



UKINBOUND

THE VOICE OF INBOUND TOURISM

Tourism Exchange GB Update

Thursday 15 August 2019

In conjunction with:  **VisitBritain**

Welcome



Carol Dray Commercial Director VisitBritain/VisitEngland



Welcome



VisitBritain/VisitEngland Team

Rae Taylor - Head of E-Commerce & Trade Engagement

Louise Bryce - Head of Commercial Partnerships

Suzy Faulkner - Head of Product Development & Distribution

Charlie Wilde - Senior Programme Manager

Osnat Borreda - Senior Training Manager



A man in an orange jacket is seen from behind, sitting on a grassy hill and taking a photograph of a sunset over a vast, open landscape. The sun is low on the horizon, casting a warm, golden glow across the sky and the land. The landscape consists of rolling hills and fields, stretching out to the horizon. The sky is a mix of orange, yellow, and blue, indicating the time is either sunrise or sunset. The overall mood is peaceful and scenic.

Our role

Building **England's tourism** product

Raising Britain's profile worldwide

Increasing the **volume and value** of tourism exports and developing

England and Britain's visitor economy

A photograph of two shirtless men jumping from the back of a boat into a lake. The boat is on the left, and the men are in mid-air, jumping towards the right. The background shows a calm lake and rolling green hills under a cloudy sky. A red and white flag is visible on the boat. The overall scene is serene and recreational.

the changing role of the tourist board

...

Product Development

Business Education

Product Distribution



Product Development

Growing our world-class tourism offering



The Discover England Fund

An overview -
£40M 4 year fund

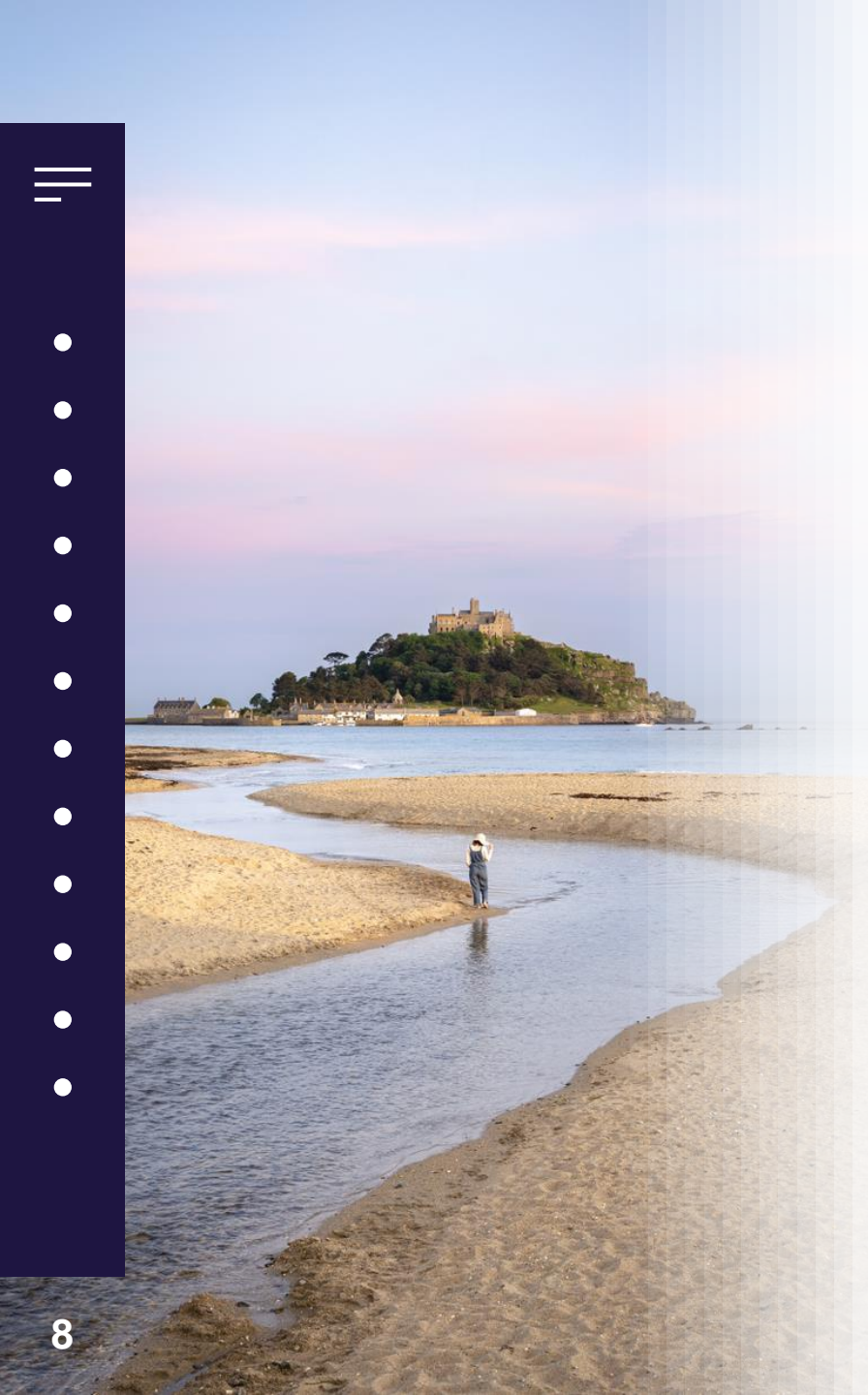
Supporting the
development and
distribution of
England's world-class
tourism products

