



# 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

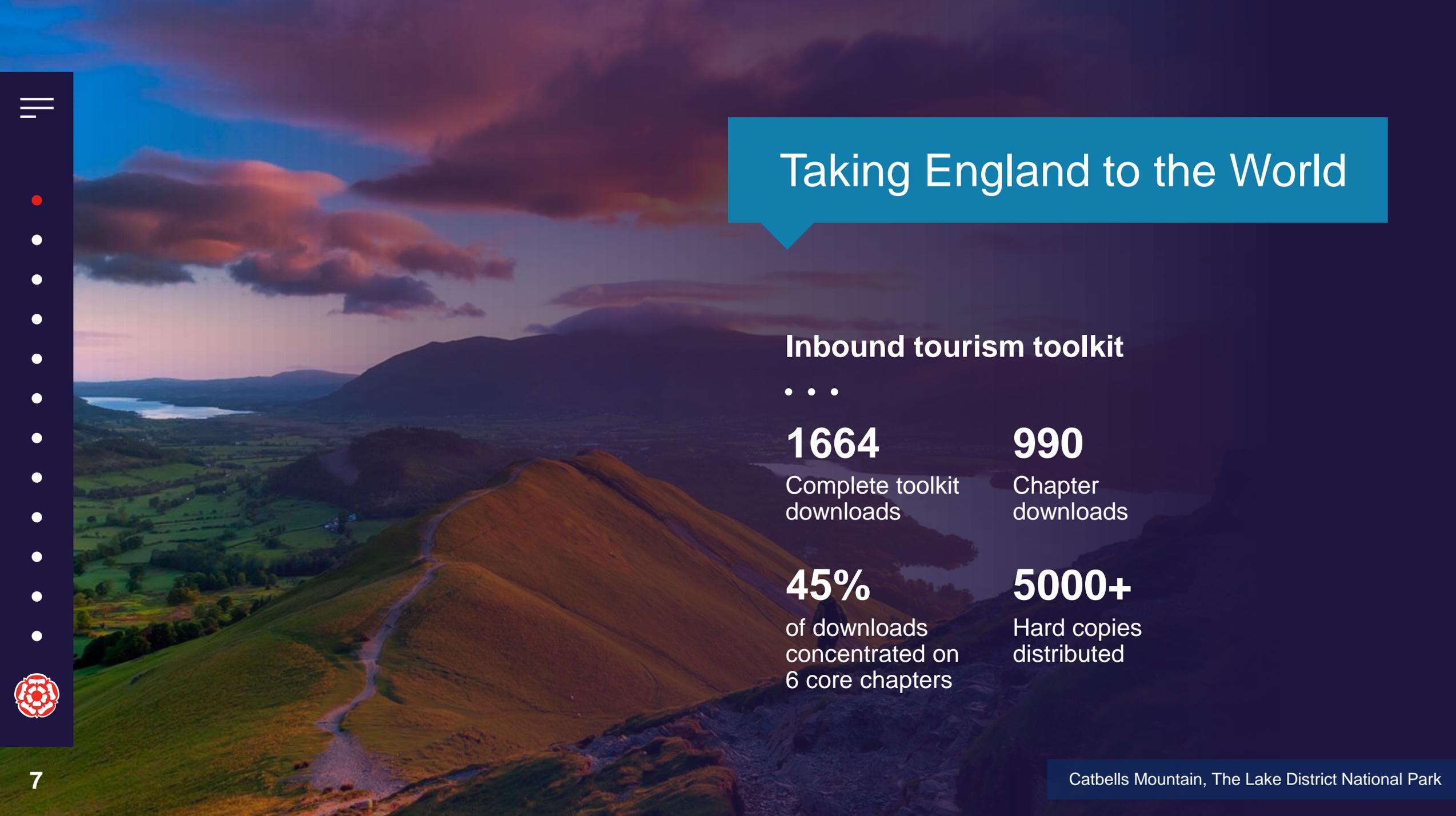
Covers key foundations required for growing business in international markets

Includes “readiness” assessment, and final checklist



Download the Toolkit by chapter

 <p><b>CHAPTER 1</b> <b>Pre-checklist: How 'ready' are you right now?</b> A basic checklist to help you see how 'international ready' your business is.</p>	 <p><b>CHAPTER 2</b> <b>Help desk: quick links to get going</b> Links and ideas for information, assistance, advice and networking.</p>	 <p><b>CHAPTER 3</b> <b>Inbound tourism: what, why &amp; how</b> The importance of inbound tourism and how you can find out more.</p>	 <p><b>CHAPTER 4</b> <b>The type of inbound travellers</b> The different styles and purposes of inbound travel, and an introduction to customer segmentation.</p>
 <p><b>CHAPTER 5</b> <b>Know your markets</b> The key markets for England and the importance of understanding travel patterns.</p>	 <p><b>CHAPTER 6</b> <b>Cultural considerations</b> Understanding cultural backgrounds and the importance of tailoring your message.</p>	 <p><b>CHAPTER 7</b> <b>Tourism industry research</b> How to keep updated with the latest research.</p>	 <p><b>CHAPTER 8</b> <b>The travel distribution system</b> Understanding the travel distribution system and its key players.</p>
 <p><b>CHAPTER 9</b> <b>How to work with the main industry players</b> How to distribute your product with the different types of travel distributor.</p>	 <p><b>CHAPTER 10</b> <b>Pricing</b> An introduction to pricing your product for different distribution channels.</p>	 <p><b>CHAPTER 11</b> <b>Consider your product: review or bundle</b> A closer look at product bundling, how it can help you and key considerations to bear in mind.</p>	 <p><b>CHAPTER 12</b> <b>Formal &amp; informal relationships</b> Tips for building industry relationships and conducting sales calls and training.</p>



