



VisitBritain



VisitEngland

# VisitBritain/VisitEngland 2022 Marketing and Business Support

Osnat Borreda- Senior Tourism Education Development Manager

Beeding Hill, West Sussex, ©VisitBritain/Andrew Pickett

# The National Tourism Agency/ British Tourist Authority (BTA)

A non-departmental public body funded by the Department for Digital, Culture, Media & Sport (DCMS)



VisitBritain

Market the nations and regions of Britain overseas to drive growth in international leisure and business tourism.



VisitEngland™

Develop world-class products, support businesses and promote England to deliver incremental spend into the economy.

# The importance of the tourism industry to the UK

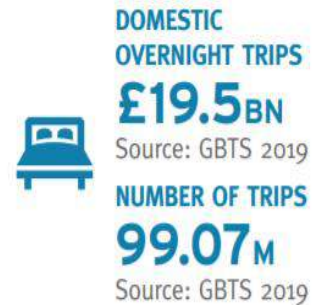
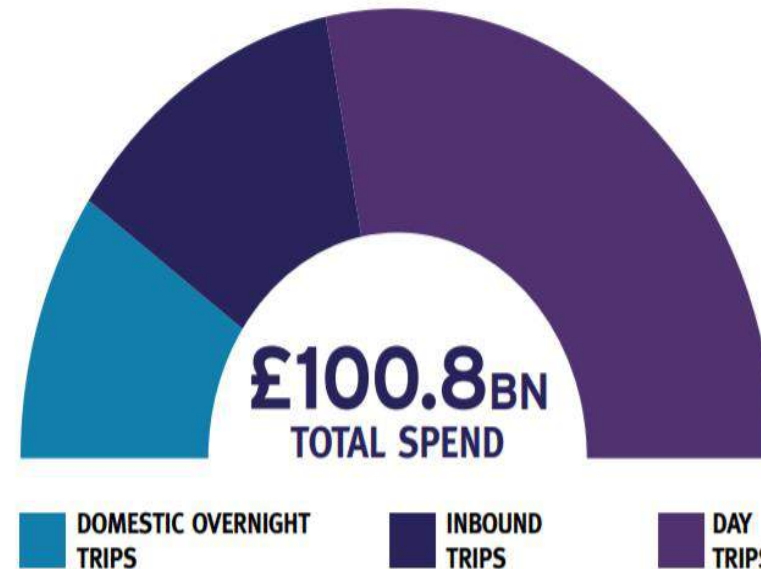
- Tourism **supports 200,000 SMEs** - right across the country, many of these in coastal towns and rural communities;
- Tourism is our **third largest service export**; a major part of British trade;
- **Driver of inward investment**: in 2019 the UK attracted almost a third of all hotel investment in Europe.