To grow tourism to
the **regions** of
England

To work with DMOs
to help **simplify**
complicated English
Tourism Landscape
'**working together**'

To **increase**
competitiveness
England's tourism
offering

To develop world
class **bookable &**
commissionable
tourism products in
line with market
demands & trends



The Discover England Fund

DEF by Numbers!

• • •

66 DEF projects

Over **1000** new products created

Over **1000** products reimaged for the international visitor and travel trade

86 DMOs involved

Over **3000** tourism businesses

A scenic landscape photograph of Catbells Mountain in the Lake District, England, during sunset. The sun is low on the horizon to the right, casting a warm, golden glow over the scene. The sky is filled with soft, colorful clouds in shades of orange, pink, and purple. In the foreground, a hiker is seen from behind, walking along a rocky path on the mountain slope. The middle ground shows a valley with a large lake and rolling hills. The overall atmosphere is peaceful and majestic.

Business Education

Taking England to the World



Taking England to the World

...
Partnership with
Google Digital
Garage

...
Dedicated **Training**
Team

...
Full day training
programme

...
Incorporates
practical real life
insight from
consumers and trade

...
11 modules –
providing a strong
foundation of
knowledge

...
Combines **strong**
content and
teaching with a
learning approach
as its focus

Digital & Hard copy guide
launched **October 2018**
000'S copies downloaded
& distributed

Taking England to the World

01

Inbound tourism

02

Obstacles to market

03

Opportunities abroad

04

Meet the markets

05

Defining your product offering

06

The travel distribution system

07

Building powerful relationships

08

Pricing your product

09

Creating engaging content

10

Google – Answer Questions with Data

11

Google – Business Visibility

12

Wrap up

Content Highlights

04

Meet the markets

- Identifying Target Markets
- Market Research and other VB Resources
- Travel motivations
- Reasons behind tourism choices to create the right product offering

06

The travel distribution system

- Clear Overview of the Travel Distribution System
- The Benefits of Working with Distributors/ Intermediaries
- Distributor's Requirements and Expectations
- What Should a Supplier for in a Distributor



Content Highlights



07

Building powerful relationships

- Partnership Opportunities
- How to make the most of Trade Shows
- Amending your Content/ Marketing Pitch, Making it Relevant to the Distributor/ their Market Audience

08

Pricing your product

- Considered Elements of Pricing for an International Market
- Distributing the Correct Rate for the Different Levels/ Channels in the Travel Distribution System
- Rate Agreements
- Package Travel and Linked Arrangements Regulations

