



NATIONAL
GEOGRAPHIC

TRAVELLER

FOOD FESTIVAL

19-20 JULY 2025

BUSINESS DESIGN CENTRE, LONDON

MEDIA PACK

OUR 2024 EVENT



Thousands of food-lovers gathered at London's Business Design Centre for the 2024 National Geographic Traveller (UK) Food Festival, a celebration of the world's most exciting culinary destinations. On the main floor, stands offered food from every corner of the globe. In the Cinnamon and Saffron Masterclass Theatres, visitors learned to create dishes from scratch. The Main Stage featured some of the biggest names in food, including Nadiya Hussain, Matt Tebbutt and Nisha Katona, who prepared signature dishes live, while at Speakers' Corner, we sat down with in-demand authors to discuss their latest cookbooks. The 2025 National Geographic Traveller (UK) Food Festival will return to the Business Design Centre, London, on 19-20 July. This two-day event promises another chance to explore recipes, ingredients and stories from around the world.

Nicola Trup, editor of *Food by National Geographic Traveller* (UK), says:
"This year's Food Festival was a huge success, with the Saturday sold out and a brilliant line-up of chefs and speakers representing numerous international cuisines across the two days. The new additions of tasting sessions and photography workshops went down really well too, with many booked up well in advance. Thank you to everyone who came, celebrated global cuisine with us and made this another Food Festival to remember."



IN NUMBERS

7,280

ATTENDEES

55

EXHIBITORS

79

PERFORMANCES

2024 FOOD FESTIVAL VISITORS IN NUMBERS



FESTIVAL STATISTICS

7,280

TOTAL NUMBER OF VISITORS

40+%

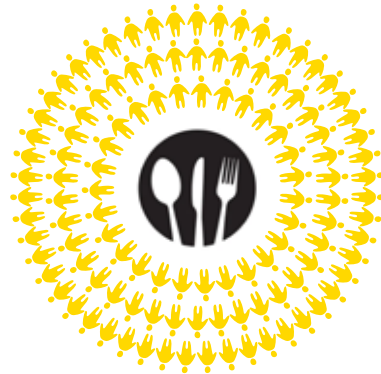
OF OUR VISITORS DO NOT ATTEND ANY OTHER FOOD & DRINK FESTIVALS

39%

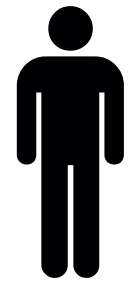
OF OUR VISITORS TRAVEL OVERSEAS TWO TO FIVE TIMES A YEAR

89%

OF OUR VISITORS WERE INSPIRED TO TRAVEL



GENDER



MALE
31%

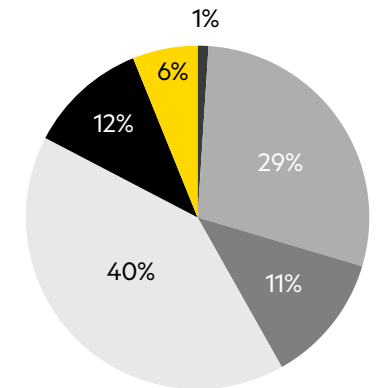


FEMALE
69%

Younger predominantly female demographic who purchase premium brands and are interested in:

- CULTURE
- FOOD
- ADVENTURE TRAVEL
- LUXURY TRAVEL
- TRAVEL NEWS & INFO

AGE



■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

DWELL TIME

63%



OF VISITORS STAYED FOR TWO TO FIVE HOURS

88%



OF OUR VISITORS WERE SATISFIED WITH THE EVENT

73%



OF OUR VISITORS WOULD RECOMMEND THE EVENT TO A FRIEND

| THE FOOD FESTIVAL



The main exhibition hall provides space for brands to create their own culinary experiences for our visitors, covering everything from food and drink sampling to cooking tutorials. The event is suited to destinations and businesses with premium products who understand the value of building long-term relationships with customers.

