



VisitBritain®



VisitEngland™

Developing bookable product and reaching the international market

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Overview

- Why is inbound tourism so important?
- Developing an internationally ready product
- Reaching the international market
- Supporting businesses in becoming bookable

Why is Inbound Tourism so important?

The UK tourism economy is worth **£127 billion** a year – around **9% of GDP** – and incorporates more than **200,000 SMEs**. It is expected to grow by **3.8%** a year by 2025 – faster than the digital industry!

In 2016 Britain saw a record **37.6 million** inbound visits (up 4%) with spending **up 2% to £22.5bn** – a new record.



Benefits include: levelling out **seasonality** problems, **spreading risk** across a range of international markets, **new forms of international distribution** gives wider and easier access to your product, **higher yield and spend**, longer **booking lead times**

Developing an internationally ready product

Product Development at VisitBritain

The range and calibre of tourism product offerings are what attract tourists to a destination.

The Product Development team at VisitBritain **adds value** by working to identify **gaps and opportunities** in Britain's tourism landscape with the aim of **broadening our product offering** in line with our corporate objectives of incremental visitations, spend and regional spread.

We work with the wider tourism industry, encouraging **collaboration**, and advising them on their product development and distribution.

Based on **insights** we ensure new products meet the needs of **international tourists** and connect UK tourism suppliers with the **travel trade**.

By advising suppliers on the most **effective distribution channel** we help create a new route to the international marketplace, supporting them to **contract and sell new products** and provide tools for **education and engagement**.

Gaps and opportunity

There is lack of trade ready 'off the shelf' commissionable tourism product outside of London. England's regions, and even its major cities, are not set up to work with the international travel trade.

This is confirmed by:

- The lack of bookable English regional tourism product on trade platforms such as Viator or OTAs such as Expedia and packaged product through DMCs.
- Feedback from our commercial partners (e.g Flight Centre) and stakeholders (incl. DMOs) sharing their product databases
- Product mapping work through partners and intermediaries undertaken as part of thematic projects including Food Hubs and Gateway Cities



HOPEWELL ROCKS & THE BAY OF FUNDY

Take a personally customized, guided tour through the magnificent Bay of Fundy and witness the power of the highest tides in the world.



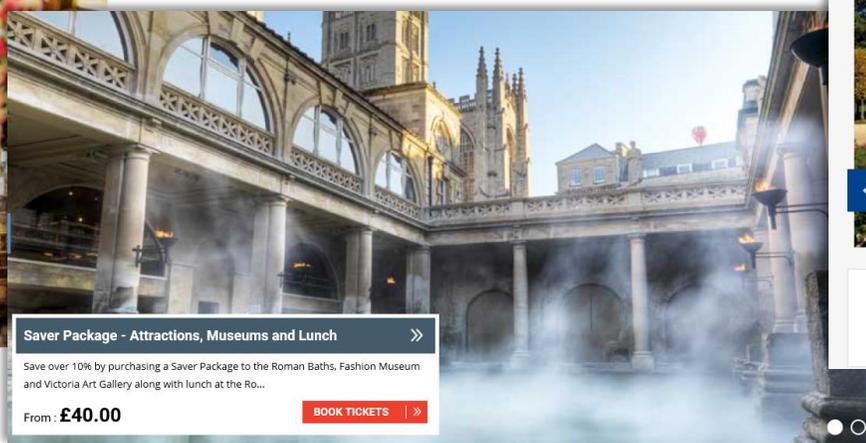
NOVA SCOTIA SEAFOOD COOKING SCHOOL

Learn seafood specialties from expert chefs, and get your fill of scallops, salmon, oysters or mussels.

What is a bookable product?

