SOUTH WEST ENGLAND IS GREAT BRITAIN
Attracting overseas visitors

‘Top Tips’ from South West tourism businesses
Which countries are South West businesses targeting?
And their demography
Why? Their motivation ...
Not to mention ...
Who’s doing what?

• Many have simply ‘fallen into it’
• ‘They came to me’
• Spend from 0 to 10% of overall marketing budget
• Destination coordination (travel trade)
What are they doing?
Partnerships

- Linking with other businesses eg Airlines
- Work with partners eg VisitBritain, VisitBath, VisitBristol
- PR agencies set up fam trips
- Networking events
- VisitBritain events & sales missions
- Journalists I have met
- Affiliate sites
- Work through OTAs and intermediaries.
Advertising that’s worked

• Interhome and House Trip
• BA Highlife mag / Flybe ‘Flight Time’
• Advertise in brochures eg China holidays
• Alan Rogers guide
Exhibitions (and Trade)

- ILTM Cannes / Asia
- ITB
- Vakantiebeurs
- Destination partnering
- Always follow up, with individual response
Groups / Trade
Digital/social

- Attract bloggers
- Blogs
- Vlogs
- Social media eg
  - Weibo (China)
  - webchat (overtaken email).
  - Photo sites
  - Zoover
  - Twitter
  - Facebook
Website

• Remember other search engines
  – (i.e. not just Google – eg Baidu, Yandex, Bing)
• Foreign versions of search engines (e.g. Google.de)
• Imagery and Video
What does this say to you?

.. And what does it make you expect?
WILLKOMMEN

Freistehend auf den Klippen Cornwalls, positioniert sich das Headland Hotel in stilvoller Eleganz vor dem schier endlosen Horizont des Atlantiks. Die eindrucksvolle Architektur und die rote Backsteinfassade zeugen noch heute von der viktorianischen Gründerzeit des Hotels.
Or Google Translate?
Facebook ... when you can ...
PR

- PR trips e.g. VB part of Great China Welcome
- PR using specialist agency
- Tell VisitBritain about new products, launches etc.
Direct E-Mail

- Targeted seasonal eblasts to agents
- E-blasts with a different message targeting different markets.
- Newsletters to travel trade
- Targeted emails by native translators – Dutch and German – works well and not expensive
What about OTAs?

- Translations into >30 languages, huge reach, trust, ease of use, immediate results for many
- But commissions / loss of control
- TripAdvisor, world’s largest travel site linking to the biggest OTA’s
- First interaction with your business
- 340 million unique monthly visitors
- 190 million have the TripAdvisor app
- Respond and interact – don’t ignore!
Not to forget Tripadvisor.de etc
Changes made
Business changes...
Training

• Language
• Culture (eg Welcome courses ..)
• Social media
• UKTI workshops and joining the Passport to Export Scheme
• China Britain Business Council workshops
• Attend Conferences
What have you learnt?

- Can’t do them all – be selective
- Group market long lead time
- Be reactive and act on feedback
- To listen
- Give it a try …
- Need to try harder!!
- Work with other tourism businesses / DMO
Top tips

• Focus on market that suits your product
• 20% of visitors undertake learning activities
• Make friends with relevant partners
• Translate for your key markets, even if just a dedicated page
• Encourage longer stay – provide recommendations, working with your destination
• Iconic imagery in promotion
• Film and film locations, authors
• Be responsive and online
• Create ‘Stars’ (high market share and market growth)
So what now?
Market Selector

Use our interactive market selector tool to help identify which markets you might consider targeting in your international marketing. Select from the following categories to refine your recommended markets.

I am located in
- Enter postcode
- Select region(s)

My local area is good for
- Hold ctrl to select multiple options
  - Shopping
  - Sightseeing famous buildings or monuments
  - Parks & Gardens
  - Pubs
  - Castles
  - Religious Buildings
  - Historic Houses
  - Museums
  - Going on a guided tour
  - Visiting the countryside/villages
  - Art Galleries

I currently export my business in
- Hold ctrl to select multiple options
  - Australia
  - Austria
  - Belgium
  - Brazil
  - Canada
  - China
  - Denmark
  - France
  - Germany
  - Hong Kong
  - India
GREAT Britain - Home of Amazing Moments campaign

Promote your business and engage directly with potential visitors by sharing content with the hashtag #OMGB

Free of charge

GREAT China Welcome Charter

Is your business ‘China-ready’? We can help Chinese visitors find your business more easily.

Free

Registration open

Supplier directory & itinerary builder

Is the travel trade part of your international sales and marketing strategy? List your product on our travel trade site.

Free of charge
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Our fortnightly newsletter, provides you with our latest international market intelligence, partnership marketing opportunities, tourism events and news. Fill in your details below to be added to our database to receive the newsletter straight into your inbox each fortnight.
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- Identify export opportunities
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- Improve overseas marketing strategy

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