



Trade Engagement with VisitBritain

Kevin Jones, Head of B2B



Digital and social media



Press and PR



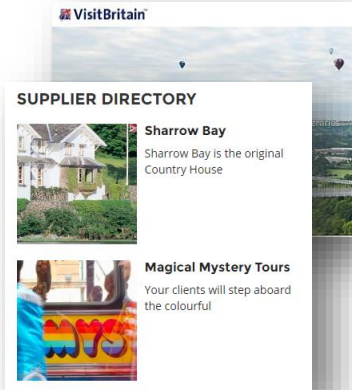
Sales missions and exhibitions



Agent training and product updates



UK Visa Application Centres



Global trade websites



Print advertising



Online Shop



Major Campaign Partnerships

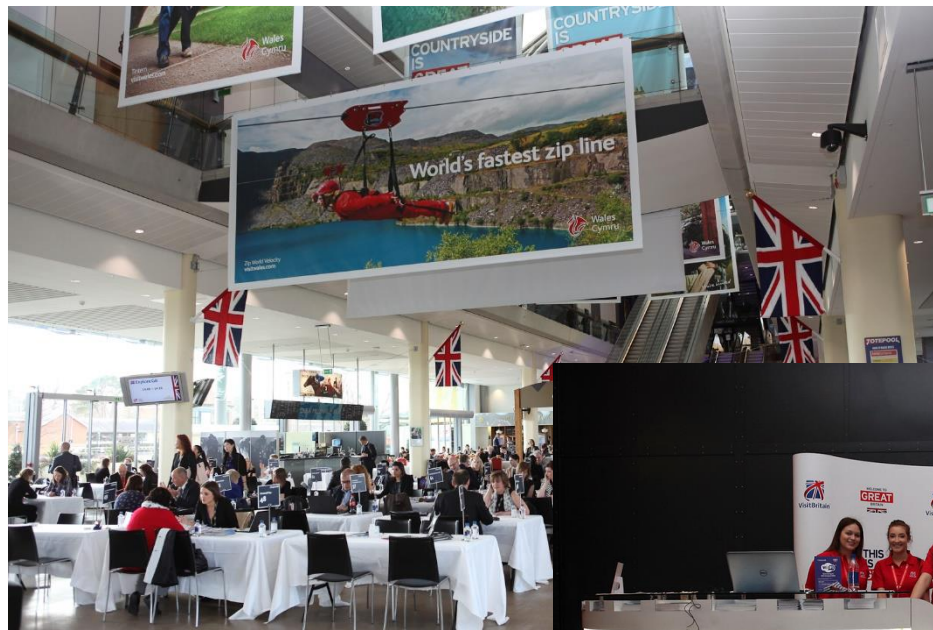


Images & Trade Creative



GREAT China Welcome Charter

Exhibitions & Missions



Exhibitions & Missions 2016-2017

November 12-23	Destination Britain China, Shanghai 75 Suppliers, 120 Buyers
November 24-25	Destination Britain, South Korea 30 Suppliers, 30 Buyers
November 30- 2	Destination Britain Nordics, Stockholm 30 Suppliers, 50 Buyers
December 5-8	ILTM Cannes 12 Suppliers,
January 11-13	Destination Britain India, Pune 50 suppliers, 150 Buyers
March 2-3	ExploreGB, Brighton 350 Suppliers, 350 Buyers
March 8-12	ITB Berlin, Berlin 30 Suppliers
May	Destination Britain South East Asia, Bangkok
September	Destination Britain North America, West Coast



ExploreGB 2017

2 & 3 March, Brighton

- 350+ British & Irish Suppliers
- 350+ International Buyers
- 40 International Markets represented
- Over 20,000 prescheduled meetings
- Seminar programme for all delegates
- Evening Gala Dinner
- 18 bespoke buyer fam trips across Britain
- £895 Primary Delegate attendance
£595 Secondary Delegate attendance*

