



Grow your Business via the Travel Trade

Visit Moray Speyside Business Development Workshop

Karen Jacques & Liz Young - October / November 2021

Agenda

Welcome - Laurie Piper

Introduction - Liz & Karen

Around the zoom room intros & how session will run

VisitScotland information & support

Travel trade Interactive workshop

Q & A

Workshop:

- What is the travel trade
- Benefits of working with the travel trade
- Moray Speyside context - discussion
- Doing business with the travel trade
- Case Studies (5 mins)
- Tips & next steps



The Travel Trade - our definitions...

The travel trade is an intermediary or anyone between you (as the product or supplier) and the customer as a tourist:

Intermediaries resell tourism product on to end customers

Within the inbound tourism industry, these people and companies are known as 'inbound tour operators or wholesalers'

They in turn work with operators & agents across the world who sell on to visitors coming to the UK

Sell individual products e.g. hotels or 'packaged' products – hotels, attractions, travel & experiences

Travel trade is an important channel for access to international customers

Who are the travel trade?

Wholesalers: (B2B)

Offer worldwide destinations (UK & Ireland, Continental Europe etc)
Focus on large volume sales, accommodation and itineraries (not generally flights)
Own inhouse product development, contracting and sales teams
Pre purchase large accommodation allocations “ bed bank”

Examples include: Albatross / Webbeds/ Classic Britain / Norman Allen / GreatDays

Destination Management Companies: (B2B)

Inbound operator “on the ground” with specialist area knowledge, information and supplier relationships
Tour programmes and itineraries can include local transport, accommodation, attractions and activities
Generally business to business but can also offer business to consumer
Groups and FIT (Fully Independent travellers)

Examples include: Abbey Tours / JAC Travel / ASA Tours / Tour Partner Group / Miki / Cashel Travel /Cruise Agents

Who are the travel trade?

Tour Operators: (B2C and some B2B)

The holiday “in the brochure” includes travel to the country (if relevant)

UK and International based - broad offer or niche

Packages include transport, accommodation, transfers, itineraries and activities, full or partial programme

Contract via wholesaler or direct to supplier

Coach Operator/ Walking operator /OTAs = Tour Operators!

Examples include: CIE Tours (USA); Rabbies; Mckinlay Kidd; DERTour(Germany); Maynes Coaches; Timberbush

Online Travel Agents (OTA) (B2C and some B2B)

Worldwide presence but each with different levels of reach

Accommodation, travel, attractions, experiences

Mostly contract their own product and contract directly with suppliers

They work predominantly with live bookable allocations.

Examples include: Expedia, Booking.com, Viator, Get Your Guide, Klook, Tiqets

Who are the travel trade?

Travel Agents / small operators:(B2C)

Organise personal travel for people

Popular with emerging and long haul markets (consumer confidence)

Not just selling off the shelf tours - selling own tours and also provide in depth specialist knowledge

Bespoke / specialist / niche programmes

Faithful clientele

Business to consumer

Examples include: SCOTS agents in North America / Spirit Journeys Worldwide / Hays

