



UKINBOUND
THE VOICE OF INBOUND TOURISM

WORKING WITH THE TRAVEL TRADE

Visit East of England

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ABOUT UKINBOUND

The only trade association dedicated to the interests of the UK's inbound tourism sector.



340 member businesses
1200+ travel trade professionals



Representing all corners of the
UK and all sectors of the
industry



WHAT DOES UKINBOUND DO?

- ✓ **PROVIDE** exclusive access to an extensive network of UK tourism industry contacts
- ✓ **FACILITATE** networking, B2B and educational opportunities via our comprehensive events programme
- ✓ **PROMOTE** member businesses through a range of marketing, showcase and exhibition opportunities
- ✓ **INFORM** members of the latest industry insights and market intelligence
- ✓ **REPRESENT** and champion members' interests and concerns to Government and the media



WHY IS THE TRAVEL TRADE IMPORTANT?

55% of all inbound visitors book their trip as a package and through an intermediary

- Long-haul visitors to Britain more likely to book their trip as a package
- India visitors used online marketplaces (21%) more than any other place
- Brazilians relied heavily on travel agents (68%) and especially specialist operators (22%)
- UAE visitors turned to online travel agents (25%) and price comparison sites (23%)
- China employed specialist travel agents (21%)
- No unique differences for USA

WHY IS THE TRAVEL TRADE IMPORTANT?

UKinbound research in 2020

- 92 responses from UK based tour operators / DMCs (out of c.160 in the UK)
- Carried 11 million in 2019 - 27% of total 41m
- Some duplication but probably **30%** of all visitors will have used a DMC

✓ Increased sales & marketing on your behalf

In 2019, the UK's inbound tour operators collectively spent c. £27.4 million marketing the UK internationally.

✓ Increased regional spread

With low consumer awareness, their programmes take people across the UK

✓ Increased seasonal spread

Shoulder and low season groups, FIT

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
- ✓ Proactive marketing of products and services
- ✓ Repeat business
- ✓ New markets
- ✓ New partnerships
- ✓ Business growth



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

TOP TIPS

- ✓ Provide 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
- ✓ Action complaints promptly
- ✓ Provide updated product information, training and educationals for key tour operator staff
- ✓ Do check that the tour operator is licensed
- ✓ Do accept vouchers and trading terms
- X Don't expect prepayments or deposits

