



JOIN US IN LONDON

As we Celebrate 30 years of promoting tourism to Seattle and Washington State



Dates: April 27-30, 2015

Participation fee: \$1200

This is our longest standing and, over the years, most prolific overseas market. UK leisure travelers explore the entire state in groups and as FIT and are interested in food and wine, shopping, adventure, scenic beauty, and niche travel from birding to kayaking to skiing.

Schedule

Monday 4/27

- Arrival
- Hosted welcome dinner

Tuesday 4/28:

- Trade and media seminar—how to appeal to the UK leisure market
- Mini-trade show where each delegate can meet the trade one-on-one
- Media dinner

Wednesday 4/29:

- Spend the day with your own sales or media appointments or conduct training at tour agencies
- Celebration dinner

Thursday 4/30

- Travel home

Total investment:

\$1200 Covers:

- Welcome dinner and celebration dinner
- Seminars, mini trade show and all meals - Tuesday

Expenses to cover on your own:

- Air fare
- Hotel accommodations, Royal Garden Hotel special group rate for 3 nights (details to come)
- Transfer to/from airport and around London
- Breakfast Wednesday and Thursday
- Lunch Wednesday

► *RSVP to PortRSVP@portseattle.org by February 5, 2015*