Product Development & Distribution

VIBE 2017 Update
Discover England Fund
Supporting the DEF team with delivery of successful bids in terms of development, advice & distribution (in market & through partners).

Thematic – Food & Drink
A cross government partnership with DEFRA and DIT mapping food hubs across Britain showcasing heritage, modern and innovative food & drink products and experiences.

Thematic – Luxury
Identification of luxury travel experiences featuring a curated collection of authentic and unique product and experiences across Britain.

Commercial Partnerships
Supporting product development & distribution opportunities through our Commercial Partnerships.

The Great Rail Project
A cross government initiative working with the rail industry & attractions to encourage international visitors to explore the UK using rail & incorporating ‘final mile’ solutions.

Gateway Proposition
Leveraging key gateways (air/port/rail) as a hub and spoke model for product development
Fund Objectives

- To grow tourism in the regions of England
- To increase the competitiveness of England's tourism offer, domestically and internationally
- To develop world-class bookable tourism products in line with market trends and in response to consumer demands

Barriers to inbound growth that the Fund is trying solve

- Awareness / lack of regional product
- International competitiveness & customer demand
- Connectivity (consumer / travel & transport)
- Last mile
- Aggregation and bookability (distribution channels)
- Fragmented delivery landscape
Discover England Fund
Year 1 Pilot projects
• 172 Expressions of interest
• 78 applications submitted
• 21 approved projects
• Up to £350,000 per project
• £3.9 Million total value of grants
• £3.6 Million claimed

Year 1 Research & Insights
• £750,000 of commissioned research
• 37 industry research requests undertaken in 10 new workstreams
• 6 international case studies now available to industry
• 5 visitor characteristics reports produced

Year 2 Pilot projects
• 62 Expressions of interest
• 31 Applications
• 7 projects approved
• Up to £350,000 per project
• Total value of requested grant £6.8 Million
• Budget of £1.8 Million

Year 2 Large scale projects
• £1,000,000 and above in value
• 2 year delivery timeframe
• 26 expressions of interest
• 14 projects taken to application stage
• 6 projects approved
• £280,000 seed funding to assist in partnership creation and idea generation
• £15.5 million total Value of requested funding
## New Year 2 Pilot Projects (announced)

<table>
<thead>
<tr>
<th>Project</th>
<th>Lead Organization</th>
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<tbody>
<tr>
<td>Connections, led by Destination Plymouth</td>
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<td>Brilliant Science, led by Marketing Cheshire</td>
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<tr>
<td>Culture Coasting, led by Visit Kent</td>
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<td>Creating England’s Literary Legends, led by Visit Nottinghamshire</td>
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<td>Royal Racecourses – The Sport of Kings, led by Cheshire West &amp; Chester Council</td>
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<td>Contiki, the youth travel company, led by Contiki</td>
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<tr>
<td>Creating English City Food Hubs, led by Destination Bristol</td>
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New Year 2&3 Large Scale Projects (announced)

- The Collection, led by England’s Historic Cities
- Discover England’s Great Walking Trails, led by Marketing Peak District and Derbyshire
- Make Great Memories in England’s National Parks, led by Peak District National Park Authority
- The Great West Way, led by VisitWiltshire
- Growing Manchester as an International Gateway to the North, led by Marketing Manchester
- England’s Coast, led by National Coastal Tourism Academy
Themes – Food & Drink
VisitBritain Partnership with DEFRA

UK Food and Drink International Action Plan 2016 – 2020 sets out a clear ambition to increase food and drink exports by 2020.

VisitBritain and the Department of Environment, Food and Rural Affairs (DEFRA), working with travel trade, can leverage the interest in British Food and Drink and use this as a key driver for considering Britain as a holiday destination.

Whilst a number of food and drink marketing communications are in place within the industry, a lack of a clear, shared strategic objectives, is resulting in missed opportunities.

VisitBritain and DEFRA are working in partnership for the next 3 years to develop a stand-alone Food is GREAT campaign.

