



UKINBOUND
THE VOICE OF INBOUND TOURISM

AUTUMN GENERAL MEETING

4 SEPTEMBER 2023



UKINBOUND
THE VOICE OF INBOUND TOURISM

WELCOME

Chris Ball

General Secretary

AGENDA

1. Welcome/Minutes Review – Chris Ball, General Secretary
2. Welcome from Royal Museums Greenwich – Andrea Larotella, Senior Travel Trade Manager
3. CEO Update – Joss Croft, CEO
4. Guest Speaker – John Boulding, CMO, Vox Tours
5. Q&A
6. Any Other Business



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REVIEW OF MINUTES

Chris Ball

General Secretary

Royal Museums Greenwich

National Maritime Museum | *Cutty Sark* | Royal Observatory | The Queen's House





The Queen's House



National Maritime Museum

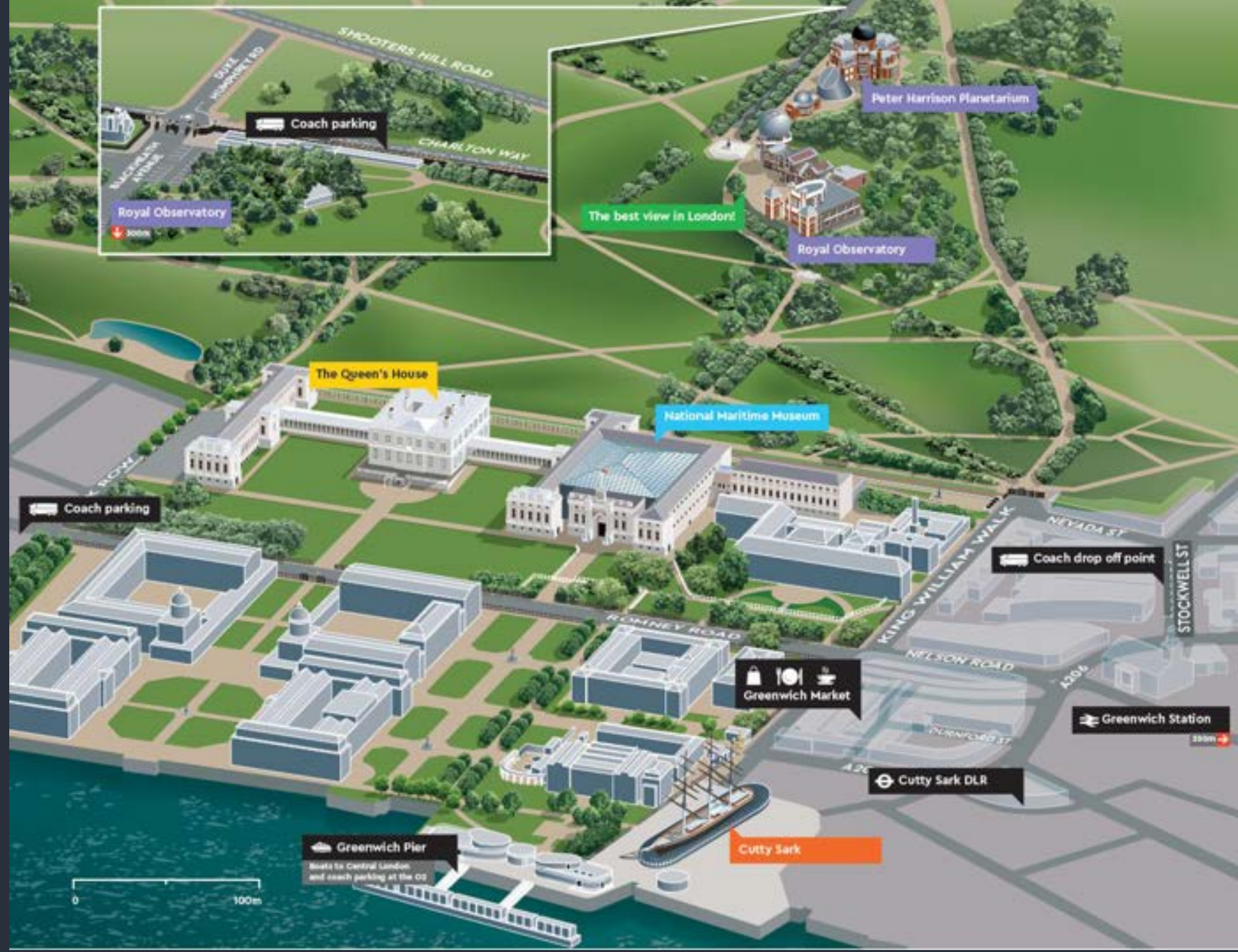


Cutty Sark



Royal Observatory

All sites within a 15 minute
walk of each other, within a
UNESCO World Heritage Site







The Queen's House

Pioneering masterpiece of 17th Century architecture,
home to spectacular royal art and history.



