



**UKINBOUND**  
THE VOICE OF INBOUND TOURISM

# **WINTER GENERAL MEETING**

**5 December 2022**

**Thistle Marble Arch**



# WELCOME

**James Aitken**  
Chairman

# AGENDA

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1. Minutes Review – Chris Ball, General Secretary
2. CEO Update – Joss Croft, CEO
3. Guest Speaker – Paul Gaffney, Tendo Consulting
4. Q&A
5. Any Other Business

# REVIEW OF MINUTES

**Chris Ball**  
General Secretary

# CEO UPDATE

**Joss Croft**  
Chief Executive

# WHAT HAVE WE BEEN UP TO? MEMBERSHIP

SCIENCE  
MUSEUM  
GROUP

VisitYork



WICKED  
DIRECT

DISCOVER<sup>®</sup>  
GLOBAL NETWORK



# WHAT HAVE WE BEEN UP TO? CONVENTION



# WHAT HAVE WE BEEN UP TO? WTM





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



# BIM 2023



 **UKINBOUND**  
THE VOICE OF INBOUND TOURISM

 **ETOA**

## Britain & Ireland Marketplace 2023

27 January 2023  
InterContinental London, The O2

**SAVE  
£200**

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

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- New Government
- ID Cards Paper
- Tax-Free Shopping
- EU-UK Relationship Inquiry
- ABTA Research



# WHAT HAVE WE BEEN UP TO? MEDIA

## THE TIMES

### American tourists are coming back as pound tumbles

Andrew Elton  
Consumer Affairs Correspondent

The number of American tourists visiting Britain has soared with the fall in the value of the pound.

UKinbound, a trade association for tour operators, says that its members have experienced a significant rise in bookings as US visitors take advantage of sterling's drop.

The pound has fallen by 18 per cent from \$1.37 a year ago to \$1.12 yesterday amid concerns among international investors about inflation, debt and financial mismanagement by the government.

Lauren Broughton, of UKinbound, said: "We represent businesses that bring American tourists to the UK and we know from speaking to our members that they've seen a rise in bookings."

"It's not just short-term booking — Americans are also sorting their holidays here for next year. The level of the pound has definitely had a positive impact. It's great news for Britain's hotels, shops and attractions."

Inbound tourism was worth more than £28 billion a year before the pandemic and the US is the biggest market

in terms of visitor numbers and spend. Visits from overseas are of greater value to the British economy than exports of cars or North Sea oil and support more than 500,000 jobs across the country.

While visitor numbers from the US are still down on the 4.5 million who arrived in 2019, UKinbound expects about three million to arrive this year.

That will be good news for shops, particularly in upmarket areas of London. American tourists spend an average of nearly £1,000 per visitor and in 2019 collectively spent more than £4 billion.

Travel agents say Americans are coming here in greater numbers because the fall in the pound has made Britain better value despite rising inflation. Analysis by Kayak, the travel agency, says afternoon tea at Fortnum & Mason may have gone up by £7.50 or 12 per cent this year but is still more than \$9 cheaper for visitors from the US.

Meanwhile, a ride on the London Eye may be 16 per cent more expensive than in 2021 but the price is still almost 4 per cent down in dollar terms. A pint of beer is also now more than 16 per cent cheaper for American visitors.

Broughton believes that it is not only London that will benefit. She said: "The really good thing about Americans who come here is that they quite often use a tour operator that will package up their trip, meaning they go to the regions as well. They see London and then they might go off to Edinburgh, the Cotswolds or Stratford-upon-Avon."

Traditionally, Britain is not seen as a cheap holiday destination and, despite the slump in the pound, it remains one of the most expensive places in the world to visit, Broughton said. "People coming here aren't necessarily thinking it's going to be cheap, but now they're thinking, oh, I get a bit more for my money. It's better value."