Objectives

- Position British food and drink as amongst the best in the world.
- Increase incremental spend and visits to Britain using British food and drink experiences as a hook.
- Increase advocacy of Britain’s Food and Drink product and experiences.
Achievements in 2016/17

• Cross-government partnership with DEFRA
• Qualitative & quantitative research to benchmark evaluation framework
• 6 global case studies showcasing food tourism to assist with food hub growth strategy
• Food hub framework created and 4 food hubs identified and mapped for bookable/non-bookable product

Strategy for 2017/18

• Food supplier engagement programme – ‘trade ready’
• Database of bookable (commission) and non-bookable (restaurants) experiences per food hub
• Itinerary creation per food hub for trade distribution (1-14 days)
• Trade website – food & drink hub showcasing itineraries and content per hub
• Industry event communicating Food is GREAT strategy with DEFRA (UK suppliers & influencers)
• Food & drink new product launch/campaign in USA and China
Insights and Case Studies

2015 International Passenger Survey data show that while **food is not currently a motivational driver** to visit Britain, there is a **high interest in trying local cuisine** and the majority of visitors are satisfied with the food & drink they have experienced.

**Towns & Countryside.** i.e. where the mix between rural and urban is important. This would be of interest to more populated areas of the UK, e.g. the South-East or South-West. **Principal case: Flanders**

**Rural heartland.** Of interest to less populated areas, such as East Anglia. **Principal case: Tasmania**

**Coastal food hubs.** **Principal case: Nova Scotia**

**City life.** Exciting, modern urban hubs. Of interest to London, Manchester, Liverpool, Glasgow. **Principal case: Melbourne**

**Rich and typical.** Strong emphasis on locally branded foods and recipes and engagement in the cultural experience. Of interest to areas like Yorkshire, Dorset, Cotswolds, Scotland. **Principal case: Basque Country**

**Cities driving regions & regions driving cities.** These cases would be of interest to cities in areas that have a strong identity, e.g. Newcastle, Leeds or York, Inverness. **Principal case: Barcelona/Catalonia**
How does the UK compete? Setting a benchmark

Which of the following destinations, if any, do you think offer attractive food and drink options to tourists?

- Italy: 69%
- France: 52%
- Spain: 49%
- USA: 31%
- United Kingdom: 29%
- Switzerland: 29%
- Germany: 29%
- Australia: 24%
- Austria: 21%
- Belgium: 19%
- Sweden: 18%
- Ireland: 17%
- Netherlands: 16%
- None of these: 4%

British food products are good quality:
- Total: 59%
- Europe: 43%
- India: 37%
- China: 76%
- Japan: 29%
- Brazil: 68%
- South Africa: 68%
- Australia: 90%
- USA: 56%
- 71%

Britain is a good place to try local specialities:
- Total: 66%
- Europe: 45%
- India: 36%
- China: 68%
- Japan: 29%
- Brazil: 67%
- South Africa: 86%
- Australia: 53%
- USA: 72%
What is a Food Hub?

Food Destination Framework

**Territory Assets**
- Natural Resources
- Identity

**Tourism Assets**
- Attractions
- Accommodation
- Connectivity

**Capacity**
- Enablers
- Local Produce
- Skills
- Ambassadors
- Production
- Supply Chain
- Export

**The Food Experience**
- Gastronomy
- Lead Products
- Events
- Bookable
- Retail
- Visibility
- Welcome
The Product Development team at VisitBritain have partnered with Department for Environment Food and Rural Affairs (DEFRA) to develop and position British food & drink within our tourism offering and leverage the global gastronomic trend. New bookable food experiences have been mapped across London, Devon & Cornwall, Yorkshire and Scotland featured in sample itineraries.

Dinner at one of Rick Stein’s restaurants in Padstow. Internationally recognised chef

Camel Valley: Tour & Tasting at award-winning vineyard.

Exeter Cathedral: World class, free of charge attraction

Buckland Abbey: National Trust property

Plymouth Boat Trips: Catch your own mackerel before cooking and eating it.

Eden Project

Dartmouth Steam Railway: Online booking set up

Brixham Fish Market

Day 1

Day 2

Day 3

Day 4
Themes – Luxury Tourism
Achievements in 2016/17 - Quantitative and qualitative research with a focus on GCC, China and USA