National Maritime Museum

The largest collection of maritime objects in the world.

FREE free interactive audio guides available at all sites in 10 languages, including:

English, German, Italian, French, Spanish, Mandarin, European Portuguese, Korean, Cantonese



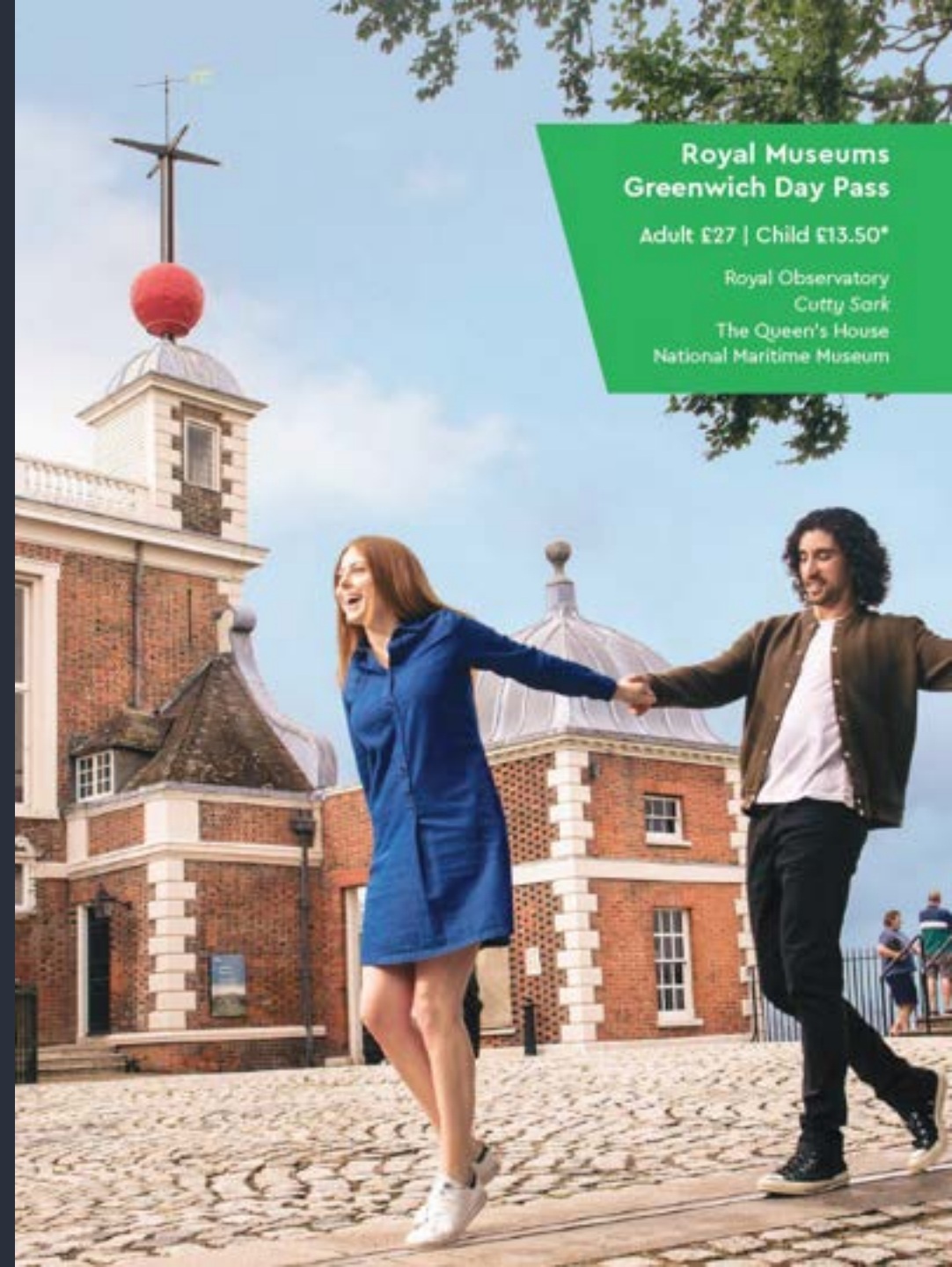
Ticket options

- Royal Museums Greenwich Day Pass – BEST VALUE FOR MONEY!