TOP TIPS

- ✓ 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



UKINBOUND

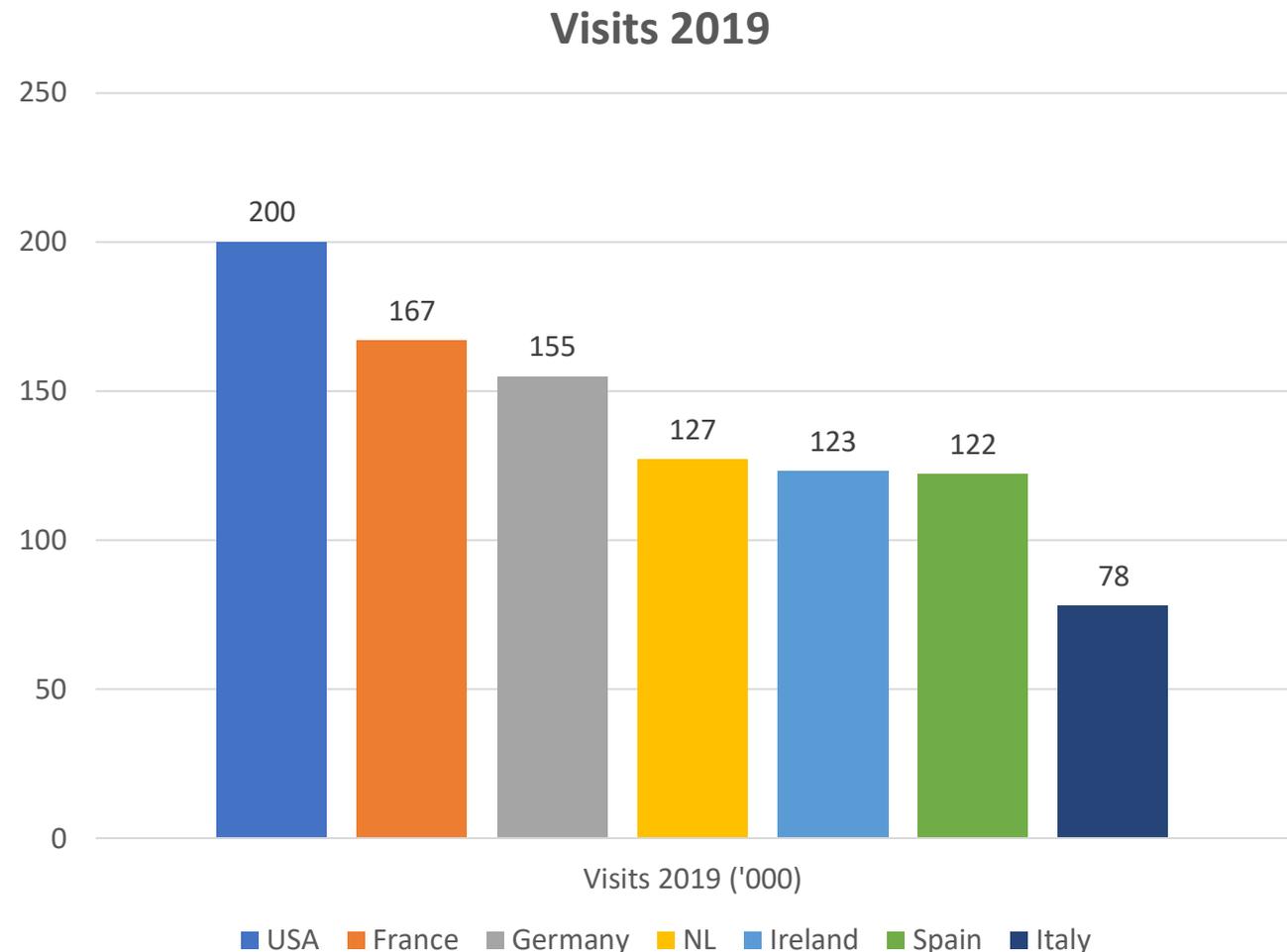
THE VOICE OF INBOUND TOURISM

A FOCUS ON EAST OF ENGLAND



INBOUND TOURISM STATS

- In 2019 East of England received **2.27m visits**, spending **£1.02bn**
- **Seasonal spread** roughly the average
- Journey purpose differs
 - Holiday 27% (average 41%)
 - Business 19% (average 21%)
 - VFR 47% (average 30%)



