

## **UKinbound Awards for Excellence 2022 Members Choice Award**

### Nominees

1. Jon Chamberlain, Visit West
2. Joe Cobb, Lake District Country Hotels
3. Mike Newman, b2me Tourism Marketing
4. Rob Way, The Tourism Media Group

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#### **JON CHAMBERLAIN, HEAD OF MARKETING, VISIT WEST**



I would like to nominate Jon Chamberlain for the Members Choice Award. Jon joined Destination Bristol, as it was then, back in 2013, and will celebrate 10 years with the company next year.

Starting as a Marketing Executive, he has worked his way up to the role of Head of Marketing, and during this time he has transformed the relationship with the travel trade. He has also been an excellent manager, supporting and developing the exceptional team, who are full of praise for him.

In the lead up to lockdown, Jon led the development of a 'Bristol at Home' campaign pulling together all virtual content available, working with partners and identifying gaps, quickly filling them with video and photographs for file, links, and activities specifically developed internally using Jon's skills as a quizmaster.

The campaign was recognised by Rough Guides as one of the top 12 in the world:

<https://www.roughguides.com/articles/12-of-the-best-virtual-tourism-campaigns-around-the-world/>

During the pandemic almost all of his team were on furlough, leaving Jon picked up many day-to-day roles as well as his own work.

From his first UKinbound event back in 2014, (dressed as Spock in the fancy dress), Jon has identified clear opportunities to engage with operators at all levels, by not being afraid to ask what it is they want, their priorities and expectations and responding with the right product at the right level within the destination.

At the same time, he has worked, and continues to work, with local operators to ensure that they understand how to maximise the opportunities afforded by working with the travel trade. This has included running workshops with attractions, hotels and experiences and providing ongoing advice and suggestions for improving their work with the trade.

Jon was also involved in the development of the bid to bring the UKinbound Convention to Bristol in 2020, including arranging educational visits for delegates and working with the team to provide extensive opportunities for the marketing team to become involved with activities, so improving their product knowledge.

During the last 10 years, Jon has continually developed the travel trade strategy for the company. This has included mapping the work of DMCs in key markets – and DMCs sit at the heart of the trade activity. Jon kept in contact with many operators during Covid to see what, if anything he could do to help, as well as sharing details of new products for the market – as and when they were ready to include them into itineraries.

As well as UKinbound events, Jon is a regular attendee at World Travel Market, ITB, VisitBritain's trade events (including all Explore GBs) and events including BIM and GEM, representing both the cities of Bristol and Bath, and the wider SW region during his career.

He has always been a huge support, and is an outstanding member of the industry who deserves wider recognition for his great work.

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## JOE COBB, HOTEL GROUP EXECUTIVE MANAGER, LAKE DISTRICT COUNTRY HOTELS



I would like to nominate Joseph Cobb for his continued phenomenal work he does not only for our brand, but for the wider community and Cumbria. From his efforts in parliament talking to senior leaders on the hospitality job vacancies crisis, to leading and contributing to forums with Cumbria Tourism, Lake District Hotels Association as well as his work with UKinbound and China and India Forum.

During lockdown, Joe kept our hotel team together - hosting virtual pub quizzes and when allowed, outdoor sports games were conducted - legs were shown, and smiles were had. You could tell how much this lifted the team's spirits during such a tough time for hospitality specifically.

His passion for the industry, our hotel group as well as the Lake District landscape can only be described as contagious. He is a well-known, well liked individual and I feel like it's his time to take a seat back and be recognised for his hard work, dedication, and all-round loveliness. Our internal Trainee Management Program, of which he was once a student, is one of the many things he leads along with our Hotel Managers – establishing key relationships throughout the company no matter what job you may do. The time he spends inspiring others and teaching key insight into the industry is not unnoticed, and you can see people learning from his experience and storytelling.

Joe will go above and beyond for his team members and will always set time aside for you. His warmth, openness and character enable his team to create relationships beyond work, and he really does create a family atmosphere which can be seen and felt across our hotel group. We all go through tough times, but his support and confidentiality to team member's during these hard times is incredible. From cancer diagnosis, to divorces, to family deaths - words cannot describe the impact he has on team members during these moments - something we are so lucky to have and are grateful for.

This year, we have seen a record breaking year - with a forecast profit of £300k, a first for our company who has seen top profits in the past of circa £10k. We all know this is a team effort across our small hotel brand, however it is felt that the hard work, dedication and knowledge Joe brings is a huge contribution to our success.

