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# Excursions 2024 is “Simply the Best”

The UK’s original and longest running one-day group travel show continues to thrive with overwhelmingly positive feedback to its largest show in recent years. Almost 1000 people from the Group Travel community gathered at Wembley Stadium on Saturday 27th January 2024 to celebrate Excursions’™ 50th anniversary show.

With a return to the iconic venue of Wembley Stadium, record post-pandemic attendance, a 60 piece orchestra to welcome guests and the charismatic Cheryl Baker to open the show, there was a real sense of joy and celebration at Excursions™ 2024.

Ben Allen of the Thursford Collection said of the show, *“A really good day, we’ve spoken with hundreds of coach operators. We found it really beneficial to explain what our summer and winter offering is…it’s been great to tell people what we do, how we do it and encourage them to come and visit us”*

As the first group travel show in the annual calendar, the show remains a must-attend event ; bringing together GTOs, coach operators, tour operators and itinerary planners with destinations, attractions, venues, cruise companies, ticketing agencies, hotels and resorts from across the UK and near Europe. The show is also widely supported by group travel associations and publications.

Trevor Parsons of the Swanage Railway said *“A really good show today, really pleased. We’ve taken a lot of bookings and a lot of enquiries.”*

The 50th anniversary show welcomed 238 exhibitor delegates to showcase their group travel products, take bookings and connect with GTO, coach and tour operators as well as peers and industry friends. Visitors to the show were treated to a wide range of exhibitors, industry seminars, mini stadium tours and a special Mamma Mia exhibit. The VIPs arriving as part of the Private Coach Arrivals programme additionally enjoyed cream teas, a presentation by LW theatres and a fam trip to nearby Royal Windsor.

Sharing her views on the 50th anniversary show, Fran Downton, CEO at Tourism South East, who organise the show, commented, *“We are absolutely delighted that Excursions™ 50th anniversary show saw a return to pre-pandemic numbers and has proven there remains a real interest in group travel. The record post-pandemic attendance created a really vibrant atmosphere and the quality of exhibitors and visitors has ensured productive meetings, confirmed bookings and the continued growth of the group travel market. We know Excursions is the favourite show for many in the group travel community and we remain committed to supporting this vital tourism sector.”*

David Steel of AGTO summed it up well as he explained *“Excursions is the best in the business for Group Travel Organisers, as I’ve seen here today. Our associate members are here in force. Why? Because they know they’re going to get good quality visitors to sell their services to. Excursions - 50 years, long may it continue! In my opinion, it’s simply the best”*

Excursions™ will return in 2025. For more information about the show or to subscribe to news updates, please visit [www.excursionsshow.com](http://www.excursionsshow.com)

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