



**Developing Your  
International Tourism  
Markets  
Workshop 3  
5<sup>th</sup> December**

## **Today**

- 9.30 – 9.40**                      **Welcome – Fergus Watson**
- 9.40 – 10.15**                      **Outline for the Day**  
**Going Social**  
**Recap of Second Workshop**  
**Researching your target audience**
- 10.15 – 10.45**                      **Lesley McIvor, Social Media Manager, VisitScotland**
- 10.45 – 11.00**                      **Coffee Break**
- 11.00 – 11.30**                      **Gordon Black, Digital Tourism Scotland**
- 11.30 – 11.45**                      **Developing a Digital Strategy**
- 11.45 – 12.00**                      **Your International Tourism Action Plan**
- 12.00 - 12.15**                      **Next Steps and Next Workshop**

# Going Social

# Going Beyond

**22** Average number of travel sites visited by the average traveller before booking.

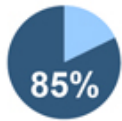


**40%** of travellers use social networking to share experiences.

percentage of travellers who use smart phones to book trips.



Only **3%** of accommodation bookings are made using mobiles.



percentage of travellers who consider the internet their main source of travel planning.

If **YouTube** were a country it would be the third most populated place in the world.



**25%** of travellers booked a travel service because of an unexpected email.



of hotel bookings made using hotel apps are made in the same location, as the hotel on the same day.

**70%** number of business travellers who use their mobile device to check-in for their flight or hotel.

Reviews increase visitor browsing time on travel sites by between 50-100%



**9%** percentage of cruises booked online.



**72%** of travel brands do not use any social sharing!

Desktops & mobiles show different booking patterns. Highest on Friday for mobiles & Monday for desktops.

## 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**



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

-  SEO
-  Mobile
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## THE TRAVEL TRADE

### WHY WORK WITH THE TRAVEL TRADE?

- An effective way in reaching larger numbers of potential travellers of a target market.
- Help access new markets and broaden your customer base.
- An effective route to market to reach your target customers.

### MEMBERS OF THE TRAVEL TRADE

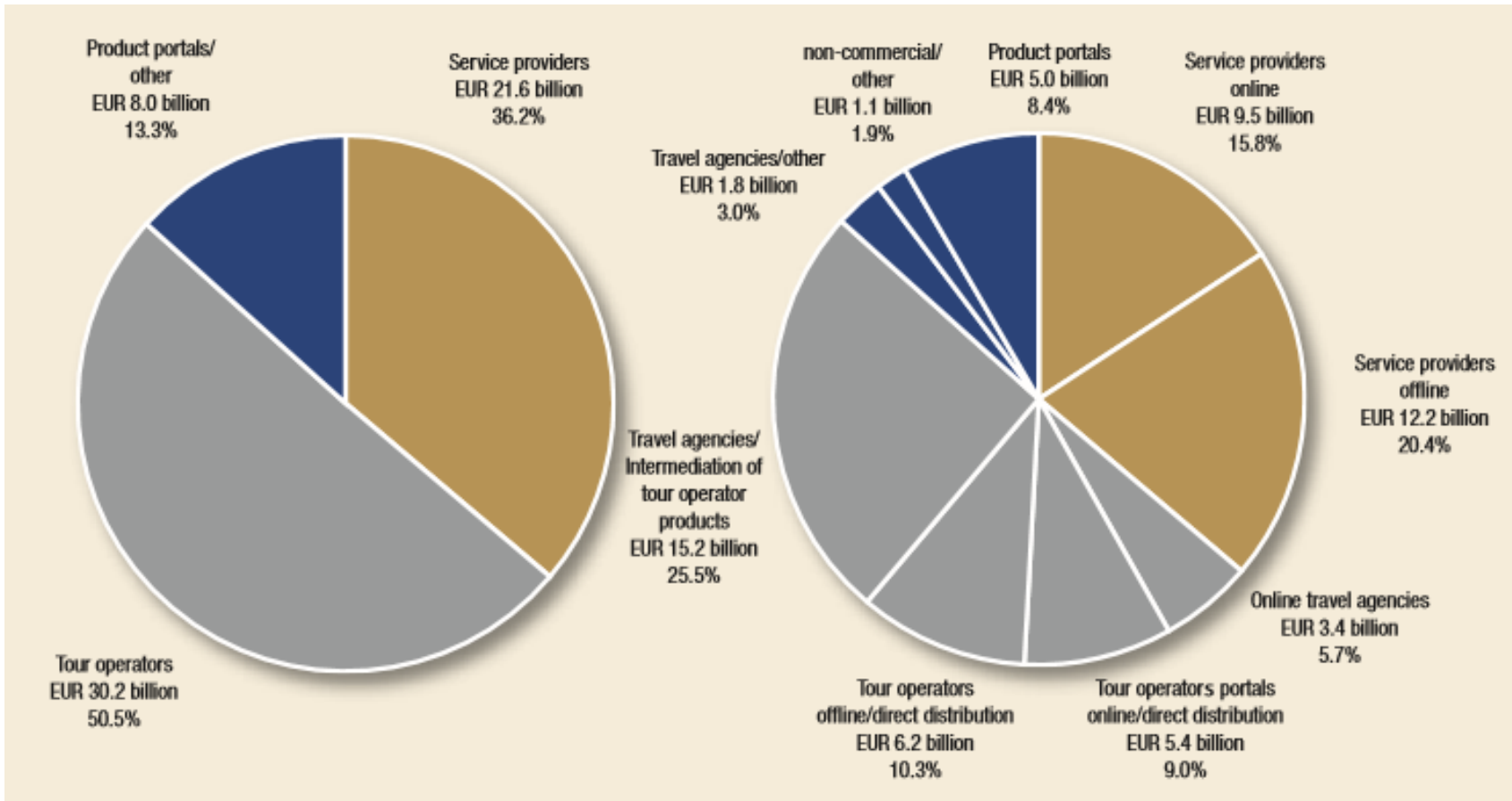
- **TOUR OPERATORS:** Packages, Individuals, Groups, On- and Offline
- **TRAVEL AGENTS:** Provide travel and tourism services on behalf of package tour operators, airlines, hotels etc.
- **WHOLESALEERS:** Develop and/or market inclusive tours usually to other members of the travel trade, some online platforms also market directly to the consumer.
- **INCOMING OPERATORS AND LOCAL GROUND HANDLERS:** Manage the visitor's experience while they are in the country.

