



19 March 2022  
TWICKENHAM STADIUM

# POST SHOW REPORT



**Excursions™ 2022, was a great success in what is a comeback year for the industry. Twickenham Stadium, the home of English Rugby, became the venue of the 48th Excursions™ on 19th March 2022, the UK's longest running one-day domestic group travel show.**

Welcoming 612 GTO's, coach and tour operators and over 132 exhibiting businesses across 2 halls, this exciting new venue created a real buzz .

MADE, tourism and marketing specialist, showcased London's leading musical theatres, with a spectacular display of flamboyant and familiar costumes, straight off the West End stage. Over 150 special familiarisation guests and VIP's, hosted by Barnes, Cookes, and Stewarts Coaches, enjoyed exclusive access to the VIP area. They were treated to a tasty Devonshire welcome, with cream team and local produce from across the county, courtesy of Visit Devon. All visitors were invited to enjoy a mini stadium tour of Twickenham Stadium with pitch side views and access to the World Rugby Museum.

**Visitor  
Demographics**  
**612 Visitors**  
**132 Exhibiting  
Businesses**



**“Our stand was busy all day with really good quality buyers. It was an excellent platform for us to launch our new Travel Trade Guide and showcase new product and itineraries on behalf of our partners”.**

**Julia White of VisitWindsor**

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**“The flower arranging demonstrations, competition and new itineraries went down really well with your group attendees and attracted attention to our stand. The team not only really enjoyed the day, they also made some great contacts and look forward to developing these further to welcome new visitors to the city of Salisbury in the coming months and years.”**

**Lisa Barreno, Experience Salisbury**

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**“We felt the exhibition was a great success – people seemed to be genuinely happy to be there following lockdowns, we thought the exhibition centre at Twickenham was much better. Food, drinks and toilets were easily accessible”.**

**Managing Director Brian Newman-Smith,**

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**Watch Show  
Video**

# Visit Richmond Fam Trip

To compliment the main show, we worked in partnership with Visit Richmond to arrange a familiarisation weekend.

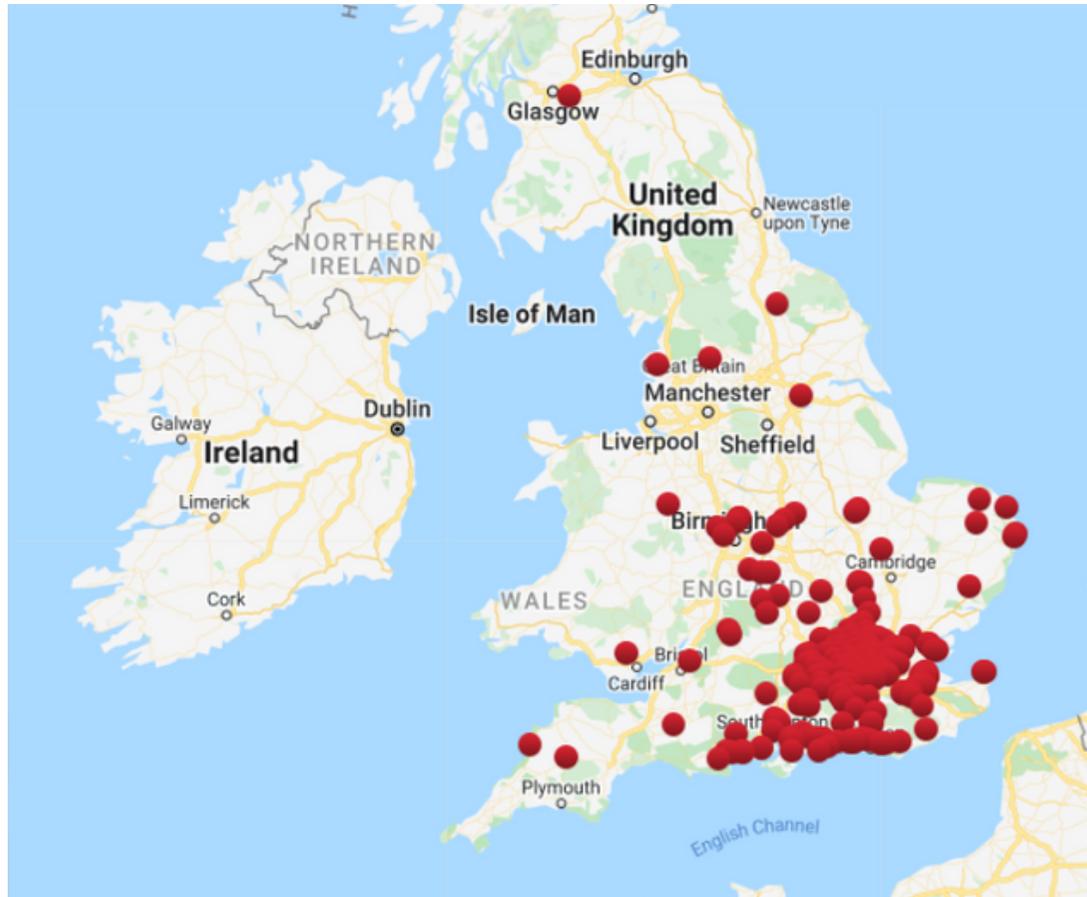
We welcomed 36 group organisers and travel trade to explore some of the exciting places Richmond has to offer as well as a visit to Excursions 2022