OVERNIGHT VISITS AND SPEND

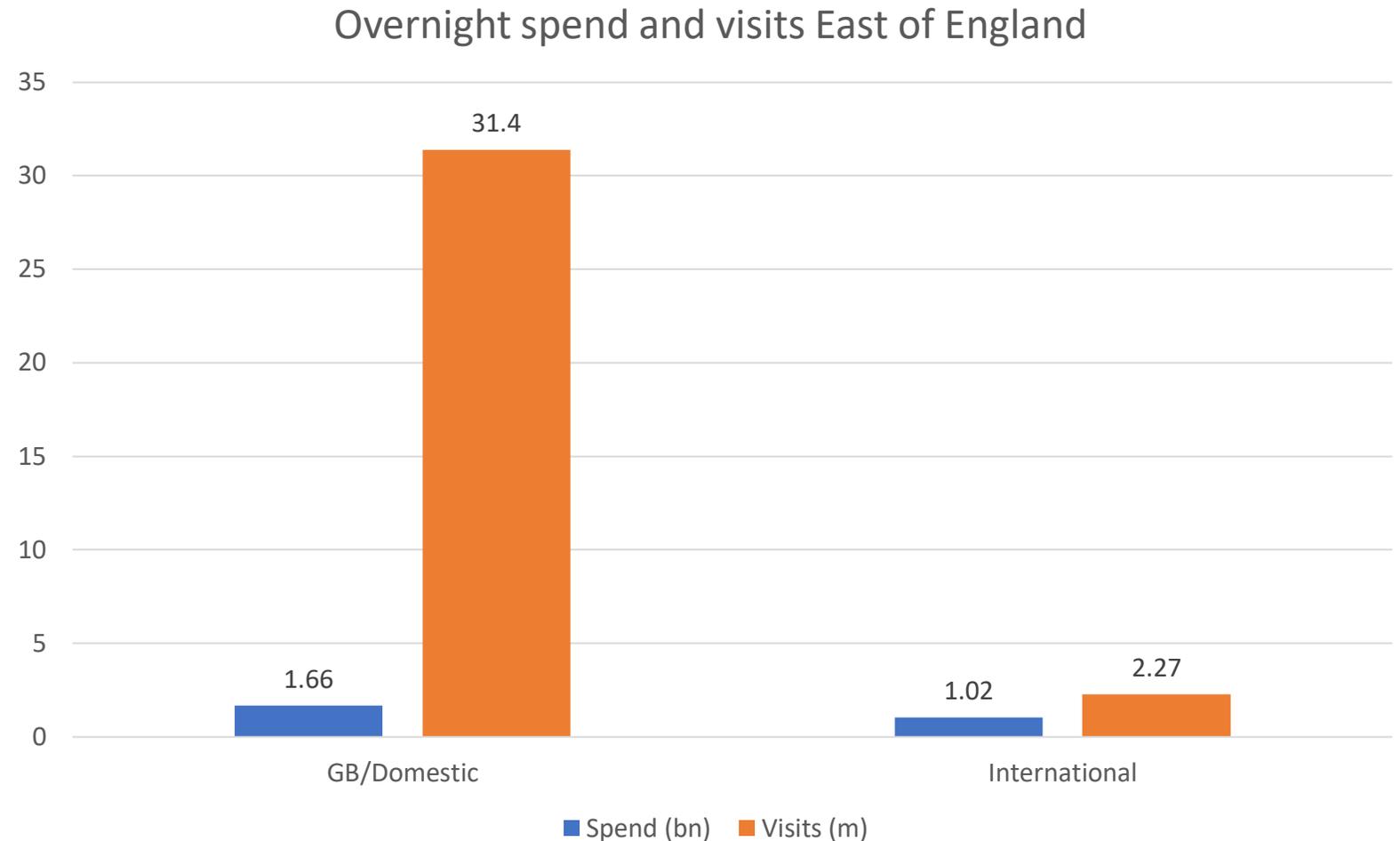
EAST OF ENGLAND

**Total overnight visits
33.67m**

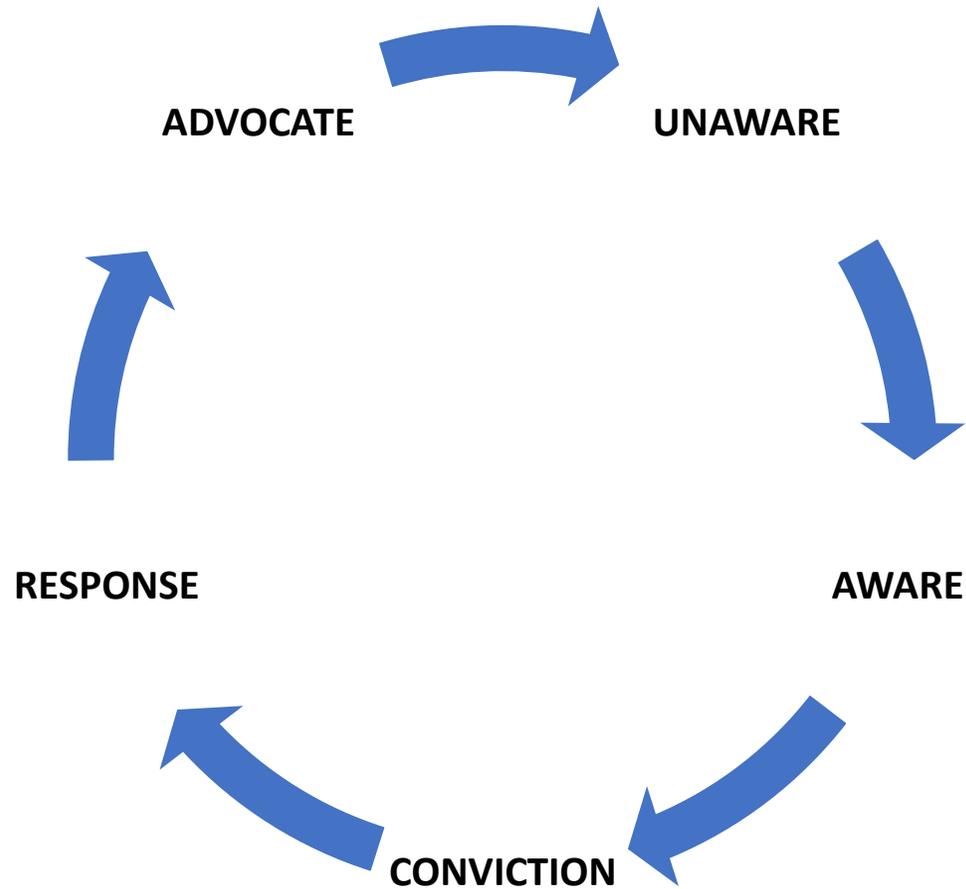
- Domestic 93%
- International 7%

**Total overnight spend
£2.68bn**

- Domestic 62%
- International: 38%



WHY ARE WE NOT GETTING MORE INBOUND?



