



# TOURISM GATHERING – LETS TALK ABOUT TRAVEL TRADE

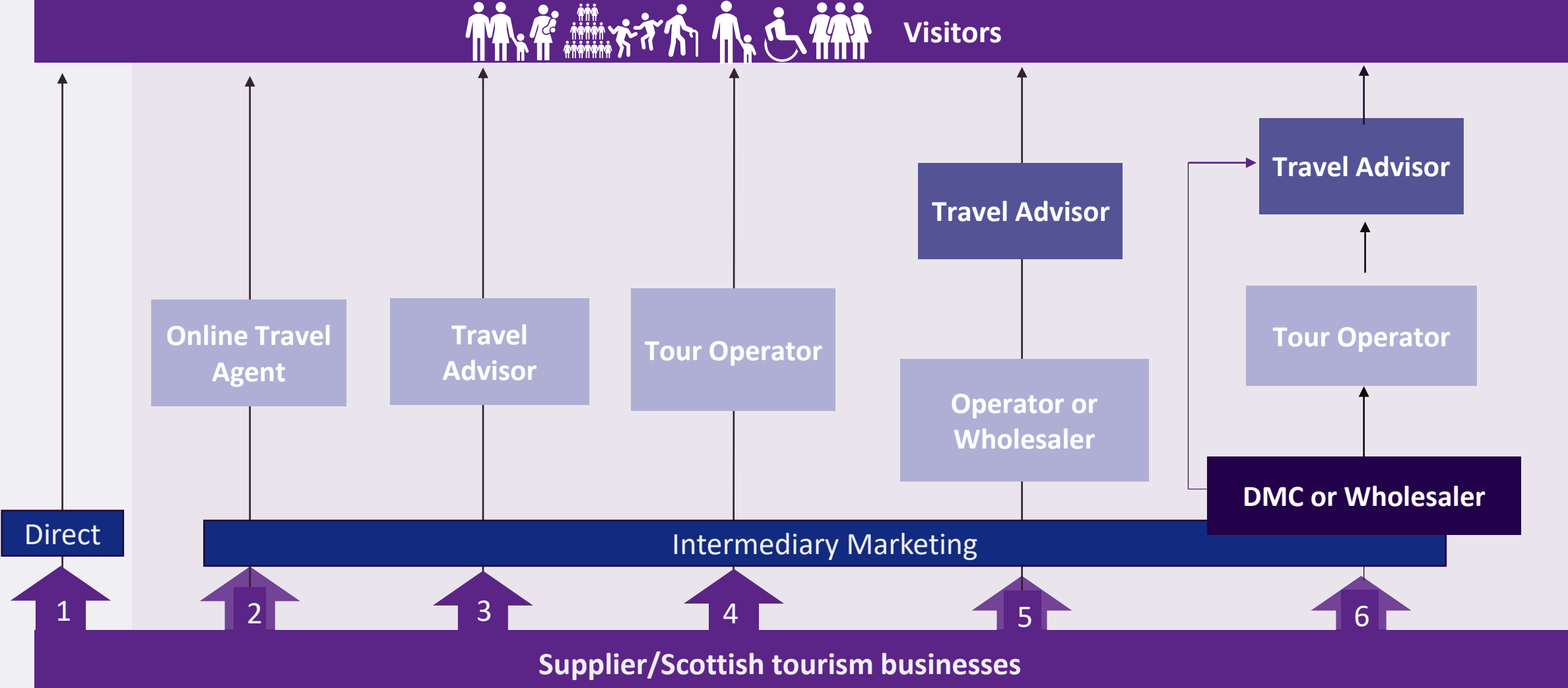
Cassie McEwan – Industry Relationship Manager