Working with intermediaries or suppliers



One piece of advice



Current Seminar Schedule

DMO	Date	Destination
West Midlands Growth Company	4 th September	Birmingham (Millennium Point)
Go to Places	10 th September	Canterbury (Canterbury Cathedral Lodge)
Marketing Cheltenham	17 th September	Cheltenham (Queens Hotel Cheltenham – McGallery)
Marketing Cheshire	18 th September	Chester (Rowton Hall Hotel & SPA)
Go New Forest	19 th September	Brockenhurst (Rhinefield House Hotel)
Cumbria Tourism	24 th September	Penrith (The Roundthorn Country House)
Wiltshire	30 th September	Swindon (DoubleTree byHilton Swindon)
Destination Plymouth	15 th October	Plymouth (The Duke of Cornwall Hotel)
InvestSK	22 nd October	Grantham (Guildall Arts Centre)
Go to Places	23 rd October	Stevenage (Cromwell Hotel Stevenage)
Experience Oxfordshire	24 th October	Oxford (Courtyard by Marriott Oxford South)
VisitChichester	29 th October	Chichester (Chichester College)
Marketing Gloucester	31 st October	Gloucester (Mercure Gloucester Bowden Hall Hotel)



Distribution

Tourism Exchange GB



River Yare, Norwich



Background

Why a platform?

Discovery and approval process

Chosen Supplier



TXGB

• • •
Business to business platform

• • •
Allows tourism suppliers to **connect directly** to a range of distributors

• • •
Supporting VE/VB's role as **enabler** to the industry

• • •
Suppliers have improved **global reach**

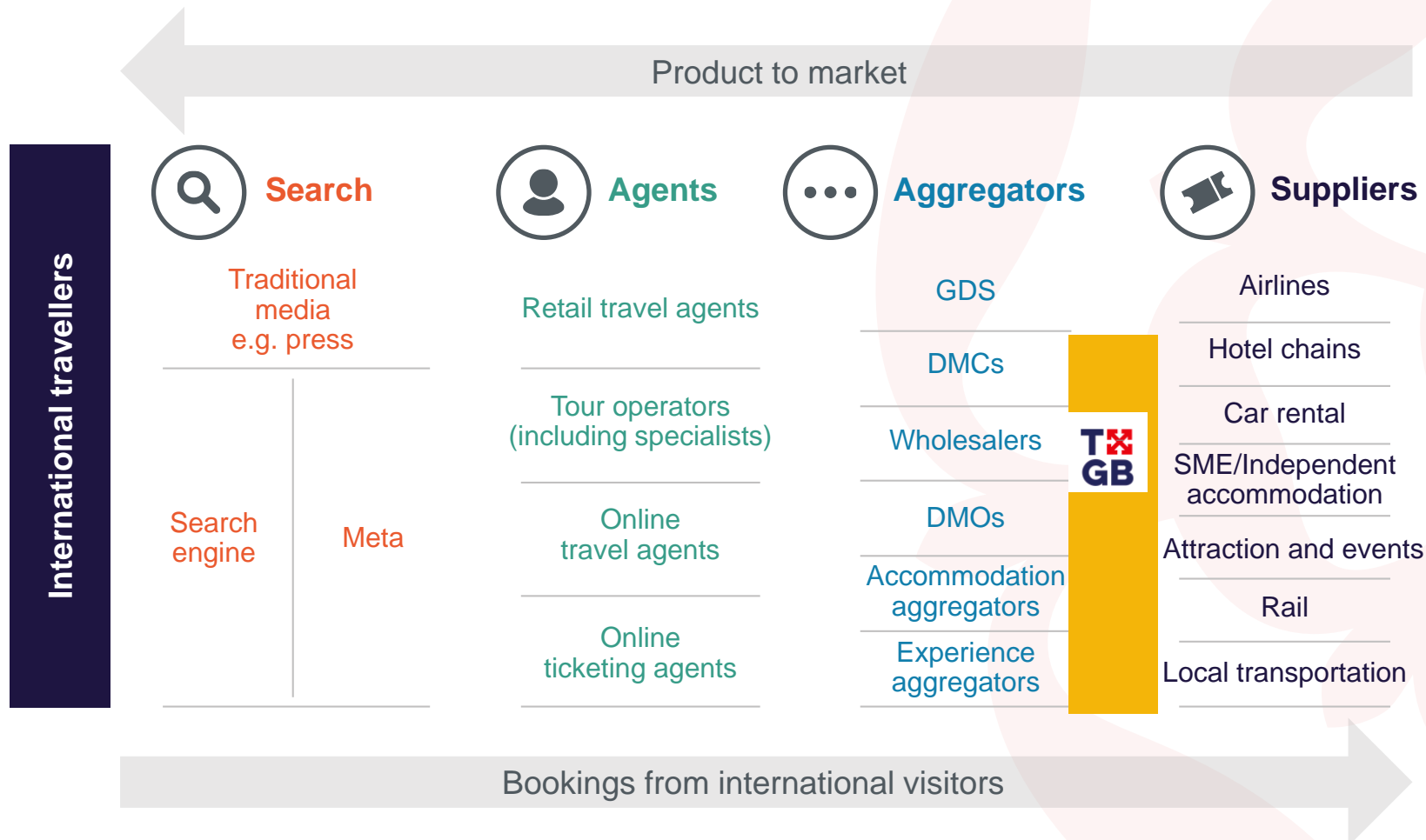
Built for Britain **launched in England**