A bookable tourism product for the international consumer is:

- a specific offering which has been **developed in line with insights of the target market and consumer** i.e. language, interests, cultural considerations, dwell time
- **available for sale and commissionable for the travel trade** so it can be included in packages or through trade platforms such as OTAs



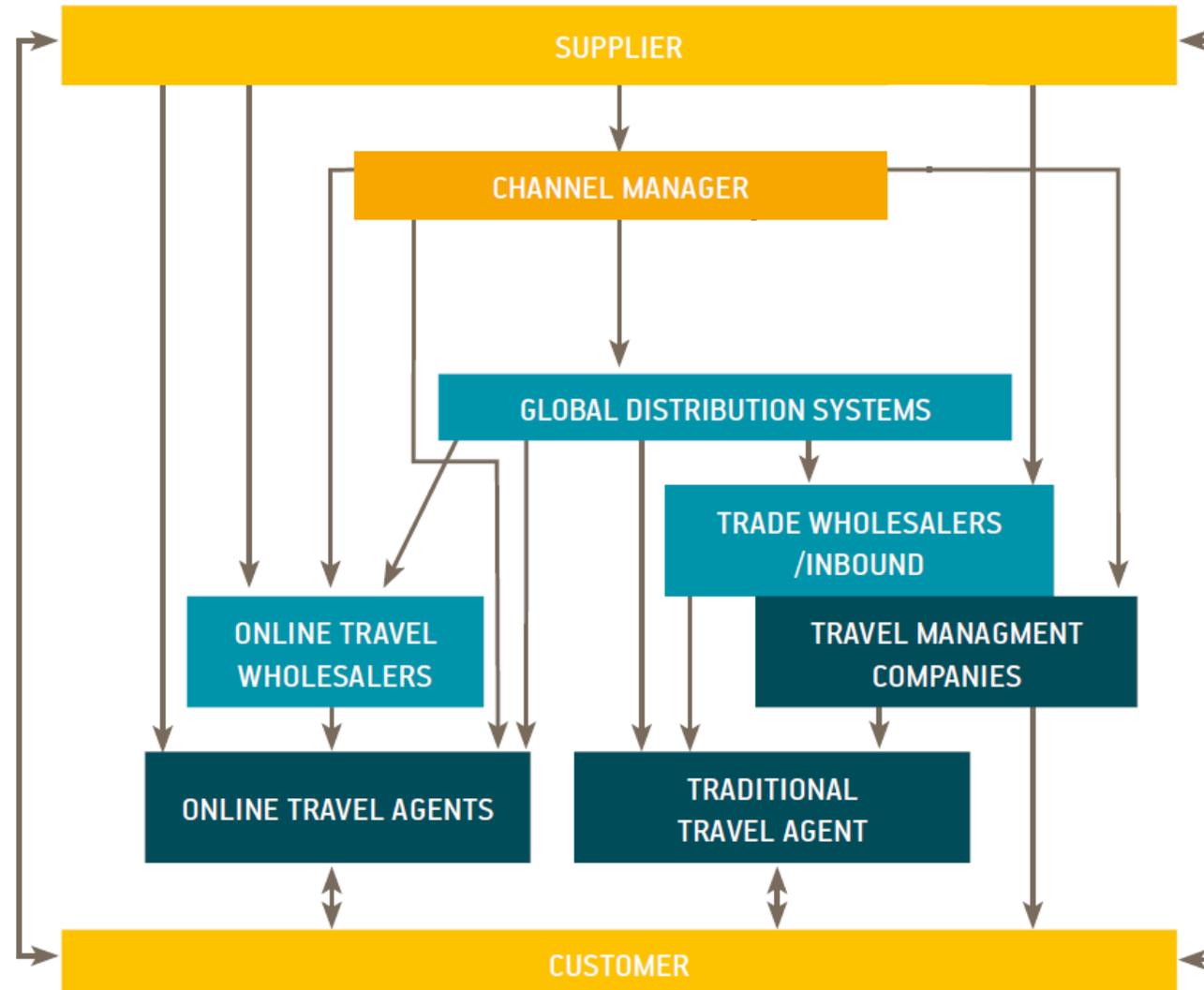
Considerations when developing bookable product – insight from the travel trade