The exhibition floor features specialists in:

- Tourism and travel
- Tourist boards
- Tour operators
- Drinks
- Fresh produce
- Appliances
- Ancillary products
- Cookware

MARKETPLACE

Visitors will be able to purchase artisanal food and the very best specialist equipment to take home. With a focus on high-quality, top-end brands and products, we welcome the best of British as well as working with brands, associations and producers from around the globe.



| MAIN STAGE, SPEAKERS' CORNER & BOOK SIGNING



MAIN STAGE

On our Main Stage, expect a line-up of world-renowned chefs, food personalities and restaurateurs performing live cooking demonstrations and presenting various cuisines from around the globe.

SPEAKERS' CORNER

In contrast to the Main Stage, Speakers' Corner is a more intimate lounge venue, where visitors can hear some of the most celebrated food and drink writers discuss their latest work.

BOOK SIGNING

After enjoying presentations on the Main Stage and at Speakers' Corner, visitors can get signed copies of the latest cookbooks from our star line-up and guest speakers.

COMMERCIAL OPPORTUNITIES

Spots on the Main Stage and at Speakers' Corner are by invitation only and are curated by the editorial team. If your organisation has an existing relationship with a top chef or writer who might be suitable for one of these stages, we encourage you to get in touch.





THE WINE & SPIRITS THEATRE

The Wine & Spirits Theatre invites visitors to immerse themselves in some of the world's most acclaimed wine and spirit-producing regions. Guided by top sommeliers and renowned drinks experts, you'll be transported to gently sloping vineyards and barrel-lined cellars, comparing flavour profiles while learning about the intricate processes involved in vine cultivation and spirit distillation. Each tasting session is designed to educate and delight the senses.

COMMERCIAL OPPORTUNITIES

Wine & Spirits Theatre slots can be purchased subject to approval of session concept from the editorial team. Each session costs £2,500.



| THE MASTERCLASS THEATRES



MASTERCLASS THEATRES

Each year, we work with sponsor tourist boards, food and drink companies and restaurants to curate a programme of culinary masterclasses, which take place on our two hugely popular specialist stages, the Cinnamon Theatre and Saffron Theatre. The theatres host chefs from around the world, who show audiences how to make speciality dishes from scratch – whether its Louisiana-style barbecue shrimp, uchumanka from Ecuador or the ultimate risotto Milanese.

COMMERCIAL OPPORTUNITIES

Masterclass Theatre slots can be purchased subject to approval of session concept from the editorial team. Each session costs £2,500.





PHOTOGRAPHY WORKSHOPS

Visitors have the opportunity to perfect their photography skills by booking into one of our new Photography Workshops. A top food photographer will share tips and tricks on making what they're about to eat look incredible.

TASTING SESSIONS

A series of new tasting sessions where experts in their fields will introduce attendees to high-quality products from around the world. 2024's sessions included Pure Rainforest chocolate by Koefoed, the best of British cheeses and classic cocktails from Latin America.



2024 FOOD FESTIVAL TRADE TESTIMONIALS



“We wanted to trial the festival this year with the view to participating on a larger scale next year, and we couldn’t be happier with the event. We had such a great time meeting so many people. We ran a competition to win a foodie trip which was super popular. We hope to return next year.”

Trailfinders



“We thoroughly enjoyed the show and are delighted with the positive reception and attendance that the tastings received. The support we received from the team on-site was excellent. It has been a long time since we worked with such a highly engaged audience. Once again, thank you for the opportunity to be a part of such a fantastic show.”

Laithwaites



“Year after year, the National Geographic Traveller (UK) Food Festival creates a unique opportunity for destinations, even small ones like Grenada, to showcase their culinary profile across two days. We see this from the number of people visiting the stand, the variety of attendees, the atmosphere, the amazing event coverage and even how engaging and helpful the National Geographic Traveller (UK) staff and management are to exhibitors like myself, from Pure Grenada. Without a doubt, Pure Grenada will be exhibiting at the 2025 event, as the organisers have created the opportunity for keen travellers, media, food enthusiasts and more to experience a taste of Grenada in the UK.”

Emil Edwards, Pure Grenada



“Our goal at this festival was to show our flavours through our good local cuisine. Traditional food from the four regions of Ecuador was shown to thousands of highly experienced visitors: foodies, press, potential tourists... We were busier than we could possibly have imagined. It was an amazing event!”