## Tourism trips and spend

**£100.8BN**

Was spent on tourism in England in 2019



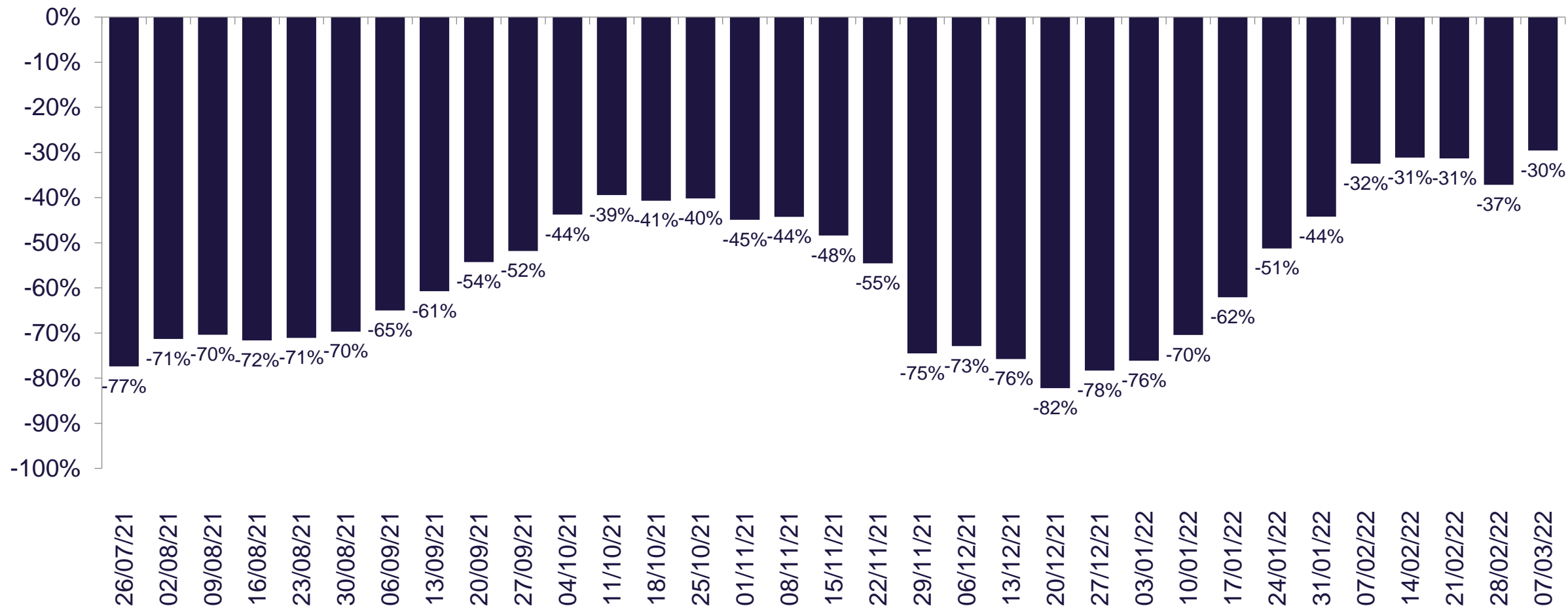


## Research and Insights

Southampton Harbour Hotel & Spa, Hampshire

# Flight bookings pick up: now 30% behind 2019

Inbound flight bookings to the UK made in each week starting date shown, vs. those made the same time in 2019, within the ForwardKeys database



Source: Forward Keys data up to 13<sup>th</sup> March. Growth vs 2019 is shown to compare against a normal year baseline.

# Forecast for 2022 and beyond

- 2022: inbound visits 21.1 million, spend £16.9 billion (52% and 59% of 2019).
- Summer: half of pre-COVID inbound visitor volume
- End of 2022: two-thirds of pre-COVID visitor volume
- Contingent on travel restrictions not tightening from current levels and a return of traveller confidence.
- Full recovery by 2025 (Oxford Economics)



# Overall travel sentiment on the rise

Wave 4 of our international sentiment tracker fielded in 20 markets at the end of February 2022. Results show:

- Highest travel sentiment since research began in 2020 – 83% saying they want to take an international leisure trip in the next 12 months.
- 43% had decided where to go or booked their trip so there is still a sizeable proportion who could be influenced.
- Europe is still top of mind for travellers with 59% considering it and 13% considering Britain in particular.
- Half of leisure trip intenders would consider England, particularly long haul markets and 29% are considering the South East.
- We are seeing a move back to pre-pandemic patterns in terms of activities.
- Reassurance still key whilst attractive offers and becoming more important. Covid-related factors still important but less so than previous wave.
- Industry webinar on 6<sup>th</sup> April.

# Feedback from overseas offices

- Most travel restrictions from Europe lifted, although many still require return test
- School groups suffering from need to have passport for UK travel
- US cautiously optimistic, with positive booking trends
- Situation still difficult in Japan and esp. China
- UK leading long-haul destination in Australia
- GCC and India showing lots of pent-up demand





# Our Strategy

Delivering value to the industry

## VisitBritain

Drive recovery and growth of international tourism-

International consumer marketing (GREAT)

Engagement with trade, media, public diplomacy partners

## VisitEngland

Lead and support DMOs and SMEs

Help shape a sustainable and resilient tourism industry

## VisitEngland and VisitBritain Together

Be the Authority on Tourism:  
Provision of expert advice and insights to industry and government