We are beyond proud of Joe's achievements and what's to come for him. We are proud to have him as our Hotel's Group Exec Manager, as well as a friend who goes above and beyond for his staff and industry week after week.

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## MIKE NEWMAN, MANAGING DIRECTOR, B2ME TOURISM MARKETING



I would like to nominate Mike Newman for this award. Mike has spent the past 25 years working in the industry, all of which has been as a member of UKinbound/BITOA. Starting off selling advertising on what was known then as the BITOA Visitor Guide, a map for arriving tourists distributed by tour operators and concierge, Mike cut his teeth in the travel trade from the ground up.

Mike has never shied away from asking the hard questions or looking at ways that things could be improved for the mutual benefit of both buyers and suppliers across the industry, to the point that in 2003, in the advent of the internet and banner advertising, taking precedence over paper based maps, Mike struck out on his own, setting up b2me Tourism Marketing.

Initially working with a small tour operator specialising in the US travel agency market, Mike brought together an array of museum and gallery clients to provide representation in the US and Canada, and then through Visit Britain's overseas opportunities, Germany, Japan and China. In 2009, Mike went one step further, setting up his own overseas sales missions to the US, Canada and Japan, and then South Korea in 2015 having been asked to run a mission on behalf of VisitBritain.

Throughout the pandemic, Mike opted to stay front and centre, keeping in touch with overseas markets, running travel trade workshops focussing on recovery strategies and writing articles – basically anything to help people stay up to date with the industry for when things started to improve.

Mike's relationship across the industry are well known, and he has walked the fine line between industry and government bodies, always looking for gaps that could be filled by an individual that tends to ignore the word 'no'.

Most recently, Mike has consolidated his years of experience into a digital training and analysis tool, Travel Trade Ready. The first engagement tool of its type in the industry.

Mike has demonstrated dedication, perseverance and determination in spades, always there for a chat, is great at connecting and introducing people in the industry, and definitely always there with an opinion.

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## ROB WAY, SALES & MARKETING DIRECTOR, THE TOURISM MEDIA GROUP



For over a quarter of a century, Rob Way has lived and breathed inbound travel. He has become the central node in a universe of travel contacts. Rob has established himself as the first port of call for anyone in the travel trade who needs an introduction, has an idea and is looking to collaborate or is simply new to the business and would like to access resources. In the last month alone Rob has sponsored a displaced Ukrainian citizen and is working closely with this person, to establish themselves in the welcoming industry that is inbound travel. Rob is an Honorary Life Member of the Les Clefs d'Or UK (Society of the Golden Keys), a duty he happily shares with being a Board Director of UKinbound.

Travel suffered greatly during the pandemic and during 2020 Rob made it his mission to help London's Concierge community as they slowly took the tentative steps to rebuild their professions.

Despite being furloughed, Rob launched *Where & When*, a not-for-profit digital platform and newsletter dedicated to ensuring the Concierge and wider hotel community were aware of exactly what restaurants, shops and attractions had reopened and what precautions were in place to give the first visitors back to London the security they needed.

In addition to *Where&When* Rob has also been prevalent in many of the tourism industries recovery committee's including the London Tourism Recovery Board and the London Tourism Cooperative.

As the pandemic eased in 2021, Rob launched The Tourism Media Group, bringing together a network of established inbound travel media brands such as *WHERE London* and the Mayor of London's monthly guide *London PLANNER*.

Demand for these publications regularly outstrips supply as each edition continues to prove absolutely essential to the key players in inbound travel: attractions, restaurants, hotels, visitor information centres and of course visitors, be they international or domestic.

One example would be the hotels insatiable demand for maps. In the last twelve months alone Rob has published and distributed over two million maps across the capital. Look out for his team of street distributors outside many attractions and transport hubs.

The content marketing division Rob started has provided essential services (including bespoke guides, maps, events and digital marketing campaigns) to a variety of attractions, DMOs and BIDs as they once more look to welcome back visitors.

Finally, it's not only his business that has grown tremendously since travel has opened up, but through his third-party sales activity he has helped grow the commercial business of many other brands, be they B2B inbound travel organisations, DMOs, tour operators, attractions, or theatre groups.

For Rob Way, when it comes to inbound travel nothing is too much trouble. That's why I am proud to nominate him for the Member's Choice Award.

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