



UKINBOUND

THE VOICE OF INBOUND TOURISM

WINTER GENERAL MEETING

6 December 2021



WELCOME

James Aitken
Chairman

AGENDA

- 1. Minutes Review**
- 2. CEO Update**
- 3. VisitBritain & VisitEngland Update**
- 4. Q&A**
- 5. Any Other Business**



REVIEW OF MINUTES

Chris Ball
General Secretary

The background features a soft, warm bokeh effect with out-of-focus light spots in shades of yellow, orange, and red. On the left side, there are blurred images of Christmas ornaments, including a prominent red one and some greenery. The overall atmosphere is festive and celebratory.

CEO UPDATE

Joss Croft
Chief Executive



WHAT HAVE WE BEEN UP TO? MEMBERSHIP



OUR CORPORATE

PARTNERS

GLOBAL PARTNER



VisitBritain®

PLATINUM PARTNERS



GOLD PARTNERS



SILVER PARTNERS



WHAT HAVE WE BEEN UP TO? **EVENTS**



WHAT HAVE WE BEEN UP TO? **EVENTS**



WHAT HAVE WE BEEN UP TO? **EVENTS**



WHAT HAVE WE BEEN UP TO? **ADVOCACY**

- DCMS Select Committee Inquiry – Promoting Britain Abroad
- Day two testing
- Changes to self-isolation rules
- Evidence submissions



WHAT HAVE WE BEEN UP TO? **ADVOCACY**



WHAT HAVE WE BEEN UP TO? MEDIA



UKinbound has been one of the most prominent lobbying groups during the Covid-19 pandemic

The Press and Journal
EveningExpress



I've already had two Covid jabs, but they don't count in the UK

North-east to host major travel trade event next year



UK BARS MORE THAN 200 MILLION EU
CITIZENS WHO HAVE ID CARDS BUT NO
PASSPORTS



International visitor numbers expected to
be down 75% in run up to Christmas

Further clarity is urgently needed on travel rules, says trade body

Royal tourism to the UK shows
'real interest and desire to learn
more about our Monarchy'



Omicron variant raises fears of a
new pingdemic to stifle economy



UKinbound to continue to lobby for
sector support through winter



DO DISTURB London's luxury
hotels wait for visitors' return



BY BEN GLAZE
Deputy Political Editor

THE number of overseas tourists to Britain in the run-up to Christmas is expected to plunge by three quarters compared with 2019, trade body UKinbound has found.

In 2019, before the pandemic, inbound tourism in November and December was worth £4.25 billion to the UK economy - suggesting businesses will lose billions in the build-up to the festive period.

The study was carried out before Saturday's announcement of fresh restrictions on travel to Britain, suggesting the true picture facing businesses will now be even worse.

75% fewer tourists to visit Britain

UKinbound chief executive Joss Croft said: "The UK's inbound tourism industry is seeing green shoots and our members are reporting an increase in enquiries for 2022, but we can't let that mask

reality - winter is going to be tough. With annual revenues down 93% and international visitors expected to be down 75% during a critical part of the year, Christmas businesses are skating on thin ice."

UKinbound's survey of four operators, hoteliers and tourist attractions found 89% believed the number of foreign visitors this and next month would be lower than in 2019 and four in five expected figures to be down over 75%.

Mr Croft added: "The UK's third largest service export - inbound tourism - was worth £28.4bn to the UK economy in 2019 and will be a key driver of economic recovery."



EMILY HAWKINS

GREEN shoots of recovery are beginning to emerge for the capital's luxury hotels but the capital is set for a slower rebound than other parts of the country, per new research.

The Government must fix its foreign travel rules in order for high-end London hotels and city streets to recuperate after the pandemic, according to one trade leader.

London is currently "very un-competitive" in the international tourism market, Joss Croft, boss of

trade body UKinbound, told City A.M.

While expensive PCR tests are to be phased out for travellers arriving in the UK in favour of cheaper lateral flow tests, visitors will still be deterred, UKinbound said.

Tourists will still be faced with "hassle and expense" of a rapid test, as well as the daunting prospect of booking through another country's website, Croft said. "You can go to France and not have to do any test," he added.

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WHAT'S NEXT?