The Itinerary included a two night stay at Richmond Hill Hotel and visits to some of Richmond's much loved attractions.

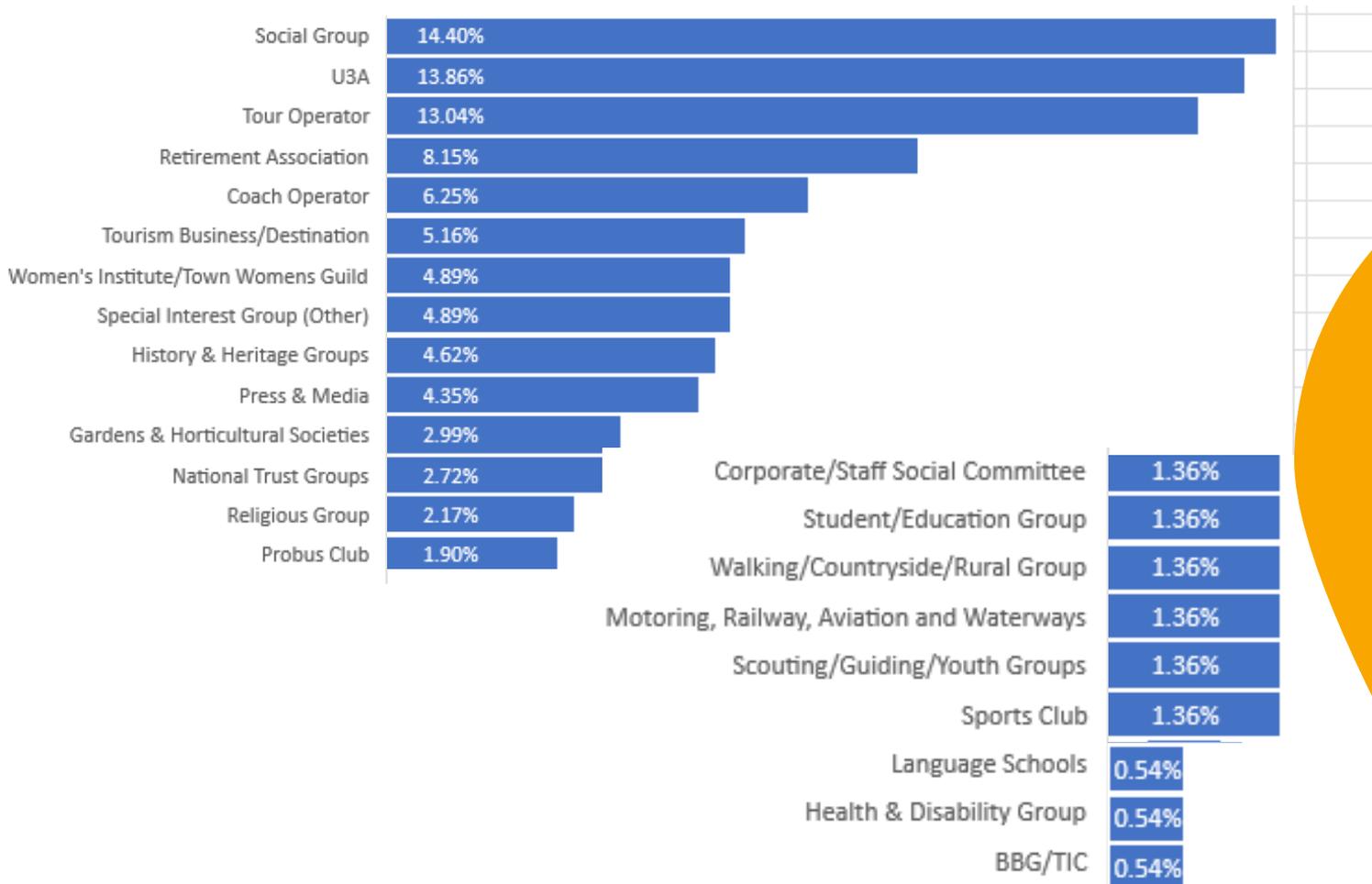
- > Poppy Factory
- > Marble Hill
- > Hammerton's Ferry
- > Ham House
- > Strawberry Hill House
- > The Eel Pie Island Museum
- > Eel Pie Island Pub



