

ETOA

BIM 2024

26 JANUARY 2024, LONDON



EVENT PROFILE

Britain and Ireland Marketplace is the headline in-person travel trade event for tourism suppliers in the UK and Ireland.

BIM brings together the respective networks of ETOA and UKInbound and benefits from a hosted buyer programme run by VisitBritain.

Audience:

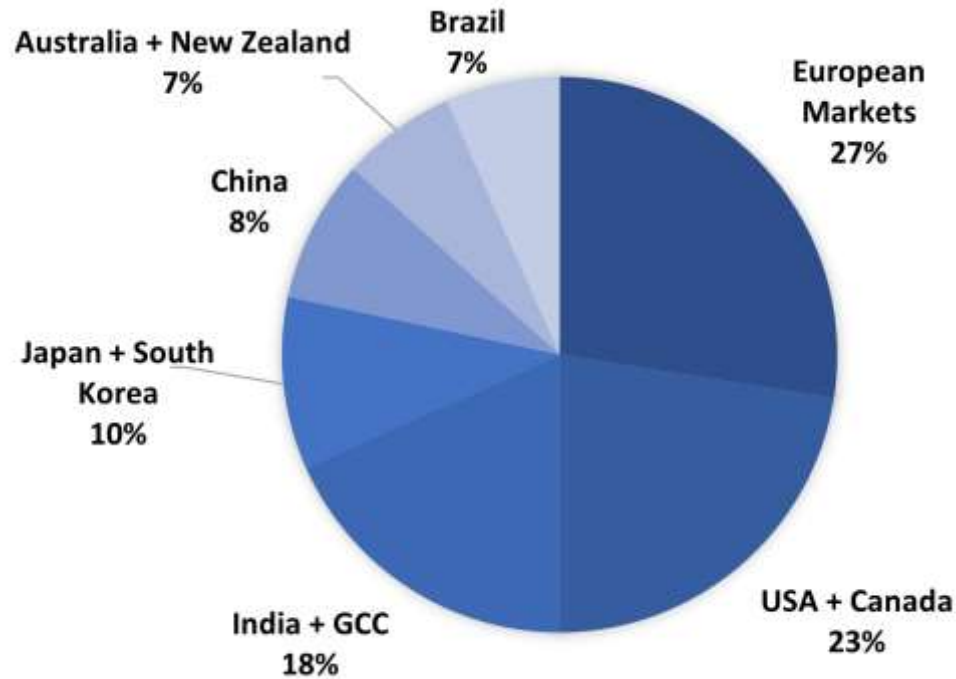
- 200+ regional suppliers and destinations
- 120 hosted buyers from international market
- 80 wholesalers and intermediaries

Together, they represent the core of the inbound markets for England, Ireland, Wales and Scotland.



Delegate Profile - Buyers

Buyers: Tour Operators, Wholesalers and Travel Agents



To find out who have registered for BIM 2024, visit the [BIM website](#).

European Markets: Germany, France, Italy, Netherlands & Belgium, Nordics



Delegate Profile - Suppliers

The 200+ suppliers and destinations joining BIM are based in England, Wales, Scotland, Northern Ireland and Ireland.

They represent a variety of tourism offers, such as:

- Hotels & Accommodation providers
- Attractions & Museums
- Transport companies
- Tourist boards and DMOs
- DMCs
- Ticketing services
- Cruise and rail excursions
- Shows, restaurants, shopping experiences
- In-destination experiences and local tours

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Book your place

- Discount code
- BIM24WL
- Get ETOA or UKI member rate
- [Click here to book your place at BIM](#)
- Contact Róisín Donnelly
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