

# Grow Your Business with the Travel Trade.....The Next Steps

Visit Moray Speyside Business Development Workshop 2

**Karen Jacques & Liz Young - February 2022**

# Agenda

- Welcome - Laurie Piper
- Project Update
- Recap Workshop 1
- Product Development for Success
- Tour & Product Development from DMC/Tour Operator - Rabbie's
- OTA overview - Expedia
- Marketing to the travel trade
- How to Approach the German Speaking Market - Wilfried Kloepping
- Round Table Q&A



# Project Update

Working with the travel trade workshops x 2 26 <sup>th</sup> October	46 businesses attended
Working with the travel trade virtual workshop, 9 <sup>th</sup> November	17 businesses attended
1:1 Meetings with businesses	75 meetings, plus additional follow ups, ongoing
Working with the travel trade... Next Steps Workshop – today	30+ businesses booked to attend
Travel trade product portfolio content from suppliers	Submissions ongoing required by end February please!



# Workshop 1 revisited

What is the travel trade  
Benefits of working with the travel trade  
Doing business with the travel trade





## What is the benefit of working with the travel trade?

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- Access to additional distribution channels - UK and International worldwide reach
- Business on the books - advance bookings, individuals (FIT) & groups
- New & repeat business
- Product presented in way to suit the client base and in their language
- Ground handling expertise
- Increased revenue – international visitors spend more



Knockando Woollen Mill

## Travel trade “needs and wants”

- Reasons to visit
- Bookable product
- Trade rates – commissionable or net
- Easy to book and fast enquiry turnaround
- Clear and easy to understand collateral “cut and paste copy” and images
- Advance information - product, rates, terms and conditions





# Product Development for Success

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Creating Bookable Product.....

- What is your base/core product
- What is your unique proposition
- Select the best fit trade offering
- What is your product name
- How do the trade find and book your product
- Pricing
- Terms & Conditions (deposits, prepayment, cancellations)
- Working in Partnership

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# Product Development for Success

Pricing.....

Remember the travel trade have wide distribution. They are a great marketing tool, therefore trade discounts and commissions should be considered as marketing spend.

- Commissionable Trade Rates
- Net Trade Rates
- Other considerations: group rates, FIT rates, break even points & costs, forward rates to 2023, seasonality, bespoke price on enquiry, competitor pricing





# Product Development for Success

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## **Commissionable Trade Rates:**

Paying commission on your best available rate (direct consumer rate) to an intermediary will open thousands of potential additional sales outlets bringing customers to your door from B2B distribution channels. Commission levels vary.

## **Net Trade Rates:**

Here you offer the intermediary a slightly lower than best available rate (direct consumer rate) to enable them margin to mark up during packaging your product.

Keep your pricing at a level that once your commission is taken of or you agree your net rate you achieve a bottom line you are comfortable with.

Keep it simple!

**Karen Jacques & Liz Young**





# Product Development for Success

## *Content for Visit Moray Speyside Travel Trade portfolio*

- 1. Trade friendly*
- 2. Trade product and bespoke - "To go"*
- 3. Compelling destination*



# Product Development for Success



## *Content for Visit Moray Speyside Travel Trade portfolio*

- 1. Trade friendly*
- 2. Make the terms work for you and the trade*
- 3. Highlight your unique product*





# Guest Speakers



**Karin Gidlund**

**Euan Adams & Rebecca  
MacGregor**



**Karen Jacques & Liz Young**



## Marketing to the travel trade

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Working with the travel trade is an extension of your own marketing activity

- **Visit Moray Speyside**
- VisitScotland
- Trade Shows - **Explore GB, Scotland Reconnect**
- Sales Missions
- Sales calls
- Fam Trips/virtual fam trips - **Ukinbound virtual fam, VS fam trips May**
- Other B2B networks and associations
- Relationship and account management

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## Marketing to the travel trade

Forecast 2022 to Britain — [here](#)

UK Market- our saviour for 2021 - consider holiday intentions & sentiment tracker.

International Markets for Scotland - key to long term recovery  
(Spend more, stay longer)

Top 10 international inbound markets for Scotland in 2019:

USA

Germany

France

Netherlands

China\*

Australia

Ireland

Spain

Canada

Italy



**Guest Speaker**



Wilfried Klopping

How to approach the German-speaking market and work with the travel trade in Germany, Austria & Switzerland



**Der SchottlandBerater**

Wilfried Klopping

**Karen Jacques & Liz Young**

# Q&A

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# Thank you

## Next steps

- Visit Moray Speyside Travel Trade Product Portfolio
- Ongoing content refinement and travel trade Q & A with Liz & Karen
- 17th March -Save the date - Networking and business surgery ( More details to come)
- How to work with travel trade guide for VMS will be available
- 5- 7th April, Visit Moray Speyside attend Discover Scotland trade workshop