# Visitor Location



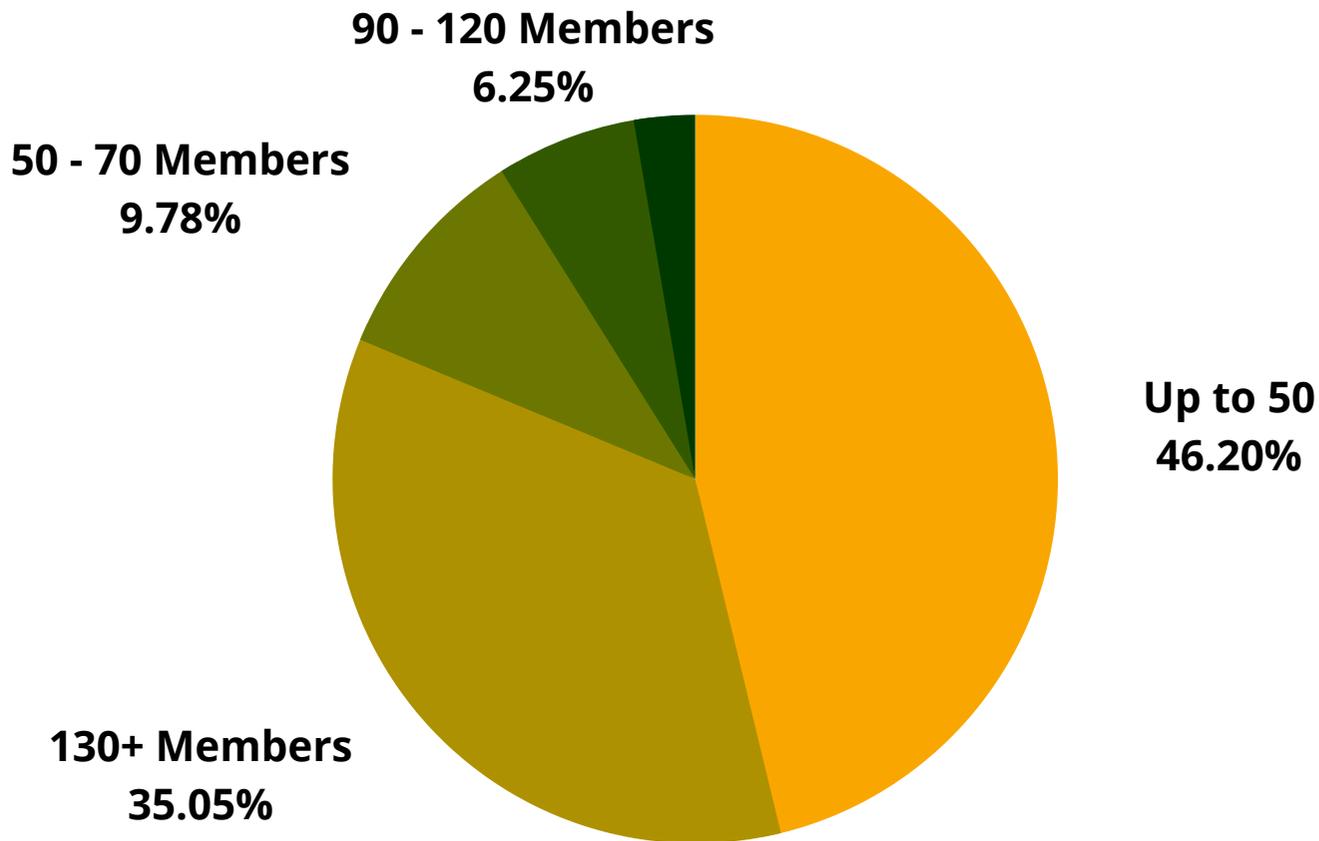
**Predominately a  
South East based  
visitor demographic  
however, this  
is expanding**



