

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



"We have found UKinbound invaluable to our organisation. It is vital that we have strong relationships with the travel trade and our membership allows us to connect with key buyers in the industry and promote our fantastic destination."
- **Cotswolds Tourism**

ACCESS



- **Connect to the most comprehensive database** of the UK's tour operators, DMCs, OTAs and other buyers, 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 buyers from around the world looking to make booking into the UK and do business with UK suppliers.
- **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..



"UKinbound is a fantastic organisation that champions all things UK tourism and driving inbound visits. From networking evening, workshops, webinars to lobbying, their small team manages to deliver over and above and provides an excellent way to launch and build brand awareness for your business."
- DMO, 2023 Membership Survey

"Working with UKinbound has given us numerous opportunities to engage and network with key trade partners with the diverse range of event and benefits. It has been fundamental to growing our inbound tourism business."
- The Beatles Story

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.

- **Network.** Meet and connect with fellow members in a relaxed social environment at our networking evenings, held monthly in London and in key destinations around the UK.
- **Learn.** Grow your knowledge, get to grips with the latest trends or upskill your team at our range of webinars, masterclasses and workshops.
- **Showcase.** Host an event such as a networking evening, fam trip or general meeting to showcase what your attraction, venue or destination has to offer.
- **Reach.** Increase your reach beyond the UK by exhibiting at World Travel Market and Arabian Travel Market, or come along to an overseas trade mission to meet new clients from all over the world.



"Our membership plays a vital part in developing and maintaining key relationships within the UK tourism industry. UKinbound delivers an event programme that has enabled us to create and develop successful and enduring business relationships."

- Geotourist

ADVOCACY



- **We represent and champion your views and concerns to Government** through participation in major industry groups including the Tourism Industry Council and Tourism Industry Emergency Response group, and 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.





"Our association and membership of UKinbound evokes a sense of trust amongst a number of overseas operators, which helps us work together easily from the beginning. Being a member of UKinbound not only creates new business opportunities and creates new relationships, the team keep us up to date with all industry information and changes that are vital in the day to day running of our business."

- Windermere Lake Cruises

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

- 2023 Membership Survey