



# The VisitBritain Shop

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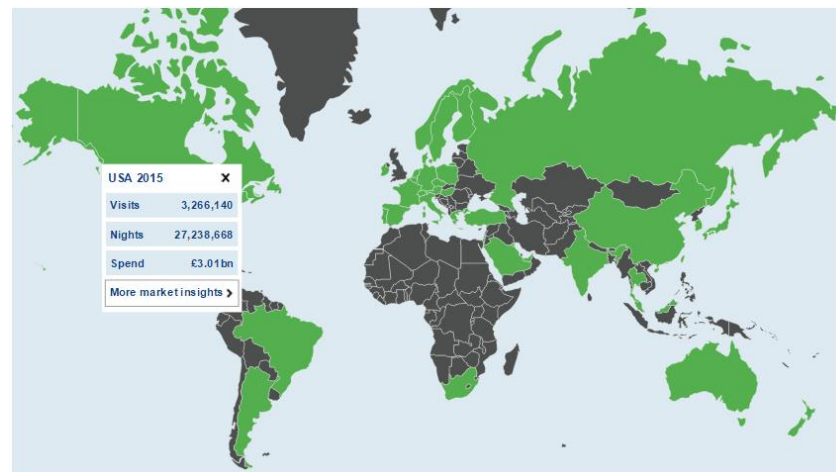
# What is the VisitBritain Shop?

- The official shop of the British Tourist Board
- **13** shops, products listed **6** in local languages and currencies
- **94** countries served worldwide
- **58** countries served by our World shop alone
- Over **5 million visits** in 2014-15, conversion currently up 13% on 2014-15



# What Do We Do?

- We enable major UK suppliers to **spread their reach internationally**
- We are the **ambassadors of strong UK products overseas**
- **Unique route to market -94 countries with B2B proactive presence on territory**
- **Every pound we earn goes back into marketing the UK and driving guests to your venues**



# Hub Strategy

**New Commercial Team for 2016 with the focus being on location, product and book-ability**

## Regional

- Building 20 Hubs around the UK
- 4/5 venues per location to create a day itinerary
- Consideration taken to ease of travel and how well known internationally attractions are
- Look at market specific offering

## London

- Expand into more niche products
- Look at multi language/market products
- Secure exclusives where possible
- Feature special offers where we can





How Can You Get Involved?

# Become A Supplier

## What Can We Do?

- Promote your product via our shop network including VFS centres
- Raise the profile of your product overseas via our customer base
- We can be flexible(ish)!
- First time test of overseas sales
- Support market specific products, offers and sales

## Considerations

- Is your product bookable?
- What is your availability?
- Is your product seasonal?
- What commission are you prepared to offer?



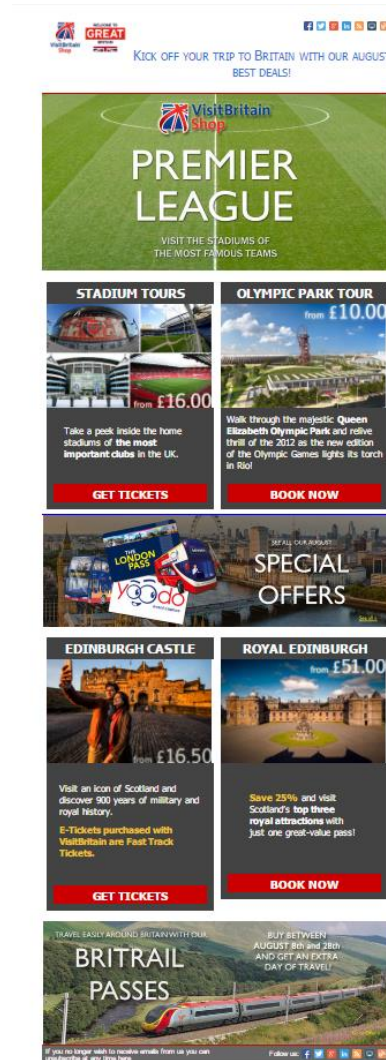
### Spend the day in Oxford

Go punting on the river, catch some world class museums and explore the historic colleges of the famous Oxford University.