- Product and experiences excellent (coast, food and drink, heritage, culture, countryside, cities, football, racing)

- Access is good (trains from London; Stansted on patch)

BUT

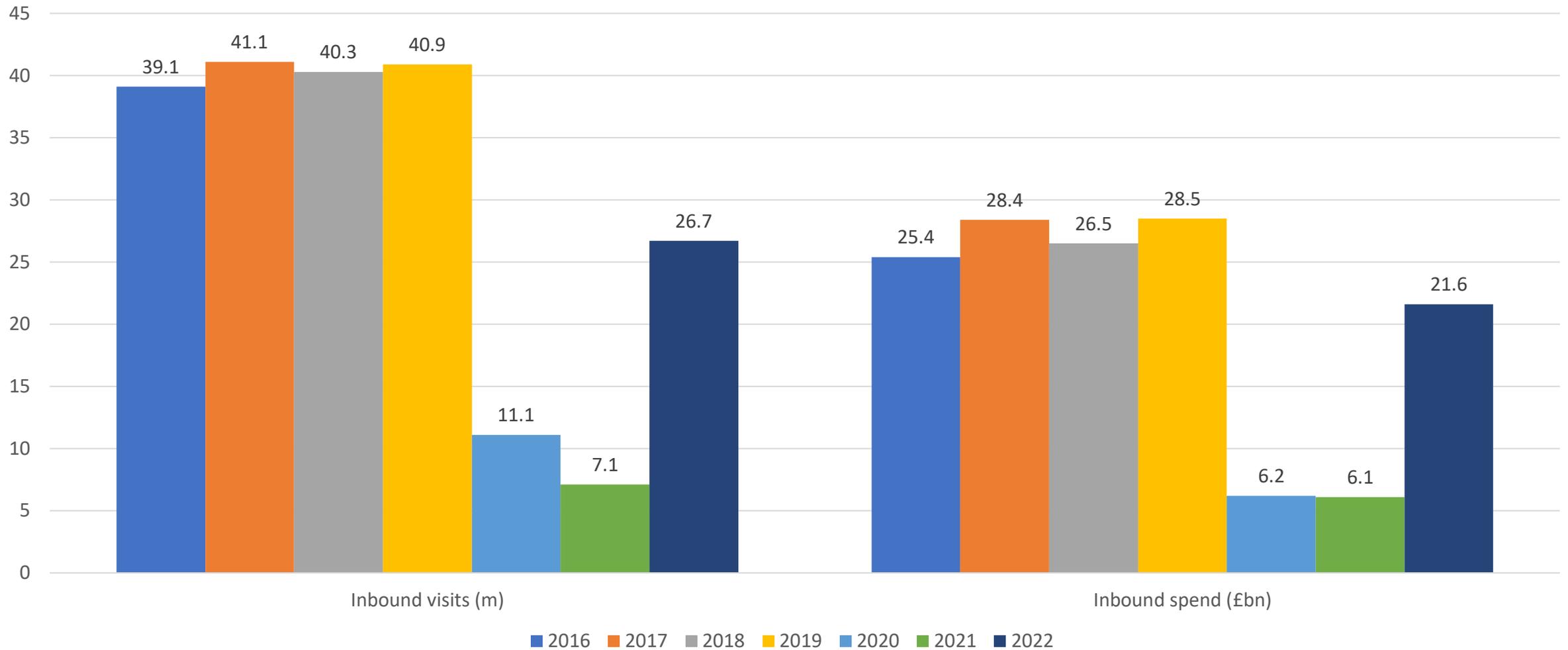
- Awareness is poor
- Are you travel trade ready?