Ecuador Tourist Authority



| 2024 FOOD FESTIVAL VISITOR TESTIMONIALS



"The National Geographic Traveller (UK) Food Festival takes you on a delightful culinary journey around the world. It's not just about food. There's so much more to enjoy. You can learn about cookery from world-renowned chefs. In my case it was Richard Corrigan, who was absolutely marvellous. You're introduced to places in this world that you suddenly want to discover. Who knew Georgia is amazing and that Grenada and Antigua and Barbuda seem like paradise on Earth? You can drink and taste your way through different continents. Everyone likes a freebie! I know I do. You'll leave the event heavily laden with brochures, gastronomic information you didn't know you needed, discount vouchers and delectable samples to nibble on your way home."

"What a great way to enjoy global food and the real-life stories in Speakers' Corner were very emotional."

"I've travelled the world but visiting the National Geographic Traveller (UK) Food Festival made me want to travel more! Tasters, street food, demos, cookery books and workshops – this show has it all and was a wonderful way to spend a Sunday."

"The festival was an amazing event with friends, as if we got to travel to multiple places and eat lots of interesting and delicious cuisines. Inspiring to want to visit these places!"

"I enjoyed discovering a new destination like Montenegro."

"The National Geographic Traveller (UK) Food Festival was an excellent stage to try different cuisines from various countries, try global food and drinks, and attend a masterclass to understand food, drinks and food photography a bit more. A very vibrant and diverse event. Day well spent."

"It was lovely to watch the different chefs make their creations and a delight to get to sample them as well."

"I have enjoyed the variety of exhibitors. The event was great and well organised. What really stood out was how engaging the stands were and the food samples offered. I will definitely be there next year!"

"Some great tasting sessions and if you love gin, wine and rum you'll get great value for money here! The wine-tasting was fantastic! I like that it wasn't just wine-tasting, but also stories that gave context about the regions the wines came from, really appreciate that touch!"

"I really enjoyed the cheese workshop and the wine theatre. Both sessions are led by passionate experts, you get the opportunity to taste a range of delicious cheeses and wines and how to pair them."

"This is an amazing annual event full of new sights, sounds and smells of delicious fare. It's a stimulating experience not to be missed!!! Add it to your calendar."

"Fabulous atmosphere, great way to explore different cuisines, passion for food and tips from global locations."

"Great experience, and the tastings were lovely. I love discovering new businesses and brands and this is definitely the place to get an enriching experience of the food world."

"It was great to connect with people from different areas of the world who are showcasing their food. Human connection via food is unbeatable."

"If you're a 'foodie' and you 'live to eat' – a must-attend event!"

"Fun event. Makes you want to book your next trip."



| 2024 FOOD FESTIVAL MARKETING

NATIONAL GEOGRAPHIC TRAVELLER (UK)

The National Geographic Traveller (UK) Food Festival 2024 was heavily promoted across all online and offline channels including *National Geographic Traveller* (UK) magazine and *Food by National Geographic Traveller* (UK) magazine, on foodfestival.natgeotraveller.co.uk, via weekly e-newsletters and on all social media (Instagram, Facebook, X and LinkedIn). The sponsors' logos were included wherever appropriate. See the following slides for the campaign breakdown.

BANNERS

PRINT MAGAZINE

DIGITAL CONTENT

E-NEWSLETTERS

SOCIAL MEDIA

TRAVELLER FOOD FESTIVAL
20-21 JULY 2024
BUSINESS DESIGN CENTRE, LONDON

SATURDAY 20 JULY
NADIYA HUSSAIN
MATT TEBBUTT
RICHARD CORRIGAN
OLIA HERCULES

SUNDAY 21 JULY
NISHA KATONA
THEO RANDALL
IXTA BELFRAGE
RAYNEET GILL

SPEAKERS' CORNER
SU SCOTT
IMAD ALARNAB
ZUZA ZAK
DINA MACKI
SPASIA DINKOVSKI

SPEAKERS' CORNER
DENAI MOORE
ALEX JACKSON
YUI MILES
OZLEM WARREN
& MORE

PRESENTERS
APRIL JACKSON | ALEX OUTHWAITE | FARIDA ZEYHALOVA | ROSS CLARKE

MASTERCLASS THEATRES
INDONESIA • ECUADOR • GEORGIA • JAPAN & MORE

WORKSHOPS
CHEESE PAIRINGS | FOOD PHOTOGRAPHY | COCKTAILS & MORE

WINE & SPIRITS THEATRE
LISBON • CZECH REPUBLIC • GEORGIA & MORE

EXHIBITION FLOOR
ECUADOR | MONTENEGRO | GRENADA | CZECH REPUBLIC | INDONESIA
| GEORGIA | ANTIGUA & BARBUDA | MALAYSIA & MORE