<table>
<thead>
<tr>
<th>Must haves</th>
<th>Why</th>
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<tr>
<td>Tailored experiences</td>
<td>Ability to customise itinerary to personal taste</td>
</tr>
<tr>
<td>Tours must be in small groups (or individual for HNW)</td>
<td>No rush – want to enjoy and prefer private guide</td>
</tr>
<tr>
<td>Tours must be limited to higher end activities</td>
<td>No queuing – need to feel as a VIP</td>
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<tr>
<td>Develop new knowledge and experience self growth</td>
<td>Desire to learn about other cultures, customs, sport and the arts</td>
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<tr>
<td>Hotels would offer suites and be 5 star minimum</td>
<td>Generously lavish and all-round superb hotel</td>
</tr>
<tr>
<td>Hotel with good concierge who refer to them by name &amp; very personal service</td>
<td>Ability to book private travel and achieve restaurant reservations when full to general public</td>
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<tr>
<td>Knowledgeable guide must speak their language</td>
<td>Guide to be well versed in the country, flexible, professional and keen to give them a good experience</td>
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**USA**
- Caribbean Islands, Fiji, Spain, Dubai, Mexico, Chile, Israel
- US, Canada, Italy, France

**China**
- Portugal, Africa, Australia, New Zealand, Maldives
- Britain, Sweden, Denmark
- Spain, USA, France, Belgium

**Gulf**
- Japan, Austria
- Britain

Booking portals used:
- Booking.com
- Abercrombie & Kent
- Virtuoso
- Expedia
- The Style Traveller
- JustLuxe
- The Cultureur

Highlight historical options and points of interest

Luxury train travel and other options are appealing. Low awareness of options. Focus on increasing awareness of transport

Royal family is unusual to Americans and has great appeal

Britain appeals as no language barrier however awareness of what is on offer is low

Accommodation is top of their list and expectations are high
Strategy for 2017/18

• Global case studies of competitor destinations to identify product development & distribution strategy
• Identify and map luxury accommodation/transport, services and experiences across Britain per market (HNW vs affluent luxury).
• Identify key luxury tour operators in key markets (HNW vs affluent luxury)
• Package up commercial products to create luxury city and rural ‘clusters’ for travel trade. **Gateway hub & spoke strategy**
• Identify relevant luxury British brands (e.g. Aston Martin) per market as a hook for inspiration and consideration.

**What does luxury mean to consumers..?**

*Foxhill Manor & Spa, Cotswold*

*Mandarin Oriental, London*

*Gwalia Farm, Wales*
Themes – The GREAT Rail Project
Achievements in 2016/17

- 5 roundtables with TOC/attraction/DMO & RDG with Best Practice Guidelines on corporate website
- 14 Rail itineraries – VB.com (globally) & trade (July)
- Monthly DCMS, RDG, VB and DfT stakeholder engagement
- RSSB data set – influenced East Midlands TOC franchisees
- Trade & consumer rail brochure
- Assets - 1000s of images and 4 mini-video highlighting ease of travel by rail (Bath/Cardiff/Lake District/Fort William)

Strategy for 2017/18

- Nurture and develop a strategic partnership with a TOC for product development, and ISLs for key market distribution and distributor for reach to market
- Working with DMOs and TOC strategic partnerships to identify 5-10 final mile challenges and supporting solutions
- Revise trade training tools to educate on rail/rail products
- Align Educationals to GREAT rail project (M-Pass and rail itineraries)
- Launch 2 x campaigns (Australia & USA) to promote traveling Britain by rail
RAIL DELIVERY GROUP – BRITRAIL

How to travel around Britain by rail

BRITRAIL PASS GIVES YOU THE ABILITY TO TRAVEL ACROSS THE ENTIRE NATIONAL RAIL NETWORK OF GREAT BRITAIN AND OFFERS FANTASTIC VALUE FOR MONEY.

The BritRail Pass allows you to travel on all:mainline trains to visit ancient castles (in rugged countryside), villages by the sea, or cosmopolitan cities.

HOW DOES IT WORK?
Please visit www.visitbritainshop.com/visit and click on your country flag in the top right-hand corner. Follow these simple steps, or call your local tour operator for more information.

STEP 1: Choose date of arrival
STEP 2: Choose consecutive days or Flexi days
STEP 3: Choose duration of 2, 4, 6, 8, 11, 12, 14 days or 1 month
STEP 4: Choose class – Standard or First Class
STEP 5: Choose age – Adult, Child (5-15), Youth (16-25), Senior (60+)
Free child (one free child per paying adult)

STANDARD CLASS
Standard Class carriages in Britain offer you a good-quality comfortable seat and the chance to reserve your seat, especially for the longer journeys.

FIRST CLASS
First Class carriages are often quieter, offer wider seats and more legroom than Standard Class. First Class often has a buffet car or trolley with refreshments on longer journeys. In some cases First Class services include snacks and drinks at your seat with free WiFi.

