



UKINBOUND

THE VOICE OF INBOUND TOURISM

INBOUND TOURISM

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WHAT IS UKINBOUND?

The Trade Association for businesses involved in
inbound tourism

Nearly **400 members** including:

- Inbound tour operators
- Attractions
- Retailers
- Sightseeing Providers
- Professional Services
- Accommodation providers
- Restaurants and Bars
- Transport Providers
- Ticket Agents
- Destination Marketing Organisations

WHAT DOES UKINBOUND DO?

Growing our members' business:

- Networking Events
- Seminars
- Annual Conference
- Discover Workshops
- Fam Trips
- Lobbying Govt
- Communications Opportunities
- Advice & Guidance



WORLD TRAVEL MARKET



ARABIAN TRAVEL MARKET 2018



INBOUND TOURISM – KEY FACTS

- UK nearly 40 million visitors 2017
 - £26 billion spend
- Scotland 3.2 million visitors 2017
 - £2.28 billion spend
- Top markets for Scotland: Europe, North America and ROW







OPPORTUNITY



BUILDING OPPORTUNITIES THROUGH PARTNERSHIP



WORK WITH THE TRAVEL TRADE



WORKING WITH THE TRAVEL TRADE

Delivers:

- Off-peak volume and revenue
- Ground-handling expertise
 - Repeat business
 - New markets
- New partnerships
- Business growth

TOP TIPS!

- Trade Rates
 - Information in key languages
- Produce high-res photos and brief description to optimise marketing
- Prices should be inc VAT and service
 - Payment T&Cs



*Top
Tips*

TOP TIPS!

- Share your local knowledge
- Develop product knowledge for you and your customer
 - Be coach friendly
 - Host a fam trip
- Develop long-term relationships



*Top
Tips*