Loch Assynt Credit: VisitScotland/Airborne Lense

- Routes to market
- Product Development
- Next steps

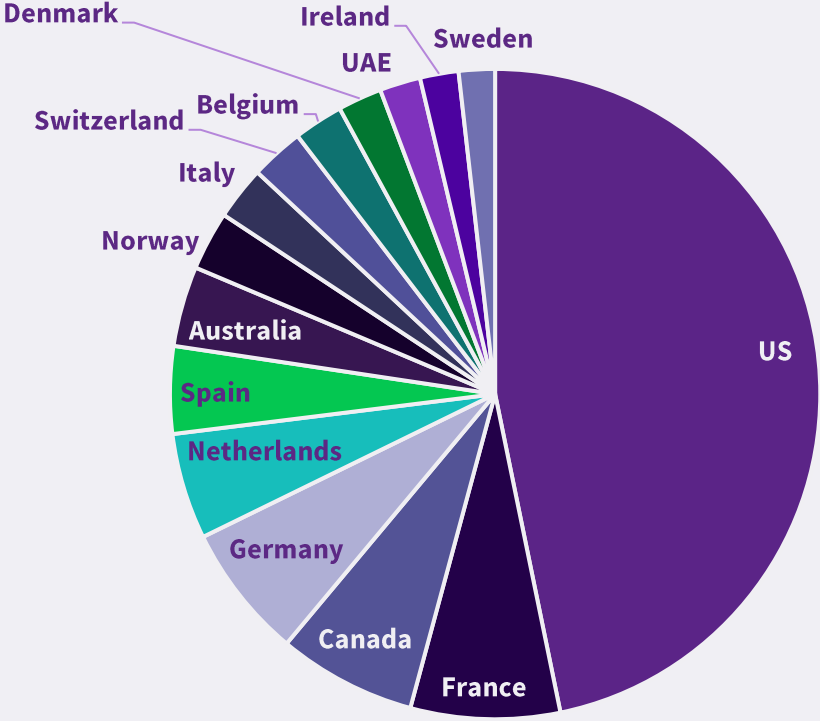


# Routes to Market



# Who visited Scotland in 2022

**Spend by Top 15 Countries (80% of Int'l spend)**

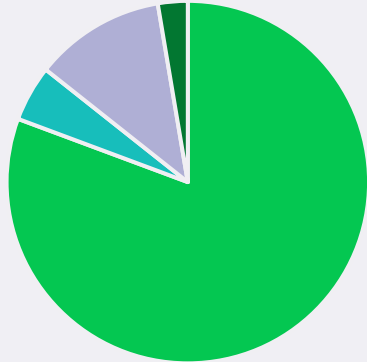


\* Doesn't include China due to travel restrictions

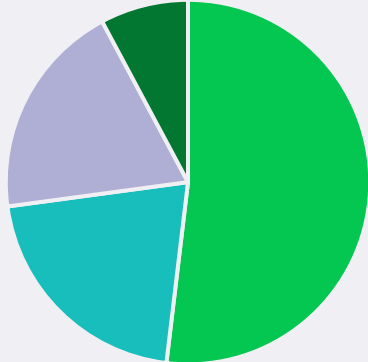
Source: GBTS 2022, IPS 2022



**Visits**



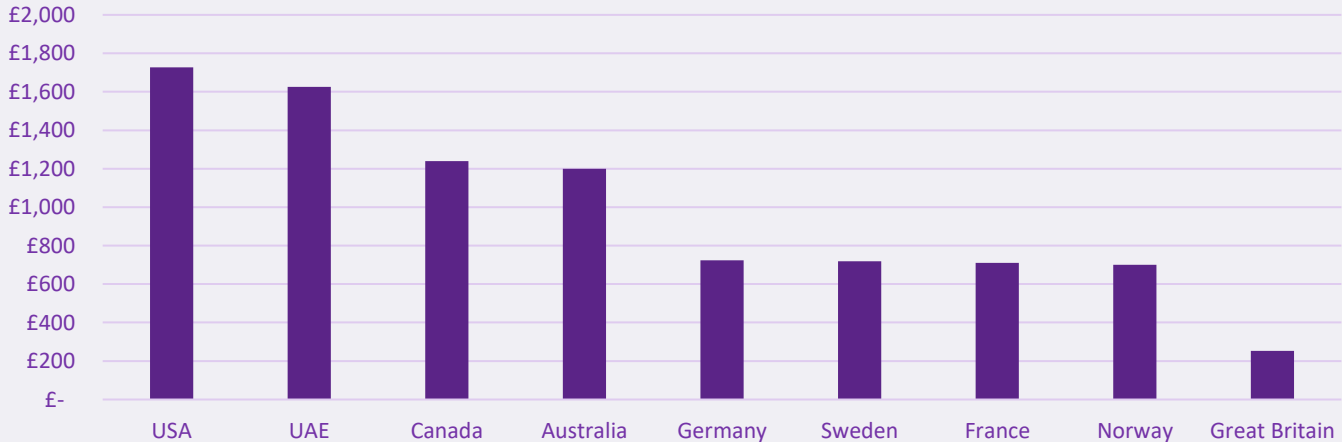
**Spend**



■ GB ■ North America ■ Europe ■ Rest of World

GB accounts for 81% visits and 52% spend

**Average spend per visit**



# Why build international demand

- International visitors critical to business recovery – to build back tourism sustainably
- On average US visitors spend **4x** more than a UK visitor, 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 & digital online) to sell Scotland – so they can act as our in-market voices and multipliers
- Scotland has a relatively low share of total outbound tourism from our key international markets – opportunity for significant growth

