

Welcome

Why are we here today?

• • •

Taking England to the World

- Inbound tourism toolkit
- Trade education programme

Roll-out plans

Tourism Exchange Great Britain (TXGB)

Your role in working with us



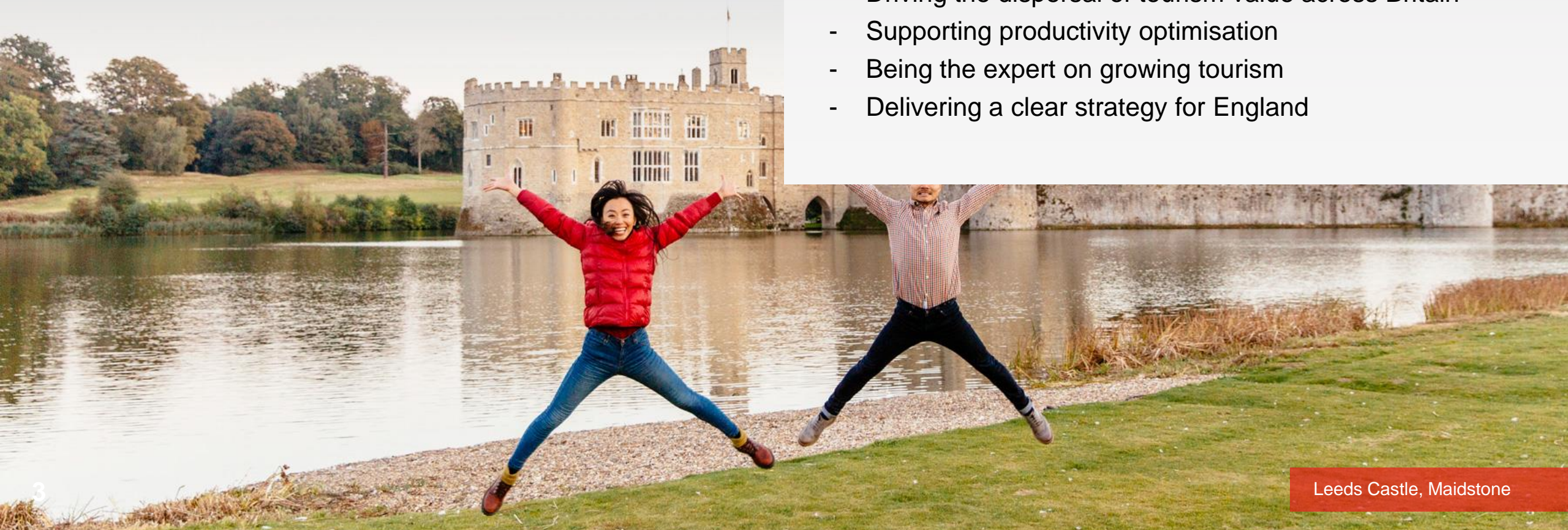
Welcome

Visit Britain / Visit England's mission

• • •

To make tourism one of the most successful and productive sectors for the economy by:

- Growing the value of tourism
- Driving the dispersal of tourism value across Britain
- Supporting productivity optimisation
- Being the expert on growing tourism
- Delivering a clear strategy for England



Discover England Fund Aims

...

To grow tourism in the **regions** of England

...

...

To **increase competitiveness** England's tourism offering

...

...

To work with key DMOs to help **simplify** complicated English Tourism Landscape

...

To develop world class **bookable & commissionable tourism products** in line with market demands & trends



Taking England to the World

Inbound tourism toolkit

Taking England to the World

Inbound tourism toolkit

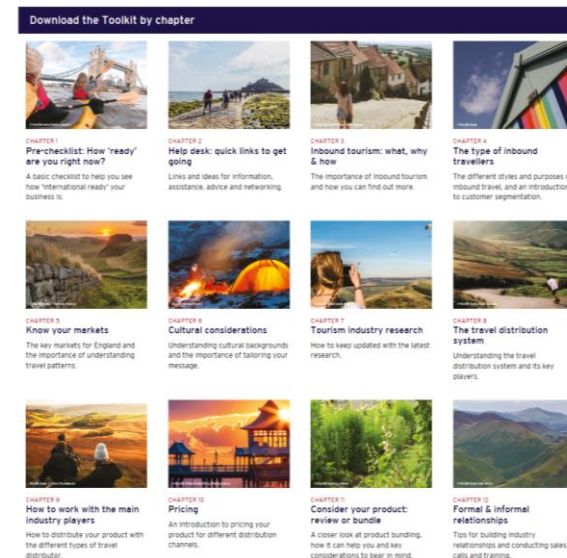
Launched in October 2018

Available as a hard copy and to download from corporate and trade websites

103 pages

Covers key foundations required for growing business in international markets

Includes “readiness” assessment, and final checklist





Taking England to the World

Inbound tourism toolkit

...

