

# Taking England to the World

## Programme Overview



Image: Clifton Suspension Bridge, Bristol ©VisitBritain/ Eric Nathan

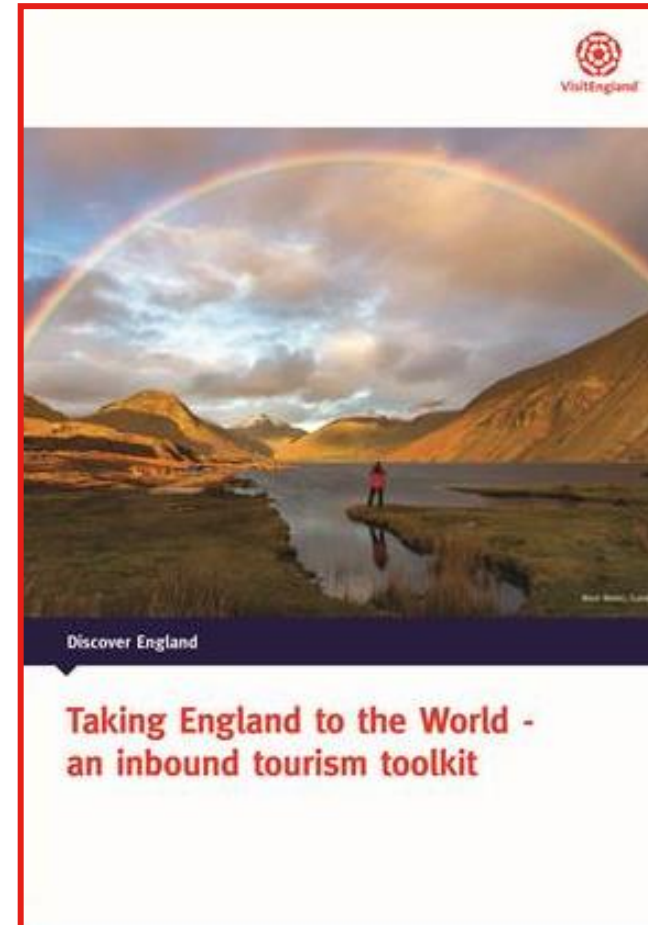


VisitEngland™

# Taking England to the World - Trade Education Programme

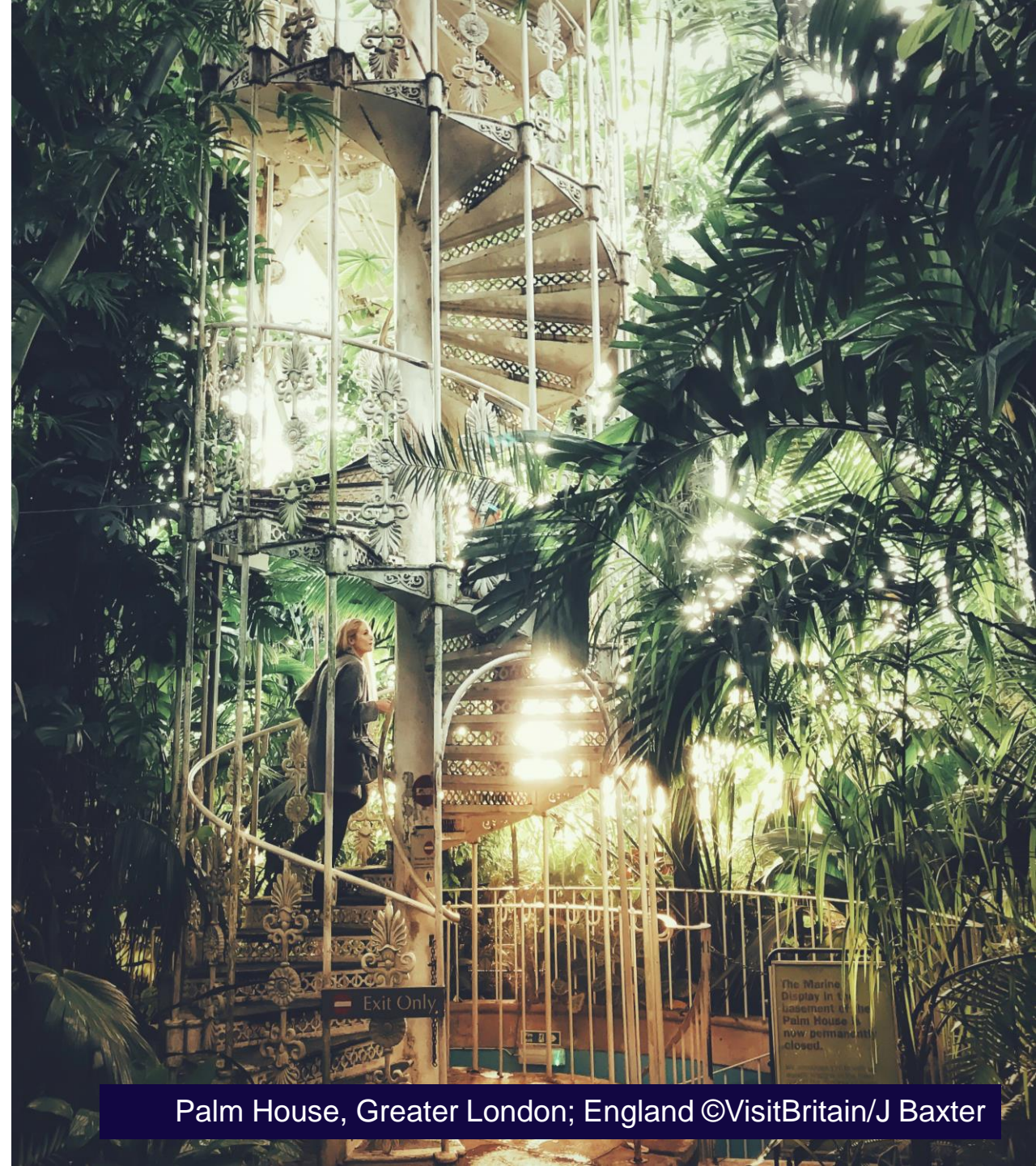
Helping businesses become “international ready”

- Developed as part of the government’s £40M Discover England Fund
- Designed to equip tourism businesses with the **skills and foundations to develop and promote their product for sale in international markets** - reach new customers and grow their revenue.
- The **free to attend** programme is now offered virtually as well as face to face
- Virtual sessions are supported by our **VisitEngland Academy portal** where learners have access to the live online sessions and additional resources



# Programme in Numbers

- **54** Workshops to date (38 F2F+16 V), 2090 participants
- External programme Evaluation found that **98% of participants found it useful** (with 75% finding it Very Useful)
- During pandemic content was adapted for **virtual delivery** (2hr online live sessions x 3 weeks)
- **New VisitEngland Academy** system procured to deliver better virtual experience



# Programme breakdown

1

Inbound  
tourism

2

Obstacles to  
market

3

Opportunities  
abroad

4

Meet the  
markets

5

Defining your  
product  
offering

6

The travel  
distribution  
system

7

Building  
powerful  
relationships

8

Pricing your  
product

9

Creating  
engaging  
content

10

Wrap up

# Taking England to the World- Upcoming sessions

## In person:

- Exeter- 16 November 2023
- Canterbury- 6 February 2024

## Virtual:

- 9,16,23 January 2024

## To register to any of our courses visit:

<https://www.visitbritain.org/taking-england-world-trade-education-programme>

**Stay involved** – Collaborate and work with your local DMO – keep an eye out for updates