**Diversification**  
to reduce  
economic risk

**Opportunity**  
for business  
growth  
through in-  
market  
multipliers

Attracting  
**higher spend**  
visitors &  
**longer dwell**  
**times**

# What does working with intermediaries deliver for your business?

- Increased Revenue
- Off-peak volume
- Additional distribution channel and increased reach
- Repeat business
- New markets
- New partnerships
- Business growth



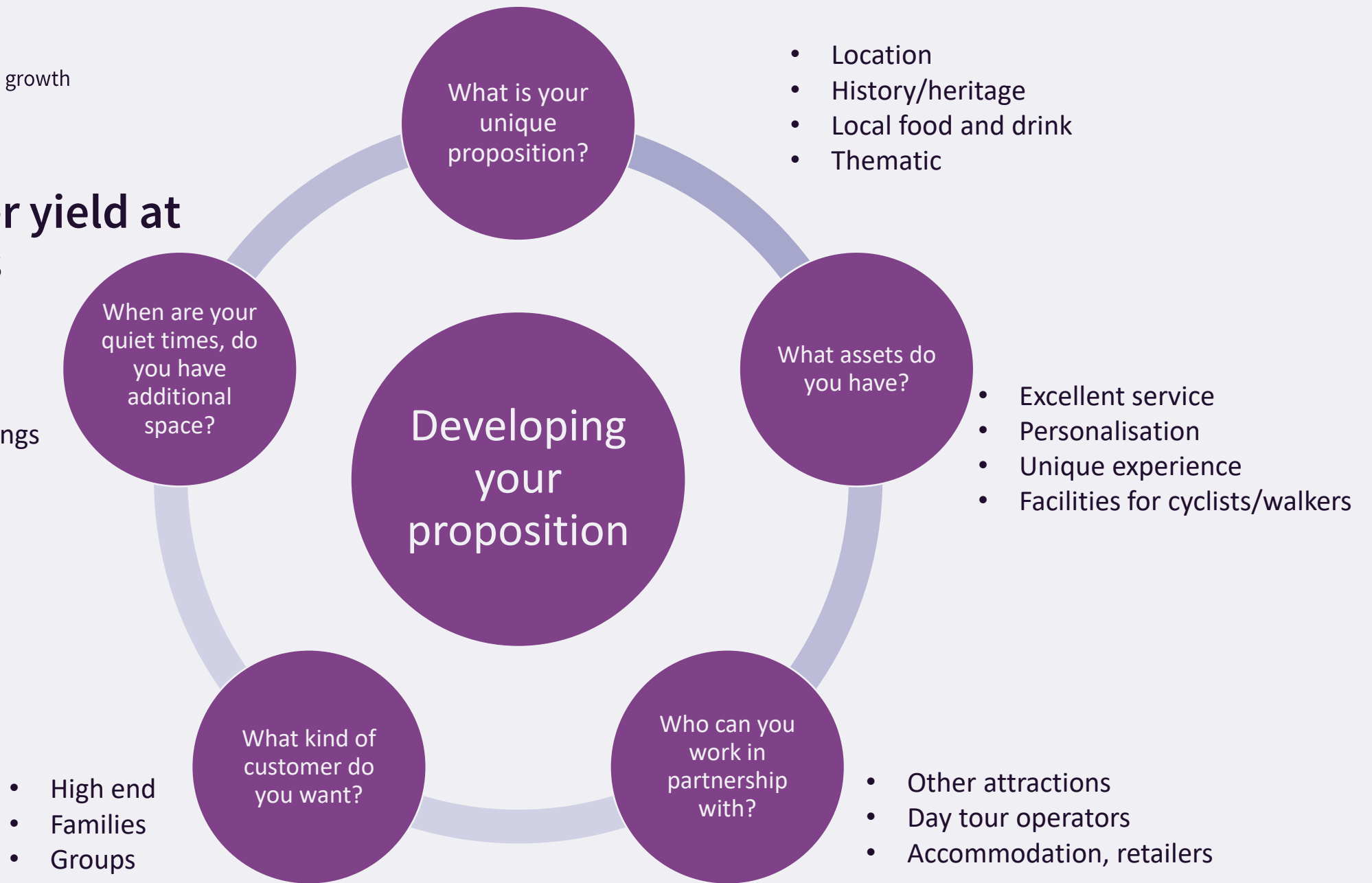
## What are intermediaries such as DMCs, tour operators and travel advisors looking for?