Building strong relationships

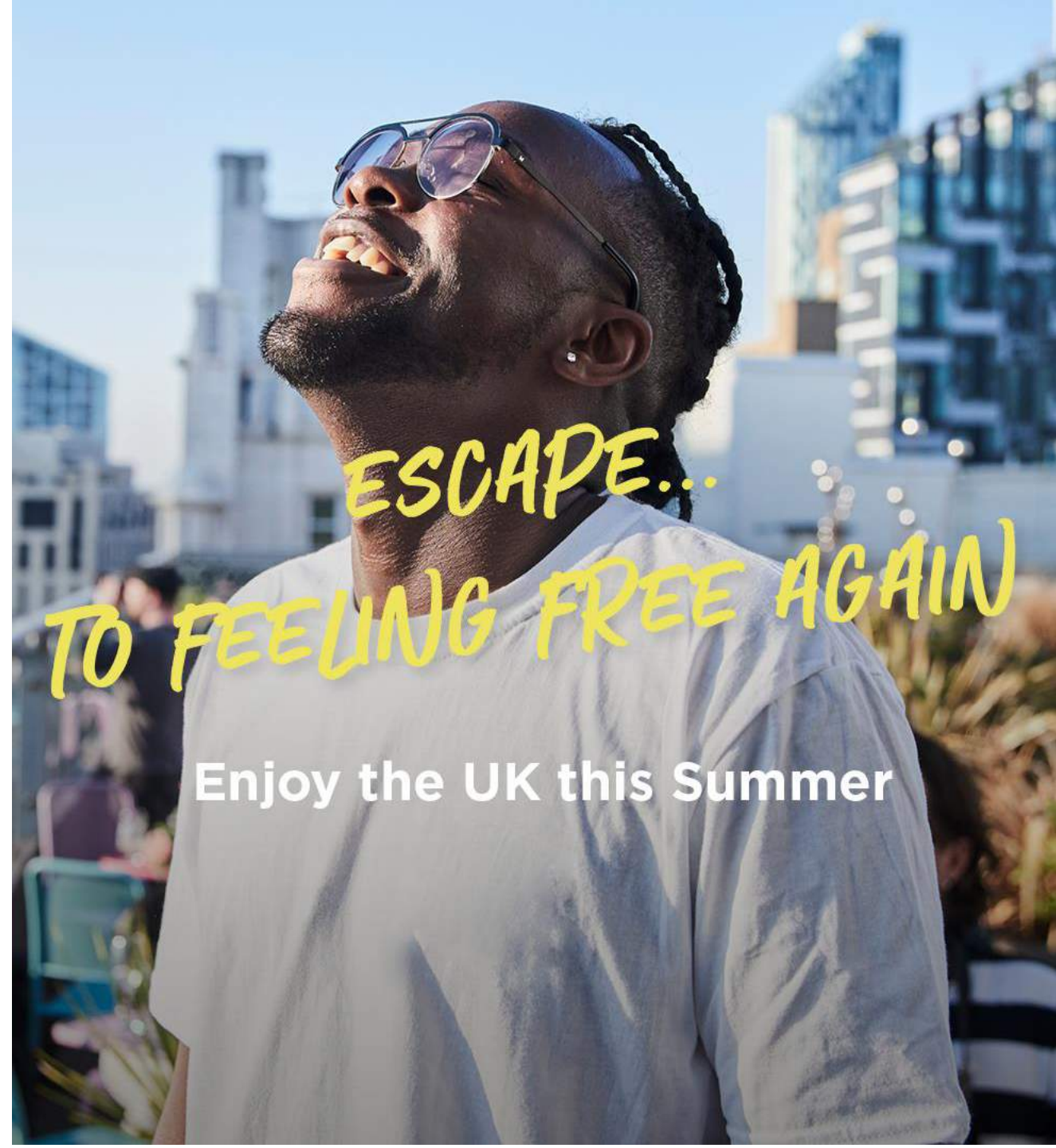
Transforming how we work



# Marketing Campaigns

# Domestic Campaign - Escape the Everyday

- Campaign originally launched in Autumn 2020
- Continues Feb- June 2022
- Well established in the UK
- Designed to support all destination types
- Prioritises a 25-44 year old audience, but flexible outside of this core group
- Free industry tools & assets



# International: the GREAT tourism campaign

**Aim:** to get high-value Buzzseekers to increase their consideration for a trip to Britain in 2022 by challenging their preconceptions and presenting Britain as a dynamic and diverse nation, full of fresh experiences to see today.