1664

Complete toolkit
downloads

990

Chapter
downloads

45%

of downloads
concentrated on
6 core chapters

5000+

Hard copies
distributed



Taking England to the World

“The Explorer’s Road uncovered a real need for **practical business support and training**. The inbound tourism toolkit is a **really useful learning tool** as part of this industry education”

Jackie Ellis, The Explorer’s Road

“Taking England to the World was extremely **well received** at our recent tourism conference”

Anna Boon, Essex Tourism



“The toolkit has provided me with all the **fundamental building blocks** I needed to get going, to help me understand and branch out into international markets”

Marion Martinez, Tours in a dish, York



Taking England to the World

Trade education programme



Winchester Old Hill, South Downs National Park



Taking England to the World

• • •

Partnership with
Google Digital
Garage

• • •

Incorporates **practical
real life insight** from
consumers and trade

• • •

11 modules —
providing a strong
foundation of
knowledge

• • •

Combines **strong
content and teaching**
with a **learning
approach** as its focus

• • •

Full day training
programme

• • •

Accompanying **tools**
to take away



Taking England to the World

Our approach

• • •

ATEC training programme taken as a starting point

Original content **deconstructed** and completely
“re-imagined”

Wide-ranging additions made using input from
across VisitBritain and the wider industry

Emphasis on **narrative** and **tone of voice**

Interactive. Engaging. Real.

Winchester Old Hill, South Downs National Park



VisitEngland™

Trade education programme

Taking England to the World



Menu

01

Inbound tourism

02

Obstacles to market

03

Opportunities abroad

04

Meet the markets

05

Defining your
product offering

06

The travel
distribution system

07

Building powerful
relationships

08

Pricing your product

09

Creating
engaging content

10

Google – Answer
Questions with Data

11

Google –
Business Visibility

12

Wrap up

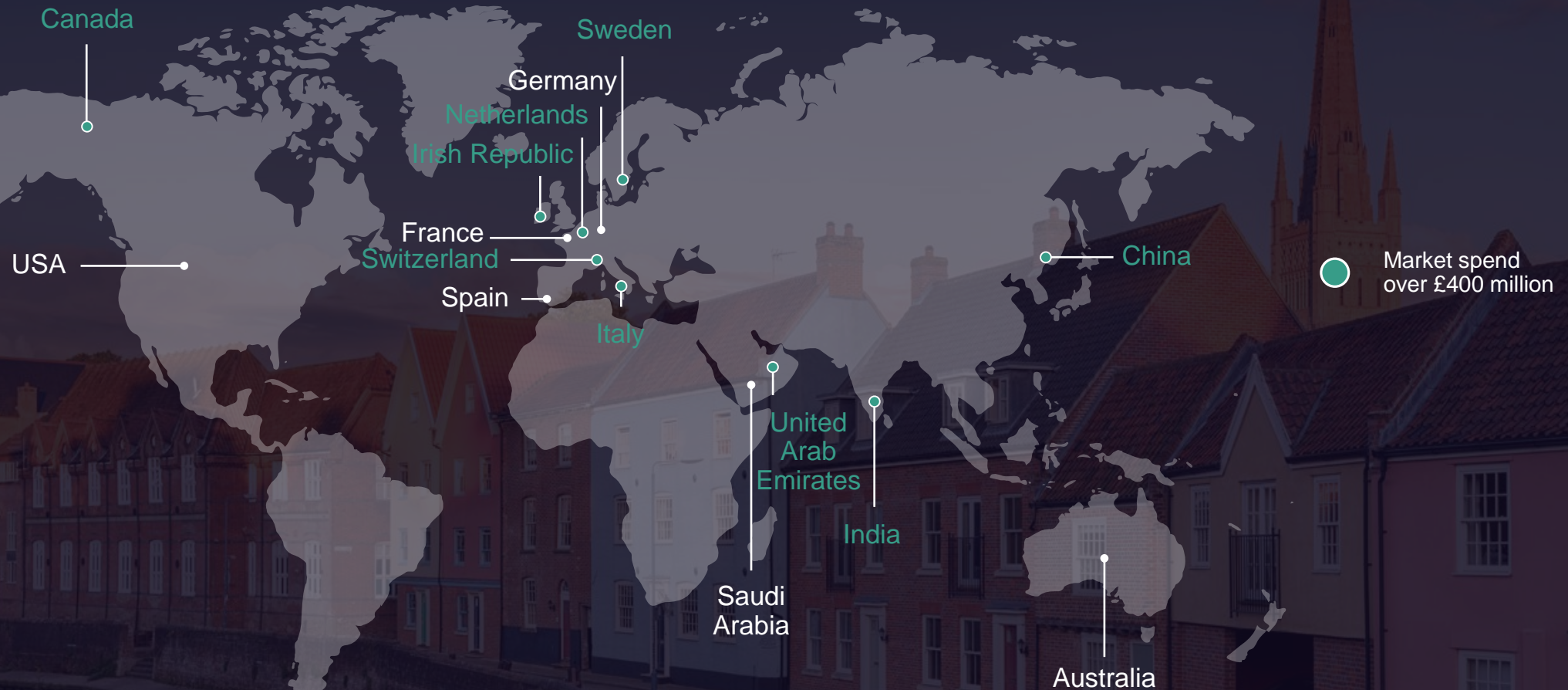
Where are people visiting from?

