

## PROFILE



- **Raise your profile and brand awareness** via our marketing opportunities - many of which are free and exclusive to members. These include our Members Newsletter, bespoke e-shots, the UKinbound Directory, our social media channels and website.
- **Promote your products and services** personally to travel trade colleagues by attending and/or hosting networking events and fam trips, or taking part in a Discover workshop.
- **Increase your reach** to the wider UK tourism industry through exclusive column opportunities with industry magazines, featuring in our print publications, and participating in our media activity.

**96%**  
satisfied with  
their membership

- 2023 Membership Survey



**We help our 490+ members all across the UK to manage and grow their business as a part of a vibrant and sustainable industry**



*"Being a member of UKinbound has been a very important part of our business. The association makes it easy to stay in touch and make new contacts with suppliers via the networking events, fam trips and annual convention, as well as use of the Directory to get up-to-date contact details for suppliers."*

**- EuroWelcome**

## ACCESS



- **Connect to the most comprehensive database** of the UK's tourism industry suppliers, helping you reach the right people to generate new business. The UKinbound team is also on hand to advise and make introductions.
- **Receive overseas agent enquiries** from international operators from around the world looking to do business with UK operators, DMCs and ground handlers.
- **Keep informed** of the latest industry insights, statistics and trends, international market intelligence, and policy updates to aid your business development.
- **Access support and guidance** on industry matters that affect your business, such as legal and regulatory advice, taxation and insurance issues, sustainability and accessibility best practice.



*"Our membership of the association has proven time and time again to be invaluable at connecting us with the right people throughout the country. UKinbound is constantly evolving, adding new benefits & business opportunities for its members, and is THE voice for the UK Travel & Tourism industry."*

**– Angela Shanley Associates Ltd**

*"UKinbound is a fantastic organisation that champions all things UK tourism and driving inbound visits. From networking evenings, workshops, webinars to lobbying, their small team manages to deliver over and above."*

**– 2023 Membership Survey**



## EVENTS



Events are a vital part of UKinbound membership and we offer a packed calendar of mostly free events each year. There is something to suit your every business need and for members to benefit from these opportunities.



## ADVOCACY



- **We represent and champion your views and concerns to Government** through participation in major industry groups, engagement with MPs, Peers, Government bodies and the media.
- **We advocate for the recognition of inbound tourism** as a key economic and employment driver both nationally and regionally, and are fighting hard to ensure the survival of the industry through the pandemic.
- **Tell us what's on your mind** - whether its COVID-19 support, post-Brexit issues, visas, taxation, or jobs and skills, and we will work to ensure your voice is heard at the highest level.

*"The contacts we have made are invaluable, the expertise shared is extremely insightful and useful, and the relationship between the association and the government is important beyond words."*

**- Tour Operator, 2023 Membership Survey**





*"UKinbound helps with industry insight, creates business opportunities and allows us to meet and network with the extended inbound tourism family across UK. Our staff value the various workshops, fam trips and other networking events, enabling them to build trade relationships."*

**- AC Travel Group**

*"UKinbound's strength is the broad range of benefits it offers - networking, workshops, lobbying and being updated on issues impacting our sector. Behind this is a friendly and welcoming team that is able and willing to steer new members on how to get the most out of membership."*

**- JacTravel**