

**Developing Your  
International Tourism  
Markets  
Workshop 2  
21<sup>st</sup> November**

## **Today**

- 9.30 – 9.40**      **Welcome – Fergus Watson**  
**Outline for the Day and Recap of First Workshop**  
**Stewart Walker BTS**
- 9.40 – 10.00**      **How the Travel Trade Works**
- 10.00 – 11.45**      **What tour operators look for from you – presentations by:**  
**(Coffee 10.30)**      **Andrew McNair - UK Inbound Tourism**  
                                 **Mike Furlong - Scottish Tours and Guiding Services**  
                                 **James Aitken – Cashel Travel**
- 11.45 – 12.15**      **Developing Your International Tourism Action Plan**
- 12.15 - 12.30**      **Next Steps and Next Workshop**

## Recap from First Workshop

## *Going Beyond*

1

- Know Your Target Market

2

- Carry out your research before you undertake any activity.

3

- Tailor your product offering, your messaging, your delivery etc. to the nuances of each market

4

- Look after your customers, both trade partners and visitors

5

- Always focus on building long-term relationships

**The more you know, the better prepared  
you will be to maximise your  
opportunities in the inbound market**

# Market Segments and Travel styles

*Going Beyond*

- Within each market is a range of segments or travel styles or visitor types.
- Each segment has different needs and requirements.
- It's important to understand which segments your product will appeal to within each market.

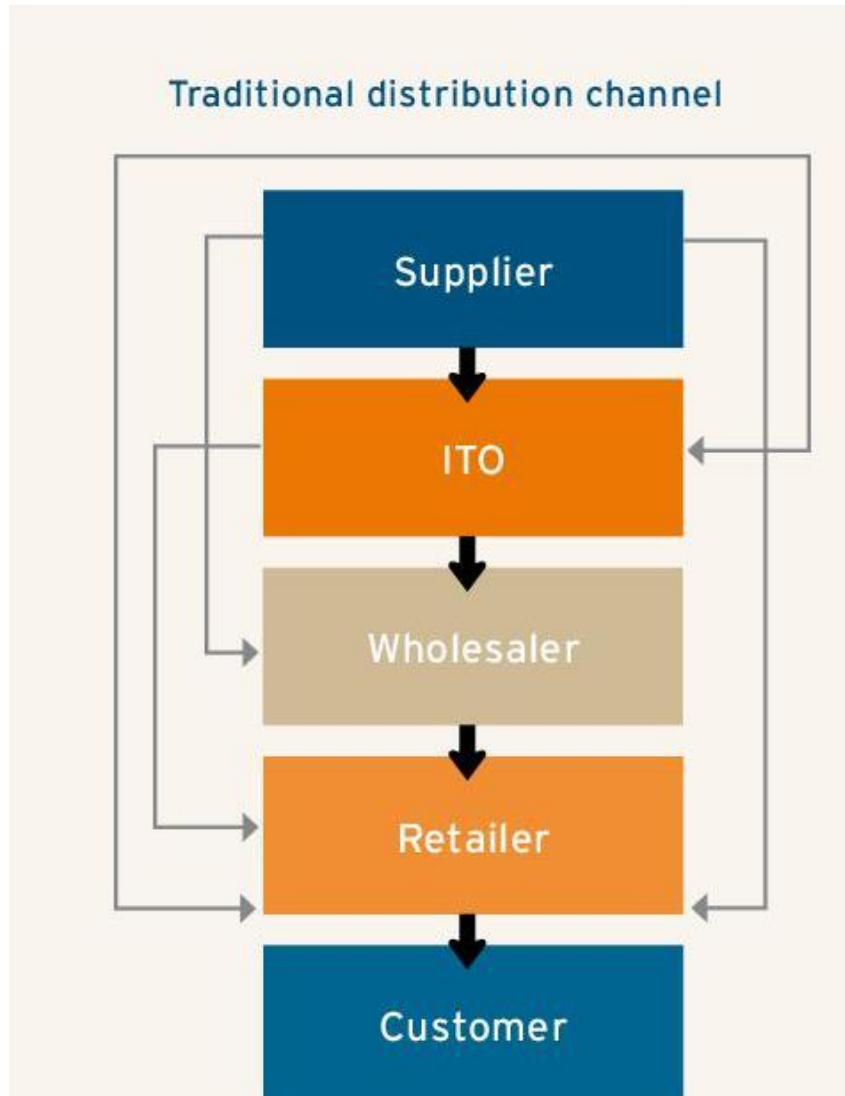
Free Independent Travelers (FIT)	Group Inclusive Travelers (GIT)	Partially Packaged	Visiting Friends & Relatives (VFR)
Semi-FIT or assisted FIT	Luxury	International students	Over 55
Families	Business travelers	Couples / Honeymooners	Special interest
Self-drive	Incentives	Youth travel	Millennials