*up to £5m turnover, suppliers

Testimonials & Feedback

- 91% of delegates said the calibre of buyers was excellent
- 9 out of 10 delegates said ExploreGB provided excellent value for money
- 97% of respondents said they were satisfied or very satisfied by attending
- 98% of delegates said they would attend again in 2017 and
- 98% said they would recommend ExploreGB to a colleague

“ExploreGB is an excellent event to reach international buyers and raise further awareness of Chatworth on a global scale.” *Gareth Fletcher, Chatsworth*

“It’s not for the faint hearted, but ExploreGB offers great opportunities to make new contacts and strengthen existing relationships. It really is a much for anyone interested in overseas markets.” *Therese Heslop, Canterbury Cathedral*

Digital Platforms and Audiences

Site	Audience	Engagement	Contact
visitBritain.org (Corporate)	UK Trade	Latest news, trends and insights, market advice, internationalisation advice, newsletter sign-up, marketing opportunity search.	Info@visitbritain.com
visitBritain.com (Holiday)	International Visitors	Product calls around campaign themes. Currently Music, Myths and Legends.	VBcontent@visitbritain.com
trade.visitbritain.com (Trade)	International Travel Trade	Self-managed supplier directory, add your event, news .	TradeSupport@visitbritain.com
media.visitbritain.com (Media)	International and domestic Media		PressandPR@visitbritain.com
visitBritainShop.com (Retail)	International B2B and B2C	eCommerce platform for attractions, tours, transport and sightseeing.	Product@visitbritain.com
visitBritainImages.com	Travel trade – buyers and suppliers	High res copyright free images for trade use. Download trade toolkits e.g. OMGB	TradeSupport@visitbritain.com
BritAgent.com	International Travel Agents	Online Agent training programme.	TradeSupport@visitbritain.com

Trade Website - trade.visitbritain.com

Innovative new trade platform designed for overseas travel agents and operators to be inspired and assist in planning holidays to Britain, in addition to providing a range of sales tools.

- Self-managed buyer and supplier listings – over 700 UK suppliers.
- Free of charge to feature in the directory.
- Suggested itineraries point to supplier directory for buyers to book direct.
- 9 Languages.
- Buyer Referrals – RFP.
- News and Updates – TradeSupport@visitbritain.org.
- Events calendar.
- Bookable itineraries.

SUPPLIER DIRECTORY



Sharrow Bay

Sharrow Bay is the original Country House



Magical Mystery Tours

Your clients will step aboard the colourful



The Cavern Club

The Cavern Club front stage is the main area



Albert Dock

The vibrant heart of Liverpool's historic

WELCOME TO THE VISIT BRITAIN TRADE WEBSITE

To access all areas of the Visit Britain Trade website please register below.

Registration & Newsletter Sign Up

By registering to our website and newsletter you will be able to save all the pages you like and be the first to hear about Britain products. You can manage your subscriptions at any time through 'My Account'.

Account Details

kevin.jones@visitbritain.org

A valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public and will only be used if you wish to receive a new password or wish to receive certain news or notifications by e-mail.

Contact details

3 Elizabeth Gardens

SL5 9BJ

United Kingdom

Ascot

Personal details

Kevin

Jones

Salutation



Subscribe to the VisitBritain Trade Newsletter.

Company details

Ascot Animal Sanctuary



Thank you for applying for an account. Your account is currently pending approval by the site administrator.

In the meantime, a welcome message with further instructions has been sent to your e-mail address.



Agree to the terms & conditions *

CREATE NEW ACCOUNT

Already have an account?

LOG IN

Register on
trade.visitbritain.com,
24 hours approval.

MY ACCOUNT

[Edit](#)[My listings](#)

KOALAKEV_10797

The changes have been saved.

Account Details

Current password

Enter your current password to change the *E-mail address* or *Password*. [Request new password](#).

A valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public and will only be used if you wish to receive a new password or wish to receive certain news or notifications by e-mail.

Contact details

Personal details



Subscribe to the VisitBritain Trade Newsletter.

