Working with VisitBritain

Kevin Jones, Head of Trade
Jo Leslie, China-UK Business Development Manager
Jenny McKeown, Partnerships Manager

VIBE Seminar: 13 October 2015
Engagement Opportunities

Digital and social media

Press and PR

Sales missions, workshops and exhibitions

Trade website

Print advertising

Online Shop

Major Campaign Partnerships

Images & Trade Creative

Search on visitbritain.org
Digital and Social Media
VBContent@visitbritain.org

>3 million
Love Great Britain

306k followers
Discover Great Britain

152k followers
Love Great Britain

152k followers
Discover Great Britain

550k followers
Weibo

57k subscribers
WeChat

@VisitBritain
306k followers
Press & PR

Broadcast footage

Online media resources

Content Guides

Spokespeople and characters

Press visits

PressandPR@visitbritain.org
Exhibitions & Missions
The Event year

May  
Destination Britain, APMEA
53 suppliers, 78 buyers

June  
ILTM, Shanghai
20 suppliers

September  
Destination Britain Americas, Mexico
84 suppliers, 105 buyers

November  
Destination Britain China, Beijing
72 suppliers, 98 buyers

December 2-4  
Destination Britain, Nordics – Stockholm

January 28  
Meet the French Trade, Paris

March 3-4  
ExploreGB, Liverpool
ITB, Berlin

events@visitbritain.org
VisitBritain

ExploreGB

3 & 4 March 2016
ACC Liverpool

• 300+ British & Irish suppliers
• 300+ international buyers
• 40+ members of the media
• 40 international markets represented
• Over 18,000 pre-scheduled meetings
• Seminar programme for all delegates
• Evening networking gala dinner for all delegates at Liverpool Cathedral
• Familiarisation trips for all buyers to regions of Great Britain
• From £795, primary delegate

www.ExploreGB.org
Trade Tools
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
- 9 Languages
- Imagery focused
- Fact sheets and referrals
- News and Update – TradeSupport@visitbritain.org
- Connectivity to VisitBritain
- Promotional opportunities
Downton Abbey
The Oxfordshire Cotswolds is such a beautiful area that it was no surprise that the producers of Downton Abbey chose to film some of the most memorable moments of the past four series here.

International Friends
A fantastic selection of excursions for all Downton Abbey fans.

Day trips and overnight tours departing from London starting March 2014 which include Highclere Castle (the Grantham family home), Downton Village and new filming locations from series 4. Also offered is a leisurely paced 3 day tour where visitors can combine many of the filming locations from the Downton Abbey series with visits to Royal Windsor, Roman Bath, picturesque Stonehenge and the stunning Oxfordshire Cotswolds countryside.

Film Locations
Locations within the Oxfordshire Cotswolds have featured prominently in the popular TV drama Downton Abbey, particularly Bampton, which doubles as the fictional village of Downton.

Downton Abbey leaflet
Download

This leaflet produced by Oxfordshire Cotswolds is available to download containing information on the key locations featured within Downton Abbey and also a map so visitors can locate themselves if not taking a tour.
VisitBritain

http://directory.visitbritain.com
Uniquely Scotland is a bespoke tour operator specialising in top quality, unique-made, exclusive holiday packages around Scotland. With our motto ‘explore, embrace, learn, live’, we strive to give our clients the opportunity to get to know the real Scotland and to embrace its history and culture, providing an exciting balance between the traditional and the contemporary. We can help you put together a holiday package that is designed specifically for you based on your particular interests, timescale and budget with the intention of giving you the holiday of a lifetime. Our emphasis is on quality not quantity and we aim to give our clients a true taste of Scotland and its culture utilising our excellent local knowledge and contacts; as well as our passion for Scotland. We use a broad range of accommodation types including top quality bed and breakfasts, castles, country houses, cozy highland crofts and even working farms. We also use a selection of luxurious award winning family run hotels, renowned for their excellent food. Our products will enable you to explore Scotland at your own pace with the freedom to act spontaneously and pick and choose what you want to do which we believe is how a holiday should be.