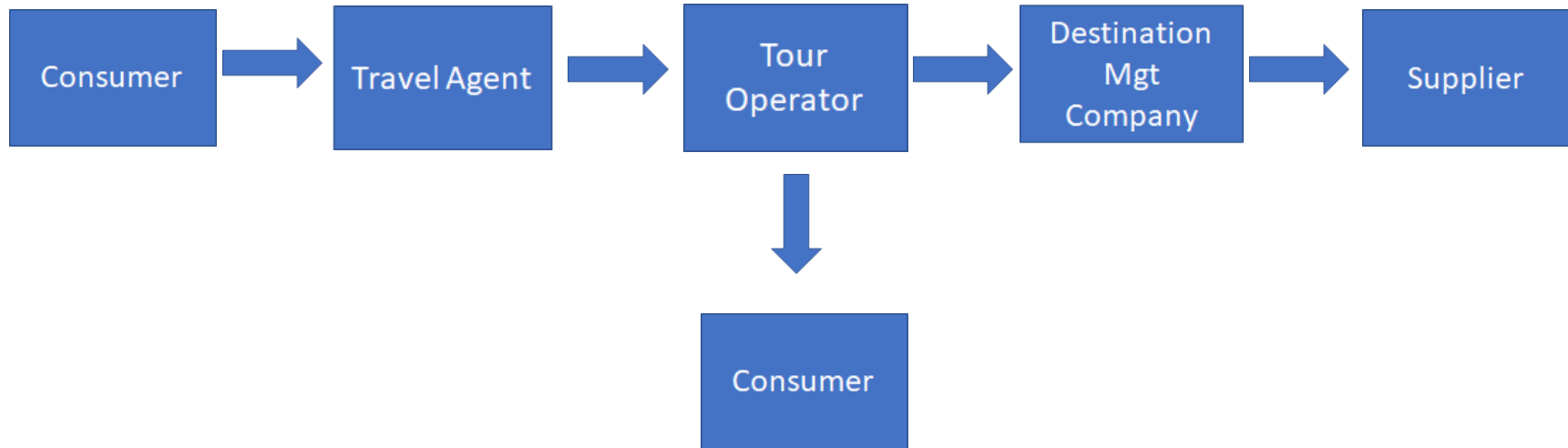
Scottish tourism businesses:

You as the suppliers, end product!

A key part of the travel trade chain

Clients in the room and other suppliers in region, neighbouring regions and wider Scotland

Travel trade how it works





Benefits of working with the travel trade

Karen Jacques & Liz Young



What business travel trade bring you

Individual travellers (FIT) and groups (small and large) - What are your capacities & space?

Groups - **you** define what is a group ie NTS - 12 pax, hotels vary, your choice you choose

Different nationalities with different travel times - Do you have something to appeal to a certain nationality - when is your shoulder less busy season?

Series groups - regular dates throughout their season OR one off bookings, Do both or one of these suit you?

High value bookings, have you a high value offer?

Specialist interest from around world, is your product niche?

Exploring these areas you can identify some **key benefits** for your business.



Benefits: **What will the travel trade bring you**

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Business on the books - advance bookings

New & repeat business

Off peak volume and revenue

Ground handling expertise

Receptive to new ideas, destinations and products & “testing”

Additional distribution channels - UK and all International Markets

Karen Jacques & Liz Young



Benefits: The International Perspective

**VISIT
MORAY
SPEYSIDE**

Additional distribution channels - UK and all International Markets

Worldwide marketing reach - cost effective, new markets

Reputation

Knowledge of their markets (needs, wants, product & booking pattern)

Communication with customers in own language

Increased revenue - International visitors spend more

Overall Business Growth

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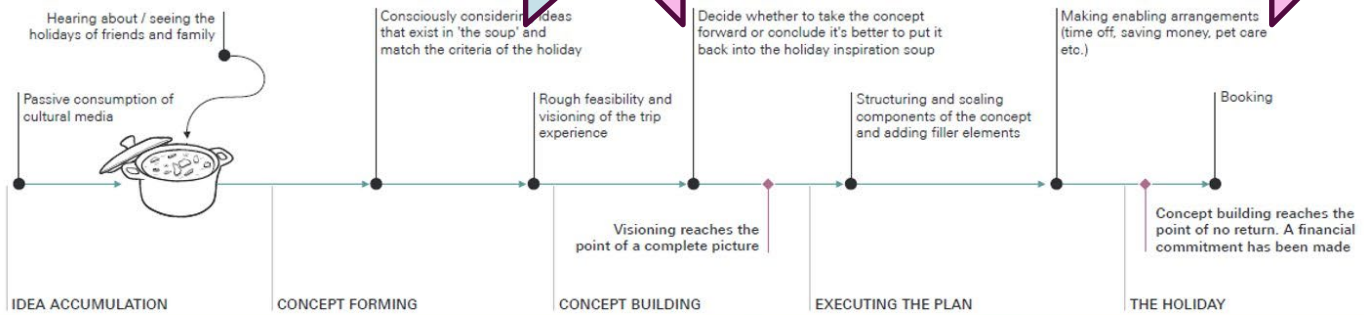
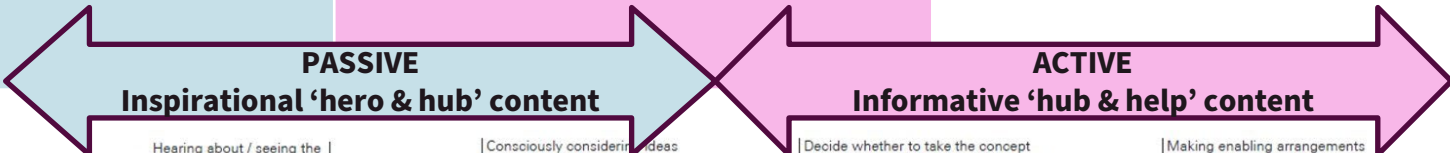
IMPORTANCE OF INTERNATIONAL
MARKETS