What are the key markets for England?



Where are people visiting from?

What are the key markets for England?



River Yare, Norwich

Where are people visiting from?

What are the key markets for England?



River Yare, Norwich

Where are people visiting from?

What are the key markets for England?



River Yare, Norwich



Aims of this module

...

To give an overview of the variety of partnership opportunities available

...

To discuss the best ways to prepare for meetings

...

To share tips on perfecting your elevator pitch

...

To make yourself stand out from the crowd

...

To give options for seeking out opportunities



Just checking in



Where would you go to find market insights?



What is an example of one of VisitBritain's 5 key segments?



What are a few of the benefits of understanding the markets?



What does this segment look for in a travel experience?



Elevator pitch

What is it?

• • •

Chance to convey business USP

Secure audience's interest

Highlight:

- who you are
- what your company and products are about
- why you do what you do

Use your marketing plan to shape your pitch

Elevator pitch

What is it?





If it worked for them...

Stonor Park

• • •

“ During my time in China, and listening to many operators, we very quickly **realised that the visitors were really excited by the country house experience**. Due to our unique vantage point, and location so close to Windsor and Highclere, **we wanted to create programmes that would fulfill the visitor's expectations**. Our programmes enable the visitor to step back in time, as they **are greeted by actors depicting the butler**, housekeeper, and so on. To fully embrace the experience, visitors can dress up in vintage clothing, take afternoon tea within the historic halls, closely followed by activity on the lawns. **Duck herding is a favourite.** ”

Hon William Stonor

Putting it into practice

Allow me to introduce you...