Email: info@uniquelyscotland.com
Phone: +44 (0) 131 225 1328
Website: http://www.uniquelyscotland.com
Trade Website - Next Steps

- Itinerary Builder
- Events Calendar
- Registering for involvement in consumer marketing campaigns
- RFP tool
- Linking to Consumer platforms
BritAgent

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

- Free to register
- Re-launched May 2015
- 3 main modules in 9 languages
- Wales advance module in 9 languages
- London advance module in German and English
- 2,150 registrations since launch in May
- 9K Graduates – “BritAgents”
- New advanced modules being developed based on the VisitBritain key marketing pillars.
Free to download Travel Trade focused images to help sell Britain

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

- Britain Travel Shop initiative with UKVI
- Product sales & advertising opportunities
- 100% target (and captive) audience in 3 continents, 59 cities, 25 countries
Great China Welcome Charter
CHINA – Why all the fuss?
Chinese Visitors & Spend

- Spend per Visitor - Global Average: £636
- Spend per Visitor - China: £2,688
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’
Programme criteria - at least one of these:

1. Is the product or service of genuine interest to potential Chinese visitors & their needs?
2. Do you have first-hand experience of Chinese visitors?
3. Do you have any Mandarin speaking staff?
4. Have you translated their websites, apps or literature?
5. Do you have visitor information or signage in Mandarin?
6. Have your visitor-facing staff undergone any training about Chinese culture and etiquette?
7. Do you have facilities for customers to pay using UnionPay?
8. Do you collaborate with any peer organisations in China?
GREAT China Welcome: 350 members

These include:

- 90+ hotels or accommodation agencies
- 70+ attractions
- 20+ retailers
- 50+ tour operators
- 10+ destinations
First directory published
November 2014

New directory goes to print 1 November 2015
Members’ benefits

- GCW Brand
- Listings
- Promotion
- Distribution
- Insights
- Priority
- Discounts

VisitBritain

Members' benefits diagram with VisitBritain branding.
Chinese social media

VisitBritain has 550K followers on our Weibo account and 57K subscribers to our WeChat feed.
Working in partnership to market Britain
Opportunities for 15-16

1. Free Opportunities
2. Paid for Activity
3. Up-coming Campaign
1. Free Opportunities

Digital and social media

Press and PR

Online Shop
2. Paid for Opportunities

Advertising Space

Co-operative Marketing Campaigns
3. New Campaign

Evolution of GREAT – rational to emotional engagement
**Campaign Objectives**

- **Inspire and convert** more people to come to Britain and explore the rich diversity of its culture and countryside offering across the whole country.

- **Counter negative perceptions of Britain** by positioning it as a fun, stimulating, welcoming place that’s full of surprising immersive experiences and offers value of money.
TOWARDS A PROPOSITION

AUDIENCE TRUTH
“Travel makes me feel alive, feeds my curiosity and spark for life”

BRAND TRUTH
Sometimes familiar, sometimes surprising, but always entertaining and inspiring

IDEA TERRITORY
BRITAIN IS THE GO-TO PLACE FOR CURIOUS MINDS
We want consumers to

**THINK**  
Britain is the go-to place for Curious minds

**DO**  
Explore the rich diversity of Britain’s cultural and countryside, discover the unique moments and share them

**FEEL**  
Excited about the fun, immersive experiences on offer
GREAT moments are the first reaction, the moment of discovery, the moment when your senses are engulfed. We want to showcase those times when you feel like you’re part of something incredible, moments that represent the pinnacle of what Britain has to offer. We don’t want to show a picture of a place, we want to communicate the feeling of being there.

It’s these GREAT Moments that make Great Britain the home of amazing moments.
Insert video
What do we want the *Moments* campaign to achieve?

- Promote regional Britain in 5 key markets
  - USA
  - GERMANY
  - FRANCE
  - BRAZIL
  - CHINA

- Drive data capture
  - Unique competitions tailored to each market

- Encourage social sharing of content
  - Amplify our media spend footprint
How can you get involved?

1. Share your content with us
2. Industry Toolkit – plan to create your own #OMGB Moments

What are the benefits to industry of participating?

Creating your own moments

Things to consider:
- Is it an amazing location?
- Is there an amazing event happening?
- Are we filming / shooting an amazing activity?
- Is it something surprising and unexpected?

Examples:
1. Personal – it may be any sort of split, but is sure felt if you’ve had an OMG moment today, share it on your social channels.
2. Shared – these are electrifying and amazing moments captured right there and then from the eyes of someone else.

#OMGB

GREAT BRITAIN. HOME OF AMAZING MOMENTS.

#OMGB VisitBritain Campaign Toolkit

Clare of Glastonbury Festival
Glastonbury, England

VisitBritain

omgb.com
Questions?
Feedback on Opportunities

TradeSupport@visitbritain.org