UKINBOUND
THE VOICE OF INBOUND TOURISM

EXPERIENCE NORTH EAST ENGLAND

Annual Convention 2027

Key Information

Main conference: 24 & 25 February 2027
Fam trips: 26 – 28 February 2027





KEY DATES

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Fam trips: 26 – 28 February 2027

We recommend arriving in Newcastle Gateshead on Tuesday 23 February and staying until Friday 26 February, as the Awards for Excellence Gala Dinner will finish late on the Thursday.

Overnight fam trips for buyer members will take place from Friday 26 – Saturday 27 February, and Friday 26 – Sunday 28 February. A two-hour walking tour, open to all delegates, will take place on Friday 26 February.

If you are planning to attend a fam trip, please keep these additional dates in mind when booking your travel. Further information on timings and locations can be found later in the document.

PROGRAMME*

Wednesday 24 February 2027
Day Programme: The Glasshouse International Centre for Music
Networking Evening: Boiler Shop

Thursday 25 February 2027
Day Programme: The Glasshouse International Centre for Music
Awards for Excellence Gala Dinner: Newcastle Civic Centre

[Click here to view the UKiCon27 Programme]

**The programme is subject to change, with further session details and speakers to be confirmed.*

GETTING TO NEWCASTLE GATESHEAD

Newcastle Gateshead is a well-connected city, served by several rail operators including LNER, CrossCountry, Northern Trains, TransPennine Express, and ScotRail, providing direct and convenient links to major UK cities.

Newcastle International Airport is located just a short distance from the city centre and is easily accessible via the Tyne and Wear Metro, offering quick connections between the airport and key central locations.

LNER Rail Discount Code

We are pleased to confirm that LNER is offering delegates a 25% discount on travel to the Convention. The discount is valid on Standard and First Class fares and can be booked directly via the LNER website using discount code NGI2027. Full terms and conditions are available online.

Click here to find out more.

ACCOMMODATION

We are pleased to partner with a selection of hotels offering exclusive delegate rates for the duration of the Convention.

Available hotels are listed below, along with direct links to their websites, and contact details where bookings can be made. Terms and conditions can also be found online. Delegate transfers will be provided from Maldron Hotel Newcastle, Crowne Plaza Newcastle, Royal Station Hotel and Holiday Inn Jesmond.

**Located in the city centre.*
***Within proximity to Conference venue.*

Hotel	Rate (per room, per night)	Validity	Booking Information	How to Book
Hilton Newcastle Tyne Bridge**	£140 (incl. breakfast & VAT)	23–25 Feb 2027 (3 nights)	2-night minimum stay. Link expires 12 Jan 2027. E: reservations.newcastle@hilton.com	Click here to book.
Malmaison Newcastle**	£145 (incl. breakfast & VAT)	23–25 Feb 2027 (3 nights)	2-night minimum stay. Quote 2302UKI when booking. E: theteam@malmaison.com T: 0330 016 0390 Offer expires 28 December 2026.	Please email or call to book.
Hotel du Vin Newcastle	£145 (incl. breakfast & VAT)	23–25 Feb 2027 (3 nights)	2-night minimum stay. Quote 2302NG when booking.	Please email or call to book.

			E: theteam@hotelduvin.com T: 0330 016 0380 Offer expires 28 December 2026.	
Maldron Hotel Newcastle*	£129 (incl. breakfast & VAT)	23–25 Feb 2027 (3 nights)	2-night minimum stay. Use promo code UKIN230227. E: awhite@maldronhotels.com Offer expires 11 January 2027.	Click here to book.
Millennium Copthorne Newcastle**	£110 (incl. breakfast & VAT)	23–25 Feb 2027 (3 nights)	Quote code UKIN200426 when booking. E: sales.newcastle@millenniumhotels.com T: 0191 222 0333 Offer expires 11 January 2027.	Please call to book.
Crowne Plaza Newcastle*	£139 (incl. breakfast & VAT)	23–25 Feb 2027 (3 nights)	2-night minimum stay. Discount embedded in link. E: craig.dingwall@cpnewcastlehotel.co.uk Offer expires 11 January 2027.	Click here to book.
INNSiDE by Meliá Newcastle**	£135 (incl. breakfast & VAT)	23–25 Feb 2027 (3 nights)	2-night minimum stay. Code embedded. E: innside.newcastle@melia.com Offer expires 12 weeks prior to arrival.	Click here to book.
Dakota Newcastle**	£170 (incl. breakfast & VAT)	23–25 Feb 2027 (3 nights)	2-night minimum stay. Quote UKINB230227 when booking. E: reservations@ncl.dakotahotels.co.uk T: 0191 406 8777 Offer expires 11 January 2027.	Please email or call to book.
Royal Station Hotel*	£120 (incl. breakfast & VAT)	23-25 Feb 2027 (3 nights)	2-night minimum stay. Quote UKinbound Convention 2027 Allocation when booking. E: reservations@royalstationhotel.com Offer expires 11 January 2027.	Please email to book.
Sandman Hotel	£125 (incl. breakfast & VAT)	23-25 Feb 2027	No minimum length of stay. Discount embedded in link. E: Res_newcastle@sandmanhotels.co.uk Offer expires 26 January 2027.	Click here to book or email.
Holiday Inn Jesmond	£120 (incl. breakfast & VAT)	23-25 Feb 2027 (3 nights)	2-night minimum stay. Quote UKinbound Convention 2027 Allocation when booking. E: reservations@hinewcastle.co.uk T: 0800 40 50 60 Offer expires 11 January 2027.	Please email to book.