# Taking England to the World

## Inbound tourism toolkit

• • •

**1664**

Complete toolkit  
downloads

**990**

Chapter  
downloads

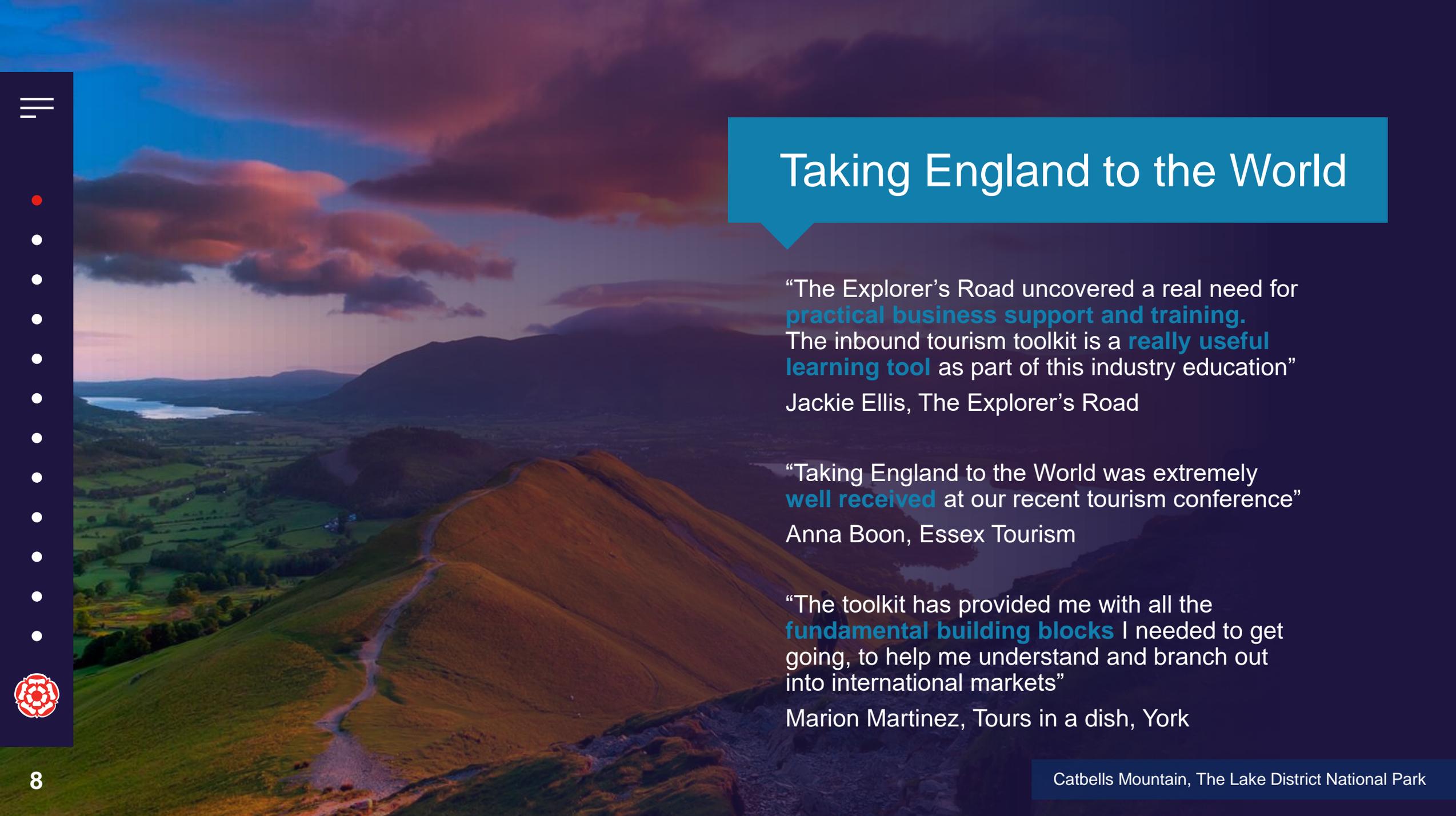
**45%**

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”