**Understanding how your target markets travel and what they like to do is crucial**



# Traditional Distribution Channel

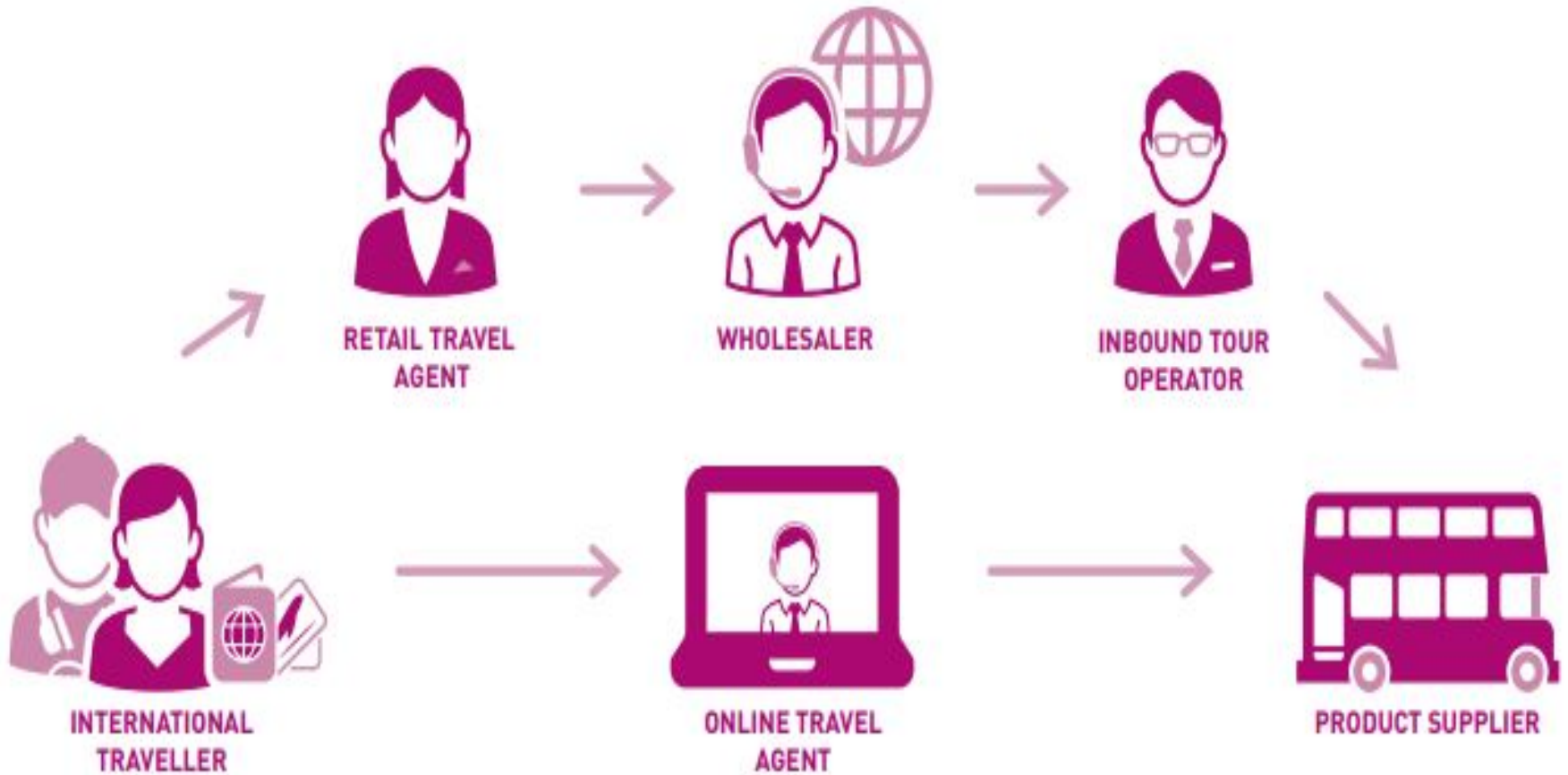
*Going Beyond*



**Selling your product to international visitors is different to selling to domestic visitors**

# In Bound Distribution System

*Going Beyond*



### **WHOLESALEERS**

- These organisations have global reach; their products vary from series coach tours to FIT programmes.

### **IN BOUND TOUR OPERATORS**

- Tour operators UK & Scotland based specialising in packaging Scotland product opportunities, they are often the link to the distribution network

### **OTAs**

- OTAs have become a dominant force in travel distribution, particularly on a domestic level, but the sector varies greatly in its product penetration and contracting agreements.