Adult £27 – Child £13.50 – Under 25 £16

- Individual site entry ticket – Royal Observatory or Cutty Sark

Adult £18 – Child £9 – Under 25 £12



Royal Museums
Greenwich Day Pass

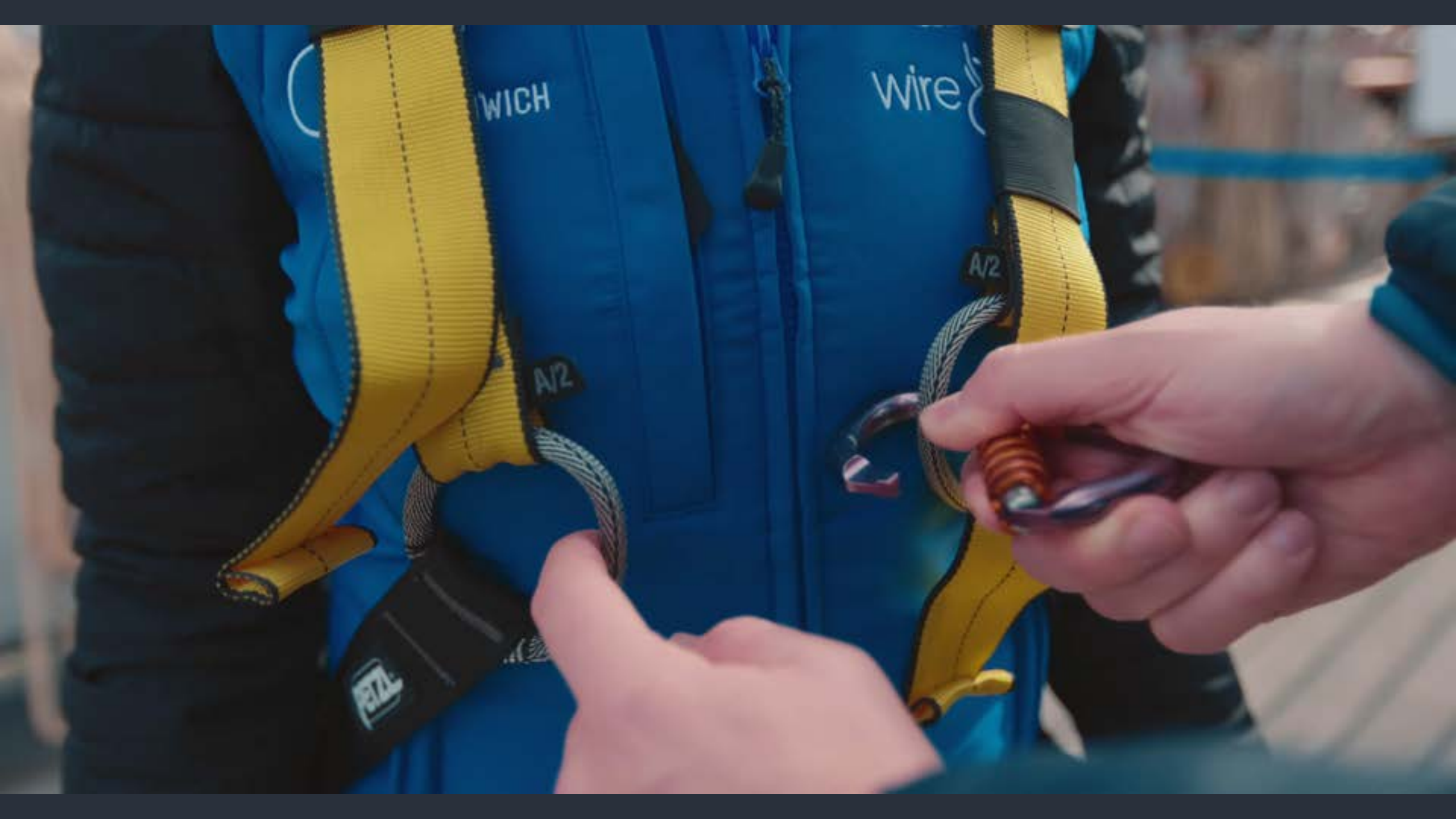
Adult £27 | Child £13.50*

Royal Observatory
Cutty Sark
The Queen's House
National Maritime Museum

Special Experiences

- Afternoon tea at Cutty Sark
- Guided tour with private guide
- Private openings
- Ice Rink (Nov – Jan)





WICH

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A/2

A/2

PZL

THANK YOU
TO ALL OUR TRADE PARTNERS

Not working with us yet?