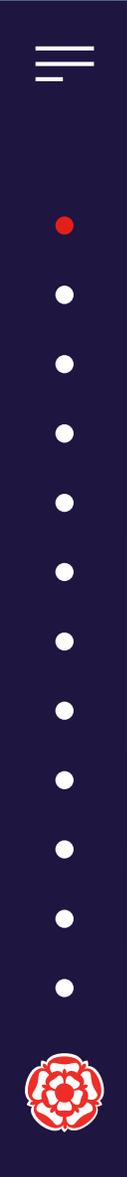
Jackie Ellis, The Explorer’s Road

“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

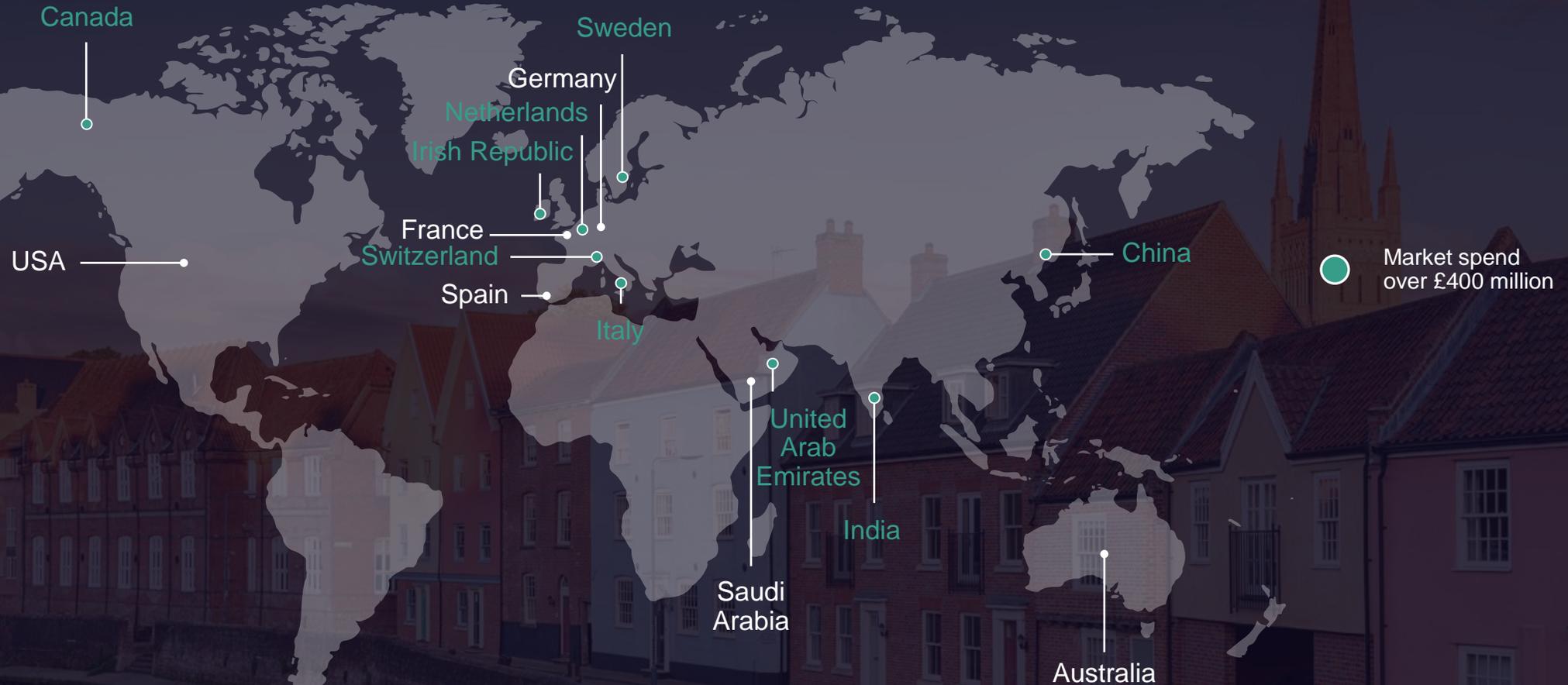
# Where are people visiting from?

What are the key markets for England?



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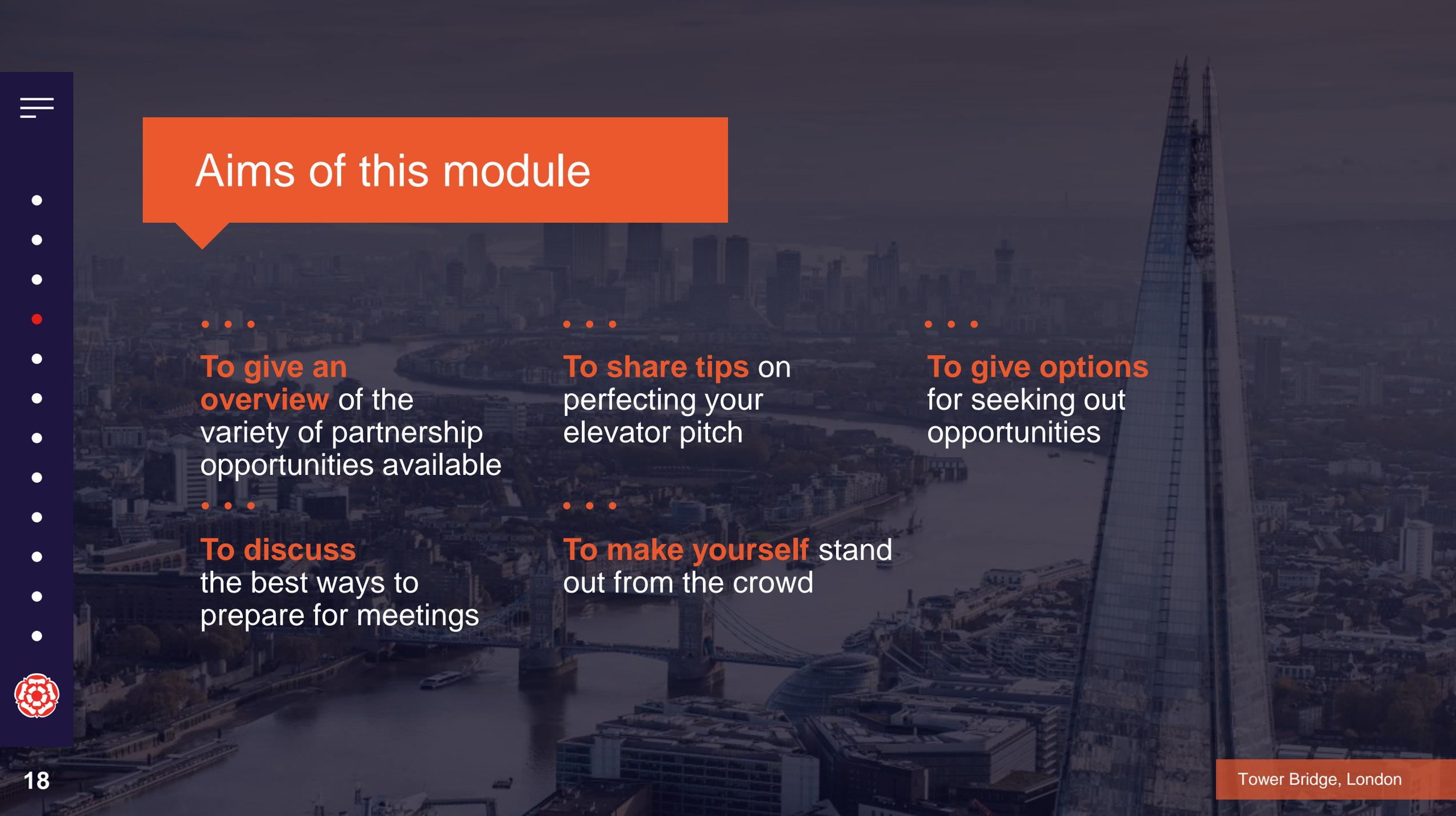
What are the key markets for England?



