



UKINBOUND
THE VOICE OF INBOUND TOURISM

INTERNATIONAL MARKETING **Working With The UK Travel Trade**

The National Hotel Marketing Conference
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WHO ARE UKINBOUND?

The Trade Association for businesses involved in inbound tourism

Over 400 members, including:

- Inbound Tour Operators
- Attractions
- Retailers
- Sightseeing Providers
- Professional Services
- Accommodation Providers
- Restaurants and Bars
- Transport Providers
- Ticket Agents
- Destination Marketing Organisations

WHAT DOES UKINBOUND DO?

Growing our members' businesses:

- Monthly networking events
- Seminars
- Annual Convention
- B2B speed networking
- Discover workshops
- Familiarisation trips
- Social media reach
- Marketing activity
- Lobbying Government
- Exhibitions



WHY IS INBOUND TOURISM IMPORTANT?

- 37.9 million visitors to the UK in 2018
 - Spending £22.9 billion
- 6th largest export earner - on par with the automotive and pharmaceutical industries
- Worth £127 billion to the UK economy - equivalent to 9% of UK's GDP
 - Employs 2.6 million people (9% of all employment)

THE FUTURE OUTLOOK

Tourism is predicted to grow...



+6%

international
demand
growth p.a.

+1.5%

outbound
demand
growth p.a.

+3%

domestic
demand
growth p.a.

...and be worth

£257.4bn
by 2025

providing...



3.7m
jobs



+630,000
more tourism jobs



WHO ARE OUR VISITORS ?

Visits Rank	Country of residence	Visits (000s)	Spend (£m)	Spend Rank
1	USA	3,877	£3,378	1
2	France	3,693	£1,520	3
3	Germany	3,262	£1,581	2
4	Irish Republic	2,782	£895	6
5	Spain	2,530	£1,110	4
6	Netherlands	1,954	£716	8
7	Poland	1,817	£453	15
8	Italy	1,808	£784	7
9	Belgium	1,116	£399	18
10	Australia	1,003	£1,044	5

China ranked 22 for visits but placed 10th for spend

10. China **£657 m**

UAE ranked 21 for visits but placed 11th for spend

11. UAE **£616 m**

Source: 2018 International Passenger Survey, ONS

WHO ARE OUR **FUTURE** VISITORS?

2003 - 2018

Country of Residence	Visits increase	Spend increase
China	68,000 - 391,000	£127m - £657m
India	199,000 - 511,000	£155m - £491m
UAE	113,000 - 392,000	£125m - £616m
Saudi Arabia	63,000 - 166,000	£120m - £424m

- However top ten markets have been the same since 2003 (apart from Poland):
 - USA still number 1 for visitor numbers & spend
 - EU visitors account for approx. 60% of all inbound visitors

TOURISM SECTOR DEAL

Launched 28 June 2019

- Hotel Investment
- Skills
 - T Levels, Apprenticeships, Hospitality and Skills Board
- Tourism Zones
- Accessible Tourism
- Tourism Data Hub
- International Business Events Action Plan
 - Attract, grow and create



HOW CAN MY BUSINESS ATTRACT (MORE) INTERNATIONAL VISITORS?

Join UKinbound and
work with the travel
trade!



WHAT IS THE TRAVEL TRADE?

Anyone between you (as the product) and the customer as a tourist:

- Search
- Agents
- Tour Operators
 - Specialist
 - OTA
- DMC
- Aggregators
- GDS
- Wholesalers
- DMO



WHY WORK WITH THE TRAVEL TRADE?

Half booked their travel and accommodation separately, and the other half booked their trip as a package:

- Long-haul visitors to Britain more likely to book their trip as a package (58%), with the exception of Australia and New Zealand
- The markets most likely to book a package rather than separate elements are
 - UAE (76%)
 - China (71%)
 - USA (70%)
- Short-haul visitors were more likely to book their travel and accommodation separately (58%)
 - European markets least likely to book a package deal
 - Denmark (28%), Norway (36%), Sweden (36%) and France (37%)

WHY WORK WITH THE TRAVEL TRADE?

Travel trade delivers:

- Additional distribution channel and increased reach
- Off-peak volume and revenue
- Knowledge of the international customer
- Ground-handling expertise
- Repeat business
- New markets
- New partnerships
- Business growth
- De-risking your business



WHAT ARE THEY LOOKING FOR?

- Trade rates – commissionable or net
- Quality products and experiences that are delivered consistently
- Reliability and efficiency (consistent operating hours and regular schedules)
- High levels of customer service and helpful reservations staff
- Clear and easy to understand collateral, both online and offline
- Understanding of the cultural needs of different markets
- Consistent pricing policies that consider all levels of distribution and offer commissionable rates
- Easy communication via phone numbers, email and other online messaging tools

DO'S AND DON'TS

- Fast & efficient turnaround in response times (within 24 hours)
- Provide information in other languages (online fact sheets, brochures) if targeting markets where English is not commonly spoken
- Participate in networking events, workshops or educationals organised by your local DMO or VisitBritain/ VisitEngland
- Don't expect prepayments or deposits
- Do accept vouchers and trading terms
- Do action complaints promptly
- Do provide updated product information, training and educationals for key tour operator staff

DO'S AND DON'TS

- **Research** who the tour operator works with in the distribution system and which markets they target to ensure your product is the correct fit
- Compile a **sales kit** with product fact sheets (in PDF format), brochures and images
- Ensure information on your **website is up to date**
- Provide **relevant reviews** of products where possible. At the same time as finding reputable operators, reviews help to back up a product offering.
- Provide a **visual presentation**, including hi res imagery and video footage
- Provide rates that **allow for commissions** and include **concise terms and conditions**
- Be prepared to provide rates up to **18 months in advance**

SOFTER TIPS

- Research
- Support of others
 - DMO, NTO, Associations
- Patience
- CRM
- Packaged with others
- Alignment
- Care for existing intermediaries



WORKING WITH THE TRAVEL TRADE

Useful Resources

- VisitBritain inbound tourism toolkit
- UKinbound website 'Resources' section
 - 'Top tips on how to work with Tour Operators'
 - 'Creating a great guest experience'





UKINBOUND
THE VOICE OF INBOUND TOURISM

THANK YOU!