- ✓ Products to be **well researched** and backed by evidence of demand (domestically successful)
- ✓ Ensure that visitors have **memorable, authentic experiences** that will differentiate the product
- ✓ Develop **‘off the shelf’ saleable products** - complete packages that can be built easily into tour programmes - not just concepts or information
- ✓ Awareness of the **key contracting requirements** of the travel trade
- ✓ Work closely with other product developers to **develop highly attractive joint tour products** and to undertake **joint marketing and visitor servicing** – with **integrated booking**, where possible
- ✓ Engage with **DMCs**, on whom many tour operators rely on heavily to source new product – obtain their advice on how to make the product as attractive as possible
- ✓ Remember that **OTAs** will become an increasingly important route-to-market
- ✓ **Educational visits, press trips, training** and **trade-ready collateral/images** are all requested

Reaching the international market

The international travel distribution landscape



The international travel distribution landscape



**Destination
Management Company
(DMCs) / Ground
Handlers**



Wholesalers



**Travel Agents and
Tour Operators**



**Online Travel
Agents (OTAs)**

Case Study

Bath: Roman Baths, Pump Room & Thermae Bath Spa Spas Ancient & Modern Package

Package inclusions

- Entry to the ancient Roman Baths; the best preserved Roman Bath complex in Northern Europe.
- A delicious three course lunch **or** Champagne afternoon tea in the grand Pump Room
- A two hour spa session at Thermae Bath Spa.

Benefits

- A high end experiential product targeted at those seeking a touch of luxury
- A memorable, authentic experience for consumers driven by insights
- Available for travel trade to contract and add to programmes
- Removes barriers of contracting with multiple partners/elements by packaging
- Ensures maximum customer spend pre-travel
- Offers a special weekday package to encourage visitation out of peak periods
- Working closely with their DMO VisitBath on promotion and distribution

Tickets and Packages



Spas Ancient & Modern Package

Make the most of Bath's natural thermal waters with our unique spa package experience that spans 2000 years! The special weekday package costs £81.50 or £84.50 for...

From **£81.50**

[BOOK TICKETS](#) | >>



Case Study 2: Tate Liverpool

Product

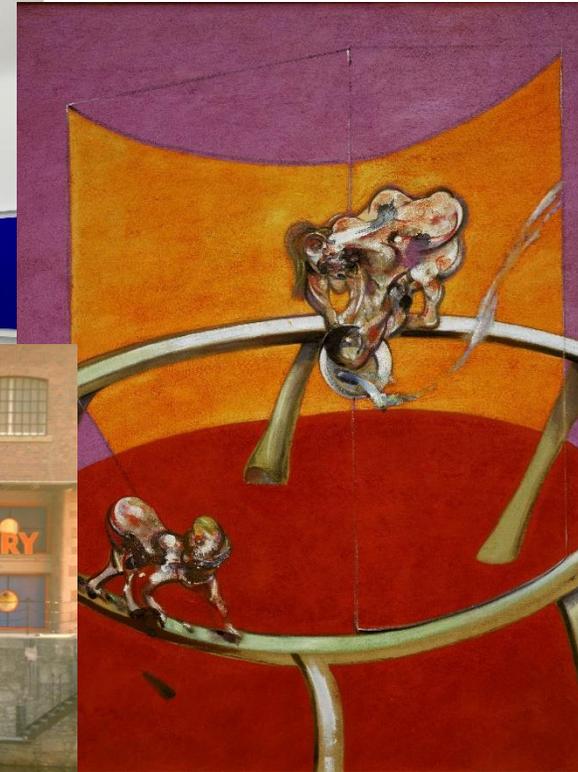
- Free museums now looking at expanding into 3rd party arena
- Have paid for elements of their venue
- Working with them to promote their short term, paid for exhibitions
- Drives volume of guests to the gallery as a whole
- Enables further promotion of the exhibitions via partner networks

Operations

- Sell this product on the VisitBritain Shop
- Work on an allocation basis per exhibition
- Set prices per exhibition
- Can judge exhibition to exhibition how it will work
- Does depend on the operator and the sales mechanism as to how well this can work

Other Products

- Are in talks with the V&A regarding retailing their exhibitions in the same way



Case Study 3 South West Coast Path

Summary of project

A Discover England Fund project to increase inbound visitors from Germany & Netherlands to the South West Coast Path by creating a range of itineraries that combine the best walks, finest scenery, things-to-do, places to eat and sleep.