Company details

Once approved, log in to your account to build your listing

VisitBritain

View Edit Translate

Company name *

Ascot Animal Sanctuary

Main Market *

United States

Language

English

Markets *

☒ Asia: Australia (English)

☐ Asia: China (Chinese, Simplified)

☐ Asia: Hong Kong (English Chinese, Simplified)

☐ Asia: India (English)

☐ Asia: Indonesia (English)

☐ Asia: Japan (Japanese)

☐ Asia: Kuwait (English)

☐ Asia: Malaysia (English)

☐ Asia: Qatar (English)

☐ Asia: Saudi Arabia (English)

☐ Asia: Singapore (English)

☐ Asia: UAE (English)

☐ Europe: Belgium (French (English))

☐ Europe: Denmark (English)

☐ Europe: France (French)

☐ Europe: Germany (German)

☐ Europe: Italy (Italian)

☐ Europe: Netherlands (English)

☐ Europe: Norway (English)

☐ Europe: Russia (Russian)

☐ Europe: Spain (Spanish)

☐ Europe: Sweden (English)

☐ Europe: Switzerland (German French Italian)

☐ The Americas: Brazil (Portuguese - Brazil)

☒ The Americas: Canada (English)

☒ The Americas: USA (English)

☐ All other countries: Rest of the World (English)

Company description *

Approx 200 words

15 / 14 symbols; 3 words

Select language
of listing

Select market

200 word
description

Add a new file

Upload

Files must be less than 6 MB.
Allowed file types: pdf.

Images

Company logo

Logo

Remove

Alternate text

Ascot Animals Logo

Title

Ascot Animals Logo

Header image

Header image

Remove

Alternate text

Ascot Animals

Trade: Directory Listings Ascot Animal Sanctuary has been updated.

View

Edit

Translate



ASCOT ANIMAL SANCTUARY

3 Bluebell Hill, Ascot

[Back to Supplier Directory](#)

ASCOT ANIMAL SANCTUARY

South East England | Attraction | Activity Adventure Theme Park
Approx 200 words

CONTACT

CONTACT DETAILS

<http://www.ascotanimals.com>
koatekev@hotmail.com
01344
@ascotanimals

cavern

THE CAVERN CLUB

14 Mathew Street, Liverpool L2 6RG

[Back to Supplier Directory](#)

THE CAVERN CLUB

North West England | Food, beverage & Entertainment Venues

The Cavern Club front stage is the main area of the club. Adorning those iconic arches made famous by the Beatles and Merseybeat bands alike, this part of the Club is open 7 days a week from 10am. The daily live music programme begins from 3:30pm weekdays and 2:30pm weekends. The Cavern Live Lounge stage played home to Sir Paul McCartney's final performance of the Millennium is located at the back of the Cavern Club. Open regularly for shows, private parties and functions or just a quiet place to sit and take in the Club's history during week days.

The Cavern's third venue is the Cavern Pub, located on Mathew Street opposite the Cavern Club. The pub is open daily from 11am with Cavern and rock memorabilia on display inside and the Cavern Wall of Fame outside. There's regular live music from local bands with free admission at all times.

CONTACT

CONTACT DETAILS

<http://www.cavernclub.org/group-visits>
bill@thecavernliverpool.com
+44 (0)151 236 9091
cavernclubliverpool
@cavernliverpool
洞穴俱乐部