[Read more](#)

# Why Should You Work With Us?

- Additional market and customer exposure
- Additional revenue stream for your product
- Inclusion of your product in VisitBritain newsletters
- Promotion via an extensive B2B network in market
- Endorsement of your product by the National Tourist Board



# Become an Affiliate

## VisitBritain Affiliate scheme

Visitbritainshop.com

- Ideal if you want to **promote the whole of Britain** (not just London)
- **Multilingual platform**, ideal if you have a global client database
- Associate your brand with the **UK Tourism board**

## Transport for London Affiliate Scheme

Visitorshop.tfl.gov.uk

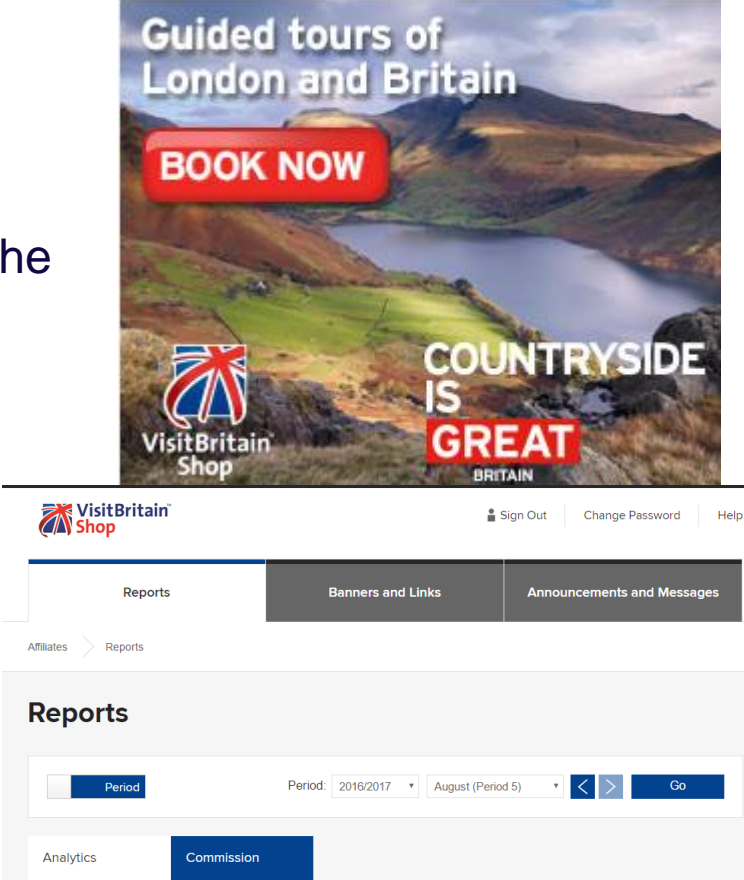
- Ideal if you want to **focus on London transport's only**
- Site is in **English-only** and in GBP
- Ideal if you want to associate your brand with **Transport for London**





## What Are the Benefits?

- Over 250 products available for purchase throughout the UK
- Account management from a member of the team
- Monthly newsletter updates so that you are kept up to date with all new additions to the shop
- Access to a portal to monitor sales and access banners
- Commission on every product that you sell paid out to you every quarter\*
- Gain access to products and offers that are exclusive to Visit Britain



The screenshot displays the VisitBritain Shop interface. At the top, there is a banner for 'Guided tours of London and Britain' with a prominent red 'BOOK NOW' button. Below the banner, the 'VisitBritain Shop' logo is visible on the left, and the 'COUNTRYSIDE IS GREAT BRITAIN' logo is on the right. The main navigation bar includes the VisitBritain Shop logo, 'Sign Out', 'Change Password', and 'Help' links. Below the navigation bar, there are three tabs: 'Reports', 'Banners and Links', and 'Announcements and Messages'. The 'Reports' tab is active, showing a breadcrumb trail 'Affiliates > Reports'. The 'Reports' section features a 'Period' dropdown menu set to '2016/2017' and 'August (Period 5)', with navigation arrows and a 'Go' button. Below the dropdown, there are two tabs: 'Analytics' and 'Commission', with 'Commission' being the active tab.



VisitBritain®



VisitEngland™

**Thank You**

**Any Questions?**