

DESTINATIONS, THE HOLIDAY AND TRAVEL SHOW

LATA Pavilion at *Destinations* 28th - 31st Jan 2027, London Olympia

Destinations, The Holiday and Travel Show is the UK's largest and best attended B2C travel event, taking place during peak booking season for the UK outbound market.

The LATA Pavilion offers an excellent low-cost way to make a big impact at the UK's biggest consumer travel show. The open-plan, shared-space concept is proven to generate good footfall and strong consumer engagement, with excellent results reported from all members that participated in the 2026 pavilion.

The pavilion offers a low-cost, all-inclusive way to feature in a prime spot in the exhibition hall. The price includes everything you need - you just need to turn up with brochures and other collateral.



Why exhibit at *Destinations* 2027?

- Destinations London 2026 saw 50,102 active travellers through the doors over the 4 days this year.
- 87% of them are more likely to buy from brand they meet at the show
- Average age of visitors is 55-64
- 86% of visitors fall in the top 3 wealthiest ACORN categories: Luxury Lifestyles; Established Affluence; Thriving Neighbourhoods.
- 89% would recommend the brands they met at the show to friends and family
- 79% Destinations Show visitors are asked for travel advice by friends and family when planning where to go on their next holiday
- The average annual spend on holidays per person who attends the show is £7,912 - the national average is £1,500 according to a recent survey by Barclays.

Cost to exhibit on the LATA Pavilion, which includes:

- Branded, lockable desk with two stools
- Lighting and carpeting
- Exhibitor profile on the LATA Pavilion page on the Destinations website.

Stand on LATA Pavilion - £2,915

An additional Exhibitor Protection Scheme fee of £195+vat applies if proof of Public Liability Insurance cannot be provided.

Prices are quoted exclusive of VAT and other taxes which will be charged at the prevailing rate as required. Prices are subject to change. Errors and omissions excepted.