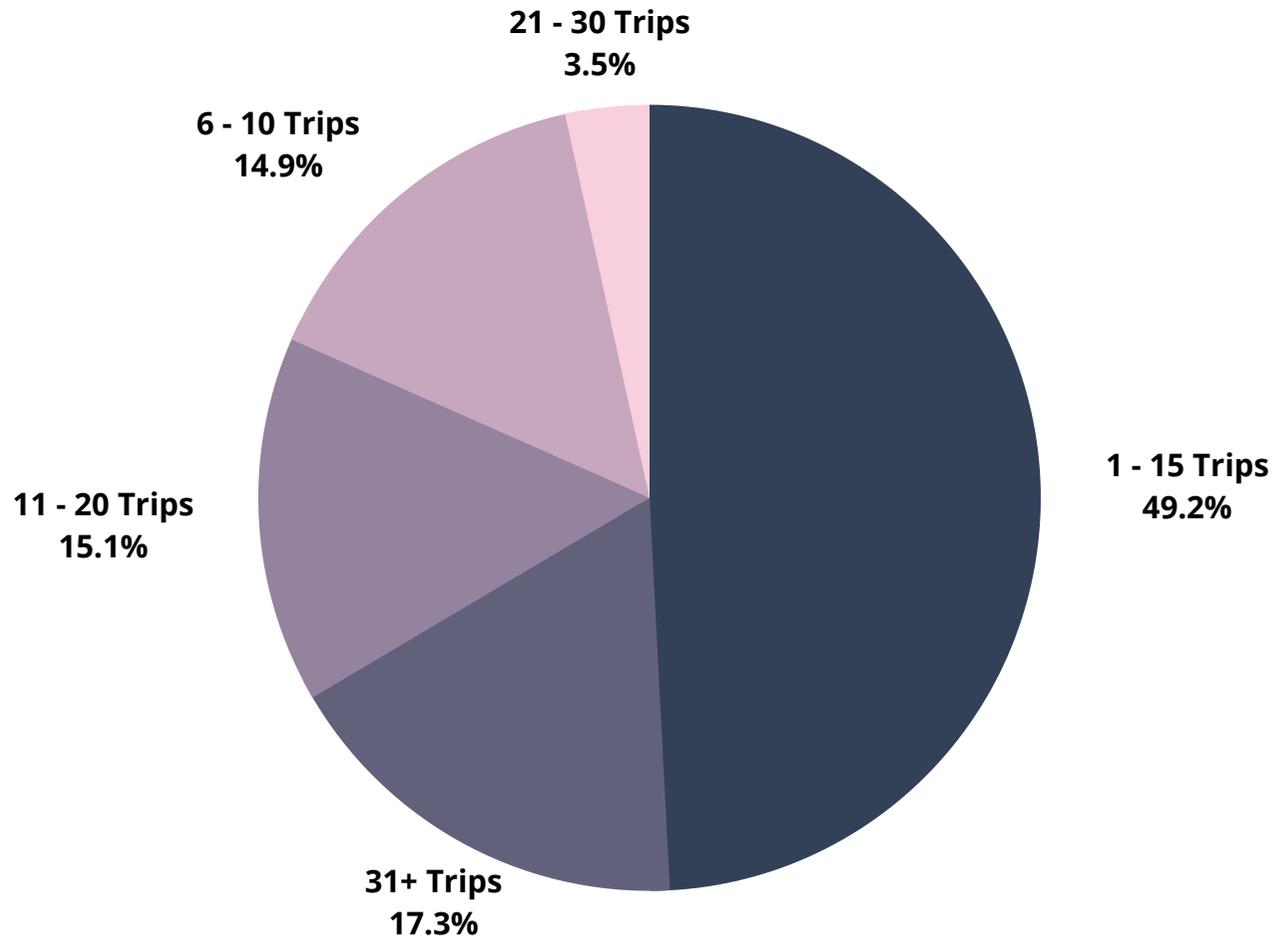
## Top 5

**Social Groups**  
**U3A**  
**Tour Operators**  
**Retirement Associations**  
**Coach Operators**

# Av. number of members

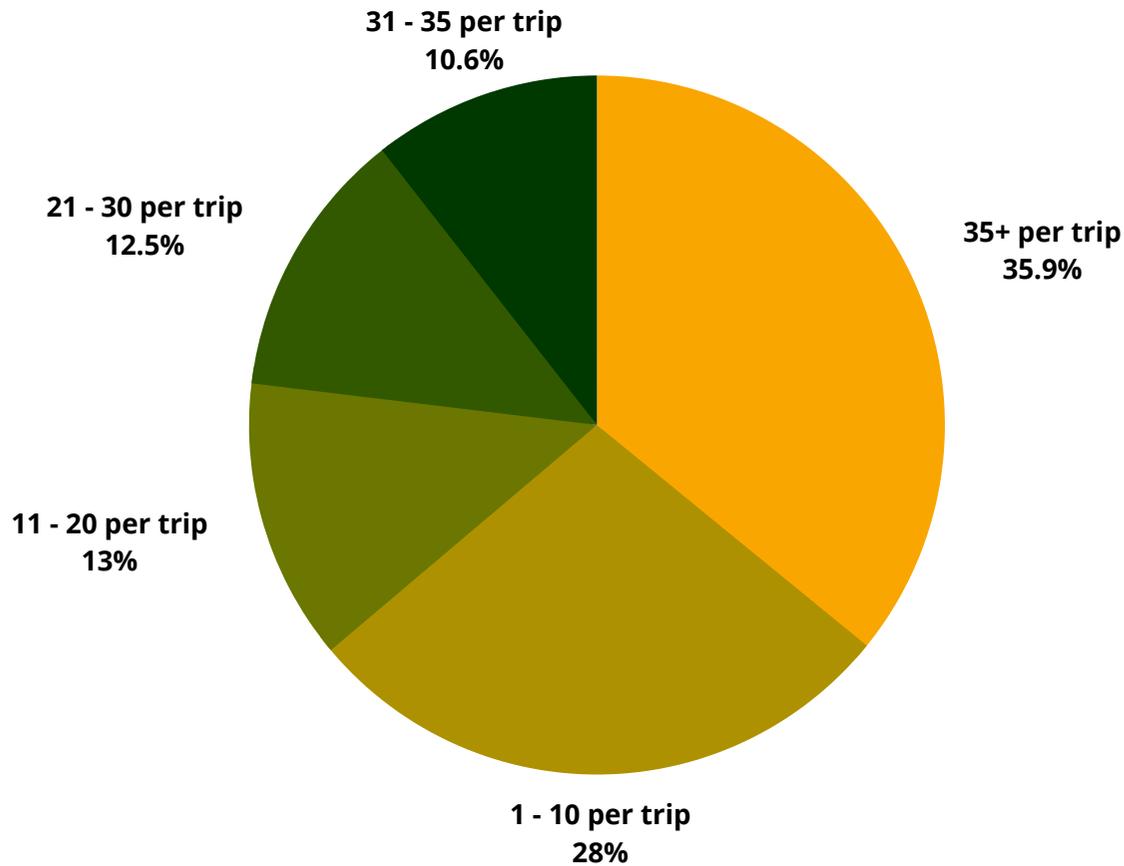