### HOW TO MEET THE TRAVEL TRADE

- **TRADE FAIRS:** Meet, network, build relationships with targeted clients.
- **SALES MISSIONS:** Organised visits to key market where a group of suppliers meet with operators and agents.
- **FAM-TRIPS:** Enable members of the travel trade to experience your product firsthand in destination.

# THE STRUCTURE OF THE GERMAN TRAVEL TRADE

*Going Beyond*



**MATURE MARKET WITH TRADITIONAL STRUCTURE.**

SOURCE: DRV GERMAN TRAVEL ASSOCIATION 2016.

# GERMAN TRAVEL TRADE: TOUR OPERATORS

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## 1. A FEW BIG OPERATORS DOMINATE THE MARKET (59.5% OF TOTAL TOUR OPERATOR REVENUE)

### The largest tour operators in Germany

■ Sales revenues in EUR million (participants in thousands in 2016)

TUI*	5,518 (6,443)
Thomas Cook**	3,500 (6,100)
DER Touristik	2,800 (5,400)
FTI***	2,210 (3,900)
Aida Cruises***	1,500 (909)
Alltours***	1,330 (1,620)
Schauinsland Reisen***	1,100 (1,370)

- MAINLY FIT PACKAGES (HOTEL/FLIGHT/SELF-DRIVE)
- ANNUAL PRINT BROCHURES
- LITTLE FLEXIBILITY
- 90% OF PROGRAMME SOLD VIA TRAVEL AGENTS
- MAINLY WORK WITH LOCAL GROUND HANDLERS

SOURCE: DRV GERMAN TRAVEL ASSOCIATION 2016.



# GERMAN TRAVEL TRADE: TOUR OPERATORS

*Going Beyond*

## 2. SPECIALIST TOUR OPERATORS

- **UK/SCOTLAND OR ACTIVITY SPECIALISTS** (WALKING/HIKIING, CYCLING, CULTURAL TRIPS, ...)
- **LESS PRINT MORE ONLINE BROCHURES**
- **MAINLY CONTRACT DIRECTLY**
- **SELL DIRECTLY TO THE CONSUMER**
- **LITTLE FLEXIBILITY**
- **90% OF PROGRAMME SOLD VIA TRAVEL AGENTS**
- **MAINLY WORK WITH LOCAL GROUND HANDLERS**

SOURCE: DRV GERMAN TRAVEL ASSOCIATION 2016.