FAM TRIPS

Experience North East England has curated an exciting programme of walking tours and overnight fam trips, giving delegates the opportunity to discover some of the region's most iconic attractions, hidden gems and visitor experiences beyond the main convention programme. All walking tours and fam trips must be booked in advance, and places are allocated on a **first-come, first-served basis**.

Option	Walking Tours	County Durham (1 Night)	County Durham & Northumberland (2 Nights)
Who can attend?	All delegates	Buyers only	Buyers only
Dates	Tue 23 Feb & Fri 26 Feb 2027	Fri 26 – Sat 27 Feb 2027	Fri 26 – Sun 28 Feb 2027
Duration	Approx. 2 hours	1 night	2 nights
Departure	14:30 (Tue) / 09:30 (Fri)	10:00, Newcastle city centre	10:00, Newcastle city centre
Return	Approx. 2 hours later	Approx. 12:30, Newcastle Railway Station	Approx. 16:30, Newcastle Railway Station
Places available	20 per tour	10 buyers	10 buyers
Highlights	Choose from two guided Newcastle walking tours: City & Quayside Discovery or Quayside & Ouseburn.	Raby Castle, The Storied Lands, The Auckland Project, Beamish Museum.	County Durham highlights plus Belsay Hall, Ad Gefrin, The Tempus, Alnwick Castle, Vindolanda Roman Fort and a Dark Skies Experience.

Important Information

- Walking tours are open to all UKiCon27 delegates.
- Overnight fam trips are available to buyers only.
- Buyers may book **one walking tour and one overnight fam trip**.
- **To give as many companies as possible the opportunity to participate, attendance on the walking tours and the overnight fam trip is limited to one delegate per company.**
- Places will be allocated on a first-come, first-served basis.
- **If you have already registered for UKiCon27, please use your personalised booking link to book your walking tour and/or overnight fam trip. Please do not use the standard booking link, as this will create a duplicate registration.**

For any questions regarding the fam trips, please contact convention@ukinbound.org.

B2B WORKSHOP

The B2B Workshop is a key element of the UKinbound Annual Convention, bringing buyers and suppliers together to meet in a series of one-to-one pre-scheduled meetings lasting 9 minutes each, with a 1-minute turnaround in between.

When submitting your booking form, you will be asked to state whether you would like to meet with buyer companies (Tour Operators, DMCs, OTAs) or supplier companies (Attractions & Experiences, Accommodation, Destinations, Transport Providers, Restaurants & Retail, Professional Services, Technology Providers, Ticketing Agents etc). **Please ensure you select the correct company type that you would like to meet with, as changing this later will cause delays to meeting diary generation.**

If your membership category is a buyer

If your membership category is a buyer, you may have up to two lead representatives with separate meeting itineraries. Each lead representative can meet with the same or different category during the B2B Workshop, as appropriate to your business. For example, one lead delegate can meet with buyers, and a second lead delegate can meet with suppliers. Or both lead delegates can meet with suppliers.

If your membership category is a supplier

If your membership category is a supplier, you may have one lead representative and itinerary for meeting with buyers. These meetings can be shared between additional delegates if you wish. You may also register a second lead delegate to meet with other suppliers at the B2B Workshop, if this is appropriate for your business.

Once bookings have closed, lead delegates will be invited to submit their meeting preferences via an online platform. Once all companies have submitted their preferences, the platform will generate meeting itineraries based on mutual preferences. We therefore encourage you to submit as many preferences as possible to maximise the number and relevance of your appointments.

UKICON27 APP

The UKiCon27App will provide all the information you need on the day, and allow you to connect with other delegates, arrange meetings, share contact information and write and download notes.

To maximise its benefits, we encourage everyone to download and utilise the app ahead of Convention.

A personalised login link and full details will be shared in due course.

CHARITY DONATION

As a delegate of the UKinbound Annual Convention, you may choose to contribute £5 of your convention ticket fee to a charitable cause. Further information on how this contribution will support the selected cause will be shared in due course. Please note that this contribution is optional and delegates may opt out.