Why build international demand

- International visitors critical to Coronavirus recovery – to build back tourism sustainably
 - On average US visitors spend **4x** more than a UK visitor; and EU visitors spend twice as much
- Promoting internationally to a range of key markets will mitigate against fluctuating travel guidance / restrictions reducing risk for future bookings
- Working with intermediaries (travel trade) to selling Scotland – so they can act as our in-market voices
- Scotland has a relatively low share of total outbound tourism from our key international markets, so opportunity for significant growth

BUT IT'S A LONG PROCESS..DREAMING, PLANNING & BOOKING CYCLES

	5 years +	2-5 years	18-24 months	12-18 months	6-12 months	4-6 months	1-3 months	Trip
DE:	Idea Accumulation / Concept Forming				Plan		Book	
FR:	Idea Accumulation / Concept Forming					Plan	Book	
US:	Idea Accumulation / Concept Forming		Plan				Book	
CA:	Idea Accumulation / Concept Forming				Plan		Book	
CN:	Idea Accumulation / Concept Forming				Plan		Book	
AUS	Idea Accumulation / Concept Forming		Plan				Book	





VISITSCOTLAND

Scotland is Calling Campaign

£6.5 million global marketing campaign to support recovery of Scottish Tourism Industry
About keeping Scotland front of mind with high spending international visitors
www.visitscotland.org

VisitScotland supports the travel trade journey with Visit Moray Speyside Contact your VS Industry Relationship Manager..

1. **VisitScotland Free Web Listing** – *Activated and updated/reviewed regularly. Businesses can have multiple listings for different market sectors and properties*
1. **Digital Support** – *Optimising your online presence, help towards online bookability*
1. **Quality Assurance** – *Impartial and externally-assessed industry standard*
1. **VisitScotland Free Travel Trade Listing** – *Become visible to our international / UK buyers*
1. **Sign up for our Reconnect/Discover Scotland digital events 2021/22 - not in person**
1. **Future opportunities to attend face to face international Expo events from 2023 onwards**
1. **Familiarisation Trips/Trade Missions** – *Help to host international /UK buyers*