Wool He? Walks



The Hideaway



England Uncovered



Putting it into practice

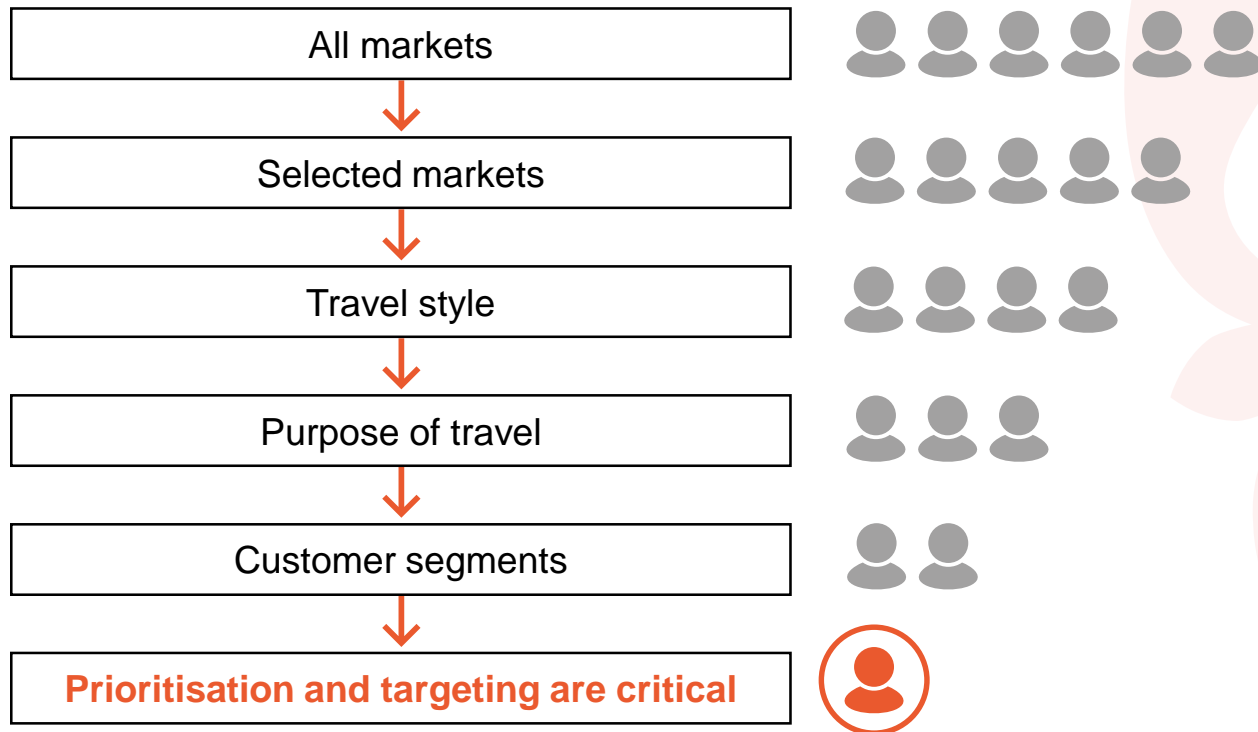
Wool he or won'tea?

“ The ultimate
alpaca and afternoon
tea experience! ”



Putting it into practice

The Hideaway



Find market insights through:

- industry associations
- own knowledge base
- international Passenger Survey



Putting it into practice



The Hideaway VisitBritain.org Inbound nation, region and country data

1

Nation/Region

County

Nation/Region ▾

- ☐ London
- ☐ Rest Of England
- ☐ England's North Country
- ☐ Central England
- ☐ Southern England
- ☐ South East
- ☐ South West
- ☐ East Midlands
- ☐ West Midlands
- ☐ East Of England
- ☒ Yorkshire
- ☐ North East
- ☐ North West

2

Market: Country ▾

About trip: Search

Country ▾

☐ Select all

Europe

- ☐ Austria
- ☐ Belgium
- ☐ Bulgaria
- ☐ Czech Republic
- ☐ Denmark
- ☐ Finland
- ☒ France
- ☒ Germany
- ☐ Greece
- ☐ Hungary
- ☐ Iceland
- ☐ Irish Republic

3

More filters: Clear

Time: Period ▾

Market: Country ▾

About trip: Purpose ▾

☐ Select all

☒ Holiday

☐ Business

☐ VFR

☐ Study

☐ Miscellaneous

☐ Transit

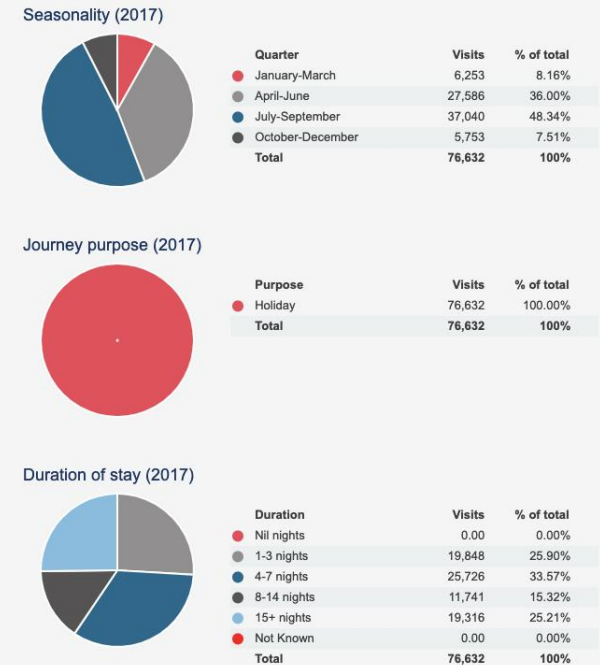
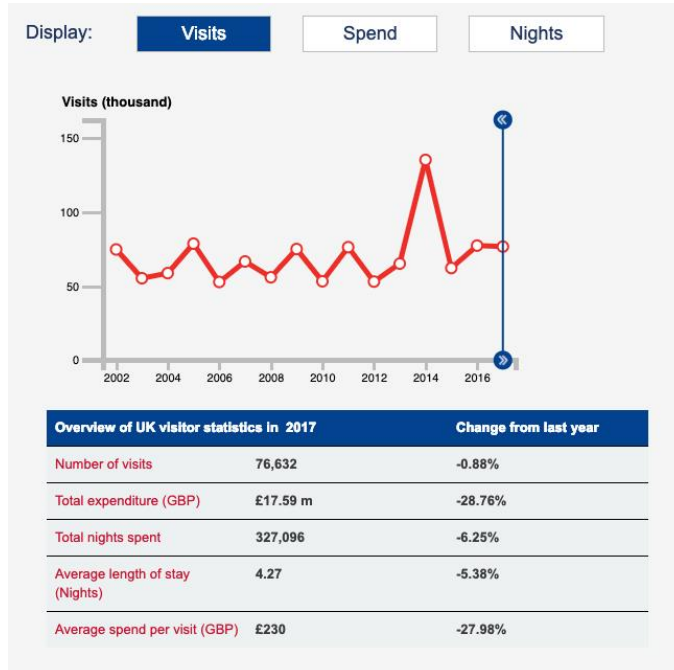
Putting it into practice