# Where are people visiting from?

What are the key markets for England?





## Aims of this module

...

**To give an overview** of the variety of partnership opportunities available

...

**To discuss** the best ways to prepare for meetings

...

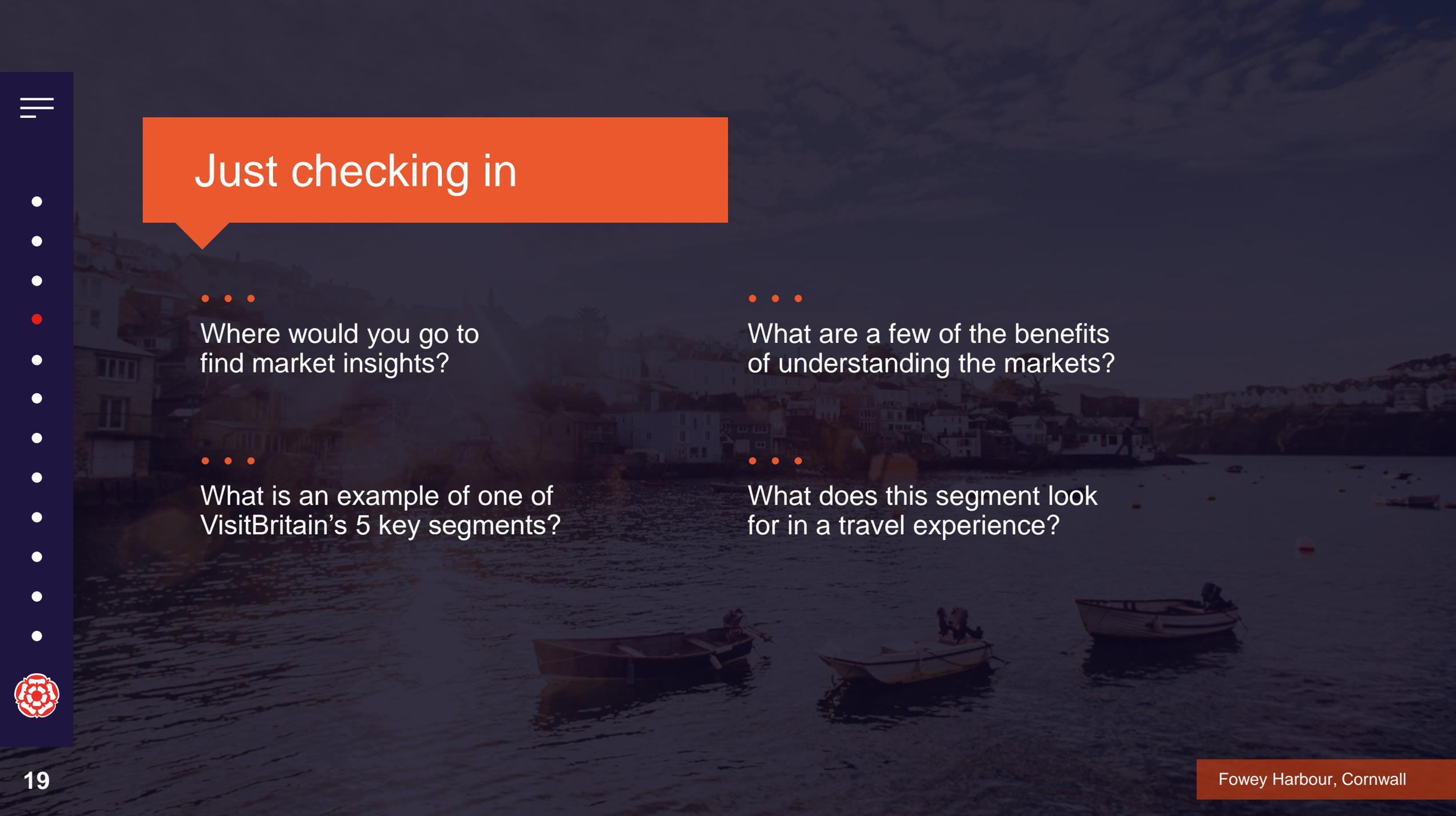
**To share tips** on perfecting your elevator pitch

...

