



## CASE STUDY

Kathryn Davis, Director of Tourism at Visit West shares her thoughts on being a member of UKinbound since 2008.

### **Why did you become a member of UKinbound?**

We saw membership as critical in underpinning our ambition as an international destination, and gateway to the region. The contacts we have made in the industry have been invaluable and we have benefited from the formal aspects of membership - meetings, events, leads and connections - as well as in the informal networking opportunities. It provides great value for money.

### **What advice would you give to someone thinking about membership?**

Do it! The connections you make will be incredibly valuable as well as the advice, updates and support from a very professional team.

### **What are the main benefits to membership and why?**

Primarily is it the networking with buyers but also access to information, research and events. I also firmly believe in our membership supporting UKinbound, to support the industry as a whole. Their voice as an advocate and champion of the inbound industry is both persuasive and powerful.

### **What advice would you give to a new member?**

Read everything. Take time going through the website and speaking to the membership team about the opportunities available to you. Most importantly, participate and get involved.

# VisitWest

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We get great value for money in terms of direct benefits, as well as having the credibility of being a member.

It demonstrates our ambition to be recognised as one of the UK's leading regions for international travel.

**Kathryn Davis**  
Visit West