.

» **A dedicated PR agency to maximise exposure in national and international travel and trade broadcast, print and online media**

» Special features in *TNT's* e-newsletters, which is distributed to more than 55,000 subscribers.

» **Promotion on TNT's partner websites and newsletters**



FOR EVENT & MARKETING ENQUIRIES

Kevin Ellis

Director

+44 (0)7584 285226 kevin.ellis@tntmagazine.com

SPONSORSHIP OPPORTUNITIES

The TNT Travel Show offers a range of sponsorship opportunities that give your company the chance to:

1 Reinforce awareness of your brand to thousands of independent travellers

2 Reap the benefits of goodwill and integrity through association with an established brand

3 Strengthen the appeal and longevity of your company in the youth travel market

4 Capitalise on the exhibition's media coverage

EVENT SPONSOR - £24,995

- Branding across all on and offline advertising
- Signage throughout the venue
- 15x12m stand including premium marketing package
- Full-page advert in programme and bumper issue
- Pre & post show email access to pre-registered delegates

****Event Sponsor must not be a Tour Operator**

EVENT ASSOCIATE SPONSOR - £14,995

- Branding across all on and offline advertising
- 6x4 stand including premium marketing package
- Half-page advert in programme and bumper issue
- Pre & post show email access to pre-registered delegates

****Only 4 Associate Sponsor Spots available**

INTERNET/FLIGHT BOOKING ZONE - £6,495

- Branding across all on and offline advertising
- Signage around area and entrance lobby
- 6x4m stand including premium marketing package
- Eight computer booking terminals
- Half-page advert in event programme and bumper issue
- Pre & post event email access to pre-registered delegates

BAR SPONSOR - £4,995

- Branding across all on and offline advertising
- Signage around area
- 3x3m stand including premium marketing package
- Half-page advert in programme and bumper issue
- Pre & post event email access to pre-registered delegates

CHILL OUT ZONE SPONSOR - £3,995

- Area for delegates to sit, plan trips and socialise
- Exclusive distribution and promotion of your products
- Signage around area
- Includes furniture for up to 50 people
- Half page advert in event programme and bumper issue
- Pre & post event email access to pre registered delegates

SHOW GUIDE ADVERTISING

- ¼ page - £250 ^{+vat}
- ½ page - £450 ^{+vat}
- Full page - £850 ^{+vat}

ADDITIONAL ITEMS

- Branded Carrier Bags - £1,250
- Carrier Bag inserts or flyers - £750
- Lanyards - £2500

FURTHER BRANDING OPTIONS

- Hanging Banners – POA
- Personalised Carpet - POA

FOR EVENT & MARKETING ENQUIRIES

Kevin Ellis

Director

+44 (0)7584 285226 kevin.ellis@tntmagazine.com





EXHIBITOR PACKAGES

Show	Date	Space only Cost /m ²	Shell scheme Cost /m ²	2m x 2m package	4m x 2m package
London	22 October 2016	£300	£330	£1495	£2395
London	4 March 2017	£315	£355	£1695	£2595

- Please note - Prices do not include VAT
- Discounts are available for operators booking both London shows, or, both Australian shows at the same time. Please mention this at the time of booking.

ADDITIONAL MARKETING PACKAGES

	Standard (FREE to all exhibitors)	Mid Range (included in 4x2m package deal)	Premium
Cost	FREE	£495	£995
Web Listing	FREE	YES	YES
Show Program listing	YES	YES	YES
TNT Magazine, TNT Downunder - pre show listing	YES	YES	YES
Advert in TNT Magazine / TNT Downunder	NO	YES - quarter page	YES
Advert show programme	NO	YES - quarter page	YES
Post show email blast to attendee list	NO	NO	YES
Leaflet/flyer in delegate bag	NO	NO	YES

Please note these prices do not include VAT



UK TRAVEL SHOW VISITOR PROFILE

AGE

- » **25%** aged 18-24
- » **66%** aged 25-34
- » **5%** aged 35-44
- » **4%** aged 45+

What holidays do visitors want?

- » **19%** looking for sightseeing/cultural breaks
- » **16%** wanted a beach holiday
- » **14%** wanted weekend/day trips
- » **37%** wanted adventure travel

Reasons for attending the TNT Travel Show

- » Plan/book a trip **56%**
- » Take advantage of show deals **34%**

When TNT Travel Show visitors are next planning to travel...

- » In less than **1 month** 46%
- » In **1-3 months** 35%
- » In **4-6 months** 13%
- » In **7-12 months** 5%

NATIONALITY

- » Australian **45%**
- » New Zealander **28%**
- » British **13%**
- » South African **2%**
- » Other **12%** (including Canadian, American, Irish, Polish and French)

What destinations do visitors intend to visit in the next year?

- » On average **48%** want to go to **Europe**
- » **19%** want to travel in the UK
- » More than **33%** want to travel to **long-haul destinations**

How much do visitors spend on their annual travel?

- » **11%** of visitors will **spend £500+**
- » **25%** of visitors will **spend £1000+**
- » **26%** of visitors will **spend £2000+**
- » **33%** of visitors will **spend £3000+**

Serious about travel

- » **1/3** spend more than £3,000 on travel per annum
- » **50%** plan to spend **more than £500** at the show