- £10M campaign – GREAT funded
- Highest value markets: US & Europe (France, Germany, Spain, Italy, NL)
- City-focused – supporting British cities impacted by the loss of inbound visitors
- Prioritises high-yield Buzzseeker audience
- Free industry tools & assets
- [www.visitbritain.org/opportunities](http://www.visitbritain.org/opportunities)
- Launched w/c February 7<sup>th</sup> 2022
- ROI 10:1 – equates to 122,750 incremental trips



# Welcome To Another Side Of Britain





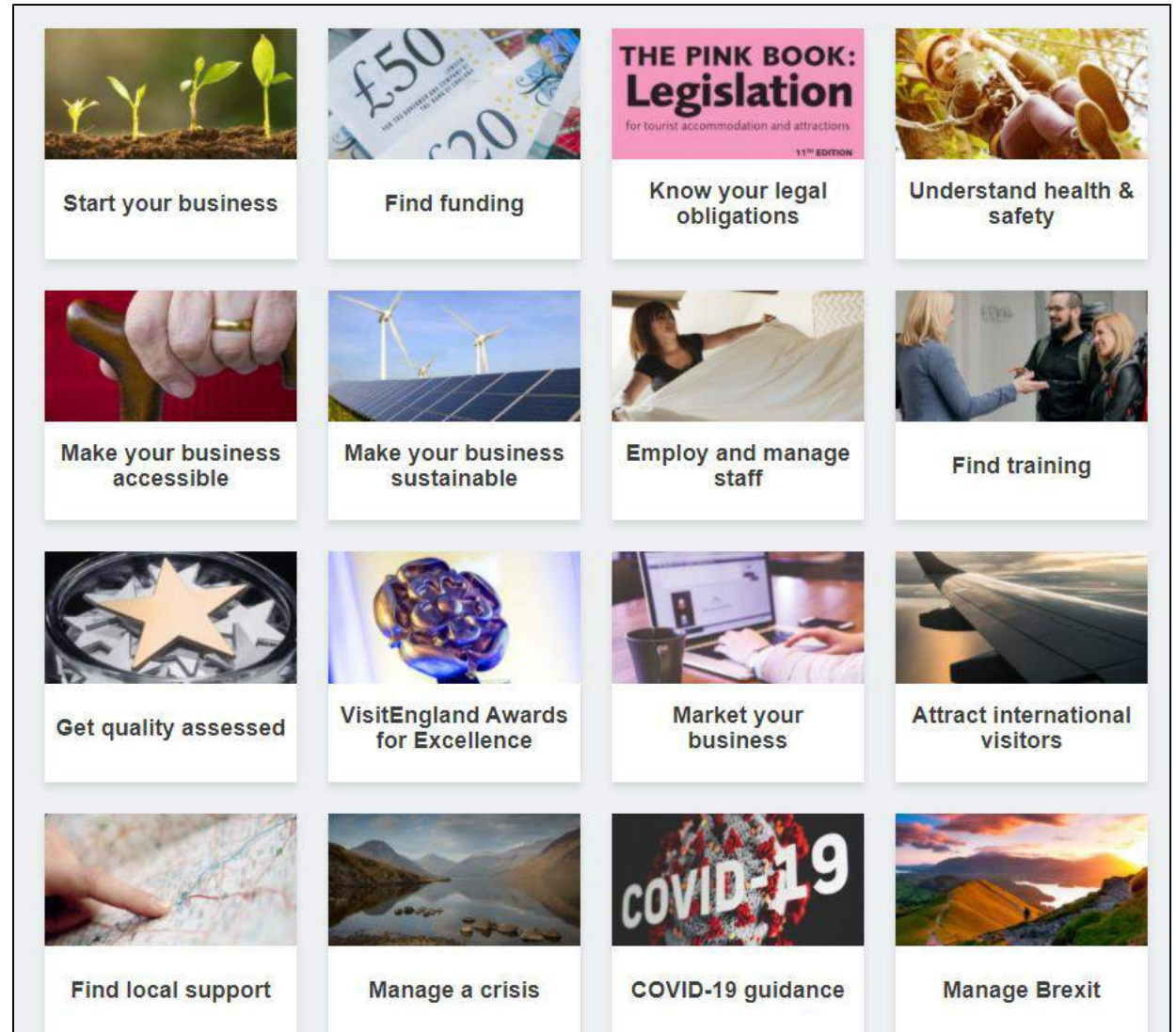
## **Business Support**

# VisitEngland Business Advice Hub



# Key sections

- Start your business