- Britain and Ireland Marketplace 2022
- Members Directory 2022
- DCMS Select Committee Inquiry
- Annual Convention 2022 Aberdeen



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Thank you



VisitBritain



VisitEngland

VisitBritain update

Louise Bryce & Stuart Heath

Agenda

- Recovery Goals
- What we've been doing (April 1 2021 to now)
- What's coming up (end of March 2022)
- What we are planning to do (From April based on CSR settlement)



Our Recovery Goals



Help British inbound tourism recover as soon as possible – recovering value by 2023



Reposition Britain to increase consideration to visit and grow long-term market share



Spread the benefits of tourism across the nations and regions and extend the season, supporting long term sustainability

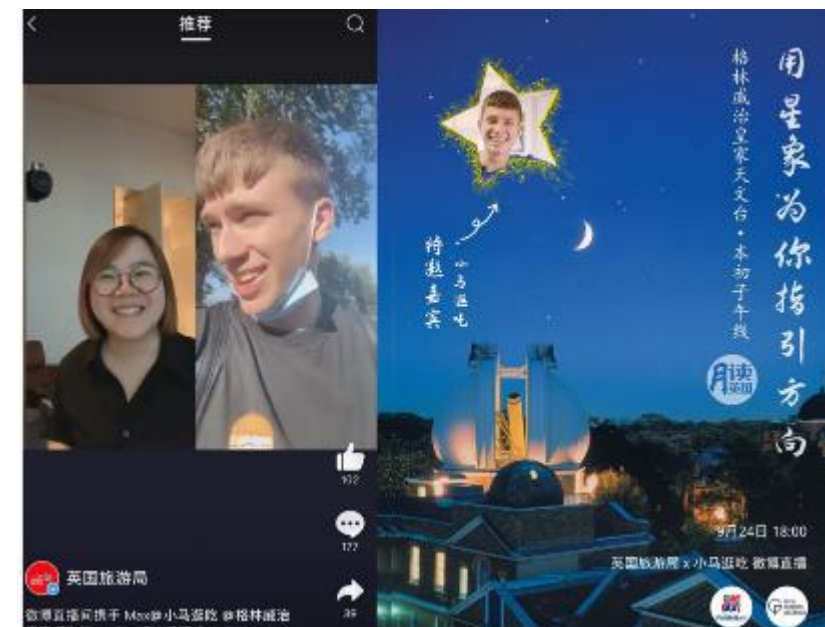
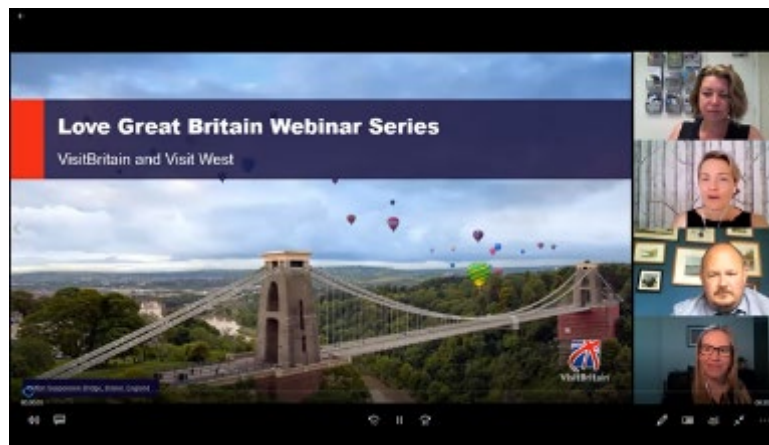


Support the industry to rebuild

Build Back Stronger - more resilient, more sustainable, more inclusive and more innovative