**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

Show app

Display:

Visits

40

30

20

10

0

2002 2004 2006 2008 2010 2012 2014 2016

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

Show app

Display: Spend

Visits

40

30

20

10

0

2002 2004 2006 2008 2010 2012 2014 2016

Purpose

Select all

- Holiday
- Business
- VFR
- Study
- Miscellaneous
- Transit



# Putting it into practice

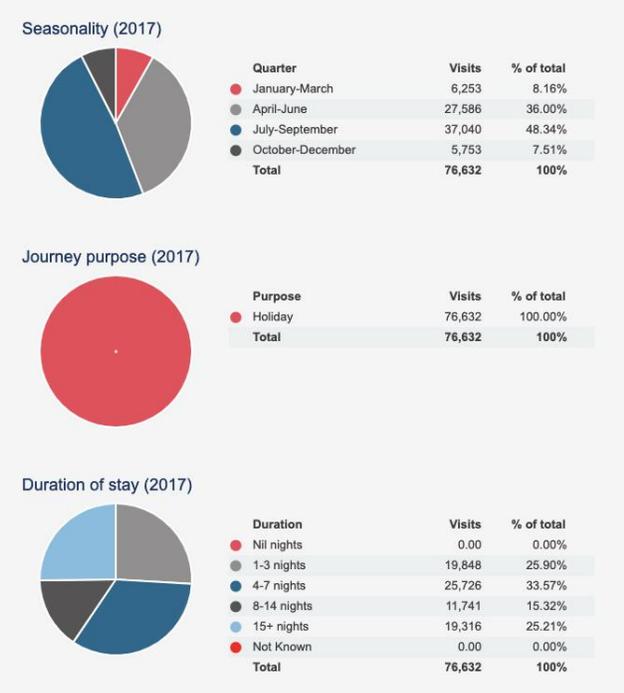


## The Hideaway

• • •

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

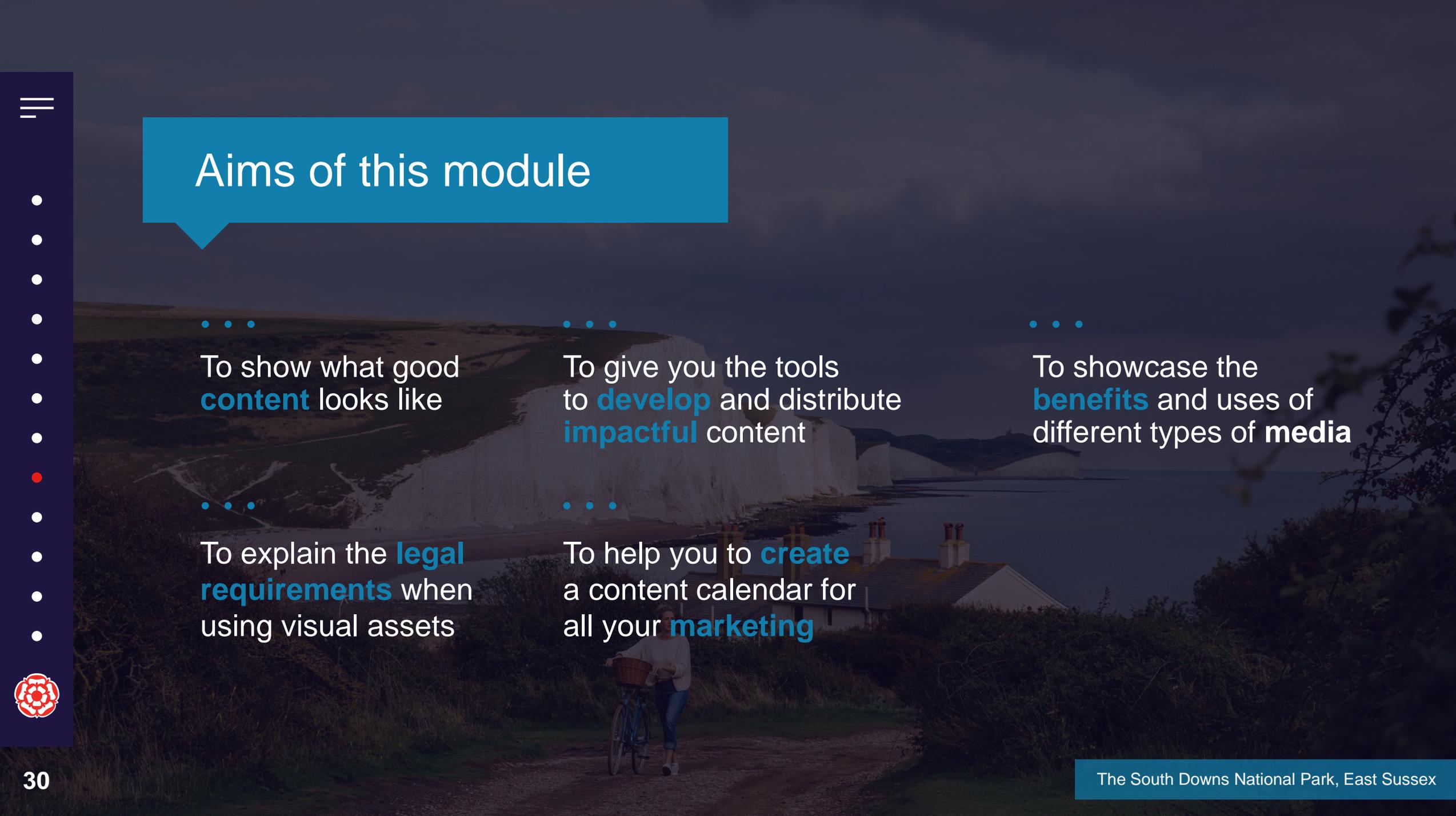


Padstow, Cornwall



## Chapter nine

# Creating engaging content and marketing materials



# Aims of this module

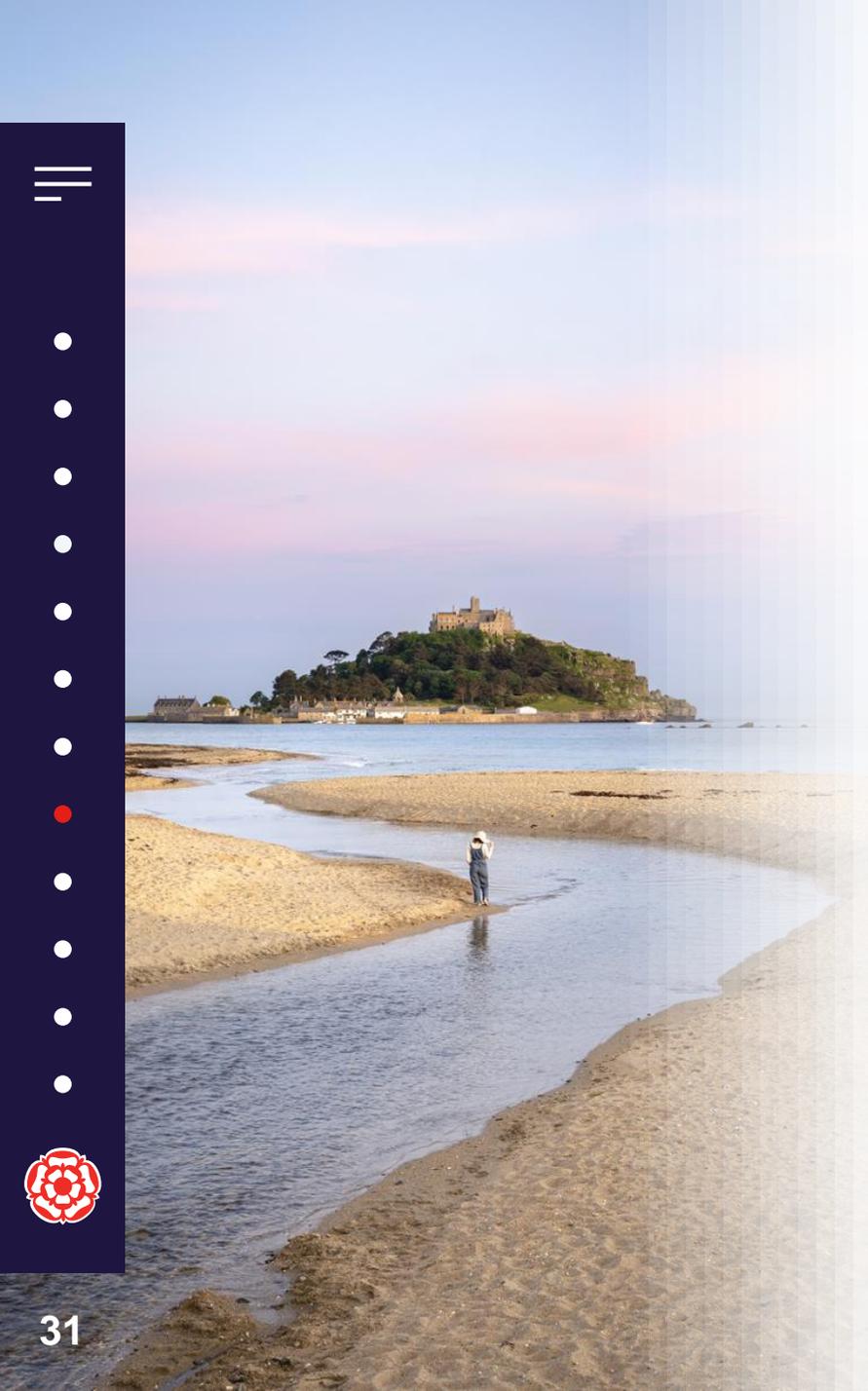
• • •  
To show what good **content** looks like

