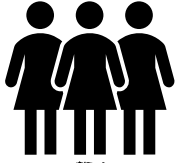


Europe & US Market updates

Stuart Heath, Head of Engagement



EUROPE Checklist (starter for 10)



Smaller, specialised group trips



Market fit / opportunity



Unique experiences – Film & TV



Allocations/ cost hotels



Language



Price/value for money/service



Sustainability

USA Checklist (starter for 10)



Multigenerational travel i.e. grandparents travelling with grandchildren.



Focus on sustainable travel & supporting tourism businesses investing in local people/economies.



Chauffeur driver & train travel seem to be most requested forms of transportation.



Booking window is now much longer in advance, many operators are already planning 2026 dates.



Allocation and hotel rates (Static v Dynamic)



Increase in special interest groups enquiring travel/activities in Britain. Gardens, Niche music groups (folk, country, etc.), manor houses, alumni groups along with wanting to visit Film/TV sites.

Market update webinar programme

- VisitBritain's international update webinars are designed to keep you informed about Britain's key inbound markets.
- In each webinar our in-market specialists share a comprehensive insight on what's happening in the region from consumer and trade perspectives and any upcoming activities and opportunities.
- Recordings of recent webinars are available on [visitbritain.org](https://www.visitbritain.org)
 - Australia & New Zealand
 - China, South Korea, Japan Market
 - India & GCC
 - Americas
- You can also sign up for our forthcoming webinars covering Europe.
 - 1st October: Germany & Nordics
 - 7th October: France & Netherlands
 - 24th October: Spain & Italy