SPONSORS
KENWOOD atavi

LATEST NEWS

MEET THE HEADLINERS



| 2024 FOOD FESTIVAL MARKETING

As well as being promoted across all *National Geographic Traveller* (UK)'s multimedia channels, 2024's festival benefitted from a comprehensive marketing campaign. The campaign had a media value of £849,000 and included national press, billboard and digital outdoor advertising to ensure awareness and exposure.

Media value **£849k** Total campaign Coverage **18.6m**



2024 FOOD FESTIVAL MARKETING CAMPAIGN



FESTIVAL MARKETING PROGRAMME	The festival was promoted with a far-reaching marketing package that not only ensured our visitor targets were achieved but also offered exhibitors and sponsors an effective marketing presence. Below is the marketing schedule for 2024		
	MARKETING	CAMPAIGN	COVERAGE
PRINT	<i>Food by National Geographic Traveller</i> (UK) magazine <i>National Geographic Traveller</i> (UK) magazine <i>Evening Standard</i> <i>The Guardian</i> <i>The Telegraph</i> <i>Camden New Journal</i> (print only)	Double page advertisements Double page advertisements, single page Front page strip, quarter page, quarter strip Front page strip, quarter page, half page Front page strip, quarter strip Full pages	150,000 150,000 425,000 510,000 550,000 70,000
DIGITAL	NGT newsletters NGT organic social media NGT paid social NGT Google Ads	Ticket sales, competitions, promotional copy, attendee communications Facebook, Instagram, X and LinkedIn Paid advertising across Meta Paid advertising across Google Search and Display	67,000 323,014 11,622,602 265,599
OUT OF HOUSE	Outdoor advertising Business Design Centre	London Underground network and key locations around Islington via TfL and Global Billboards and front windows	216,437 107,280
PARTNER MARKETING	<i>Evening Standard</i> <i>Time Out, Metro, Living 360</i> <i>Time Out</i> Show Film First Southern Western Railway Central tickets	E-newsletters, competitions, advertisements, online, social Banner advertising, content, competitions etc London homepage, editorial newsletter, Things to Do in July E-newsletters to 250,000 London members and one million national members Reward members Online	890,000 700,000 785,500 1,250,000 500 500,000
		Total coverage (print) Total impressions (digital)	1,962,280 16,623,652
		Total coverage (print and digital)	18,585,932

I HEADLINE SPONSORSHIP



SUMMARY	Sponsorship of the National Geographic Traveller (UK) Food Festival 2025 offers maximum exposure at the event, with the sponsor's logo integrated into campaign material throughout the campaign period – material reaching over 18.5 million UK consumers and travel enthusiasts in the eight months leading up to the event.
PRE-SHOW MARKETING	<ul style="list-style-type: none">• Print and digital magazine: Inclusion within double and single page show advertisements in <i>National Geographic Traveller</i> (UK) and <i>Food by National Geographic Traveller</i> (UK) magazines. Double page sponsor advertisement in the summer edition of <i>Food by National Geographic Traveller</i> (UK), on sale 5 June 2025 and distributed at the Food Festival• Website: Prominent logo inclusion across homepage and sub-pages. Logo, website and sponsor information on Our Sponsors page. Stand information on Exhibitors page. News/blog article announcing sponsorship of the event and highlighting at-show activity• Social media: Event referenced as 'National Geographic Traveller (UK) Food Festival sponsored by <Sponsor Name>', sponsor tagged at the footer of social media posts, logo featured in footer across all social media visual assets and a bespoke paid social campaign delivering three million impressions• Newsletters: Logo featured in foot across all newsletter visual assets for the Food Festival• Press and PR: Referenced in the copy of press releases, distributed to major publications and journalists• Outdoor advertising: Prominent logo placement across all outdoor advertisement for the Food Festival, on the TfL network in locations with high footfall• Tickets: 40 complimentary general admission tickets (20 per day) worth £1,000• Competitions: (Optional extra) Promotion of one prize worth minimum of £1,000 across <i>National Geographic Traveller</i> (UK) channels (no data opt-ins available), with a further optional paid social campaign to promote the prize
AT-SHOW MARKETING	<ul style="list-style-type: none">• Logo placement on: Billboards located at the front of the Business Design Centre, logo placements across all hall decorations, on the counters of all stages and theatres, window vinyls on workshop rooms, You Are Here (YAH) boards, print and directional signage where possible, and the Show Guide.
FLOOR PRESENCE	<ul style="list-style-type: none">• 40sq-metre space at the National Geographic Traveller (UK) Food Festival 2025 with an opportunity to increase the size of your stand to accommodate a kitchen and/or a bar• Two sessions in the Masterclass Theatres or Wine & Spirits Theatre
POST-SHOW MARKETING	<ul style="list-style-type: none">• Client visibility in post-show videos. Logo and sponsor details are to remain in situ on the website until the 2026 campaign period commences (c. October-November 2025), and referenced within the copy of consumer and trade press releases following the show
NO. OPPORTUNITIES	One
TOTAL COST	£90,000