- Find funding
- Know your legal obligations
- Understand health & safety
- Make your business accessible
- Make your business sustainable
- Employ and manage staff
- Find training
- Get quality assessed
- Enter the Awards for Excellence
- Market your business
- Attract international visitors
- Find local support
- Manage a crisis
- COVID-19 guidance
- Manage Brexit



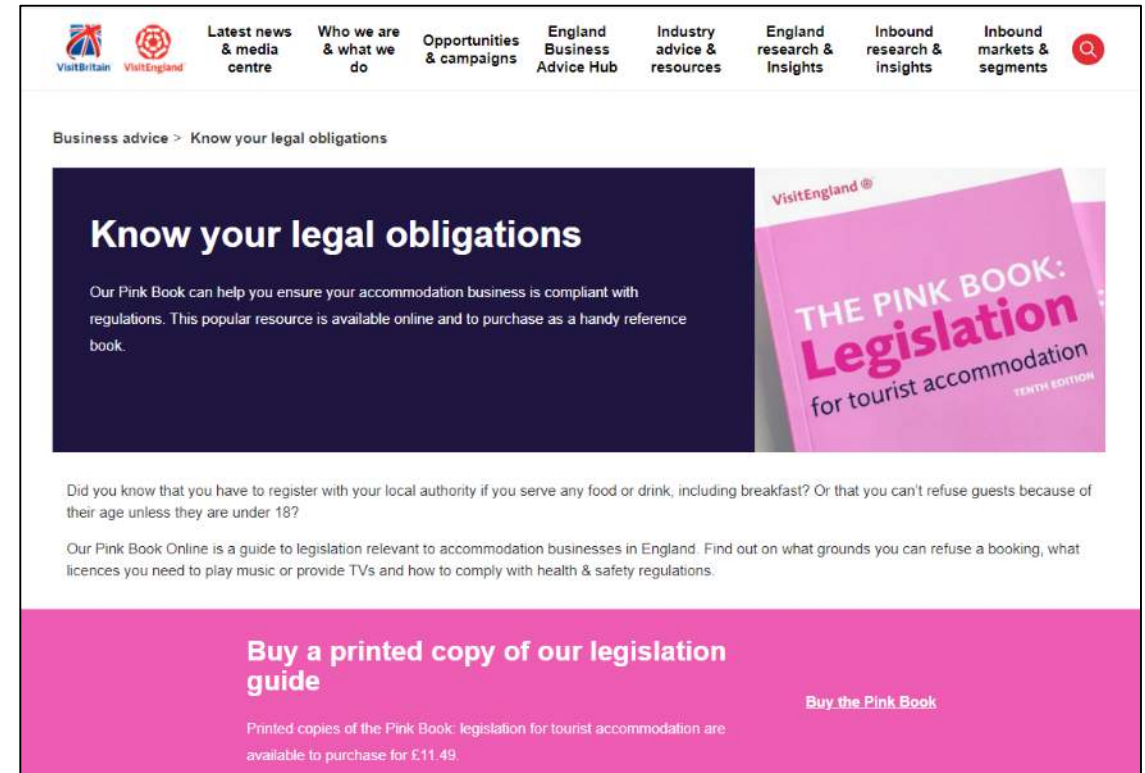


# The Pink Book:

## Legislation for tourist accommodation & attractions

Know your legal obligations

- Licences & Consents
- Marketing
- Guests
- Food & Drink
- Health & Safety
- Staff
- Business Management & Tax