Now translate



VisitBritain™



1. Ascot Animal Sanctuary

2. Translate

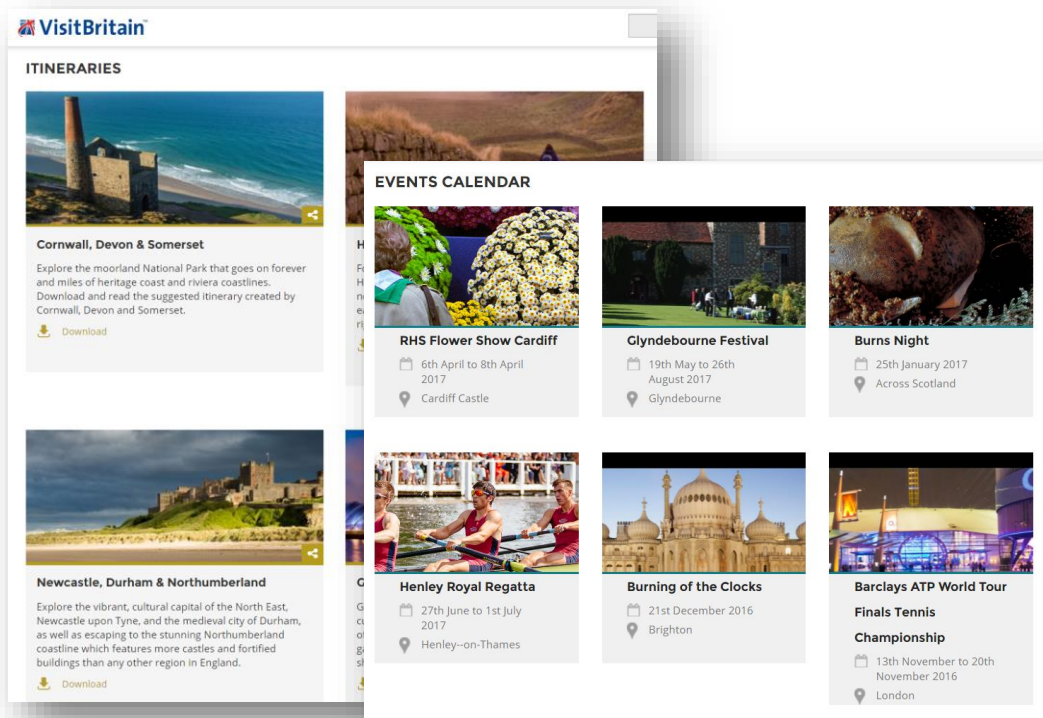
[View](#)

[Edit](#)

[Translate](#)

Language	Source language	Translation	Status	Operations
English.	(original content)	Ascot Animal Sanctuary	Published	edit
German	n/a	n/a	Not translated	add
Spanish	n/a	n/a	Not translated	add
Italian	n/a	n/a	Not translated	add
French	n/a	n/a	Not translated	add
Japanese	n/a	n/a	Not translated	add
Russian	n/a	n/a	Not translated	add
Portuguese, Brazil	n/a	n/a	Not translated	add
Chinese, Simplified	n/a	n/a	Not translated	add

Trade.visitbritain.com – itineraries & events



The screenshot displays the Trade.visitbritain.com website interface. On the left, under the 'ITINERARIES' section, there are two featured itineraries: 'Cornwall, Devon & Somerset' and 'Newcastle, Durham & Northumberland'. Each itinerary includes a descriptive paragraph and a 'Download' button. On the right, the 'EVENTS CALENDAR' section features a grid of event cards. Each card includes an image, the event name, dates, and location. The events listed are: 'RHS Flower Show Cardiff' (6th April to 8th April 2017, Cardiff Castle), 'Glyndebourne Festival' (19th May to 26th August 2017, Glyndebourne), 'Burns Night' (25th January 2017, Across Scotland), 'Henley Royal Regatta' (27th June to 1st July 2017, Henley-on-Thames), 'Burning of the Clocks' (21st December 2016, Brighton), and 'Barclays ATP World Tour Finals Tennis Championship' (13th November to 20th November 2016, London).

Submit bookable itineraries or events that have trade interest or can be offered at commission / net rates

TradeSupport@visitbritain.org

BritAgent.com

International Online Training Program for Travel Agents (both retail, homeworkers & call centres), Tour Operator staff (Product managers, reservations & customer services) and anybody who has an interest and desire to sell Britain as a destination.