SECONDARY SPONSOR



SUMMARY	<p>As a secondary sponsor of the National Geographic Traveller (UK) Food Festival 2025, your brand will enjoy substantial visibility at the event and throughout the campaign period. Your logo and messaging will be featured on marketing materials, allowing you to engage with over 18.5 million UK consumers and travel enthusiasts during the eight months leading up to the festival, and you will have 2x sessions in the Masterclass Theatres or Wine & Spirits Theatre, further increasing your opportunities to engage with people at the event.</p>
PRE-SHOW MARKETING	<ul style="list-style-type: none">• Print: Single page advertisement in <i>National Geographic Traveller (UK)</i> and <i>Food by National Geographic Traveller (UK)</i> magazines• Website: Logo inclusion across homepage, sub-pages. Logo, website and sponsor information on Our Sponsors page. Stand information on Exhibitors page• Social media: Inclusion in the event's social media campaign (subject to editorial approval), and a bespoke paid social campaign delivering two million impressions• Newsletters: Logo featured in footer across all newsletter visual assets for the Food Festival• Press and PR: Referenced in press releases, distributed to major publications and journalists• Outdoor advertising: Logo placement across all outdoor advertisement for the Food Festival, on the TfL network in locations with high footfall• Tickets: Thirty complimentary general admission tickets (15 per day) worth £750• Competitions: (Optional extra) Promotion of one prize worth minimum of £1,000 across <i>National Geographic Traveller (UK)</i> channels (data opt-in available), with a further optional paid social campaign to promote the prize
AT-SHOW MARKETING	<ul style="list-style-type: none">• Logo placement on: Billboards located at the front of the Business Design Centre, logo placements across hall decorations, counter of Main Stage, window vinyls on workshop rooms, You Are Here (YAH) boards, print and directional signage where possible, and the Show Guide
FLOOR PRESENCE	<ul style="list-style-type: none">• 24sq-metre space at the National Geographic Traveller (UK) Food Festival 2025 with an opportunity to increase the size of your stand to accommodate a kitchen and/or a bar• Two sessions in the Masterclass Theatres or Wine & Spirits Theatre
POST-SHOW MARKETING	<ul style="list-style-type: none">• Logo and sponsor details are to remain in situ on the website until the 2026 campaign period commences (c. October-November 2025), and referenced within the copy of consumer and trade press releases following the show
TOTAL COST	£40,000