VisitBritain VisitEngland Latest news & media centre Who we are & what we do Opportunities & campaigns England Business Advice Hub Industry advice & resources England research & insights Inbound research & insights Inbound markets & segments

Business advice > Know your legal obligations

### Know your legal obligations

Our Pink Book can help you ensure your accommodation business is compliant with regulations. This popular resource is available online and to purchase as a handy reference book.



Did you know that you have to register with your local authority if you serve any food or drink, including breakfast? Or that you can't refuse guests because of their age unless they are under 18?

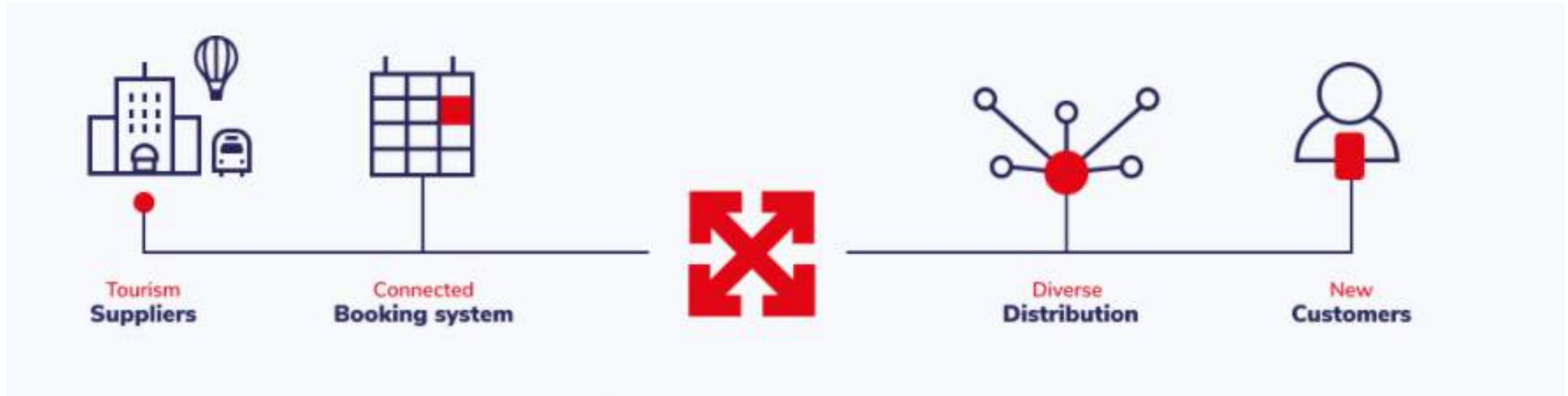
Our Pink Book Online is a guide to legislation relevant to accommodation businesses in England. Find out on what grounds you can refuse a booking, what licences you need to play music or provide TVs and how to comply with health & safety regulations.

**Buy a printed copy of our legislation guide**

Printed copies of the Pink Book: legislation for tourist accommodation are available to purchase for £11.49.

[Buy the Pink Book](#)

# TXGB – Helping suppliers reach consumers



## A B2B platform

- Helps suppliers connect to a wide range of sales channels – all from one place
- Helps distributors of all sizes have access to England's diverse range of bookable product
- Enables destinations to become distributors – and offer a low commission channel / tailored marketing campaigns

## How it can help businesses

- ✓ Distributes product to established, new and niche channels
- ✓ Integrates bookable product with local destination marketing campaigns
- ✓ All managed in one place
- ✓ Easily adds bookability to existing websites and social channels, so as to maximise direct bookings