- 9 languages - English, German, French, Italian, Spanish, Russian, Japanese and Chinese.
- 3 main modules – Britain the Basics, Destination Britain, Experience Britain
- Advanced modules: Wales, London, Northern England, Travel by Rail, South West England, Inverness Loch Ness.
- 11,224 registrations.
- 9,000 graduates – “BritAgents”.
- Graduates receive heightened trade discounts on the VisitBritain Shop and an agent look-up function on visitbritain.com.
- Grow awareness of Britain products – supports regional spread.
- Provides VisitBritain with insight into market knowledge and product gaps.
- Provide sales support and bookable channels for agents.

BRITAgent

Profile Courses

Highland History

Step 3 of 4



Discover moving and insightful historic tales from the staff at the Culloden Battlefield and Visitor Centre. Visit the sober moorland where the 68-minute battle took place and learn all about it at the impressive Visitor Centre, where you can take part in a Living History presentation that brings the battle to life.



Free to download Travel Trade focused images to help sell Britain

☐ Image ☐ Footage

Start Searching...

[Logout](#) [Help](#)



vbi@capture.co.uk

+44 (0)845 4632 946



Archive



Heritage

Travel Trade Toolkit

Welcome to your Travel Trade Toolkit, a collection of international marketing material, sales tools and images to help you enhance your promotional material to sell the UK anywhere in the world.

Browse through our galleries and travel trade toolkit assets and add favourites to your Lightbox to share your choices. Simply add your choices to an order and download all for free!

The trade team is here to support you at any time: contact your VisitBritain Travel Representative or Flavia Messina in the UK Office flavia.messina@visitbritain.org



Select flag to display toolkit in preferred language

Trade Toolkit

High res creative of pop-ups, posters, Britain map, leaflets.
Please let us have any virtual destination guides to load – TradeSupport@visitbritain.org



Maps & Posters



Brochures & Leaflets



Digital



Transport for London



Merchandise



Travel Trade Images

Social Media – we can pass on your news



8k subscribers



3.1 million fans
Love Great Britain

Discover Great Britain
80k followers



Love Great Britain
246k followers



Weibo
621k followers



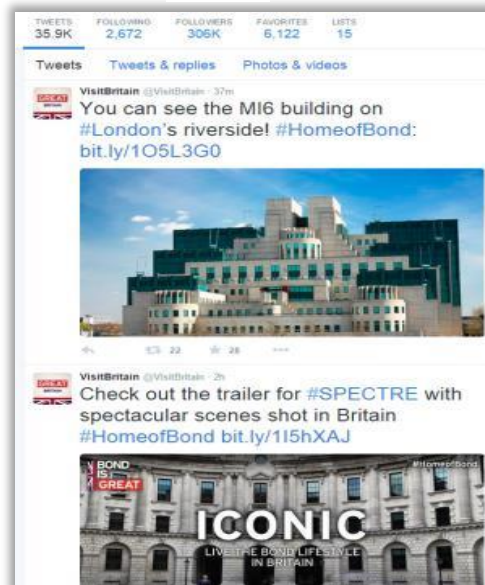
WeChat
124k subscribers



29.8k followers



@VisitBritain
344k followers



Working with the Media

- Update us on your news and let us know about any new openings/refurbs etc.
- Let us know if you are interested in press trip involvement and if you are able to offer media rates.
- Make us aware of any great characters / spokespeople you might have available for press interviews.
- Add **PressandPR@visitbritain.org** to your press release distribution list.

media.visitbritain.org

- 3-5 NEW stories each week
- Newsletters, Events, Corporate News releases
- Images, B-roll and video
- Different site for each market (20 markets)



2015/2016 Highlights

- **12,527 destination led articles** were generated
- 77.4% of these featured a region other than (or in addition to) London
- These articles generated a **total reach (OTS) of 19.2 billion**
- **Culture is GREAT** was the strongest performing message globally

Visiting Journalist / Influencer Programme

2015/16 - **1000+** Media to Britain
800+ press trips
200+ influencer visits



Content Guides

- Downloadable, printable libraries of information & ideas for journalists & PR network
- Based on core GREAT pillars but other themes produced pending on what our markets need (e.g. Luxury, Value..)
- Full of stories, images & itinerary inspiration



visitBritainshop.com

13 online shops, in 6 languages retailing in 94 countries. Over 250 UK tourism products available

How can you work with us?

