

'Discover Liverpool'

UKinbound Workshop.

For those of you not familiar with this organisation, UKinbound is the only trade association to represent and unite the UK's inbound tourism businesses (www.ukinbound.org). It has a wide membership base including wholesalers, tour operators and destinations, including Liverpool City Region.

The Mersey Partnership has been working closely with UKinbound to hold a showcase sales event in Liverpool. The aim of the event is to attract travel trade buyers to the destination, with the opportunity to meet direct with our tourism businesses.

The format of the event is as follows (scroll down to the bottom of this email for more detail):

Date: Tuesday November 29 2011

Venue: Grace Suite, Hilton Liverpool

Format:

12:30 – Registration and lunch

13:30 – B2B workshop

17:00 – Networking drinks reception

18:30 – Departure

Delegates also have the opportunity to stay for an overnight FAM visit.

Supplier registration fees:

£99 + VAT for the 1st delegate

£69 +VAT for the 2nd delegate

Why should you attend?

If you are looking to target travel trade buyers, this event is for you. UKinbound are looking to attract a wide range of tour operators, from group travel to luxury and specialist interest providers. This event is open to all of UKinbound's tour operator members – a full list of which can be found [here](#).

To increase your profile at the event, why not take advantage of our exclusive sponsorship opportunities? Please contact me direct if you are interested in receiving more information.

How do I book?

Supplier places are limited. To secure your place [click here](#) or call the UKinbound team on 020 7395 7500.

This is a fantastic opportunity to showcase your business direct to travel trade buyers. If you have any questions or queries, please don't hesitate to get in touch (and don't forget to scroll to the bottom of this email for more information).

We do hope you'll be able to join us for this event.