Join the Royal Museums Greenwich Voucher Scheme

traveltrade@rmg.co.uk

The Queen's House Reception

Special thanks to:



GUSBOURNE



0° W  0° E
GREENWICH
SPIRITS COMPANY



THE
CLINK
EVENTS



UKINBOUND
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CEO UPDATE

Joss Croft

CEO

WHAT HAVE WE BEEN UP TO? MEMBERSHIP



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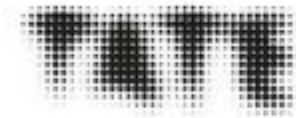
visit
Belfast



MAMMA MIA!
THE PARTY

holibob

DANIEL
THWAITES
ESTABLISHED 1807



BÓKUN



M&N Travel
Bespoke Experiences



ROSSLYN
CHAPEL 1446



CHESTER
GHOST
TOURS



WHAT HAVE WE BEEN UP TO? MEMBERSHIP



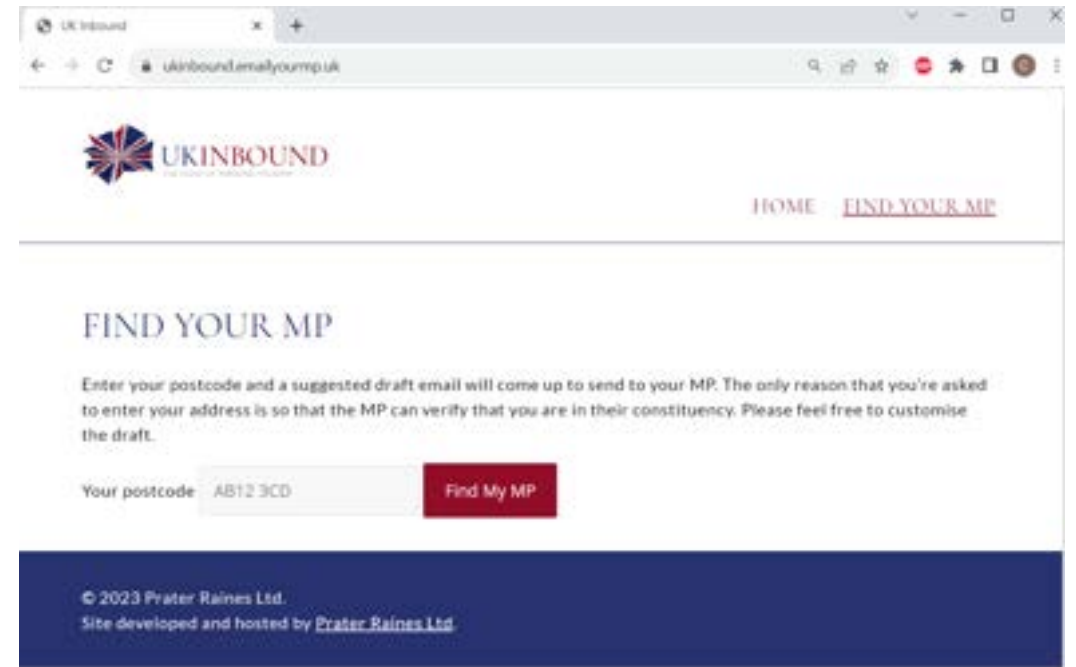
WHAT HAVE WE BEEN UP TO? **EVENTS**



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

KEY MESSAGING

- Reduce VAT levels on hospitality
- Reinstatement of VAT-free shopping
- Introduce Youth Group Travel Scheme (under 18s)
- Expand and reform Youth Mobility Scheme
- Introduce a competitive five-year visa
- Increase VisitBritain marketing budget



WHAT HAVE WE BEEN UP TO? MEDIA

Mail Online

US visitors shun London shops and spend their cash in other European cities because of the tourist tax, data finds