Become A Supplier

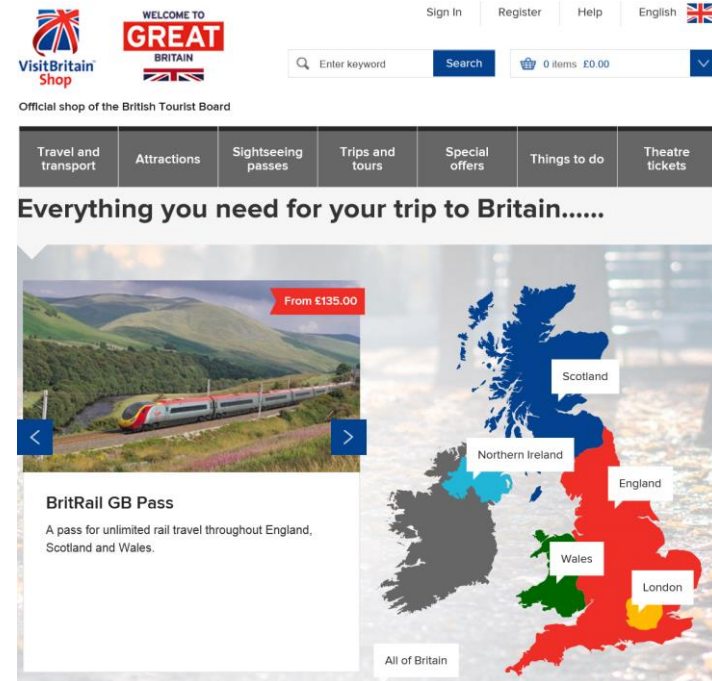
- Retail your product via our shop network
- Sales can be made on a free sale basis or confirmed by you
- Promotion of your products via shop and VFS network, newsletter, account management and in market engagement

Become An Affiliate

- Perfect for B2C suppliers
- Access the ever growing portfolio of products on the Visit Britain Shop
- Receive quarterly commission payments on sales
- Account management support and affiliate toolkit provided on set up

Access Trade Discounts

- Discount codes that you can use on the shop for bulk purchases
- Buy travel products e.g. Visitor Oyster Card in bulk offline
- Allows you to access a wealth of regional product with no contract required
- Use code at time of purchase for instant discounts



UK VISA Application Centres

- Britain Travel Shop initiative with UKVI
- Product sales & advertising opportunities (from £616 for 3 months in all Americas)
- 100% target (and captive!) audience in 3 continents, 59 cities, 25 countries



GREAT China Welcome Programme



Aims to make Britain the most welcoming destination in Europe for Chinese visitors

A GREAT China Welcome charter for British tourism suppliers and retailers who are already 'China-ready' to help connect them to the market

An industry wide education programme which will help more UK hospitality businesses to become 'China-ready'

Over 400 UK
Supplier Members

Accommodation
Attractions
Retailers
Tour Operators
Destinations

- Branding
- Listings
- Promotion
- Distribution
- Insights
- Priority
- Discounts

UK Suppliers – Membership Criteria

(at least one of the below requirements)

1. A product or service that is of genuine interest to potential Chinese visitors & their needs.
2. First-hand experience of Chinese visitors.
3. Mandarin or Cantonese speaking staff.
4. Visitor information or signage in Mandarin.
5. Visitor-facing staff undergone training about Chinese culture and etiquette.
6. Facilities for customers to pay using UnionPay.
7. Collaboration with a peer organisation in China.
8. Have translated website, app or literature.



