

UKINBOUND 2018 MARKETING OPPORTUNITIES



INCREASE your company's visibility to the tourism industry and stakeholders

GENERATE new leads and business interest

PROMOTE new products, services and initiatives

ENHANCE your visibility over other members

Testimonial

'What a fantastic tool to promote our business. I am excited to let you know that some prospective clients have already got in touch with me and I have also heard from some old friends and colleagues too!'



UKINBOUND MEMBERS NEWSLETTER

- Promote your latest products, news and updates in our bimonthly members newsletter
- Reach over **1,200 travel trade professionals** directly.
- Open rates: **over 30%** per newsletter
- Your news will also be posted to [our website](#): around **15,000 views per month**
- And promoted via our social media channels which have over **5000 followers**.

FREE SERVICE FOR MEMBERS ONLY



[CONTACT US](#) [VISIT OUR WEBSITE](#)



Welcome to our new members!

We're delighted to welcome 6 new members who have joined us in recent weeks. Find out who they are, what they offer and how you can do business together...

[Read more](#)

Granite5
web & digital marketing

Granite 5 launches UKinbound's new website

We are proud to have launched our new-look website with Granite 5. The redesigned site is mobile friendly, intuitive, and features a new Members Dashboard.

[Read more](#)



Temperate House re-opens at Kew Gardens

After a 5 year restoration project, the world's largest Victorian glasshouse has re-opened to reveal over 10,000 plants from 1,500 different species.

[Read more](#)



Go 'behind the seams'



WeKnowGroup to



Hard Rock Hotel

MEMBERS NEWSLETTER

SPONSORED NEWS

- Enjoy **prime position** in the header banner
- Link to your website with a UTM tracker or to a news story on UKinbound.org
- Reach over **1,200 travel trade professionals** directly
- Open rates: **over 30%** per newsletter

MEMBER RATE: £150 + VAT

NON-MEMBER RATE: £300 + VAT



[CONTACT US](#) [VISIT OUR WEBSITE](#)

June 2018

MEMBERS
NEWSLETTER

Join UKinbound's campaign day on 19 June
#SupportUKtourism



[Click to find out more >>](#)



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COLUMN OPPORTUNITY

GROUP TRAVEL WORLD MAGAZINE

- Showcase your attraction, destination and products to inbound and domestic group travel organisers and large family group markets.
- Promote your discounts and offers for group bookings
- Circulation: **15,000** per monthly edition

FREE SERVICE FOR MEMBERS ONLY



Explore Kent

Alanna Kite, Travel Trade Manager at Visit Kent, has plenty to inspire groups thinking of visiting the Garden of England in 2018...

THE 400TH ANNIVERSARY OF THE HISTORIC DOCKYARD CHATHAM

In 2018, The Historic Dockyard Chatham celebrates 400 years of history. Activities, exhibitions and celebrations to captivate all ages are planned throughout the year, including a major temporary exhibition, 'Brick History' showing famous scenes from history recreated in Lego* including the death of Nelson on board HMS Victory.

THE WINE SANCTUARY AT CHAPEL DOWN WINERY

Kent's award-winning vineyard Chapel Down has opened its new state-of-the-art tasting room, The Wine Sanctuary, at its winery in Tenterden. It welcomes up to 60 guests at a time for in-depth tastings of the range with trained tour guides

DISCOVER DOVER CASTLE DURING THE WW1 CENTENARY

With 2018 marking the 100th anniversary of the First World War, groups to Dover Castle can now discover what it might have been like to live and work in the Fire Command Post and Port War Signal Station, with a new attraction that tells the story of the castle during the conflict.

THE ROYAL HARBOUR HISTORY FESTIVAL IN RAMSGATE

Head to Ramsgate this summer, from June 1-5-4 7, to take part in the first Royal Harbour History Festival. The packed programme of events promotes the wealth of rich history in Thanet and east Kent, including a special schools' festival, a 'salute' from a flotilla of Little Ships and a special screening of

KENT MINING MUSEUM AT BETTESHANGER COUNTRY PARK

Built on the site of Kent's last working coal mine, the Kent Mining Museum opens later this year. The museum will include exciting, interactive displays telling visitors how coal was discovered, how it was mined and about the day-to-day lives of the miners who worked at the collieries, as well as the communities that surrounded them.