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

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

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

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



# Creating engaging content

## What is content?

• • •

Content can be written, imagery, or video

Should be the best representation of your company

Tailored to consumers

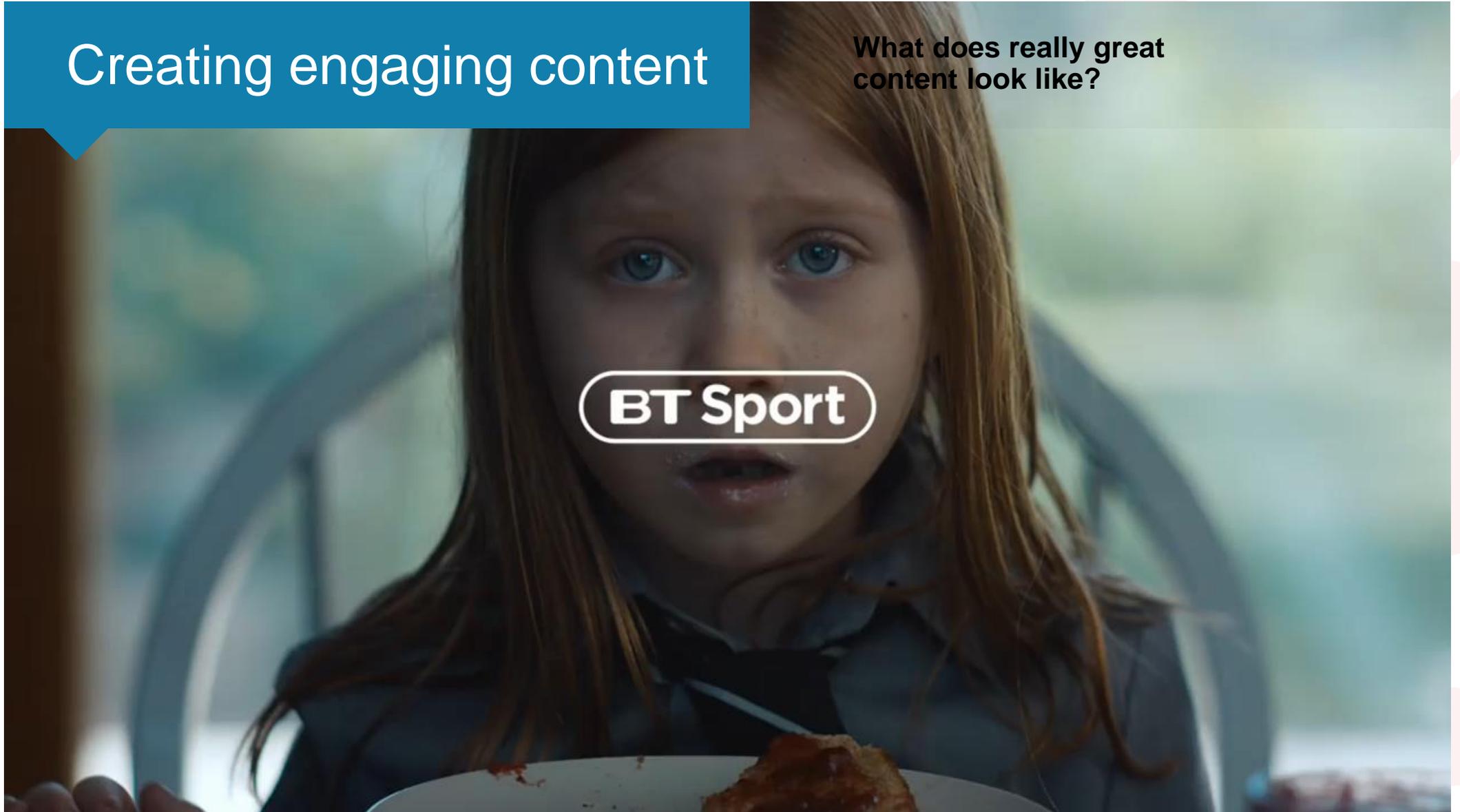
Informed by research

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?

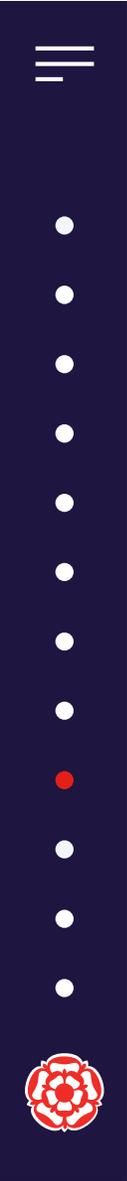




Google Digital Garage

# 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](https://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](https://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

The screenshot shows a user dashboard for Celia Test (celavaret@googlemail.com). The top navigation bar includes links for 'VIEW PROFILE', 'BOOKMARKS', and 'BADGES'. On the right, progress indicators show 'Badges 5/26' and 'Lessons 21/106'. The main content area is divided into three sections: 1. 'Up next' featuring a module 'Build your web presence' with the first topic '1. Choosing your online presence', a duration of 'Estimated 4 mins', and a 'KEEP LEARNING' button. 2. 'Certification progress' showing '18%' completion, with instructions to 'Complete topics to unlock badges' and 'Unlock all 26 to take the final exam and receive a certificate from Google.' It also displays 'Recent badges' with a 'VIEW ALL' link. 3. 'Learning Goals' with an 'In progress' indicator. It lists a goal 'Take a business online' with '4 Topics 2 To Complete in this Goal' and a 'My Plan' link. Below this, a completed goal 'The online opportunity' is shown with a 'RECAP' button and a '15 minutes' estimated duration. The recap text reads: 'Today's world is a digital world, with nearly half the world online. With so many people using the internet, it makes sense for a business to tap into digital. Find out what opportunities exist and how a website, videos or social media could help you reach your goals.'

