

A scenic view of the Tower Bridge in London, United Kingdom, during sunset. The bridge's iconic stone towers and suspension cables are silhouetted against a warm, golden sky. The River Thames flows in the foreground, reflecting the light. A dark semi-transparent banner is overlaid on the right side of the image, containing white text.

# CONNECTING TRAVEL MARKETPLACE

London, United Kingdom  
Park Plaza London Riverbank

15-18 September **2024**



# WELCOME

**Connecting Travel Marketplace UK** (previously **Global Travel Marketplace**), returns in 2024 taking place on the **15-18 September** in London at the Park Plaza Riverbank Hotel.

For frontline travel sellers and independent travel agents hailing from the United Kingdom and Ireland, this event is for you. You'll engage in pre-scheduled one-to-one appointments, group experiences, and dynamic networking sessions, plus benefit from a hosted buyer programme during the event.

For destinations, travel companies or experience providers aiming to attract travellers from these coveted markets, we look forward to collaborating with you to help drive your success.

## Format

- Prescheduled 1:1 meetings
- Interactive content
- Networking sessions

## 2023 EVENT IN NUMBERS

**GBP £77.2 MILLION**

buyer member spending power

**1,300**

business meetings conducted

**300+**

decision-maker attendees

**100%**

carefully chosen & qualified

**25**

nationalities represented

**20+**

experiences

**20**

pre-scheduled meetings

**3**

days of designed networking

**CT**

# SOURCE MARKETS

## Qualifying criteria for buyers:

- Annual individual sales of at least £150,000 OR agency owner of £1million+ revenue agency, based on 2023 sales figures
- Discretion to work with all suppliers (able to contract or book new suppliers at your discretion)
- Global book of business or goal to expand current business portfolio
- Product Managers and Senior Management Level and above, all buyers have to have decision making power.

**90%**

United Kingdom

**10%**

ROW

**CT**

# THE AGENDA

**WHERE:** Park Plaza London Riverbank

## SUNDAY 15 SEPTEMBER

- Arrivals
- Evening Welcome Reception

## MONDAY 16 SEPTEMBER

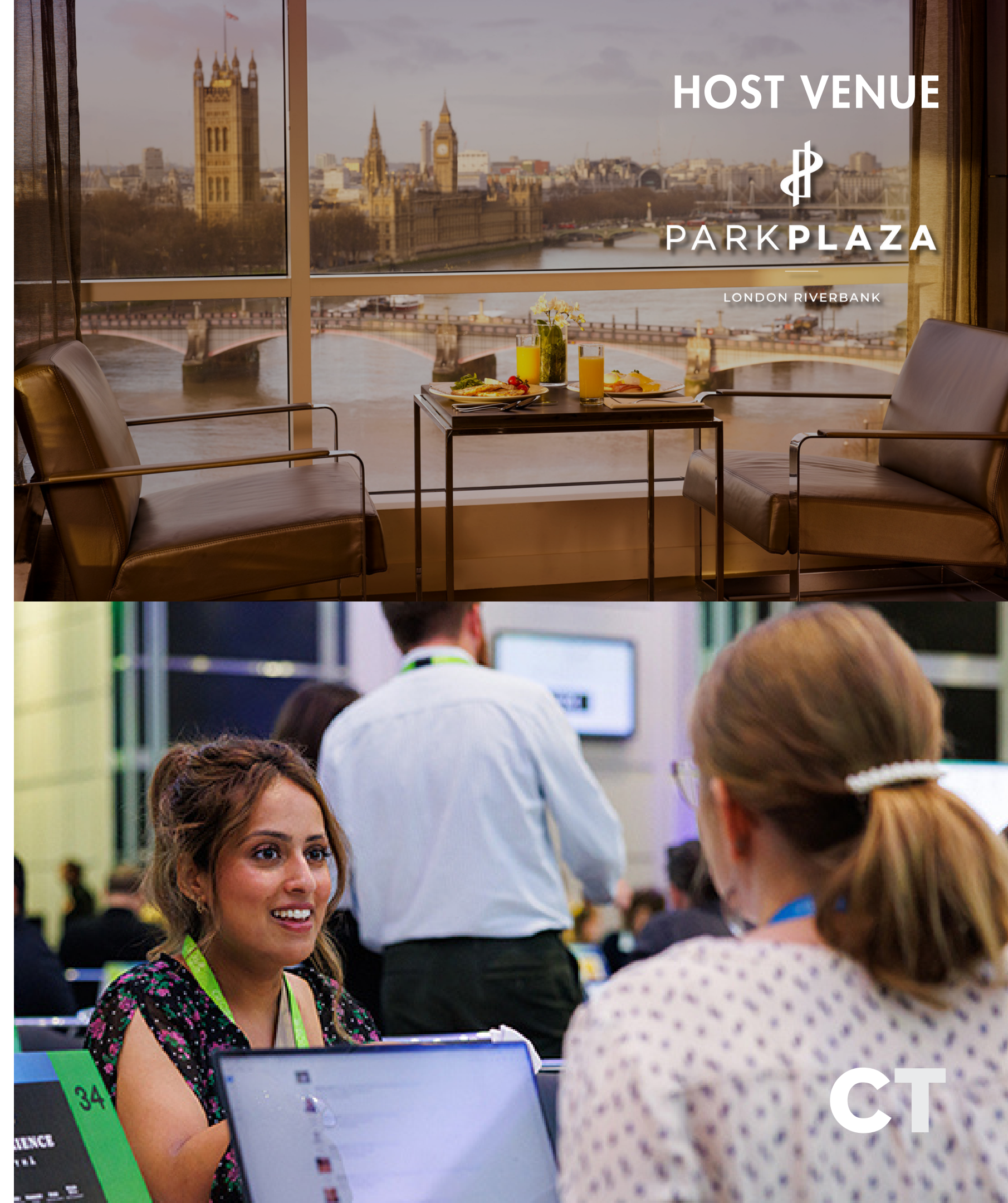
- Networking Breakfast
- 1:1 Meetings, Experiences & Speaker Session
- Networking Lunch
- Evening Networking Event