### **TRAVEL AGENTS / SMALLER OPERATORS**

- This distribution channel still remains important in the emerging and long haul- markets for some consumer segments.



# Retail Travel Agents

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- Retailers are either based in the consumers country of origin
- Provide customers with an accessible place to book or enquire about travel products
- These agents usually provide a shopfront for customers in shopping centres and local town centres, or an online sales channel
- When working internationally, tourism businesses do not normally contract with an international travel agent directly, but through an UK inbound tour operator (ITO) or sometimes directly with an overseas wholesaler
- Participating in the VS Travel Trade SCOTS program is a way to educate retail agents about your business and to inform this sector about Scotland

# Tour Wholesaler

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- Located in the consumer's country of origin
- Wholesalers provide retailers with travel packages comprising two or more products supplied by different operators (packages & itineraries including travel. Transport, accommodation, tours etc)
- These packages are put together in brochures, which are then distributed to networks of retail travel agents for display in their travel agencies
- Wholesalers that provide packages for the inbound market are generally based overseas and sell through retail travel agents based overseas, while UK-based wholesalers sell to retail travel agents within the UK.
- Some wholesalers, e.g. Osprey, also sell directly to customers.

# In Bound Tour Operators

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- Inbound tour operators are sometimes referred to as ground operators, ground handlers or destination management companies.
- UK / Scottish based businesses (generally) that negotiate contracts directly with tourism suppliers on behalf of overseas wholesalers
- They are responsible for developing itineraries specifically for international travellers. ITOs provide a complete, costed travel itinerary that is marketed to customers through international wholesalers and retail travel agents
- They usually coordinate itineraries about 6-12 months in advance and require inbound rates to be supplied for the tourism calendar year of 1 April to 31 March. This is linked to the wholesaler's brochure production
- ITO's are in charge of all itinerary planning, product selection, booking all travel arrangements and working directly with suppliers.

- Many traditional travel distributors such as wholesalers and retail travel agents are taking an online approach as well as offering their services from a retail shopfront. There has also been an increase in online travel agents who operate solely in the online environment
- Online travel agents specialise in online distribution and have no intermediaries – they deal directly with customers and tourism product. Customers can purchase a product or an entire holiday package online
- Online distribution is less structured than the traditional travel distribution channels. Commission levels vary, depending on how the site is operated
- Before establishing a distribution deal with any online partners, research the site, how it operates and how it will promote your product. Also check how information is loaded and updated. Many sites provide you with access to maintain and update your details on the site.

# What are travel distributors looking for?

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- Travel distributors seek product suppliers that can offer:
  - Quality products and experiences;
  - Reliability and efficiency (consistent operating hours and regular schedules);
  - High levels of customer service and helpful reservations staff;
  - Understanding of the cultural needs of different markets;
  - Consistent pricing policies that consider all levels of distribution;
  - Easy communication and
  - Fast and efficient turnaround and response times.



### Local

- Through a hotel concierge, information centre (less so now) or other supplier after they have arrived in UK / Scotland



### Domestic

- Book through a retail travel agent, such as Flight Centre, after arriving in UK.
- In this instance, you might be contracted with a domestic wholesaler that has loaded your product onto its system. Its retail travel agent network sells your product to its customers at the shopfront.



### Online

- Your business is distributed and sold through your contracted online travel agents (OTAs) such as [expedia.com](http://expedia.com) / [hotels.com](http://hotels.com) etc
- Bookings can come directly to your business through a booking engine attached to your business website
- Bookings made directly via email, where you confirm directly with your customer



### International

- International visitors book your product before departure by:
  - Booking through a retail travel agent based in their home country
  - Booking through an online travel agent (OTA) actively marketing to their region of origin.

When an international visitor books through a retail travel agent in their home country, traditionally the following distribution process applies:

- Your export ready product is contracted with an UK based inbound tour operator (ITO)
- This ITO works on behalf of an international wholesaler
- This international wholesaler includes your product in a brochure, which is displayed in the shopfronts of international retail travel agents to sell your product to their customers
- The international retail travel agent books with the international wholesaler, which in turn books through the ITO based in UK
- The ITO contacts your business to book your product for the customers

# Costs Involved In Inbound Tourism?

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- **Commission**

In return for a commission, your trade partners are providing you with



- **Trade Sales Activity**

Your own marketing activity



# The In Bound Booking Process

*Going Beyond*



# *Going Beyond*

Mike Furlong  
Scottish Tours and Guides

# Developing Your International Sales Action Plan

# The Benefits of Working Globally

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- Reach new customers and maximise occupancy;
- Broaden opportunities and reduce the risks to your company of dependence on a limited market;
- Reach markets and customers more easily (operators and agents have influence - consumers consult them, their brochures and websites);
- Generate repeat visits;
- Third party agents handle customers until they arrive;
- Expose your company to new people, new ideas, different management practices and systems and marketing and sales approaches;
- Identify like-minded people and businesses to collaborate and partner, offering more to the visitor;
- Improve your growth prospects, develop more skilled and productive staff and adopt technology and best practice techniques more quickly;