TRIPLE LAUNCH IN MAIDSTONE

In 2018 not one, not two, but three new attractions will open in Maidstone. The town's Mote Park will introduce an adventure zone, while Maidstone Museum & Art Gallery will reveal a fresh look to the Ancient Civilisations Wing, including a facial reconstruction of the famous mummy 'Is-Kush'. Nearby, at Tonbridge's Headcorn Aerodrome, the Lashenden Air Warfare Museum will be redeveloped.



UKinbound is the only travel trade association to focus solely on the interests of the UK's inbound tourism sector. Representing a diverse membership of over 390 businesses, it engages with Government and the media to highlight the importance of inbound tourism to the economy, and help its members to grow their businesses. Visit www.ukinbound.org or email info@ukinbound.org for more information, and follow UKinbound on Twitter: @UKinbound

NEW GARDEN TOUR AT CANTERBURY CATHEDRAL

Finally, no visit to Kent is complete without a trip to the wonderful Canterbury Cathedral, having welcomed visitors since medieval times. In 2018 visitors will be able to enjoy a brand-new garden trail taking in the beautiful and tranquil areas around the historic building. The Memorial Garden pays tribute to those who lost their lives during the Great War, and other peaceful spaces include the

To find out more see www.visitkent.co.uk/travel-trade or email trade@visitkent.co.uk

UKINBOUND BESPOKE MAILINGS

- Reach over **1,200 travel trade professionals** directly with a solus eshot
- **Targeting available** to sub-sections of membership, e.g. tour operators
- **Full control** of content including use of UTM tracking links
- Open rates: **23% – 30%** on average

MEMBER RATE: £250 + VAT

NON MEMBER RATE: £500 + vat



CONTACT US VIEW THE WEBSITE 



Reach international buyers with VisitBritain's trade event opportunities

Grow your business and build relationships with overseas travel trade buyers by registering for Destination Britain North America and Destination Britain China. Or attend VIBE to meet VisitBritain's in-market specialists to hear the latest market insights and international marketing advice.



Last places for Destination North America 2018

Meet and do business with up to 80 hand-picked buyers from the USA and Canada at [Destination Britain North America 2018](#). The event consists of two days of pre-scheduled one-to-one appointments with buyers, based on both supplier and buyer preferences. Taking place 14

ADVERTISE IN OUR PUBLICATIONS

2018 YEAR IN REVIEW



A YEAR IN REVIEW
2016/2017



Distributed to all members,
stakeholders and non-
members within the industry
July 2018

2018 WTM MAGAZINE



AT WTM LONDON, 6-8 NOVEMBER 2017

THE UK WELCOMES YOU!

THE UK'S KEY TRAVEL TRADE CONTACTS
CONNECT WITH NEARLY 400 LEADING UK TOURISM BUSINESSES
WTM EXHIBITOR LISTINGS
INTRODUCING OUR WTM STAND SHARERS



Distributed at World Travel
Market November 2018 (over
51,500 attendees)

2019 MEMBERS DIRECTORY



UKINBOUND
THE VOICE OF INBOUND TOURISM

MEMBERS' DIRECTORY 2018
www.ukinbound.org



Distributed to all members
February 2019 (over 1200
travel trade professionals)

2019 ATM MAGAZINE



UKINBOUND
THE VOICE OF INBOUND TOURISM

AT ATM DUBAI, 22-25 APRIL 2018

THE UK WELCOMES YOU!

المملكة المتحدة ترحب بك!

THE UK'S KEY TRAVEL TRADE CONTACTS
CONNECT WITH NEARLY 400 LEADING UK TOURISM BUSINESSES
ATM EXHIBITOR LISTINGS
INTRODUCING OUR ATM STAND SHARERS



Distributed at Arabian Travel
Market April 2019 (over
30,000 attendees)

Please contact rob.way@morriseurope.com for more information

2018 RATES

	Type	Member	Non-member
1	Bespoke Mailing	£250 + VAT	£500 + VAT
2	News inclusion in Members Newsletter & online	FREE	NOT AVAILABLE
3	Sponsored news in Members Newsletter or Industry Roundup	£150 + VAT	£300 + VAT
4	Column opportunity in Group Travel World magazine	FREE	NOT AVAILABLE
5	Advertising in our print publications	Please contact Rob Way	Please contact Rob Way
6	Job vacancy for 30 days on the UKinbound jobs page with social media support	FREE	£99 + VAT per role (packages available on enquiry)

Please contact Cindy Ng at cindyng@ukinbound.org for more information or to book an opportunity.