# Business Recovery Webinars → Business Support Webinars

- Help tourism businesses in England to prepare for recovery and rebuild demand by providing advice from industry experts.
- Next webinar - **Latest inbound research and insights**  
– Wed 6<sup>th</sup> Apr, 11.00am
- Free to join
- Delivered by our experts
- Featuring tips and best practice from industry speakers
- Topics range from Research and Insights, Content Creation, to sector-specific best practice and tips
- Digital skills sessions in partnership with Google Digital Garage
- Over 13,700 views to date
- 91% Agree/Strongly Agree useful

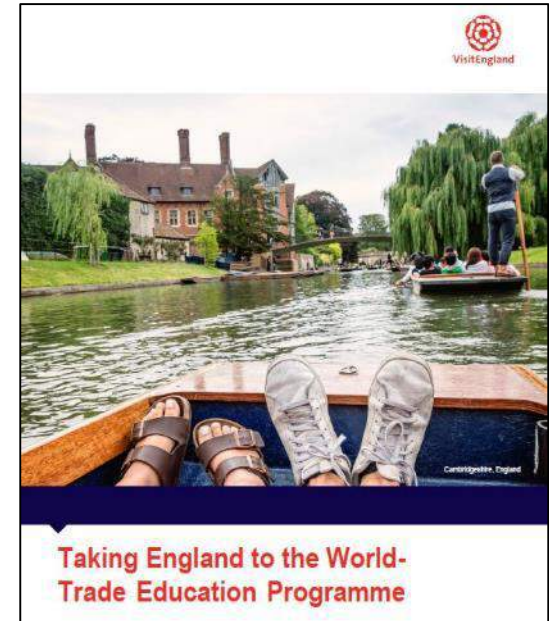
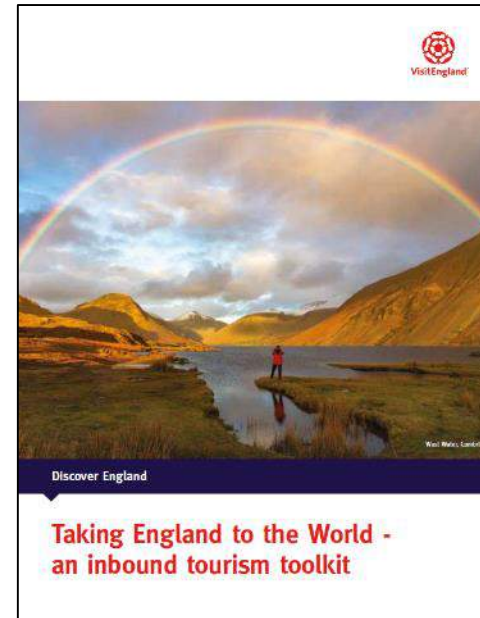


<b>Micro-businesses – building towards recovery</b>	Tues, 24	11:00
As the sector continues to build towards recovery, we take a look into how micro-businesses from across the industry have adapted and how they plan to build demand and aid recovery. With case studies from Self Catering and B&Bs to small attractions.		
<b>'We're Good to Go' – what we've learnt and what's next</b>	Thurs, 26	11:00
The industry standard We're Good to Go brought together the four nations; VisitEngland, Visit Scotland, Visit Wales and Tourism Northern Ireland. The mission to provide a 'ring of confidence' for industry continues. This webinar looks at what we have learnt through the process and how the industry has used the standard to-date.		
A panel of industry experts will share their thoughts on using the standard through recovery for both domestic and international markets.		

# Taking England to the World

## How to attract more visitors

- Learn how to expand to international markets
- How to understand new customers
- Tailor your offering to align with their needs
- How to reach a wider audience
- Get your export plan ready
- Programme now have a domestic module as well
- Offered as virtual or in person session
- **Registrations for a West Sussex session will open soon**



# Taking England to the World - Content

01

Domestic tourism

02

Inbound tourism

03

Obstacles to market

04

Opportunities  
abroad

05

Meet the markets

06

Defining your  
product offering

07

The travel  
distribution  
system

08

Pricing your  
product

09

Building powerful  
relationships

10

Creating  
engaging content

11

Wrap up



WHITBY STREET E1

**Thank you! Any questions?**

Girl with Spheres street art in Shoreditch by Jimm, ©VisitBritain/Tommy Ga-Ken Wan