

## PROFILE



- **Raise your profile and brand awareness** via our marketing opportunities - many of which are free and exclusive to members. These include our Members Newsletter, bespoke e-shots, the UKinbound Directory, our social media channels and website.
- **Promote your products and services** personally to travel trade colleagues by attending and/or hosting networking events and fam trips, or taking part in a Discover workshop.
- **Increase your reach** to the wider UK tourism industry through exclusive column opportunities with industry magazines, featuring in our print publications, and participating in our media activity.

**90%**  
satisfied with  
their membership

- Membership 2020 Survey



**We help our 300 members all across the UK to manage and grow their business as a part of a vibrant and sustainable industry**



*"We have found UKinbound invaluable to our organisation. It is vital that we have strong relationships with the travel trade and our membership allows us to connect with key buyers in the industry and promote our fantastic destination - this is going to be more important than ever as we start to welcome visitors back to the Cotswolds."*

**- Cotswolds Tourism**

## ACCESS



- **Connect to the most comprehensive database** of the UK's tour operators, DMCs, OTAs and other buyers, helping you reach the right people to generate new business. The UKinbound team is also on hand to advise and make introductions.
- **Receive overseas agent enquiries** from international buyers from around the world looking to make booking into the UK and do business with UK suppliers.
- **Keep informed** of the latest industry insights, statistics and trends, international market intelligence, and policy updates to aid your business development.
- **Access support and guidance** on industry matters that affect your business, such as legal and regulatory advice, taxation and insurance issues, sustainability, and accessibility best practice..



*"Being part of UKinbound during this very difficult time has given us a glimmer of hope and to know that we're not alone. Together we will be stronger after this crisis with a little help from our friends at UKinbound. The webinar series has been innovative, relevant and inspiring, and the daily updates really helped us to digest UK Government legislation changes in bite size pieces – pure genius."*

**– Lake District Estates**

*"Working with UKinbound has given us numerous opportunities to engage and network with key trade partners with the diverse range of event and benefits. It has been fundamental to growing our inbound tourism business."*

**– The Beatles Story**



## EVENTS



Events are a vital part of UKinbound membership and we offer a packed calendar of mostly free events each year. There is something to suit your every business need and for members to benefit from these opportunities.



*"Our membership plays a vital part in developing and maintaining key relationships within the UK tourism industry. UKinbound delivers an event programme that has enabled us to create and develop successful and enduring business relationships."*

**- Geotourist**

## ADVOCACY



- **We represent and champion your views and concerns to Government** through participation in major industry groups including the Tourism Industry Council and Tourism Industry Emergency Response group, and engagement with MPs, Peers, Government bodies and the media.
- **We advocate for the recognition of inbound tourism** as a key economic and employment driver both nationally and regionally, and are fighting hard to ensure the survival of the industry through the pandemic.
- **Tell us what's on your mind** - whether its COVID-19 support, post-Brexit issues, visas, taxation, or jobs and skills, and we will work to ensure your voice is heard at the highest level.







*"Our association and membership of UKinbound evokes a sense of trust amongst a number of overseas operators, which helps us work together easily from the beginning. Being a member of UKinbound not only creates new business opportunities and creates new relationships, the team keep us up to date with all industry information and changes that are vital in the day to day running of our business."*

**- Windermere Lake Cruises**

*"We have been a member for quite a few years and will continue to be for the foreseeable future. We are kept up-to-date with industry news which is invaluable in the current situation. We also have the opportunity to attend key trade shows and networking events. I highly recommend being a member to any hotel."*

**- Jupiter Hotels**