# Av. number of trips per year



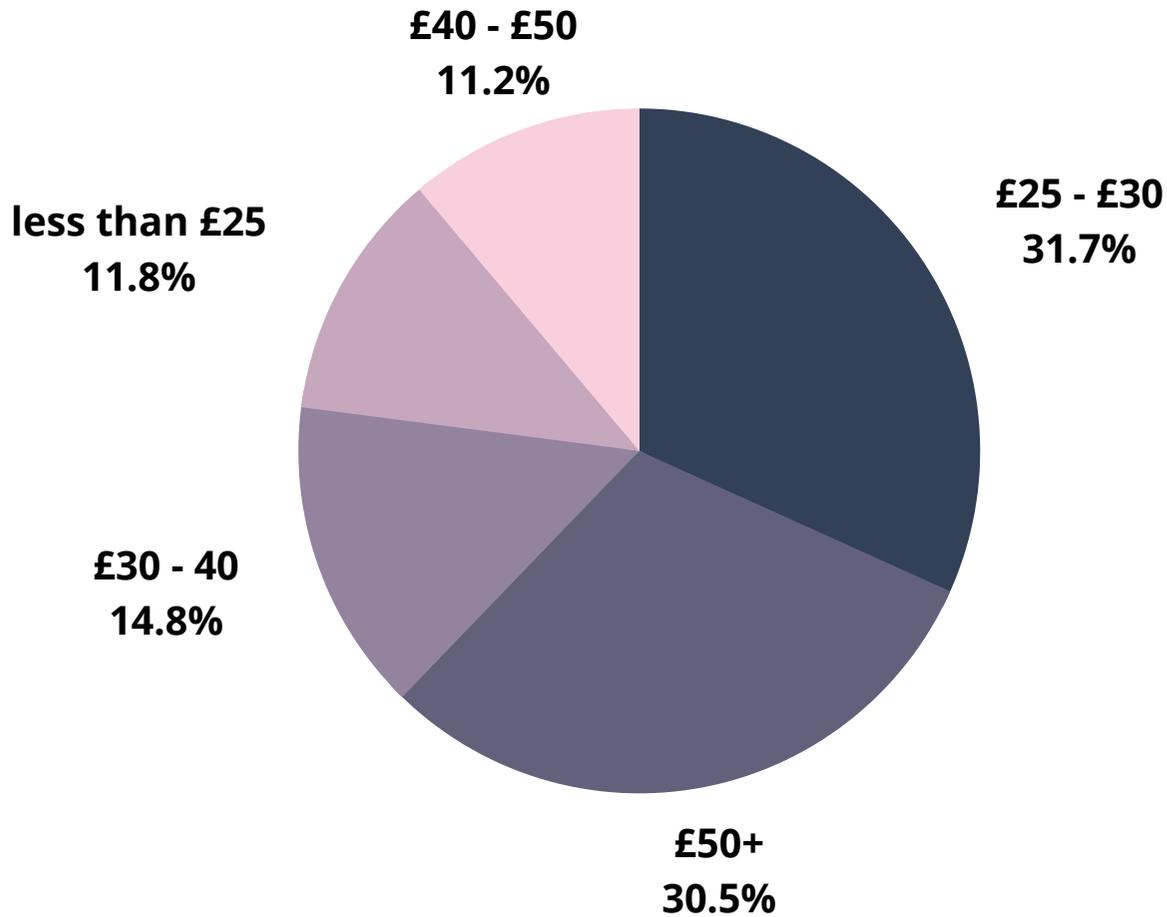
**Over 20% of  
visitors organise  
20+ trips  
per year**

# Av. number per trip



**35% of visitors  
take over 35  
people per trip**