First Class carriages are nearly all equipped with power sockets, and often offer complimentary newspapers and ticket upgrades.

For more information on First Class travel, visit www.railwayuk.com
Exploring Britain by rail

London has a vast array of one day trips from London by rail. Explore these exciting destinations by train from London. All are less than two hours’ travel time and showcase the best Britain has to offer in terms of history, culture, architecture and shopping.

**Example day trips from London by rail**

- **Bath**: 1 hour 10 mins from London by train. A world heritage city, to be enjoyed on foot and by private rail, set in the beautiful countryside of South West England. Bath is the only place in the UK where you can walk in relative isolation from the railway network.

- **Lancaster Castle**: 1 hour 30 mins from London by train. Lancaster Castle was once the seat of power for the Earls of Lonsdale and is now a popular visitor destination with exhibits from the 11th to 19th centuries.

- **Bournemouth Beach**: 2 hours 30 mins from London by train. Bournemouth is renowned for its architecture, art scene, beaches, and culture. It is home to the Palace Arcade and the Bournemouth International Festival of the Arts.
Gateways
Gateway Strategy

- **Research** - insights
- **Global trends and competitor analysis**
- **Target market and audience**
- **Product mapping** – transport/accommodation/experiences
- **Product proposition** – hub and spoke (city day trips) and gateway to hinterland (overnight rural stays). Identification of DMCs and ground-handlers as enablers
- **Distribution** - International intermediary and partner identification (travel trade)
- **Travel Trade education and engagement** – training, familiarisation trips, trade shows
- **Contracting** – product into programmes
- **Promotion & Sales** – new product launch and sales
- **Review**
Product Distribution strategy 2017/18

Distributing new products across key markets through:
- Strategic Commercial Partnerships
- Intermediaries by market
- DMCs & Ground handlers
- Retail
- Trade and consumer events

Product mapping to key markets & audiences against the areas of focus:
- Thematic - food & drink
- Thematic - luxury
- DEF - Year 1 & 2-3
- Rail
- Gateway

Developing the strategy to support new product development through commercial & intermediary partnership agreements:
- contracting of new product
- trade training & education
- engagement and advocacy
- promotion & tactical

Commercial workshops to ontrain key commercial skills to the UK industry:
- DMOs
- DEF
- Food & Drink
- Gateways
Intermediary Strategy 2017/18

We are in the process of developing a Global intermediary strategy;
• Extending the partnership framework principles across all markets

• Identifying the relevant intermediaries by market (DMCs, Travel Agents, Tour Operators and OTAs)
  • Ability to target relevant audiences
  • Collaborate with us on Product development and distribution
  • Support of regional and seasonal outcomes

• Underpinned by improved tools available to UK Suppliers & International Trade

Trade Website
Trade Education
Educational Program
The new Trade Website

The new Trade Website was launched on the 4\textsuperscript{th} September https://trade.visitbritain.com/ and offers;

- Improved navigation & journey through the site
- Responsive design so can be viewed on all devices
- Introducing Product development & distribution initiatives including Discover England Fund initiatives, Food & Drink & Rail
- Improved Supplier Directory allowing search, in listing maps & a process to ensure quality of information
- The development will continue including Marketing campaigns, further destination information (including our Strategic partners), translations for key markets
The new Trade Website

WELCOME TO THE VISITBRITAIN TRADE WEBSITE
Essential resources for the international travel trade and UK suppliers from the official tourist board of Great Britain.

I would like to: Choose an option

Itineraries

VIEW ALL

ITINERARY
South West Food & Drink Adventure - 5

ITINERARY
West Country Foodie Escape - 2 day

ITINERARY
Harrogate & The Yorkshire Dales - 2 day
Travel Trade Education

BritAgent

- Audit of existing Modules completed
- Improved user experience implemented with access to choose from all modules
- New training modules added including;
  - Regional destination & Trains
- Next steps increased interaction within the modules & introduction of video
- 2017/18 New program discovery phase completed
- 2018/19 Launch new program
Trade Educationals – a new approach

• Aim to expand knowledge of Great Britain

• Included in our Partnership & Intermediary strategy
  • Targeting product & sales

• Inspire and excite on the wealth and variety of the new Product Development initiatives

• Right balance between showcasing, learning and engagement with suppliers/product and services on a one to one basis
Educational Priorities

• VisitBritain Educationals are an opportunity for international buyers and/or sales staff of intermediaries to **expand their knowledge of Great Britain.**

• They are designed to inspire and excite buyers on the wealth and variety of **new product in Great Britain (in line with PD&D strategy)**, resulting in buyers contracting and/or selling more volume and more breadth of product.

