



VisitEngland™

Trade education programme

Taking England to the World

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About the Programme

Created as part of the £40M Discover England Fund. Toolkit was released on 2018, Training programme Launched July 2019

External programme Evaluation found that 98% of participants found it useful (with 75% finding it Very Useful)

New LMS system procured to deliver better virtual experience

27 Workshops to date
1200 participants

During pandemic content was adapted for virtual delivery



16+ destinations planned for 2021-March 2022





Taking England to the World

Programme Overview



Winchester Old Hill, South Downs

Content

01

Domestic tourism

02

Inbound tourism

03

Obstacles to market

04

Opportunities
abroad

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Meet the markets

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Defining your
product offering

07

The travel
distribution system

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Building powerful
relationships

09

Pricing your product

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Creating
engaging content

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Wrap up

Content Highlights

01

Domestic tourism

- The Value of Domestic tourism
- Segmentation pre and during pandemic time

02

Inbound tourism

- The Value of Inbound tourism
- Lost opportunity- 90.2%
SME's only focus
Domestically

03

Obstacles to market

- Common Challenges and industry Pain points

Content Highlights

04

Opportunities abroad

- Spread risk across multiple markets
- International travelers spend 3x more
- Even out seasonality problems
- Diversify product offering
- Benefit from longer lead times

05

Meet the markets

- Identifying Target Markets
- Market Research and other VB Resources
- Travel motivations
- Reasons behind tourism choices to create the right product offering



Content Highlights

06

Defining your product offering

- Using Market information to Define your product
- Tailor your offering to answer new market's needs
- Enhanced experiences for new customers
- Product bundling

07

The travel distribution system

- Clear Overview of the Travel Distribution System
- The Benefits of Working with Distributors/ Intermediaries
- Distributor's Requirements and Expectations
- What Should a Supplier for in a Distributor





Content Highlights

08

Pricing your product

- Considered Elements of Pricing for an International Market
- Distributing the Correct Rate for the Different Levels/ Channels in the Travel Distribution System
- Rate Agreements
- Package Travel and Linked Arrangements Regulations

09

Building powerful relationships

- Partnership Opportunities
- How to make the most of Trade Shows
- Amending your Content/ Marketing Pitch, Making it Relevant to the Distributor/ their Market Audience



Content Highlights



10

Creating engaging content

- What good content looks like
- How to develop and distribute impactful content
- Benefits and uses of different types of media
- Legal requirements for Visual assets
- Creating a marketing content calendar

Thank You for Your Time

North York Moors, North Yorkshire