 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

# 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



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

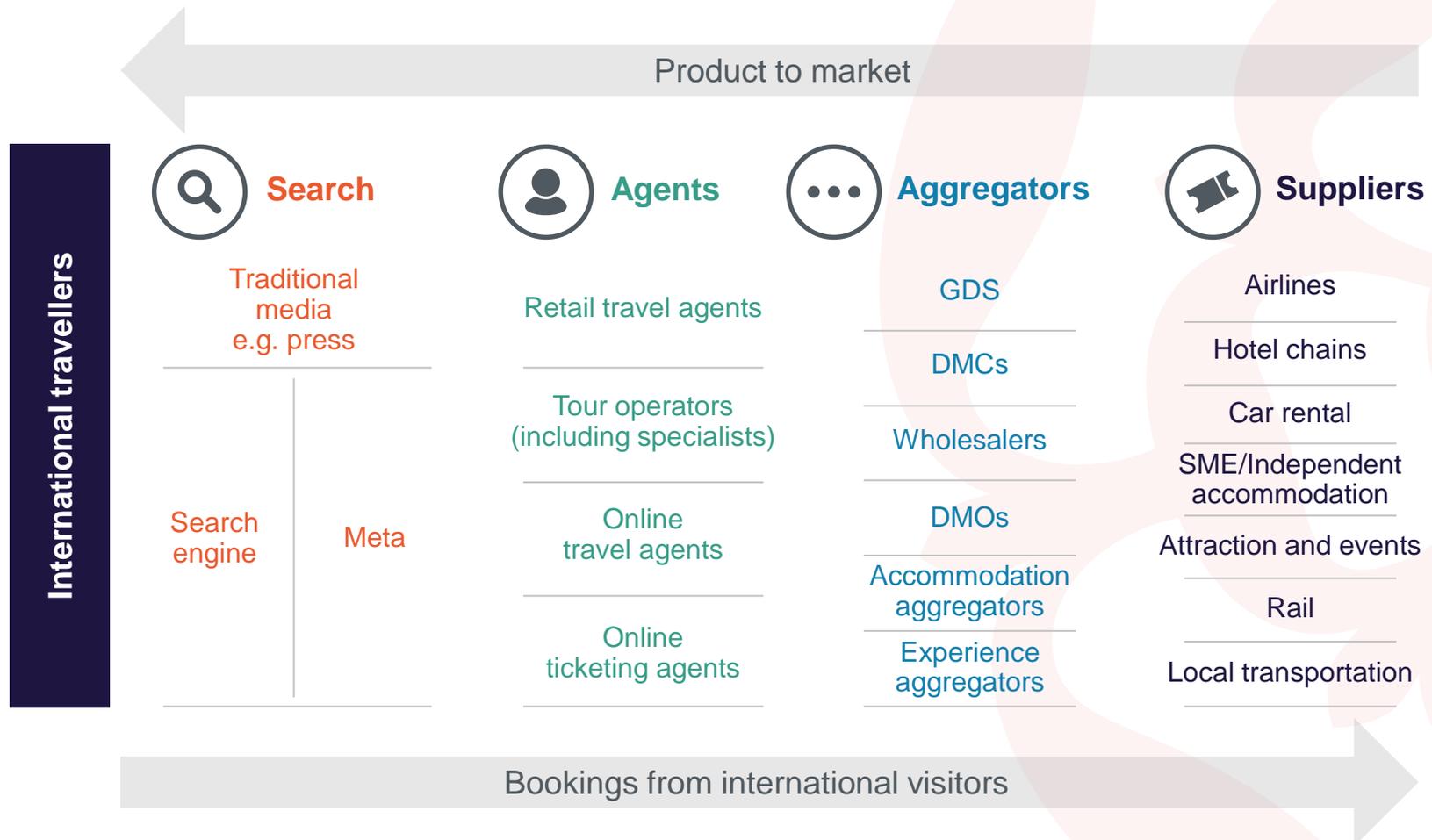
Procurement and contract March 2019

Development in progress



River Yare, Norwich





# TXGB

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

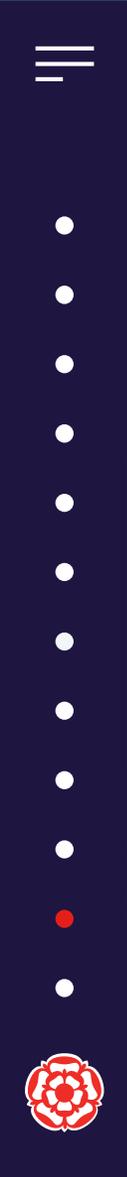
## How it works

• • •

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



# 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

# Promoting TETTW & TXGB

## DMOs – Your role

...



Conduit to success



DEF project partners



Legacy & sustainability



Your membership base



Cascade of information

# Questions



Bamburgh Castle, Northumberland





A final word

Thank you



Good luck