### First Steps

- Key to bringing in more visitors is making your business “export ready”. This is the whole emphasis of the Going Beyond programme. “Export ready” means that you are ready to:
  - Use direct communications yourself (e.g. your web site);
  - Work with third party distributors such as inbound tour operators, wholesalers, online travel agents and retailers to sell your product to visitors overseas;
  - Factor in appropriate commissions into your pricing; and
  - Make sure your welcome and customer service is geared to these new customers.

- A plan is simply a map to guide you and keep you on the right track. To be successful it needs to be flexible to suit your product and your area and allow for unforeseen changes.
- **What's involved in developing an overseas sales action plan?**
- **There are a few simple steps to help develop a sales action plan to grow overseas business:**
  - Match your product to the market.
  - Convert the features into benefits.
  - Analyse current sales.
  - Set targets.
  - Write your overseas sales action plan.

# Developing your overseas sales action plan

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- ✓ Is my business export ready?
- ✓ Research your markets
- ✓ Plan your approach
- ✓ Prepare pricing and collateral
- ✓ Working with others locally
- ✓ Updating your web site
- ✓ Check your business is ready
- ✓ Launch your export ready product



Proposed Sales Activities	Detailed Description	Target Segment	Detailed Estimated Expenditure	Timeframe for Activity	Key performance indicators (KPIs)	Follow up & measurement
Get involved in Visit Scotland collaborative marketing opportunities						
Meet with Midlothian Tourism Forum to keep abreast of local market opportunities						
Participate in a media fam trip in 2018 (here is an example)	Host 5 German activity journalists	German outdoor enthusiasts	£xxxx	2018	Press Coverage	Track customer enquiries to see how influential the press coverage was. Keep in contact with the journalists with interesting news over the following year
Attend ITB in March January 2018						
Optimise presence on <a href="http://www.visitscotland.com">www.visitscotland.com</a>						
Social media campaign to include Facebook advertising that promotes a specific special offer i.e. seasonal or off season, distinct event locally						



Your website score

## Review of [countyhotelselkirk.co.uk](http://countyhotelselkirk.co.uk)

Generated on 2017-11-01

### Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

### Table of Contents

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# Web Site Reviews

*Going Beyond*

SEO



## Title Tag

County Hotel Selkirk - The Central Place to Meet



Length: 48 character(s)

Your HTML title tag appears in browser tabs, bookmarks and in search result pages.

Make your title tags clear, concise (50-60 characters) and include your most important keywords.



## Meta Description

The County Hotel is situated in the centre of picturesque Selkirk, the hotel is a friendly former coaching inn dating back to 1746.



Length: 131 character(s)

Great, your [meta description](#) contains between 70 and 160 characters (spaces included).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate. They allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your [most important keywords](#) (these appear in bold when they match part or all of the user's search query).

Check your Google Search Console account (Click 'Search Appearance', then 'HTML Improvements') to identify any issues with your meta descriptions, for example, they are too short/long, or duplicated across more than one page.



## Google Preview

[County Hotel Selkirk - The Central Place to Meet](#)

[www.countyhotelselkirk.co.uk/](http://www.countyhotelselkirk.co.uk/)

The County Hotel is situated in the centre of picturesque Selkirk, the hotel is a friendly former coaching inn dating back to 1746.

### Keywords Cloud



This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of [keyword research tools](#) available online to help you choose which keywords to target.


### Keyword Consistency



	Keywords	Freq	Title	Desc	<H>
★★★	Selkirk	17	✓	✓	✓
★★★	Grapevine	14	✗	✗	✓
★★★	Galashiels	11	✗	✗	✓
★★★	Hotel	10	✓	✓	✗
★★★	Chef	8	✗	✗	✓

## Mobile

 **Mobile Friendliness** Very Good

 This web page is super optimized for Mobile Visitors


Mobile friendly pages make it easy for users to complete objectives and common tasks and use a design or template that is consistent across all devices (uses responsive web design).


Your site is well configured for mobile users.

 **Mobile Rendering**



80% of adult internet users now have a smartphone. You should definitely be optimizing your website to render on the most popular mobile devices.

 **Touchscreen Readiness** Make the most important buttons/links large enough to be tapped easily.



Touchscreen readiness is an important aspect of your site's mobile friendliness. Your tap targets should be at least a 48 pixels in height and width with at least 32 pixels of extra space on all sides. You can further improve your User Interface by adding size and density buckets to accommodate varying device sizes and screen densities.