## TUESDAY 17 SEPTEMBER

- Networking Breakfast
- 1:1 Meetings, Experiences & Speaker Session
- Networking Lunch
- Evening Networking Event

## WEDNESDAY 18 SEPTEMBER

- Departures



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# OUR EVENTS **ARE DIFFERENT**



Maximise value for time  
with guaranteed  
appointments



Exclusively for decision-  
makers from targeted  
regions.



Wave goodbye to cold  
business card leads &  
forgetful meetings.



Discover breakout trends &  
business insights to unlock  
significant market  
potential.

**IN 2023**

**88%**

Would recommend this event to  
their contacts in the travel trade.

**84%**

Suppliers rated buyers to be high  
and very high quality.



# SUPPLIER **EVENT FEES**

## TOURIST BOARD

**£3,950\*** per entity

- ✓ Full attendance at Connecting Travel Marketplace for one delegate
- ✓ One meeting diary of up to 25 pre-scheduled appointments & experiences
- ✓ Comprehensive content & educational programme
- ✓ Three evening receptions
- ✓ Two breakfasts & luncheons
- ✓ Company logo, description and representative information in event directory
- ✓ Comprehensive data on all travel advisor attendees

## PRIVATE SECTOR

**£2,950\*** per entity

- ✓ Full attendance at Connecting Travel Marketplace for one delegate
- ✓ One meeting diary of up to 25 pre-scheduled appointments & experiences
- ✓ Comprehensive content & educational programme
- ✓ Three evening receptions
- ✓ Two breakfasts & luncheons
- ✓ Company logo, description and representative information in event directory
- ✓ Comprehensive data on all travel advisor attendees

# FURTHER OPPORTUNITIES

Networking Lunch

*Bahrain*

# DESTINATION SPONSOR

- Attendance for Destination plus 5 private sector partners or regional tourism boards
- Sponsorship of networking breaks on both event days
- Content Sponsor, naming rights (Presented as: Content by Sponsor)
- Logo on all event branding (digital and printed)
- 2x Social media posts to our 150k tourism trade audience
- 2x Solus emails to Travel Weekly database

**Investment: £25,000**



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# SPONSORSHIP

## OPENING RECEPTION

The perfect opportunity to host & interact with guests at the event opening reception:

- Exclusive package
- 10-minute welcome presentation to all delegates
- Naming rights and branding
- Three additional networking event passes during function
- Table drops / gift bags to all attendees (provided by you)
- Opportunity for destination/partner theming F&B, entertainment)

**Investment:**  
**£10,000**

## WELCOME AREA

A prime position to welcome the delegates as they arrive, depart and circulate around the venue every day.

You'll have branding takeover of the welcome area including a branded photo wall with official event photographs.

**Investment:**  
**£10,000**



# SPONSORSHIP

## LUNCH

A local, authentic lunch at the venue:

- “Lunch by Sponsor”
- Table drops / gift bags to all attendees (provided by you)
- Two additional networking event passes for sales colleagues during function

**Investment:**  
**£10,000**

## BREAKFAST

Start the day with your destination or product front of mind:

- “Breakfast by Sponsor”
- 5-minute presentation to all delegates
- Table drops / gift bags to all attendees (provided by you)

**Investment:**  
**£5,000**

## EVENT TOTE BAGS

Every delegate will be provided with an event bag on arrival, this provides a long-lasting and sustainable opportunity for your brand to be seen time & time again across the world.

**Investment:**  
**£3,000**

## VIDEO SPONSORSHIP **£3,500**

Video to be played in background throughout event

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## COFFEE BREAK **£3,000**

Includes signage & pop-up banner. Branded coffee cups & napkins (provided by you)

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## CONTENT SPONSOR **£2,500**

“Content by Sponsor”





# CONNECTING TRAVEL MARKETPLACE



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