# GERMAN TRAVEL TRADE: TRAVEL AGENTS

*Going Beyond*

## How many high-street travel agencies exist in Germany?

	2015	2016
Classical travel agencies	2,384	2,297
Business travel	790	757
Tourism travel agencies	6,706	6,884
Total travel agencies	9,880	9,938

- 90% OF BIG TOUR OPERATOR PROGRAMME IS SOLD VIA TRAVEL AGENTS
- COMMISSION
- BIG IMPACT ON CUSTOMER DECISION
- FAM TRIPS AND PRODCUT TRAINING

## What is the breakdown of sales revenues of the travel agencies?

Consolidated sales revenues of all travel distribution agencies in EUR billion	2016
Total sales revenues	24.5
Including Private customer business	17.1
Business travel	7.4

SOURCE: DRV GERMAN TRAVEL ASSOCIATION 2016.

# GERMAN TRAVEL TRADE: WHOLESALERS

## 1. GROUP TOUR WHOLESALERS

- GROUP COACH TOURS ARE INCREASINGLY POPULAR
- OLDER CUSTOMER GROUP
- DIRECT CONTRACTING/LOCAL GROUND HANDLERS
- RDA GROUP TRAVEL EXPO COLOGNE (JULY 2018)

## 2. ONLINE SIGHTSEEING/ACTIVITY/ATTRACTION PLATFORM

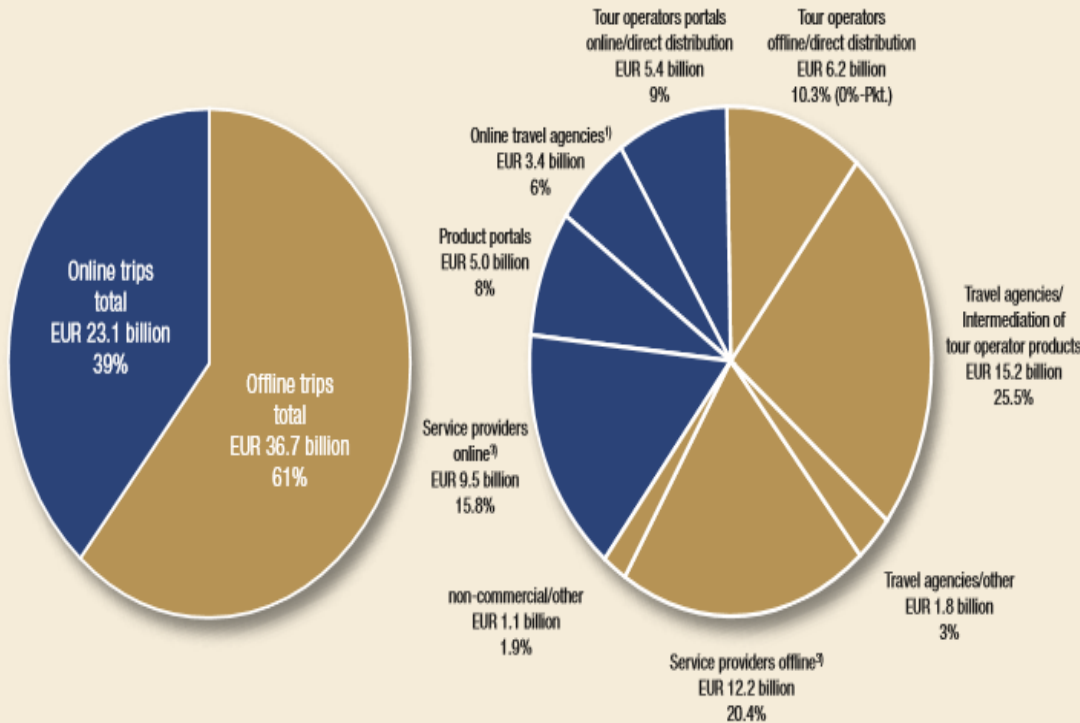
- PREBOOKED TOURS AND ACTIVITIES VIA (E-)VOUCHER EXCHANGE FOR INDIVIDUAL TRAVELLERS
- INTERNATIONAL EXPOSURE, TRANSLATION AND SEO DONE BY PLATFORM
- THE BIG PLATFORMS RE-SELL TO B2B-NETWORK (TRAVEL AGENTS, AIRLINES, HOTELS,..)
- EASY CONTRACTING PROCESS, MINIMUM COMMISSION, SELF-LOADING OF PRODUCT
- MOST GERMAN CUSTOMERS USE 'GET YOUR GUIDE'

# GERMAN TRAVEL TRADE: ONLINE VS OFFLINE BOOKINGS

*Going Beyond*

## pre-booked trips 2016

EUR 59.8 billion (2015: EUR 58.7 billion)



- GERMANS PREFER USING THE INTERNET FOR PLANNING AND INFORMATION PURPOSES ( CONTENT!), BUT LESS FOR ACTUAL BOOKING OF HOLIDAYS.
- THE MORE COMPLEX A HOLIDAY, THE LESS LIKELY A GERMAN WILL BOOK IT ONLINE.
- ONLY 40% OF GERMANS OWN A CREDIT CARD!
- PREFERRED PAYMENT METHODS ARE INVOICE AND BANK TRANSFER – THE FAX MACHINE IS STILL WIDELY USED!

