UKINBOUND
THE VOICE OF INBOUND TOURISM

Annual Convention 2027

Time	Day 1 Programme (24 February 2027) Glasshouse, Newcastle Gateshead
09:30	Registrations & refreshments
10:30	Welcome from UKinbound & Experience North East England
11:00	VisitBritain session, Patricia Yates
11:30	Keynote address
12:15	Lunch
13:15	David Edwards, Scattered Clouds
14:15	Seren Welch, Film Tourism
14:45	Refreshment break
15:15	Buyer & supplier content
16:45	Free time
19:00	Networking evening at Boiler Shop

Time	Day 2 Programme (25 February 2027) Glasshouse, Newcastle Gateshead
09:00	B2B workshop registration & refreshments Welcome presentations begin at 09:30 sharp.
10:00–16:15	B2B workshop
10:00–11:30	Market seminars by VisitBritain • Cracking America: What tourism businesses need to know about the UK's No.1 market – Paul Gauger, VisitBritain • Mosaic: Understanding and targeting our audiences – Suzy Faulkner & Richard Nicholls, VisitBritain
11:30	Refreshment break
11:50	B2B workshop continued
13:00	Lunch
14:00–15:30	Market seminars – same as above
15:30	Refreshment break
15:50–16:45	B2B workshop continued
16:45	Free time
19:00–23:30*	Drinks reception & Awards for Excellence Gala Dinner

** Subject to change.*