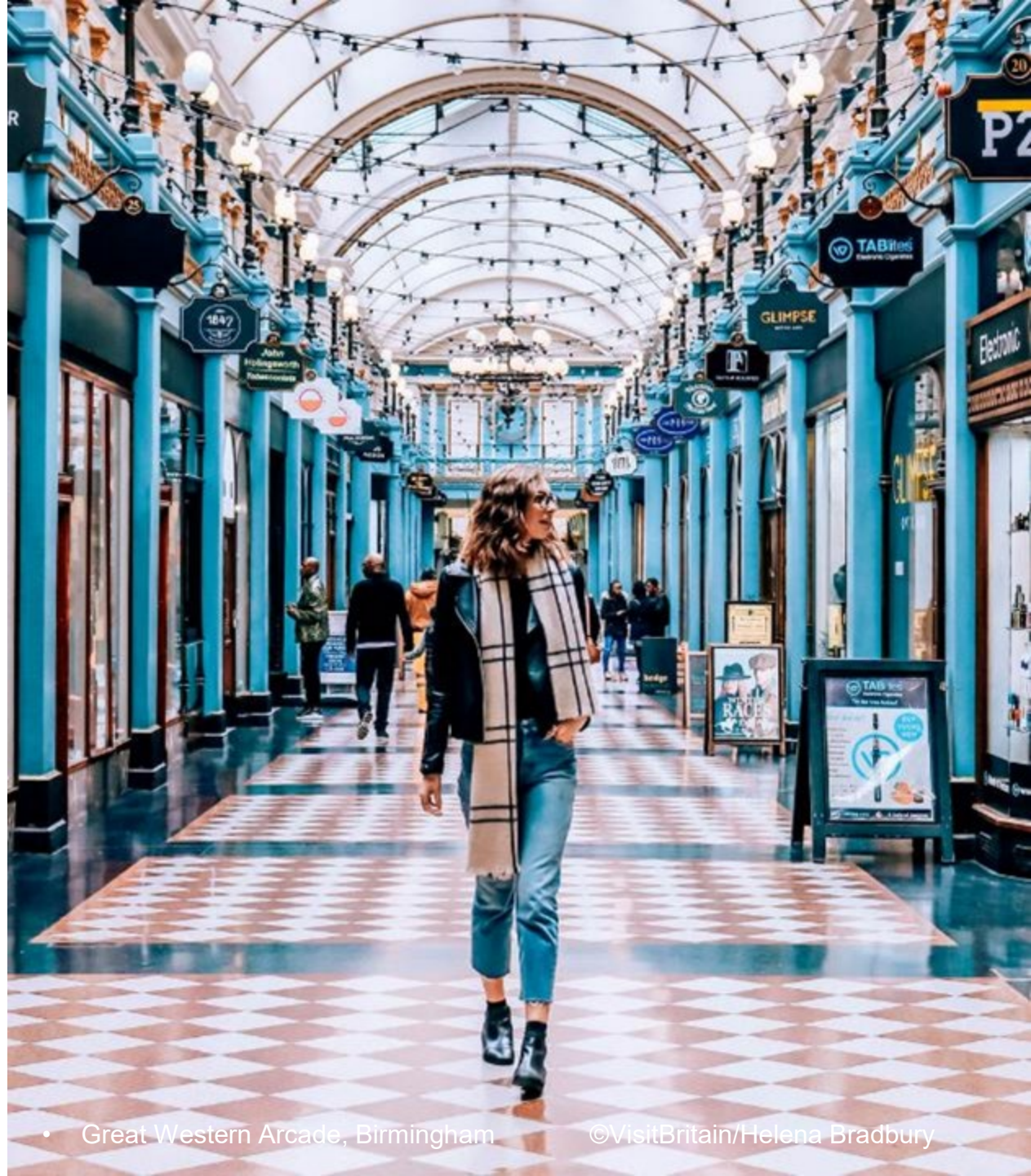
What have we been doing

- Market monitoring, sentiment tracker, trade insight
- Advising Government
- Reassurance/engagement with trade, media and consumer on owned/earned channels
- Explore GB/WTM
- UK industry webinars (France/Germany/US)
- Domestic campaign
- Commonwealth Games activity (Canada/Australia/India)



What's coming up

- Continued monitoring. New research
- Paid activity in market boosting own channels
- DMC and Inbound Tour Operator Amplification and Distribution Fund
- BIM 2022 support
 - Industry support for English suppliers to attend
 - Hosting 30 buyers from across North America, Germany & France
- Large subsidised presence at ITB 2022
- Explore GB Virtual 2022
- Continuing our market update webinar series China, GCC, India - **Tell us what other markets?**
- Call out for content/PR stories
- Consultation on forward campaign planning



Jan 22 tourism campaign strategy

- £7m media & creative campaign – GREAT funded
- Additional £2m partner funding BA + OTA
- Targeting Britain's highest value markets – US & Europe
- City plus -focused
- Prioritises high-yield Buzzseeker mindset audience (25-55)
- Free industry tools & assets
- Strong Welcome message
- Reinforce reassurance across own channels



WELCOME
TO ANOTHER SIDE OF BRITAIN
GREAT Campaign

What are we planning for longer term

New Strategy themes

- Honing in on where VB adds value to industry & stakeholders
- Driving regional and seasonal spread
- Sustainability
- Business Events
- Improved customer digital experience and reach to all audiences across our own channels
- GREAT Consumer Campaigns



How are we going to work closer with industry

- DMC Task Force
- Formalised agreement with UKinbound and ETOA
- A go-to person at VB
- Industry consultation on future Sales and Marketing



How can you get involved?

- **Toolkit** with access to campaign assets, logos, messaging (available early Jan)
- **Storytelling framework and need states** - using our buzzseeker insights we have developed examples of the types of experiences we know this audience are searching for. Using this you could create similar experiences relevant to your product /destination
- **Audience insights** – we have developed pen portraits which dive into the needs/wants for this audience globally and for specific markets (available early Dec)
- **New product /destination news** – call out to feature in up-coming activity
- **Events Program** – registration open for all up-coming events
- **Webinar Program** – registration open for our insights and trade education series
- **VB Shop** – have your product on the shop and you could be featured throughout visitbritain.com offering a conversion opportunity.
- All opportunities are available at www.visitbritain.org/opportunities



QUESTIONS



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Thank you

Merry Christmas & Happy New Year!