MOTIVATORS

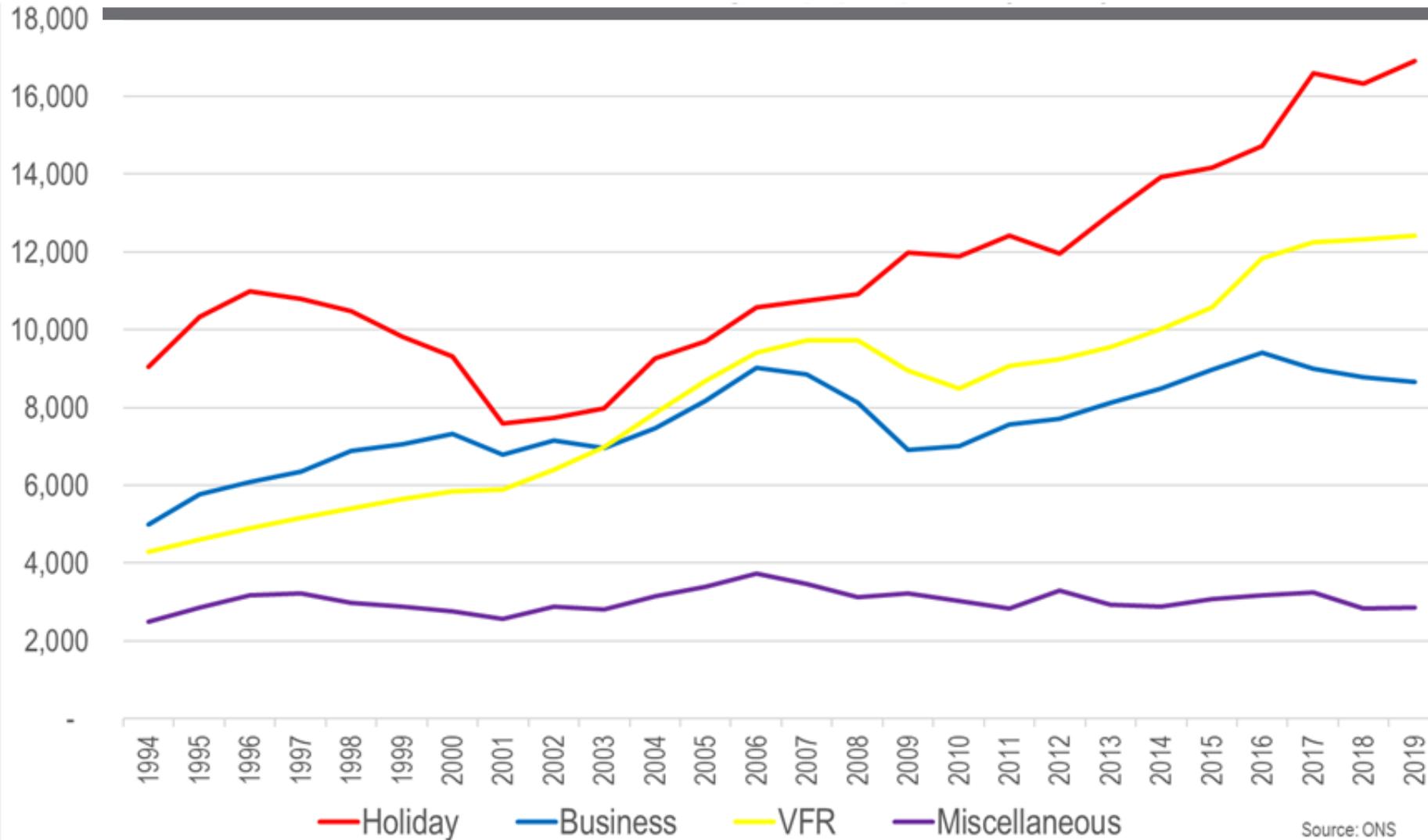
Value, welcoming, ability to roam and relax are key global drivers when tourists are choosing a destination.

- **Middle Eastern** tourists look for places which are **inclusive** and tick things off their **'must do'** lists.
- **Western European** visitors demand a variety of **interesting people, experiences and food & beverage** options and these needs seem more distinctive than drivers in the other European regions.
- Visitors from the **Americas** seem to be **full of energy** – they are **NOT** looking for rest and relaxation, but destinations packed with loads to see and do and represent a wide range of diverse experiences in one place.
- This footprint of drivers is quite similar to **Australasian** tourists who are also more **dynamic** in their needs and look for **single destinations** offering a variety of (**'must see'**) **experiences**.
- **North-East Asian** tourists are inclined to choose destinations based more around **strong reputation for food and drink** options but are also more drawn to **vibrant places**. For them, **value for money is less critical** in choice of destination.

VISITBRITAIN INBOUND FORECAST 2022



18 YEARS OF INBOUND



Growth in Holiday Visits was already slowing.

VFR growth has lost the impetus it had thanks to immigration from the EU

Business tourism tied to global economic growth and now in the Zoom era

Changed passport rules act as a brake on youth / EFL visits from the EU



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THANK YOU!

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