UK visitor numbers up amid signs of shift away from mainland Europe's extreme heat



UKinbound, Guanxi team up for China ready tourism training

TRAVELWEEKLY

Industry figures warn travel 'has fallen down government's agenda'



43 pieces of coverage



5.1 million total reach



U.K. to Charge £10 for New Electronic Travel Authorisation

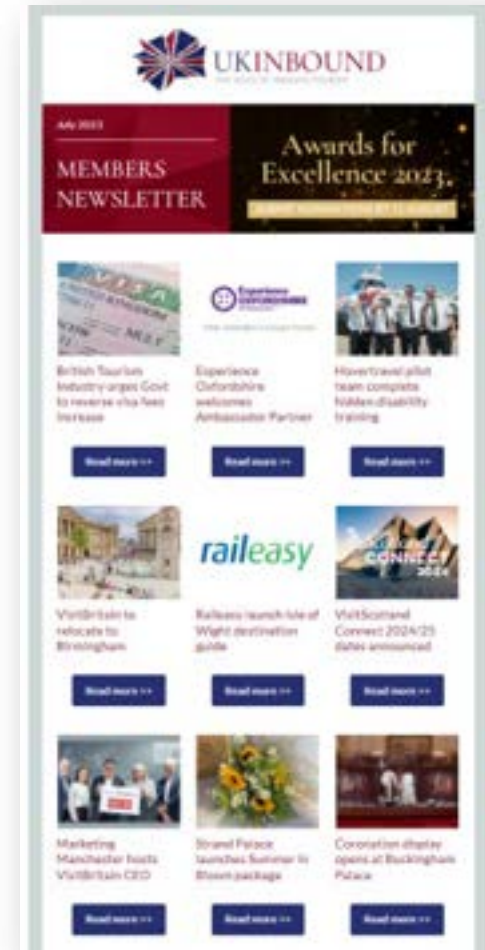


Post-Brexit passport checks putting off EU schools from visiting UK, harming British businesses

The Telegraph

What the Royal family is really worth to Britain

WHAT HAVE WE BEEN UP TO? MARCOMMS



WHAT'S NEXT?



CHINA WELCOME WORKSHOPS

- 9 October, Leeds Castle (bookings open)
- 28 November, Liverpool Football Club (save the date)
- 8 December, Bath Guildhall (save the date)



THE EVOLUTION OF TRAVEL: SMART TECHNOLOGY'S CURRENT AND FUTURE IMPACT

JOHN BOULDING – VOX GROUP



INTRODUCTION



- Digital literacy
- Innovations in guiding
- Visitor empowerment
- Data-driven decisions
- Sustainability

THE NEW NORMAL

- Not a 'phase'
- New reality
- Adopting for daily activities
- All generations



GUIDING IN A DIGITAL AGE: A SYMPHONY OF TECH INNOVATIONS

- Greater expectations
- Advanced capabilities
- Providing data
- Revolution in experiencing culture



EXPLORING CITIES VIA YOUR POCKET GUIDE

- Transforming exploration
- Game changing content
- Offline capability
- Keeps you connected



DIGITAL TOUR GUIDE SYSTEMS

- Goodbye to huddles
- Radio based systems
- Smartphone guiding
- Long distance capability
- Never miss a word



SUSTAINABILITY IN TECHNOLOGY: FROM NICHE TO NORM

- No longer a buzzword
- Technology a powerful ally
- Crowding and noise
- Carbon footprint
- Circular economy



DATA-DRIVEN DECISIONS

- Essential asset
- Real-time analytics
- Invaluable insights
- Compass for future planning



TECH ADAPTABILITY: BRIDGING GAPS AND BREAKING BARRIERS

- Remarkable adaptability
- Addressing modern hurdles
- Examples:
 - Miniature radio guides using micro-circuitry and Lithium Polymer
 - Multilingual transmission with smartphone group guiding

CONCLUSION



VOX GROUP



TOURISM SERVICES B2B



ARTS & CULTURE B2B



CITY EXPERIENCES B2B2C



The global leader for innovative solutions in tourism and culture



THANKS FOR BEING A PART OF TRAVEL'S INCREDIBLE RIDE.



WE CAN'T WAIT TO SEE YOU IN BELFAST!



QUESTIONS



QUESTIONS



ANY OTHER BUSINESS