The Hideaway

...

VisitBritain.org Inbound nation, region and country data

4



5

Market segments
Activities & themes

If it worked for them...

Segmentation in practice

• • •

Zipcar

Car hire company

1m+ members

Tailor their message to each segment

Urbanites:

- live in inner cities
- young
- environmentally conscious

- no need for a permanent car
- still want access to mobility

Zipcar pushed their environmental message, as well as cost savings

Utilised peer influence through testimonials



Padstow, Cornwall



Chapter nine

Creating engaging content and marketing materials





Aims of this module

• • •
To show what good **content** looks like

• • •
To explain the **legal requirements** when using visual assets

• • •
To give you the tools to **develop** and distribute **impactful** content

• • •
To help you to **create** a content calendar for all your **marketing**

• • •
To showcase the **benefits** and uses of different types of **media**



Creating engaging content

What is content?

• • •

Content can be written, imagery, or video

Should be the best representation of your company

Tailored to consumers

Informed by research

Constantly evolving

Creating engaging content

What does really great content look like?

BT Sport



Content considerations



Types of content

Written

- translations
- messaging

Visual

- asset rights
- frequently asked questions



Deliverables

Digital

- distribution channels

Physical

- brochure considerations



Content calendar



Types of content

**Consumer impressions
of England visual content**





Questions?





Google Digital Garage

Working in partnership

North York Moors National Park, North Yorkshire



Google Digital Garage

To provide individuals with training
on key digital skills for their business, their careers,
or just to grow their confidence online

Google Digital Garage

What is the Google Digital Garage?

The Google Digital Garage (DG) project is part of Google's commitment to provide free digital skills training to everyone across the UK.

The training is offered both online and in-person, across the UK. This initiative is entirely non-profit and is funded by Google.