SOURCE: DRV GERMAN TRAVEL ASSOCIATION 2016.

# WORKING WITH THE GERMAN TRAVEL TRADE

*Going Beyond*

## GENERAL ADVICE:

- PERSISTENCE.
- DO YOUR RESEARCH.
- SET CLEAR GOALS AND BE PREPARED BEFORE A CALL OR MEETING.
- TAILOR YOUR PRESENTATION TO NEEDS AND INTERESTS OF YOUR AUDIENCE.
- FOR TRADE SHOWS: HANDOUT USB-STICKS AND SUMMARY LEAFLETS FOR INFORMATION AND FOLLOW-UP WITH MORE MATERIAL BY POST.

## MAIN TRADE SHOWS FOR MEETING THE GERMAN TRAVEL TRADE:

ITB, VISIT SCOTLAND EXPO, EXPLORE GB, RDA GROUP EXPO

KEY FOR ESTABLISHING A SUCCESSFUL BUSINESS RELATIONSHIP WITH A GERMAN BUSINESS PARTNER:

**RELIABILITY!**

# VisitScotland Germany Market “Personas” *Going Beyond*

## Cultural Explorer – over 40

- Veronika lives just outside Cologne with her husband. They both work in the city, and commute in every day. They have a grown-up daughter who moved to Berlin a few years ago for university and comes home a few times a year to visit



## Cultural Explorer – under 30



- Florian is a graphic designer working and living in the hip Kreuzberg quarter of Berlin. She graduated from university a few years ago and is enjoying having her weekends to herself with her studies behind her. She spends her free time with her friends, socialising, going to see bands, going to the many art exhibitions across Berlin and travelling.



# Implementing your Digital Strategy

*Going Beyond*

- Where are you know?
- Where do you want to be?
- What are you going to do to get there?

- What is your current reach?
  - where are you know?
- Find your target audience
  - Who is your target customer? (No, it's not everyone)
- What's unique about your product /service?
  - Why do your current customers buy from you?
  - What are the benefits of your product/service?
  - Are people talking about you on Facebook/Twitter etc?
  - What sort of things do they say?
  - What's your geographic reach?
  - What's your demographic? Gender, age, income level, interests, lifestyle



## Now you know who you're looking for ...

## *Going Beyond*

- You can more accurately target your efforts
- Now:
  - Do some more research
  - Find out where your competitors are
  - Monitor conversations. Find out what people are actually talking about.
  - Look for relevant hashtags and pages – see what's happening with them
- You should now be getting a clearer picture of where your target market hangout
- Look for opportunities
  - What trends are developing? Can you hook into them?
- Identify and List your resources
- Set objectives and timescales

Keep track of your objectives and the results to date and revisit your strategy – it's not set in tablets of stone!

Remember, it's not just about posting ...

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- Share other people's content
- Re-tweet and comment on other people's posts
- Answer questions and generally be helpful

You've only got a finite amount of time!

*Going Beyond*

- Spend some time each week planning what you're going to talk about
- Don't take on more social media channels than you can comfortably manage – do one well rather than two badly!

## What are you trying to achieve?

- Set clear objectives for what you want to get from social media
- Define your success measures
- Remember, it's your bottom line that counts, not the number of followers you have on Twitter

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						

# Inbound FAM Trip for Tour Operators

*Going Beyond*

**When:** Sunday – Tuesday March 2018

**Suggested dates:** 4<sup>th</sup>, 5<sup>th</sup> & 6<sup>th</sup> March **or** 11<sup>th</sup>, 12<sup>th</sup> & 13<sup>th</sup> March

## **NEXT STEPS:**

Once we have confirmation that you are all available, on board and able to offer this, we will be creating the invitation to go out to the tour operators.

We would require confirmation of your responses and offerings and what you can offer for the group by Friday 8<sup>th</sup> December. Confirming the dates and times are suitable above and what you as a business can offer to this trip.

The week commencing the 11<sup>th</sup> the invitation will be designed and finalised. It will then be put out to circulation on the 15<sup>th</sup> December.