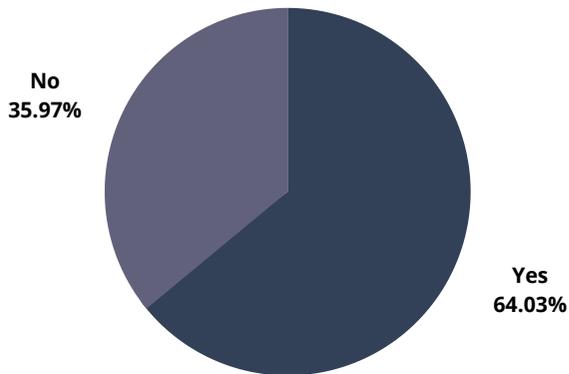
# Average spend per person



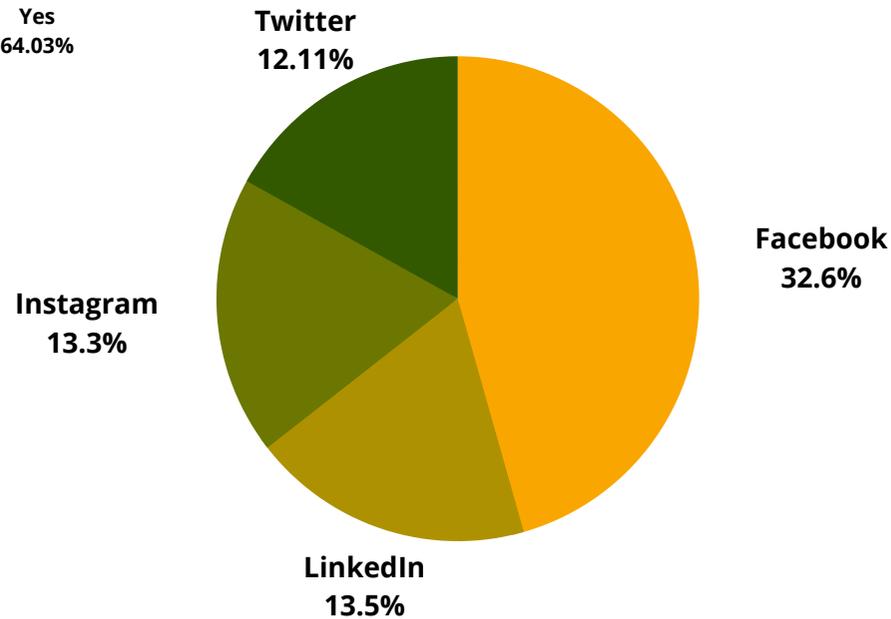
**30% of organisers  
have an average  
price point of  
more than £50  
per person per  
day trip**