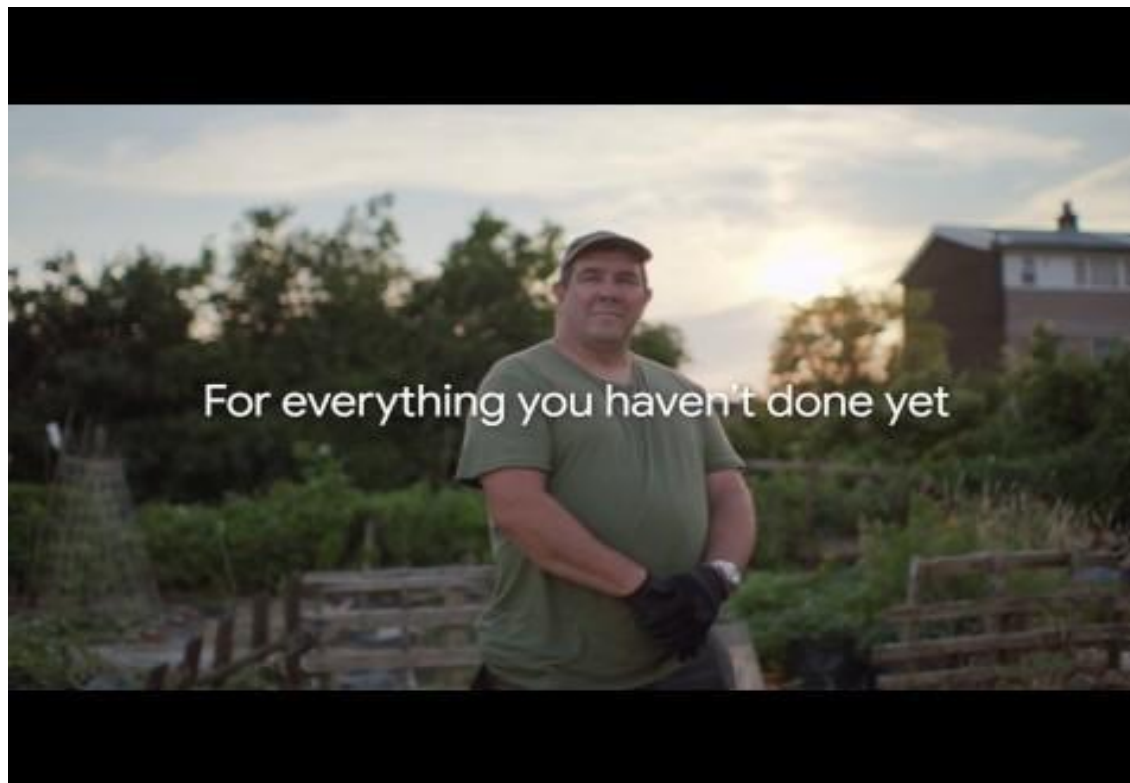
Further information visit the Google Digital Garage website, g.co/digitalgarage and check the #DigitalGarage on Twitter



Google Digital Garage



Google Digital Garage



 Digital Garage

[Youtube - Link - Short Video](#)
[Youtube - Link](#)





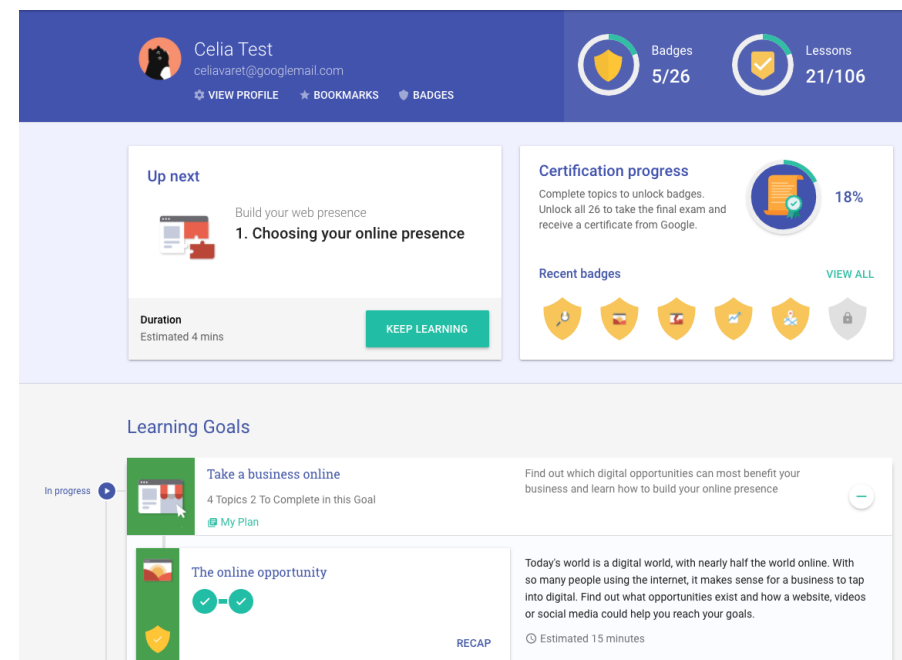
The Google Digital Garage Online training

Available anytime, anywhere online at g.co/digitalgarage

Interactive learning through bite-size videos from our experts and quizzes

Over 50 modules of content and a customised learning plan for each user

Learners who complete all online training modules receive an IAB-approved certification



Google Digital Garage



The Google Digital Garage Online training

Garage sessions:

- One-to-one personal mentoring sessions are available throughout the day, everyday
- Masterclass seminars will run at scheduled times throughout the week
- Ad hoc special events - scheduled at certain times throughout the Garage tenure



Google Digital Garage





Face to Face list of content

Boost Your Confidence

- Stay Safe Online
In partnership with Which?
- First Steps Online
In partnership with Good Things Foundation

Small Business Workshops

- Build a Simple Website for your Business
- Get Your Business Visible on Google

Skills for Work

- Build a CV
- Write a Cover Letter
- Email for Work
- Spreadsheets for Beginners
- Presentations for Work

1:1 Coaching

- For your career or business

Grow Your Career or Business

- Intro to Coding
- Start Your Own Business
- An Introduction to Digital Advertising
- Build a Digital Marketing Plan
- Answer Questions With Data
- Social Media Strategy
- Writing for Social Media

 Digital Garage





The Digital Garage bus tour

There's been high demand for training at the Google Digital Garage but not everyone can make it into the city center.