The Discover England Fund

The three-year £40million Discover England fund, announced by Government last year, will ensure that England stays competitive in the rapidly growing global tourism industry, by offering world-class English tourism products to the right customers at the right time.

Year 1 Successful Projects

- Golf Tourism England
- Cultural Tourism – developing England's stories
- Gardens & Gourmet
- SW Coast Path
- England's Seafood Coast
- Incentive England
- Self-guided Activity App
- **The Great West Way**
- Manchester – International Gateway
- Town & Country - SuperBreak
- England's Heritage Cities
- Rivers and Canals of England
- Brit Xplorer Coach Pass
- BritRail Electronic Ticketing
- STA Travel – Youth Products
- London + Manchester

The Discover England Fund – Round 2

- **Option 1:** two-year large-scale collaborative projects total value £13m) 
- **Option 2:** smaller one-year projects and pilots (new and continuation of round one – total value £2m, up to £250k per project)

Guidance and criteria for option 2 to be issued in January 2017
- must be led by a destination organisation and supported by LEPs
- minimum value of £1m over 2 years
- joins-up product across large areas of the country or thematically/nationally
- highly innovative, incorporates new technologies/techniques and/or business models
- clear plans for measurement and evaluation
- at least 40% of the project's value as match funding – of which 20% must be private sector cash

Start talking to potential partners (DMOs, LEPs, private sector partners) about bid ideas

discoverenglandfund@visitengland.org
discoverenglandfund.org

The Discover England Fund – Round 2

discoverenglandfund@visitengland.org

During September - October 2016	Logging of Expression of Interest
During November 2016	Telephone calls with Discover England Fund team
Midday 20 January 2017	Deadline for Full Application Form
By end of April 2017	Applicants notified of Awards Panel's decision
May – June 2017	Grant offer process and project set-up
July 2017 – March 2019	Project delivery (in some cases this could be sooner, but dependent on the set-up process above)

Marketing Campaigns – getting involved

Current call for product & **packaged tours** linking to:

Myths and Legends

- King Arthur
- British myths and legends
- Medieval banquets, re-enactments
- Medieval / Arthurian castles
- Mythological folklore links

Music

- British bands and performers
- Music festivals
- Traditional music performances
- Song locations

TradeSupport@VisitBritain.org

KEY UPCOMING EVENT

Film Tourism Conference with Film London

to take place on **24 November** at Cine Lumiere, Kensington

Programme will include case studies from across Europe, tips for how destinations and attractions can benefit from screen tourism and a look at some innovations in screen tourism from Google and Facebook

Marketing Campaigns – #OMGB

GREAT Britain - Home of Amazing Moments is an interactive campaign encouraging a domestic and global social conversation to inspire more people to come and experience our culture and countryside.

Promote your business and engage directly with potential visitors by sharing content with the hashtag **#OMGB**

- A free opportunity to have your images seen by our followers participating in the campaign.
- Exposure to potential visitors through a recognised Britain hashtag.
- Publicity across Twitter, Facebook or Instagram domestically and in Brazil, France, Germany and the USA where the campaign is running.
- Supplier toolkit on visitbritain.org for image ideas and guidelines.



Cheryl Bristow – B2B Manager

- Trade digital strategy
- Developer liaison
- Trade content development
- GREAT Funds lead
- Industry engagement



James Webb – BritAgent Executive

- BritAgent development
- Graduate recruitment and retention
- Graduate forums and CRM



Flavia Messina – B2B Executive

- CRM – overseas lead
- Trade toolkit
- B2B analytics & evaluation
- B2B team support & Maxemail
- Trade enquiries



Matt Cuckston – Events Manager

- Global events strategy & best practice
- ExploreGB
- Trade associations
- Industry engagement



Raffaella Esposito – Events Operations Executive

- Buyer fam trip programme
- Supplier recruitment



Connor Morgan - Events Coordinator

- Global event support





TradeSupport@visitbritain.org
Support.visitbritain.com (events)
kevin.jones@visitbritain.org