Cheaper Britain		
Percentage increase in sterling price this year	Percentage decrease in dollar price	
Hotels	+19.3%	-4.2%
Flights	+26.25%	-0.9%
Afternoon tea	+12%	-10.5%
London Eye	+16.1%	-3.6%
West End show	+4.2%	-18.1%
Pint of beer	+6.2%	-16.6%

Source: Kayak

## The Times

30 BUSINESS



TRANSPORT: Irish airline Aer Lingus will resume daily flights between Aberdeen and Dublin from October 30.

### Irish airline set to resume 'vital' daily flights to Aberdeen

KEITH FINLAY AND LAUREN TAYLOR

An Irish airline set to resume daily flights between Aberdeen and Dublin, a route that was suspended in 2020. The service, which will be operated on Aer Lingus's Airbus A320neo aircraft, will restart on October 30. It was previously operated by Aer Lingus, which ceased operations in June 2021.

There has been an Air Lingus presence in Aberdeen during the intervening period. The airline also flies between the Granite City and Dublin. Ernie's expansion strategy will also see the airline add to its fleet over the coming months, says the company's chief executive, Alan Ryan. Ryan said: "All of our new aircraft will be used on the new route from Aberdeen to London (Aer Lingus) will be 'warmly welcomed'."

Mr Smith said: "After a very successful summer season, we are delighted to be upping our frequency and adding new routes out of Dublin to and from Aberdeen." "With convenient timings and on-airline flights, we strongly believe these connections will be warmly welcomed by both business and leisure travellers." "We look forward to a busy winter ahead."

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from October 30 this year as a positive sign it emerged that the Aberdeen route could be restarted. "Dublin is a vibrant commercial hub airport which, post-pandemic, was the second fastest-growing airport among major European airports over the three-year period."

"The UKinbound annual convention 2022 will offer delegates a chance to take part in formal events at P&G Live, as well as 'immersive' trips taking in local sights such as Pictish Castle, Bann Burnies and Aberdeen Airport. The event will also be a 'must-see' for those who want to see the city and the sea from a different perspective."

"It has never returned and from the operator has admitted there is no service to Aberdeen to share." However, the service is now being reviewed as part of the airline's wider look at new opportunities to grow its network in 2023.

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Aberdeenshire tourism location Dunrobin Castle.

### Hopes 'coup' tourism event will help boost interest in the region

Hundreds of lovers of holidays will be hosted in Aberdeen next week as a leading travel trade event comes to the north-east for the first time.

VisitAberdeenshire boss Chris Boyd hailed the decision to hold the annual UKinbound convention in Aberdeen as "a great coup" for the region as more than 200 buyers are expected to take part in the four-day event.

It is expected the event will stimulate interest among buyers in what the region can offer tourists in an industry worth more than £2.5 billion to the Scottish economy per annum.

Mr Boyd said: "There are long memories about Aberdeen hotels and their lack of availability and price. This is an opportunity to turn that around."

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THE PRESS AND JOURNAL  
Wednesday, September 21, 2022

# The Guardian

Financial

## 'The UK is on sale' US tourists cash in on plunging pound

Gwyn Topham  
Transport correspondent

The plunging pound may lead British holidaymakers to flock to the UK for the first time in years, as the value of the pound has fallen to its lowest level in over a decade.

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was a huge topic of conversation in a sector that "has had its own recession for the last two years". Inbound tourism's second biggest pre-pandemic market, China, is still closed off. Just by the biggest source of visitors is usually the US — and numbers are rebounding fast after their restrictions were eased in June.

And the average US tourist already spends on their trip in the UK more than they do in their home country.

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average UK holidaymaker will spend on a domestic trip. "Anything that can incentivise travel from the US is helpful," said Croft. US tourists spent £4.2bn in 2019, a figure that could grow next year with a strong dollar.

"It was \$1.37 to the pound a year ago. Now — well, I haven't checked for 10 minutes," said Croft. "But in the last few days, more people have been putting down hard dollars for next year, money in people's pockets right now, with the commitment that they are going to come."