Our new bus offers free courses from how to Build a CV to Social Media Strategy.

We will also offer free one to one coaching on digital skills.

Google Digital Garage





Google Digital Garage

Questions



Google Digital Garage



TXGB

Bridging the distribution gap

River Yare, Norwich

TXGB

The journey

• • •

Over the last 3 years 'Discover England Fund'

DEF project requirements technology

Pilot May 2018 with 4 DEF projects

Approval gained for the BETA rollout

Procurement and contract March 2019

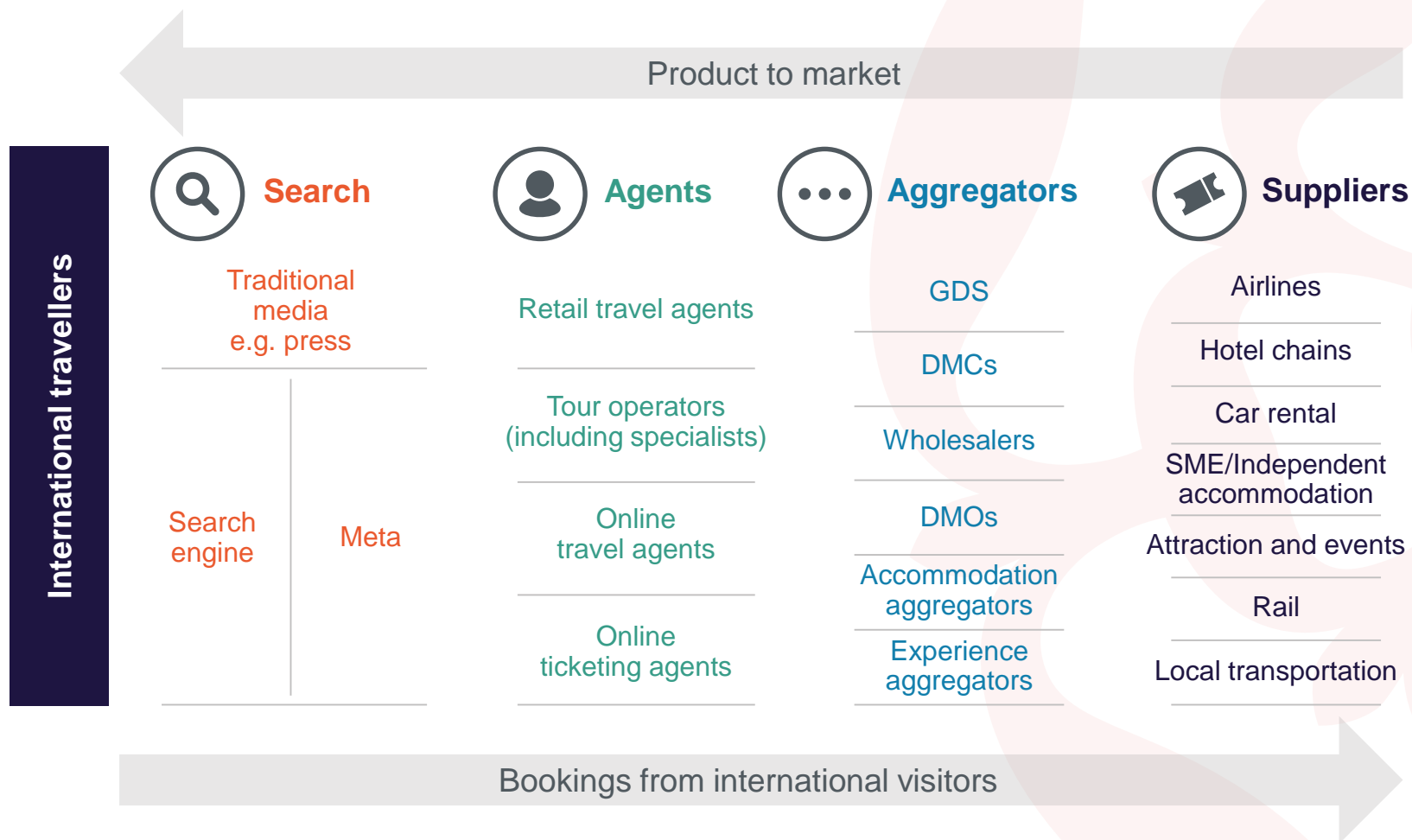
Development in progress



River Yare, Norwich

TXGB

The travel distribution system





TXGB

...
**Business to
business** platform

...
Supporting VE/VB's
role as **enabler** to the
industry

...
Not competition to
commercial players
but **complimentary**

...
Allows tourism
suppliers to **connect
directly** to a range of
distributors

...
Suppliers have improved
global reach

...
Distributors and consumers
have access to **wider
range of product**



TXGB

How it works

• • •

Distributors take a commission payment from the gross price

Online set up is easy

Functionality to allow VB/VE to integrate the supplier products into global marketing campaigns



TXGB

How it works

...

Comprehensive reporting / data analytics capability

Allows access across all categories of tourism operators, including accommodation, restaurants, tours, events and attractions

24/7 helpdesk in place to assist with supplier queries



Promoting TETTW & TXGB

Roll-out of trade initiatives

Bamburgh Castle, Northumberland



Promoting TETTW

