National tourist board update

Patricia Yates, Director of Strategy & Communications
The British Tourist Authority

11 March 2016
About the British Tourist Authority
Focus

✓ Maintain distinct activities to develop and market English tourism

✓ Continue to market Britain overseas to drive growth in international leisure and business tourism
How we will add value across VisitBritain & VisitEngland

1. Through international network with presence in key inbound markets
2. Marketing expertise with customer knowledge
3. Building partnerships and collaboration in the public & private sectors
4. Development of tourism product – focused on regional and BV&E – ensuring it is sold to the customer
5. Providing access to international markets for the UK industry and supporting English tourism businesses
6. An effective GREAT partner
BTA’s priorities

Overall

- Regardless of SR settlement change for VB & VE was inevitable due to shifts in the marketplace and changes required from Government
- Numerous cost pressures facing ring-fenced budgets for both VB & VE

VisitEngland

- Transition in focus to supporting the Discover England Fund, with product development a major strand
- Ongoing focus on Business Visits & Events promotion for England
- Focus on digital to deliver content for England
- Proactive engagement with England partners

VisitBritain

- Investing more in overseas network closer to the customer where VB adds value
- Focus on digital with content curation & distribution at the heart of marketing
- Commercial focus to drive growth in retail, build more commercial partnerships and leverage the supply side
- New focus on Business Visits & Events at Britain level to add value to existing work
- More proactive engagement with HMG partners, both in London and overseas
VisitBritain

Our new model

- Ring-fenced budgets for both VisitBritain & VisitEngland
- Integrated business with focused resources for both VisitBritain & VisitEngland, through both dedicated and shared staff
- Dedicated Directors for England and for International markets alongside CEO and group of Directors representing both Britain & England
- Matrix-working – joined-up, lateral, move away from silos
Customer-led product development

International demand → Domestic supply

Customers:
- Consumer Marketing
- PR
- B2B

Product Development:
- Commercial partnerships
- Content/digital
- DMO Engagement
- Business Support

Industry:
- Research & Insights
Draw on expert knowledge of international markets

...means that we create innovative, effective, integrated campaigns and help industry boost export earnings.
2016: highlights to date
VisitBritain

2016 domestic campaign

Our successful Holidays at Home are GREAT campaign will continue...

Details on Year 5 activity tba
Home of Amazing Moments

Objectives

This global campaign promotes memorable Moments to:

- **Showcase a diversity of amazing experiences, culture and countryside across Britain**

- **Inspire people to book a trip and discover their own amazing Moment**

Aim: reach 100m people

Primary targets

- Adventurous Escapes
- Lifelong Discovery
- Travel connoisseurs

Aim: reach 100m people

Online content hub

http://en.omgb.com/
VisitBritain

Home of Amazing Moments

International activities

• **Phase 1** (launched in January 2016)
  - Visitors are driven to a campaign hub with images and videos
  - Visitors are encouraged to share images using #OMGB, with a chance to win a holiday to Britain

• **Phase II** (April onwards)
  - Visitors will be encouraged to share memorable experiences using #OMGB on social media, of which some will be shared across VB’s Facebook, Instagram and Twitter

...and more tba
South West Tourism Growth Fund

Objectives

A £5m fund for FY 2015/16

- £60m additional spend
- 1,000 FTE jobs
- A step-change in collaboration
South West content plans in progress, which will include:
- Itineraries
- Brochures
- News
- Top ten attractions

*Due to be published in Spring 2016*

- Brand awareness media campaigns worth just under £1m
- Partnership campaigns with airline carriers, online travel agents, youth travel agents and others.

- On target to achieve over and above the 62 South West Press Visits planned
- 17 of these have/will include trips to Devon
The Discover England Fund

Objectives

- To grow tourism in the regions of England
- To increase the competitiveness of England’s tourism offer, domestically and internationally
- To develop bookable tourism products in line with market trends and in response to consumer demands

£40m over three years
## The Discover England Fund

### Purpose: create 3-4 world class itineraries / groupings of product

<table>
<thead>
<tr>
<th>Description</th>
<th>Deliverable</th>
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<tbody>
<tr>
<td>• Made up of a number of bookable / consumable products</td>
<td>• Solutions for tourists that meet demand and drives more volume</td>
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<td>• Span regions / geographical areas</td>
<td>• Joined-up approach that allows an end-to-end customer experience</td>
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<td>• Possibly thematic / BVE / pricing</td>
<td>• Tailored approach to meet target consumer’s needs</td>
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<td>• It will work for international consumer and domestic consumers will benefit</td>
<td>• Win:win</td>
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**VisitBritain**

**VisitEngland**
High-level criteria

- **Collaborative** – demonstrate that each bid has the support of a group of public/private partners, DMOs and LEPs

- **Integrated transport solutions are key**
  - pricing / passes
  - local solutions e.g. linking attractions
  - technology

- **Match-funded**

- **Demonstrate how products meet customer needs**
  - bookable
  - tangible

- **Demonstrate international and domestic tourism benefits**
Film tourism
VisitBritain & film tourism

- **40%** of potential visitors to the UK would be **very likely** to visit places from films or TV

- VisitBritain has **15 years’ experience** of film tourism

- Global network of offices to spread the word!
Building strong relationships with studios is key.
Digital
VisitBritain Super Blog

Thor: The Dark World UK filming locations

Drama PLL, London Manager on Thor: The Dark World, discusses two of her favourite UK locations appearing in the upcoming Marvel superhero movie.

Old Royal Naval College, Greenwich, London

"The Old Royal Naval College was chosen for many reasons. Firstly for its significance in the story, portraying the location where all the worlds meet at the heart of SHIELD. Secondly for its grandeur and visually beautiful architecture. And finally, a substantial amount of filming was required for the final battle and so required a location that was accessible during the week.

The location is not only a World Heritage Site, but it is also the home to the University of Greenwich and Trinity Laban Conservatoire of Music and Dance, so whilst working with the Old Royal Naval College we had to be very considerate of the university and the School of Musical Theatre."

London's most haunted locations

To celebrate the release of the new movie, 'The Quiet Ones', we've teamed up with Hammer Films to take a tour around London's scariest places. You can catch the film in UK cinemas now and in the US from 25 April.

Click on the image below to zoom in and read the text.

The Theory of Everything

The event for London: One of the scenes in the powerful biopic 'The Theory of Everything', which charts the life of physicist Stephen Hawking, was filmed at 180 Royal College, a space we used for a large scale shoot in 2015. It is a magnificent building located next to the river Thames, and was the perfect location for the science fiction film.

In complete the information we thought we'd give you a snapshot of the film's location. Enjoy reading it later!
Opportunities

• We’re constantly on the lookout for opportunities to work with studios.

• We’re in talks with studios to discuss opportunities relating to forthcoming releases – appetites are positive!
Possible opportunities, 2016

King Arthur
Release date: Early 2017

Bridget Jones’ Baby
Release date: Autumn 2016

The BFG
Release date: July 2016
Engagement Opportunities

Digital & Social Media
Press & PR
PressandPR@visitbritain.org

Sales Missions & Workshops
events@visitbritain.org

Trade Website - Free Listing
TravelTrade@visitbritain.org

Print & Video Advertising
TravelTrade@visitbritain.org

Online Shop
product@visitbritain.org

VisitBritain Shop

Major Campaign Partnerships
partnerships@visitbritain.org

Opportunity Search – www.visitbritain.org
THAT'S GREAT BRITAIN