- Trade rates for the next 18-24 months – commissionable or net
- Quality experiences that are delivered consistently
- Reliability and efficiency (operating hours & regular schedules)
- High level of customer service and helpful staff
- New partnerships
- Clear and easy to understand collateral
- A staff contact within the business who understands travel trade



## Driving higher yield at quieter times

- Mid-week
- Mid-day or evenings
- Shoulder season





## Creating bookable product across regions & sectors

- Who can you work with to create and develop a thematic or cross-regional proposition?
- What are your and other businesses' unique propositions?
- What assets do you have that you can combine into a new compelling proposition for travel trade?
- Working in partnership - how can you collaborate on a local, regional or national level to amplify the destination message?
- Do you understand what visitors in your target markets are looking for, which experiences they are seeking, who they are travelling with, how long they tend to stay?

**Sense of belonging**

**Meeting locals**

**Historical drama & storytelling**

**De-stressing & reconnecting**

**Escapism**

## Think out of the box to create new bookable products for travel trade

- Local stories, local people, local platters
- Demonstrations – from hammer throwing to scone making
- Gaelic/cultural lessons, songs and stories
- Arts & crafts – demonstrations and participation
- Farm tours, tasting tours
- Exclusive use, behind the scenes
- Non-resident visitor activity (for accommodation sector)



# Next Steps: travel trade journey

Step 1

IRM Business 'developing trade readiness' worksheet

Your name:	
Your business:	

Developing your proposition

What is your present customer base? And who would you like more of?	
What is your unique proposition?	
What assets do you have? Private space, behind the scenes tours, staff skills (language, storytelling, crafts etc)	
Who can you work in partnership with?	

Step 4

listing on VS travel trade site



## TRADE PRODUCT SHEET - TEMPLATE

Step 2

Hero image representing your product

Name of Your Company

**Your story - Who are you?**  
What is unique about your business? How long have you been established for? Demonstrate passion, experience, quality and indicate if you welcome groups/ or FIT, or both.

**Your location - Where are you?**  
Access from main trunk roads, distance from key airports (transfer times). Include small graphic if the access is not straightforward. If you are located near their popular attractions, mention how close you are.

**Your Bookable Product**  
Make it easy to remember to help operators sell the product and catch their attention to investigate more about it. What makes you unique? Short description of what your product is and that can be used for marketing purposes.

- Keep it concise
- Highlighting key points
- Optional add-ons

**Welcome**  
Groups: min / max  
FIT: xx

**Seasons**  
All year round  
Black out dates?

**Open / Closing times**  
If relevant

**Trade rates for groups / FIT**  
Split this up so groups/FIT are separate - keep it very clear and concise. Once you get into discussion with the operator, more detail can be covered. What is included / What is not included.

**Contact detail**  
Email address | Telephone number | Website address

**Terms & Conditions** - Think about what you are happy with operationally, what your risk is - financial and commitment for other suppliers/staffing. You are speaking to another business, so they understand risk. They are looking to you to look after their clients, it is their reputation too. You are entering hopefully into a long standing business relationship. Include Health & Safety requirements. Instructions on arrival.

Step 3

## BUSINESS TRAVEL TRADE PITCH

What is this used for?

A short presentation deck of slides which highlights your product offering to travel trade.

- Helps to visually 'sell' your business
- Highlights succinctly the key information that a travel trade contractor/programme developer will be looking for
- Highlights imagery, they may want to use in their marketing to consumers, if they choose to contract with you
- Useful summary for you to share as a pdf with the travel trade ie, DMC, Tour Operator, Travel Advisor etc' as part of follow up to a b2b event
- Useful tool to use when attending a b2b event such as VS Connect, to keep your appointments on track in terms of timing, making sure your 'business pitch' is as efficient and effective as possible

TOP TIP:

Keep slide deck to maximum 12 slides. Time yourself as if you are pitching to someone. For VisitScotland presentations it should be no longer than 10 minutes. For a b2b event, it should take no longer than 5-6 minutes to give yourself time to discuss with tour operator what they might be interested in, and agree follow up actions before their/your next appointment

**NOTE: FOR VISITSCOTLAND PRODUCT PRESENTATIONS REQUIRED**

PowerPoint format

- Please use option of 16:9 (widescreen), not 4:3 (standard size)

Max file size of 100MB



# Next Steps - continued

- Product Update Session
  - 31<sup>st</sup> of July – Exclusive use
  - 11<sup>th</sup> of September – Museums & Heritage Highlands
  - 23<sup>rd</sup> of October – Green & Eco Friendly
  - 5<sup>th</sup> of February – Outdoor & Active
- Trade shows and exhibitions



# THANK YOU

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