• • •
Not competition to commercial players but **complimentary**

• • •
Distributors and consumers have access to a **wider range of product**

TXGB

The travel distribution system



TXGB

In short ...



A “one stop” exchange for **suppliers** to manage availability, pricing and bookings and for **distributors** to tap into a huge range of product.

Built for Britain and launched in England



Accommodation



Tours



Attractions



Experiences



Transport

Timescales

TXGB platform **live end of** June 2019

Calendar 2019



Focus on Discover England Fund projects and **Distribution** partners

June – September Education and **Engagement** phase

June – ongoing development programme of integration to Booking Engines

On-boarding of suppliers and distributors across the Discover England Fund projects continues

Opening up our **discussions with** the wider **industry**

TXGB – Booking systems

Booking systems



Live



Coming soon

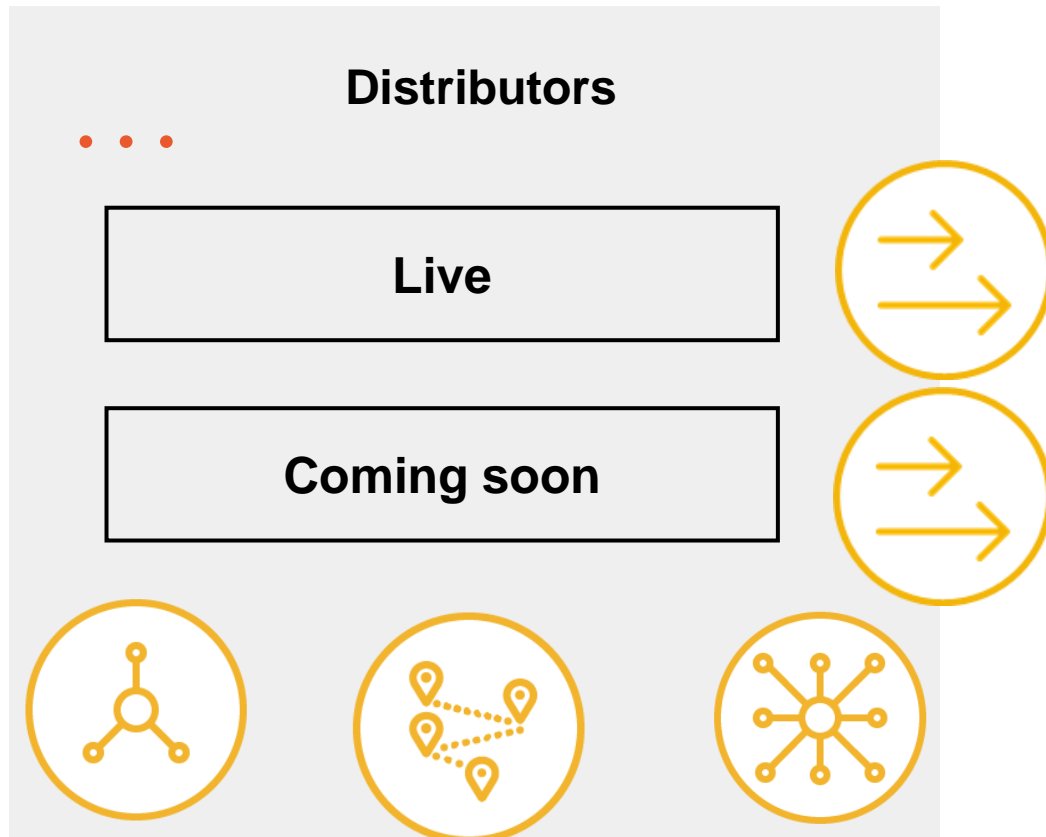


Bookeo, RoomMaster, Siteminder, Little Hotelier (via Siteminder), Oracle/My Fidelio, RMS, Update 247, iBex/Seekcom

DigiTickets and Trekksoft (end of August), Bokun, Anytime Booking, Eviivo, SimpleView, Golden Tours, Inspiretec

In conversation with 30+ other Booking systems

TXGB - Distributors



Large distributors

DMOs

Niche distributors



VisitBritain Global network online Shops, FlightCentre, Tourplan, Expedia activities, Viatour, Marketing Manchester, North of England City Experiences, Welcome to Yorkshire

In conversation with Etihad Holidays, Make my Trip, SimpleView, AA Accommodation, HTS Touristik, House of Britain, Abbey Tours, HotelBeds, multiple DMOs and Visit Britain global Commercial partners

TXGB

Why should Suppliers join?



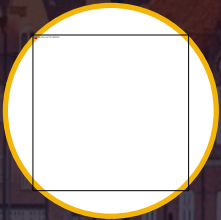
Key travel organisations already live – Expedia, Booking.com, Ctrip, Agoda, TripAdvisor



Many more coming Flight Centre, Etihad Holiday, DMOs, VisitBritain's global network of online shops