# Use of social media

## Do you use social media?

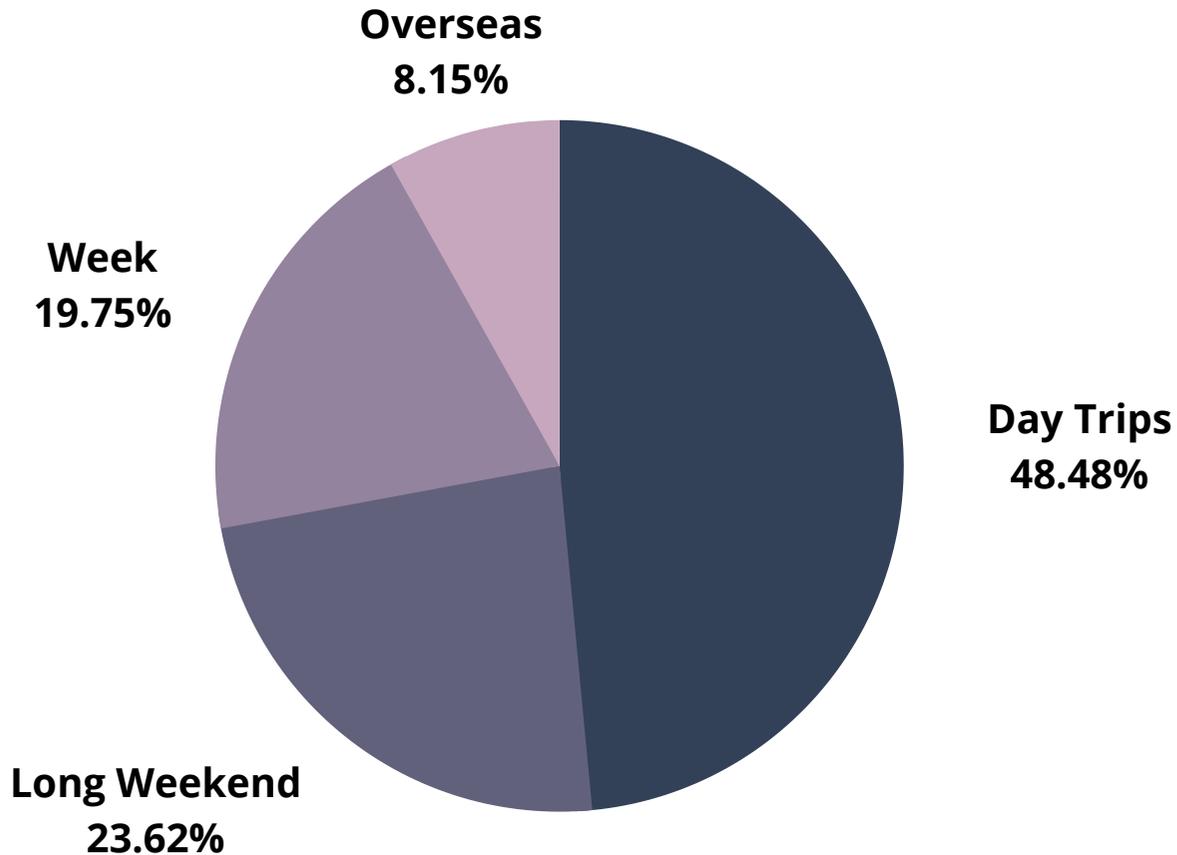


## If yes, which platforms



**Over 60% of visitors now use social media with Facebook being the most popular platform**

# Type of visits



**70% of visitors are seeking inspiration for day trips or a long weekend at Excursions**