The pound fell to a record low against the dollar on Monday of just above \$1.03, and was hovering above \$1.10 yesterday.

Lana Bennett, chief executive of Tours International, a family-run bespoke tour firm catering mainly for US visitors, said: "After everything we've been through for us it's quite good news. We're seeing a spike in inquiries, there's a lot more certainty, more bookings — people want to take full advantage."

The prospect of the coronation of King Charles III had also helped the US market, she said. However, she said rising inflation, energy costs and shortages of staff for UK hotels and tour operators were now the challenges. "It's not as easy as going up — it's a bit more of a challenge for us. We need the support prepared."

Mr Bennett said: "The pound has fallen to its lowest level in over a decade, and this is a great opportunity for the UK to attract more tourists."

Four operators are enjoying a surge in bookings and the prospect of a coronation in 2023 could increase visitor numbers further.

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**BEST OF BRITISH**

What's driving the UK's buoyant honeymoon and what hurdles is the destination having to overcome? Peter Ellagard speaks to UK Inbound, VisitBritain and VisitScotland for the latest

Photo: iStock.com/John Deane

The Guardian Saturday 1 October 2022 Saturday 1 October 2022 The Guardian



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planned US Holiday. Overall, he said, "it will have an impact, but more nuanced than people imagine. The economic crisis in recession, and Turkey's cheap. But to the US and the Caribbean, certainly it's going to be expensive."

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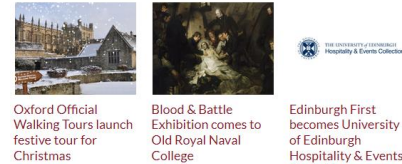
# WHAT HAVE WE BEEN UP TO? MARCOMMS



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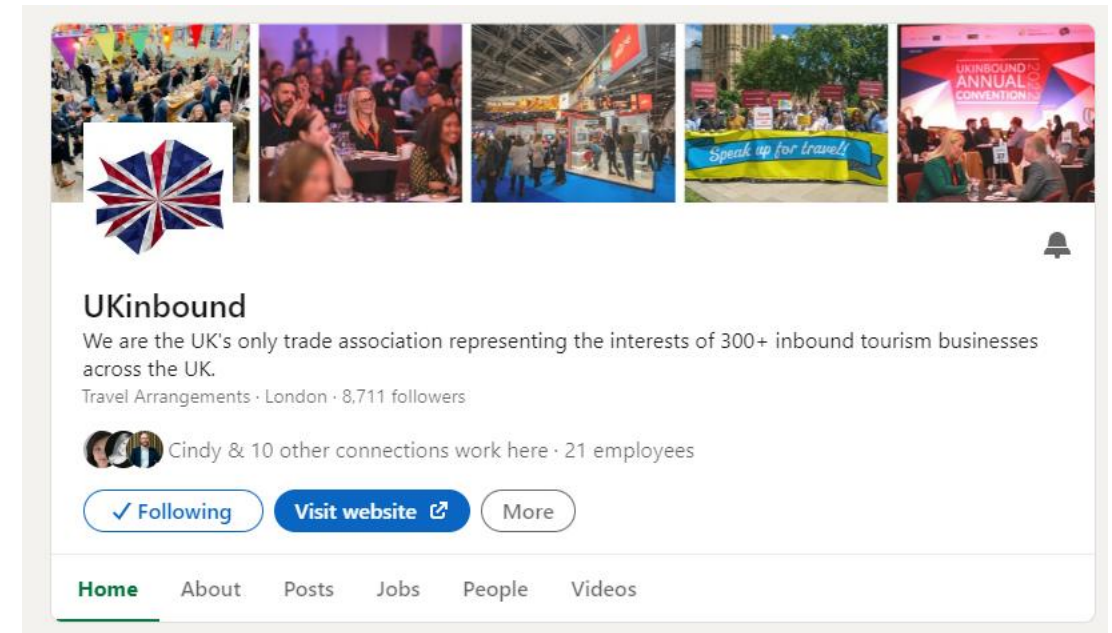


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# WHAT'S NEXT?