WINE & SPIRITS THEATRE SPONSOR



SUMMARY	<p>As the sponsor of the Wine & Spirits Theatre at the National Geographic Traveller (UK) Food Festival 2025, your brand will take centre stage in a dedicated space, gaining exposure both at the event and throughout the campaign period. Your logo and messaging will be prominently displayed on marketing materials for the Wine & Spirits Theatre, and you'll have the opportunity to host four sessions throughout the weekend, allowing you to connect with UK wine and travel enthusiasts at the event and in the eight months leading up to the festival.</p>
PRE-SHOW MARKETING	<ul style="list-style-type: none">• Print: Single page advertisements in <i>National Geographic Traveller</i> (UK) and <i>Food by National Geographic Traveller</i> (UK) magazines• Website: Logo inclusion on home page and sub-pages. Logo, website and sponsor information on Our Sponsors page. Stand information on Exhibitors page. Logo inclusion on Wine & Spirits Theatre landing page• Social media: Inclusion in the event's social media campaign (subject to editorial approval), and a bespoke paid social campaign delivering one million impressions• Newsletters: Brand name inclusion within the copy of the Food Festival promotional sections in <i>National Geographic Traveller</i> (UK) newsletters, subject to editorial approval• Press and PR: Referenced in press releases, distributed to major publications and journalists• Outdoor advertising: Logo placement across outdoor advertisement for the Food Festival, on the TfL network in locations with high footfall• Tickets: 30 complimentary general admission tickets (15 per day) worth £750• Competitions: (Optional extra) Promotion of one prize worth a minimum of £1,000 across <i>National Geographic Traveller</i> (UK) channels (data opt-in available), with a further optional paid social campaign to promote the prize
AT-SHOW MARKETING	<ul style="list-style-type: none">• Logo placement on: Billboards at the front of the Business Design Centre, logo placements across hall decorations, back wall/counter of the Wine & Spirits Theatre (subject to brand approval), You Are Here (YAH) boards, print and directional signage where possible, plus Show Guide
FLOOR PRESENCE	<ul style="list-style-type: none">• Four sessions in the Wine & Spirits Theatre
POST-SHOW MARKETING	<ul style="list-style-type: none">• Logo and sponsor details are to remain in situ on the website until the 2026 campaign period commences (c. October-November 2025), and referenced within the copy of consumer and trade press releases following the show
NO. OPPORTUNITIES	One
TOTAL COST	£32,000

I MASTERCLASS THEATRE SPONSOR



SUMMARY	<p>As a sponsor of one of the Masterclass Stages at the National Geographic Traveller (UK) Food Festival 2025, your brand will be prominently featured in an engaging and educational setting. This sponsorship provides significant visibility at the event with two Masterclass sessions and exposure throughout the campaign period, reaching UK-based consumers and culinary enthusiasts in the eight months leading up to the festival.</p>
PRE-SHOW MARKETING	<ul style="list-style-type: none">• Print: Single page advertisements in <i>National Geographic Traveller</i> (UK) and <i>Food by National Geographic Traveller</i> (UK) magazines.• Website: Logo inclusion on home page and sub-pages. Logo, website and sponsor information on 'Our Sponsors' page. Stand information on Exhibitors page. Logo inclusion on the Masterclasses landing page• Social media: Inclusion in the event's social media campaign (subject to editorial approval), and a bespoke paid social campaign delivering one million impressions• Newsletters: Brand name inclusion within the copy of the Food Festival promotional sections in the <i>National Geographic Traveller</i> (UK) newsletters, subject to editorial approval• Outdoor advertising: Logo placement across outdoor advertisement for the Food Festival, on the TfL network in locations with high footfall• Tickets: 30 complimentary general admission tickets (15 per day) worth £750• Competitions: (Optional extra) Promotion of one prize worth a minimum of £1,000 across <i>National Geographic Traveller</i> (UK) channels (data opt-in available), with a further optional paid social campaign to promote the prize
AT-SHOW MARKETING	<ul style="list-style-type: none">• Logo placement on: Billboards located at the front of the Business Design Centre, logo placements across hall decorations, counter of the Masterclass Theatres, You Are Here (YAH) boards, print and directional signage where possible, and the Show Guide
FLOOR PRESENCE	<ul style="list-style-type: none">• 21sq-metre space at the National Geographic Traveller (UK) Food Festival 2025 with an opportunity to increase the size of your stand to accommodate a kitchen and/or a bar• Two sessions in the Masterclass Theatre
POST-SHOW MARKETING	<ul style="list-style-type: none">• Logo and sponsor details are to remain in situ on the website until the 2026 campaign period commences (c. October-November 2025), and referenced within the copy of consumer and trade press releases following the show
NO. OPPORTUNITIES	Two
TOTAL COST	£30,000