Product development

- **6 visitor itineraries** - 3, 5 and 7 day options delivered, translated into Dutch and German and available via the web, as a .pdf download on the web site and as a printed fold out map
- Production of **360 degree films** for use using VR headsets at Trade and Travel Shows
- **Showcase videos and pocket-sized fold out guides** produced for each itinerary (German and Dutch translated versions available)

Distribution

- **3 UK-based operators packaging the itineraries for international trade** (Encounter, Contour & Footscape) and product is on sale with tour operators in Germany and NL.



Supporting businesses in becoming bookable

How can we support businesses in becoming bookable?

- **Commercialisation workshops ‘train the trainer’ style**

Objectives:

- Understand the travel distribution system and its rate structure
- The importance of researching international markets to establish who will use your products
- Recognising the different travel styles of inbound travellers
- Creating a bookable product
- How to develop a plan to target international visitors through a range of mediums and distribution channels



How can we support businesses in becoming bookable?

- **Commercialisation workshops ‘train the trainer’ style**

Ideas:

- Format and locations
- Collateral: presentations and facilitator notes, case studies, web resources
- Niche topics
 - Thematics such as food and drink
 - Commercialising free attractions / Creating pass products
 - Working with OTAs
- Inviting DMC's/groundhandlers/tour operators/OTAs to hold sessions on their requirements

How can we support businesses in becoming bookable?

Getting product to market – our DMC Proposition

- Destination Management Companies (DMC) - tourism businesses who hold a commercial relationships with a network of international & domestic intermediaries
 - Their function is to provide groups and individuals - with services such as hotel, transports, bespoke itineraries and attraction tickets.
 - They offer local knowledge, expertise and resources, working to design and implementation of events, activities, tours, transportation and program logistics.
- DMC's play a key role in influencing the product mix and will partner for B2B/Trade joint sales, training, and marketing activity.
- Our aim – strategic commercial agreements with a portfolio of DMC's to provide distribution for new products being developed including Discover England Fund projects.
- Mix of large and niche companies who will support both inbound & domestic tourism.

Hot of the press recent WTM meetings...

- Huge appetite from DMC's to support new product development initiatives and work on formalised strategic partnership
- They are looking for NEW differentiated product and regional dispersal
- **Hotels & More.** £85 million turnover. 80% of business Germany. 47% business B2C. Top 3 accounts for UK sales not working with VB. They are on the acquisition trail – Nordics & Asia
- **GTA Travel- (Hotelbeds/Tourico)** World largest bedbank, turnover £4billion. Key DMC players in the market has a reach of 25 countries for distribution, converted into 12 languages. Local offices in 28 countries. Product range includes 12,000 experiences, 3000 restaurants and shows and 44,000 hotels on sale globally.
- **Angela Shangley Associates-** Higher level of service rather than being just a bed bank. Build niche relationships and proactively push new product. Offer seasonal rates not possible via dynamic route. Key markets, North America, France and Germany are key markets along with Holland. 50-70,000 pax annually to the UK.
- **AC Tours-** Award winning Destination Management Company consisting of 3 separate brands all working with international travel companies on a B2B basis. AC Luxe is the dedicated DMC division looking after bespoke tailor made itineraries for individual travellers looking to experience the UK & Ireland.

Summary

- There is a huge opportunity for Britain to remain globally competitive by developing new product and ensuring product is bookable and has a route to the international market
- There is lack of trade ready 'off the shelf' commissionable tourism product outside of London
- Our trade research confirms there is appetite for this and there are various considerations when developing product for an international audience, and to be sold through the trade
- An in-depth understanding of the trade distribution landscape is essential for reaching the international consumer, but is complex and requires knowledge of how best to influence this
- VisitBritain is able to support this through our own distribution strategies and commercial partnerships, and also through the planned commercialisation workshops