Case Study - Workshop 1

Dan & Elle Tyler

Airts n Pairs

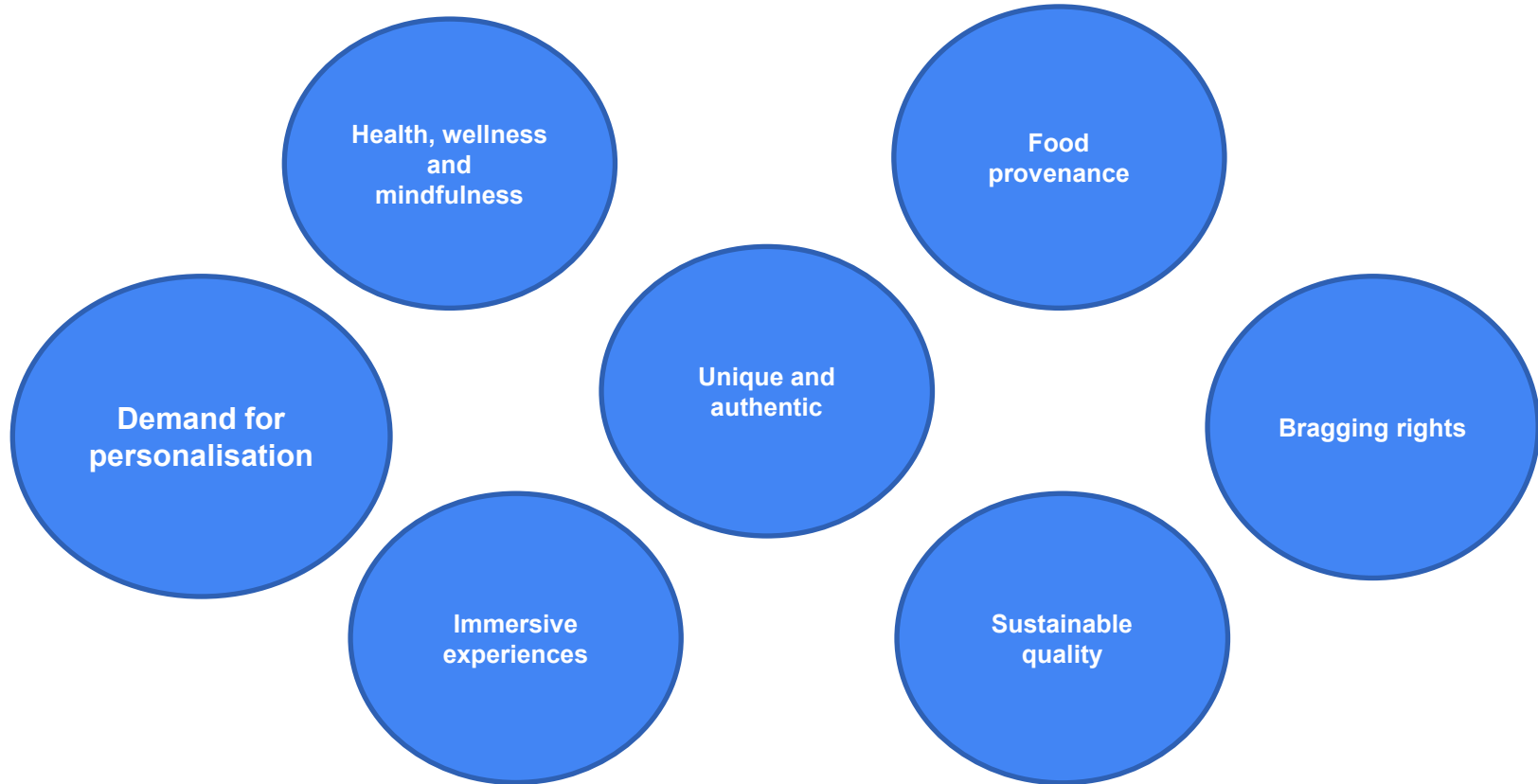
<https://youtu.be/tc5NAElyWik>

Check your sound is on

Bespoke cultural Highland adventures & tours

What's influencing the consumer?

VisitScotland slide



Meeting these trends with suitable product

.Experiences and unique ideas

.Outdoor and active product

.Live like a local, “Slower tourism”

.Artisanal food and Drink

.Wellness

.Sustainable, responsible tourism

.Smaller groups



DISCUSSION TOPIC

What are the key product drivers to attract travel trade in Moray Speyside?