WORKSHOP/TASTING SESSION SPONSOR



SUMMARY	<p>As a sponsor of either the Workshops or Tasting Sessions at the National Geographic Traveller (UK) Food Festival 2025, your brand will enjoy targeted exposure in a hands-on and interactive environment. This sponsorship offers visibility both at the event and during the campaign period, with two hosted Workshops or Tasting Sessions, and with your logo and messaging reaching UK consumers, travel-lovers and food and drink enthusiasts in the eight months leading up to the festival.</p>
PRE-SHOW MARKETING	<ul style="list-style-type: none">• Website: Logo inclusion on home page and sub-pages. Logo, website and sponsor information on Our Sponsors page. Stand information on Exhibitors page. Logo inclusion on the Workshop/ Tasting Session landing page• Social media: Inclusion in the event's social media campaign (subject to editorial approval)• Newsletters: Brand name inclusion within the copy of the Food Festival promotional sections in the <i>National Geographic Traveller</i> (UK) newsletters, subject to editorial approval• Tickets: 30 complimentary general admission tickets (15 per day) worth £750• Competitions: (Optional extra) Promotion of one prize worth minimum of £1,000 across <i>National Geographic Traveller</i> (UK) channels (data opt-in available), with a further optional paid social campaign to promote the prize
AT-SHOW MARKETING	<ul style="list-style-type: none">• Logo placement on: Door/window vinyl stickers for the Workshop/Tasting Session areas, You Are Here (YAH) boards, print and directional signage where possible, and the Show Guide
FLOOR PRESENCE	<ul style="list-style-type: none">• 18sq-metre space at the National Geographic Traveller (UK) Food Festival 2025 with an opportunity to increase the size of your stand to accommodate a kitchen and/or a bar• Two sessions in the Workshop or Tasting Session, marketing materials in the Workshop/Tasting Session areas
POST-SHOW MARKETING	<ul style="list-style-type: none">• Logo and sponsor details are to remain in situ on the website until the 2026 campaign period commences (c. October-November 2025), and referenced within the copy of consumer and trade press releases following the show
NO. OPPORTUNITIES	Two
TOTAL COST	£27,000



SUMMARY	As a sponsor of the Marketplace at the National Geographic Traveller (UK) Food Festival 2025, your brand will be featured in a vibrant, bustling area dedicated to artisanal products and local flavors. This sponsorship offers focused visibility at the event, with your logo and messaging reaching a dedicated audience of UK consumers and food enthusiasts.
PRE-SHOW MARKETING	<ul style="list-style-type: none"> • Website: Logo inclusion on home page and sub-pages. Logo, website and sponsor information on Our Sponsors page. Stand information on Exhibitors page. Logo inclusion on the Marketplace landing page • Social media: Inclusion in the event’s social media campaign (subject to editorial approval) • Newsletters: Brand name inclusion within the copy of the Food Festival promotional sections in the <i>National Geographic Traveller</i> (UK) newsletters, subject to editorial approval • Tickets: 20 complimentary general admission tickets (15 per day) worth £500 • Competitions: (Optional extra) Promotion of one prize worth minimum of £1,000 across <i>National Geographic Traveller</i> (UK) channels (data opt-in available)
AT-SHOW MARKETING	<ul style="list-style-type: none"> • Logo placement on: Marketplace signage, hall decorations, You Are Here (YAH) boards, print and directional signage where possible, and the Show Guide
FLOOR PRESENCE	<ul style="list-style-type: none"> • 18sq-metre space at the National Geographic Traveller (UK) Food Festival. There is an opportunity to increase the size of your stand to accommodate a kitchen and/or a bar
POST-SHOW MARKETING	<ul style="list-style-type: none"> • Logo and sponsor details are to remain in situ on the website until the 2026 campaign period commences (c. October-November 2025), and referenced within the copy of consumer and trade press releases following the show
NO. OPPORTUNITIES	One
TOTAL COST	£25,000



TRAVELLER

I FOOD FESTIVAL

CONTACTS

SALES

Tasmine Othman
tasmine@natgeotraveller.co.uk
+44 (0)20 3746 1865

OPERATIONS

Sabera Sattar
sabera.sattar@natgeotraveller.co.uk
+44 (0)20 3746 2321

foodfestival.natgeotraveller.co.uk

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Hertfordshire, England, WD4 9JB
Registered Number: 339 3234 VAT 701391176 aplmedia.co.uk