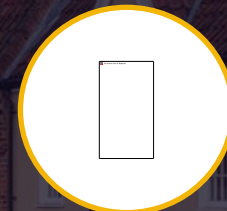
If you don't have a booking system then the manual TXLoad is free to use



Ability to join free marketing campaigns



Comprehensive data analytics and reporting in one place



Manage all you distribution channels in one place

TXGB

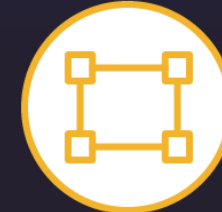
Why should Distributors / DMOs join?



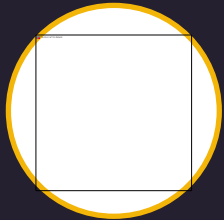
Ever growing product range



Unique newly developed product



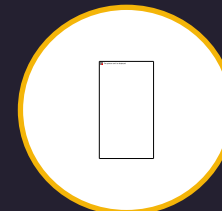
All product (accommodation, tours, attractions, experiences and transport) in one place



Ability to create free marketing campaigns



Comprehensive data analytics and reporting in one place



24/7 helpdesk support

Next Steps

- TXGB: www.txgb.co.uk
Simi Solesi, Project Manager - Similoluwa.Solesi@visitbritain.org
- TETTW: <https://www.visitbritain.org/taking-england-world-free-training-help-your-business-become-international-ready>
Osnat Borreda, Senior Training Manager – Osnat.Borreda@visitbritain.org
Raffa Esposito, Project Manager - Raffaella.Esposito@visitbritain.org



A man in an orange jacket is seen from behind, sitting on a grassy hillside and taking a photograph of a sunset over a vast, hazy landscape. The sun is low on the horizon, casting a warm, golden glow across the sky and the distant hills. The foreground is filled with dry, brownish vegetation.

Over to you

Questions

A man in an orange jacket is seen from behind, sitting on a grassy hillside and taking a photograph of a sunset over a vast, hazy landscape. The sun is low on the horizon, casting a warm, golden glow across the sky and the distant hills. The foreground is filled with dry grass and small plants. The overall mood is peaceful and contemplative.

A final word

Thank you



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Thank you for attending the **Tourism Exchange GB Update**

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