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- Business Barometer
- Annual Membership Survey
- Overseas exhibitions
- Members Directory



# SAVE THE DATE: NEXT GENERAL MEETING



UKINBOUND  
THE VOICE OF INBOUND TOURISM

## Annual General Meeting & Networking

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Monday 6 February 2023  
Science Museum





**QUESTIONS**





# POLITICAL UPDATE

Paul Gaffney  
Tendo Consulting

December 2022





# Three months, **three Prime Ministers**, three governments



September

Records and Resignations



October

Ideological Shift



November

Back to Basics





**READY TO  
LEAD**

**LIZ FOR  
LEADER**  
LIZFORLEADER.CO.UK

44 days.....



David Blaine



Ed Balls



Sam Allardyce

# Two fiscal statements, two different Chancellors



Growth, growth,  
growth

- Energy Bill support
- VAT free shopping for international visitors
- Open door for growth



Fiscal restraint

- Budget cuts
- Departmental spending cuts
- Scrapping most of the Kwarteng Budget



The year ahead

- Highly challenging environment
- Duties not yet set
- Harder times ahead

# 26%

Labour's current polling lead

- Labour started the year 3% ahead
- Conservative Party suffered 38% swing to lose Tiverton and Honiton
- Conservatives lowest share of the vote in Chester since universal suffrage
- Polls point to Labour overall majority
- BUT, 18 months is a long time in politics



# The Great Exodus





# The Changed Political Environment

**Lucy Powell MP and Jeff  
Smith MP**

Labour Shadow DCMS and Shadow Tourism

**John Nicolson MP**

SNP DCMS Lead

**Jamie Stone MP**

LD DCMS lead





# Public Affairs in the new order

## Policy Asks

- Youth Group Travel Scheme
- A Global Shopping Centre
- Introduce a new five-year visitor visa
- Business Rates and Energy Costs
- Air Passenger Duty

## Labour Engagement

- Build relationships with front-bench
- Labour proof policy asks
- Build backbench allies
- Influence manifesto

## SNP and Lib Dems

- The '2010' problem
- Useful allies

18 months is a long  
time in politics

# New Government New Challenges

The last six months have reinforced the need to engage as broadly as possible -but the main attention should remain the Government -with the following caveats:

- Back to Basics - but still has a 'backbench' problem
- Less 'spartan' more
- practical Spending must
- deliver a return
- Global Britain will return to the agenda  
But "it's the economy stupid"





# 2023 Approach



The Export Debate



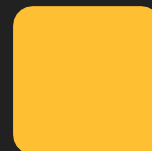
Open Britain



Political Engagement



Partnership Working



UKinbound members and local visits



# What we can do



Launching a 'Write to  
your MP' function



Labour Party Policy Forum



Political Engagement



Engaging with Candidates



UKinbound members and local  
visits



# 2023 Risks



Economic Challenge  
leading to bad policy



Political Instability



Lack of support for businesses




Brexit Legacy



Winning the argument



# Three pillars of engagement



What do you want  
and why?



How much does it  
cost?



What do we get  
from it?



# Questions?



## Phone Number

07730683848

## Email Address

[paul@tendoconsulting.co.uk](mailto:paul@tendoconsulting.co.uk) and  
[UKinbound@tendoconsulting.co.uk](mailto:UKinbound@tendoconsulting.co.uk)





**ANY OTHER BUSINESS**



# **ANNUAL CONVENTION 2023 DESTINATION ANNOUNCEMENT**

**#UKiCon23**



# ANNUAL CONVENTION 2023

20 - 21 September, 2023

visit  
Belfast

#UKiCon23



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THE VOICE OF INBOUND TOURISM

**THANK YOU**

**Merry Christmas &  
Happy New Year!**