Doing Business with the Travel Trade





Travel trade “needs and wants”

- Reasons to visit, quality products
- Trade rates – commissionable or net
- Easy to book (pre book/freesale/allocation and fast turnaround)
- Clear and easy to understand collateral - “cut and paste copy”
- Advance information - product, rates, terms
- Trust - build relationships

In delivery - understanding cultural needs of different markets; high levels of customer service & helpful reservation staff; easy & fast communications; consistent pricing policies



Travel trade - take a closer look: REASONS TO VISIT

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Destination must sell ~~££\$€€~~

The contracting team may not be familiar with Scotland

The contracting team may look after UK, Europe or wider portfolio

Proposition must be clear and strong- find the angle/ theme/ hook

Accommodation perspective - wider regional context

Remember we are competing with the rest of the world!



Travel trade - take a closer look: PRICING

Accommodation

Net and commissionable rates

A pricing strategy

A booking system

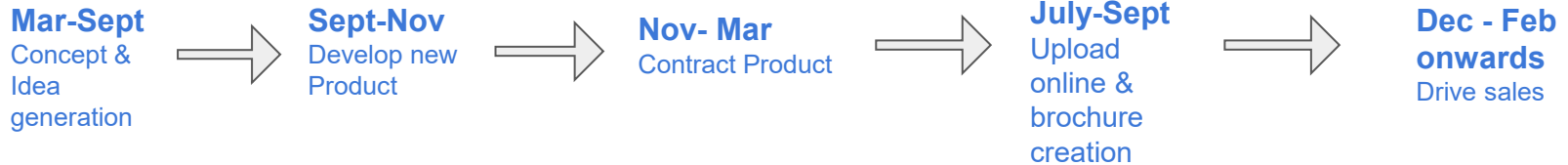
Visitor attraction/ activity perspective for trade rates

Trade rates - ideally net

Upsell opportunities (catering/tours/premium options)

Price for any pax

Travel trade - take a closer look: TIMELINES



12 - 24 months out

Benefits: international promotion of product, worldwide client network, extensive sales network, innovative business development team, security, partnership working, streamline process



Travel trade : Considerations

It is your business!

Finding out more about the businesses you are talking to - what do you need to know?

Working with the travel trade is a two way relationship - steering the business the way you want it - tips?

Jargon busting

- FIT
- NET Rate
- Freesale
- Allocation
- Online /Offline
- Bespoke / Niche
- Group series
- Ad hoc group
- Policies - child, pet
- Credit agreement or pre payment
- Confidential rates
- VFR
- Segmentation

Working with the trade - our top 10

- Know who you are dealing with and how they buy and sell, build relationships

- Trade rates strategy

- Product (along with rates) needs to be available well in advance

- Agreed terms and conditions (payment, cancellation, child, pet)

- Identify where you need more business (time of day/ period/ revenue stream)

- Resource - handling enquiries, bookings and relationships

- Enquiry turn around time has to be fast and efficient (within 24 hours)

- Sales resource bank - copy, images, fact sheet

- Be open to have the contractor visit and experience your product first hand

- Collaborate - other local businesses, the wider region and wider Scotland, know your region as well as your business.

** remember post covid our domestic staycation guests may pick other destinations so we need to work with travel trade to bring inbound markets**

Next Steps



Coming up.....

Engage and let us help you to develop your business by widening distribution channels.

1:1 sessions, or small group sessions offering further advice, guidance, audit of bookable product, between Nov – Jan

Workshop 2 - February 8th more in depth workshop to ensure you are ready to work with travel trade

Development of trade resources and **trade ready product** on VMS website

Creation of sample itineraries that they region can use to engage with travel trade

Ultimate aim to have the Moray & Speyside region and your businesses firmly on map for travel trade from 2022 and beyond.

Contact Details

Karen Jacques

karenjacques01@gmail.com

T 07970 539166

Liz Young

lizyoung.dunbar@googlemail.com

T 07967 341703

our VisitScotland Industry Relation contacts:

Cassie McEwan

07780954914

cassie.mcewan@visitscotland.com

m

Stephen Trainor – in role until 8th November

07920213894

stephen.trainor@visitscotland.com