Initial TETTW programme planned in line with the DEF project launch onto the TXGB Platform

London	Birmingham
Newcastle	Manchester
Carlisle/ Lakes	Bristol
Manchester	Windsor
London	London
Canterbury	

Draft

Launching in May, the programme will run in parallel with the business on-boarding schedule

A person with short brown hair, seen from behind, wearing a blue denim jacket, stands in a field of tall grass and purple flowers, looking out over a landscape towards a large stone castle (Bamburgh Castle) on a hill under a cloudy sky.

Promoting TETTW

Training content for Phase 2 TETTW education programme – **complete**

Recruitment

- Training Team – Senior Training Manager, Training Managers North/South – **in progress**
- Project Manager – TETTW/TXGB co-ordination – **complete**

Seminar destinations identified – **in progress**

Launch event – **complete**

Trade PR – **in progress**

Promoting TETTW

Next steps - TETTW

...



England Team



Commercial Team



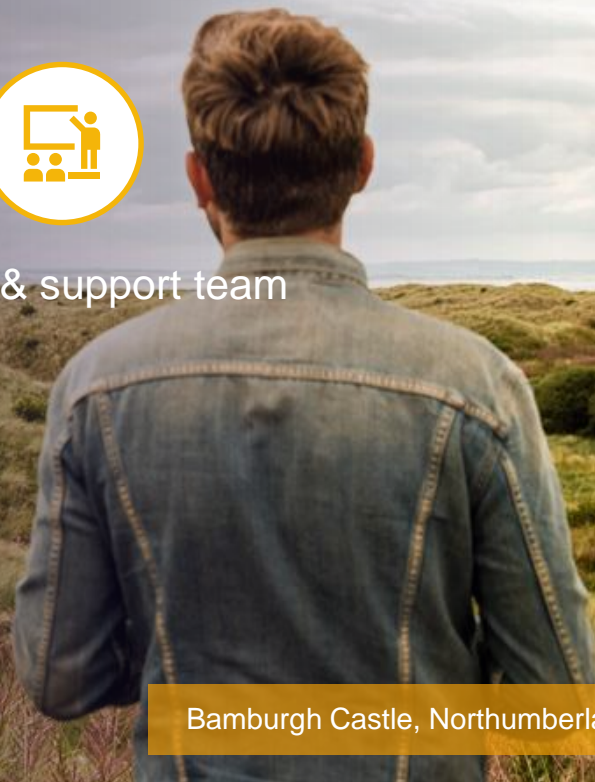
Training & support team



VisitEngland Platforms



VisitEngland Ecrm



Bamburgh Castle, Northumberland

Promoting TXGB

Next steps - TXGB

...



International promotion
through our own teams



Promotion through
Commercial Partnerships



Across VisitBritain's trade
platforms



Integrated into our B2B
events programme

Bamburgh Castle, Northumberland

Promoting TETTW & TXGB

DMOs – Your role

...



Conduit to success



DEF project partners



Legacy & sustainability



Your membership base



Cascade of information

Bamburgh Castle, Northumberland

Questions



Bamburgh Castle, Northumberland





A final word

Thank you

Good luck