• Educational allow buyers the opportunity to **engage with suppliers’ products/services** on a one-on-one basis, establish relationships with local experts, discuss particular client needs, and lay the foundation for future client “value” experiences.

• They should achieve a fine balance between showcasing the destination, hotels and attractions in a **fun and enjoyable way so that the experience is a positive and memorable one**, whilst ensuring that there are plentiful opportunities for learning such as training and education sessions with key suppliers, informative site inspections and workshops.
Themes for Educationals

• All Educationals will be focussed on **authentic and experiential** new product development areas including a showcase of one or more themes

• **Rail** – key routes and attractions/hotels plus BRITRail M-pass

• **Food & Drink** – itineraries from 4 food hubs of London, Devon & Cornwall, Yorkshire and Scotland

• **Discover England Fund** – a selection of commercially ready products

• **Luxury** – itineraries including new luxury product from key clusters

• **Gateways** – itineraries incorporating key gateways and ‘plus’ products
Process for planning and hosting an educational

• To ensure our Educationals both train and engage buyers a framework for **pre, during and post trip** is being designed by the Product Development team.

• **Pre Educational:** Planning is key to ensure a return on investment

• **During Educational:** Ensuring buyers are engaged and excited about new product in Great Britain

• **Post Educational:** Following up with buyers and suppliers on outcomes and contracting of new product

• Working with B2B Managers, the Product Development team will design all educationals ensuring they are highlighting new product areas and in line with market strategies and customer segments.

• Sending the right buyers, to the right places for the right customers
Plan for your Return On Investment (ROI)

Pre Educational

- **Objective and expectations** of the educational – outlined for both sides to ensure alignment
- **Identification of relevant intermediaries and market/customer fit** – criteria for quality over quantity
- **Evaluate** – only senior buyers with authority to contract new product attend
- **Itinerary planning** – ensuring relevant trade ready product, and balancing fun and educational aspects
- **Feedback** - online survey 2-4 weeks prior – questions asking what buyers want to achieve from the educational including a commitment to contracting new product and/or sales conversion
- **Preparatory work** – completing relevant BRITAgent modules
- **Delegate pre-learning pack** – itinerary with information on suppliers and objective of educational in line with VB PD&D strategy
- **Building relationships** – creating social media groups using Facebook /WhatsApp created and led by host (B2B manager)
- **Travel documents** - with code of conduct (signed) outlining basics (time keeping/supplier engagement/asking questions/photos/social handles etc)
Customise, as you familiarise

During Educational

- **Welcome pack** – itinerary/agenda and gift
- **Delegate Educational Directory** – a new format for style and content including:
  1. A Great Britain overview – content from new trade training deck
  2. VB’s Product Development & Distribution strategy
  3. Outline of educational theme/objectives
  4. Itinerary with supplier information, contact and commercial details.
  5. Links to supplier assets and collateral from educational – Content & Assets – Brochures, maps etc
  6. Other suggested thematic itineraries – showcasing new product not visited on educational
- **Supplier time** – building and/or nurturing relationships with suppliers on one to one/workshop basis
- **Training** – assigned time for destination/supplier training hosted by VB’s PD&D team and/or supplier
- **Advocacy** – use of VB and buyer’s company social handles to promote Britain
Familiarise, then Incentivise

Post Educational

- **Evaluation** - milestones, outcomes and outputs
- **B2B follow up appointments/call with buyers** – commitment to contract new product and sales conversion from both buyers
- **Product Development follow up with suppliers** – commitment to engage with travel trade and investment in resources to support
- **Incentives** – allocating budget for incentives to support travel trade post educational
Program of VisitBritain Events & Missions

- Schedule for 2018 announced
  - ExploreGB – Newcastle
  - ITB
  - Missions – China, APMEA, USA
  - World Routes
  - World Travel Market
- Review & development for European markets in progress
- Plan for Product Development & International ready workshops in progress
- New VB office event space
Claire Ford
Senior Product Development & Distribution Manager
VisitBritain
Claire.ford@visitbritain.org