

Reaching New Markets

through working with the Travel Trade



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Tourism

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Travel Trade Specialist



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What is the Travel Trade?

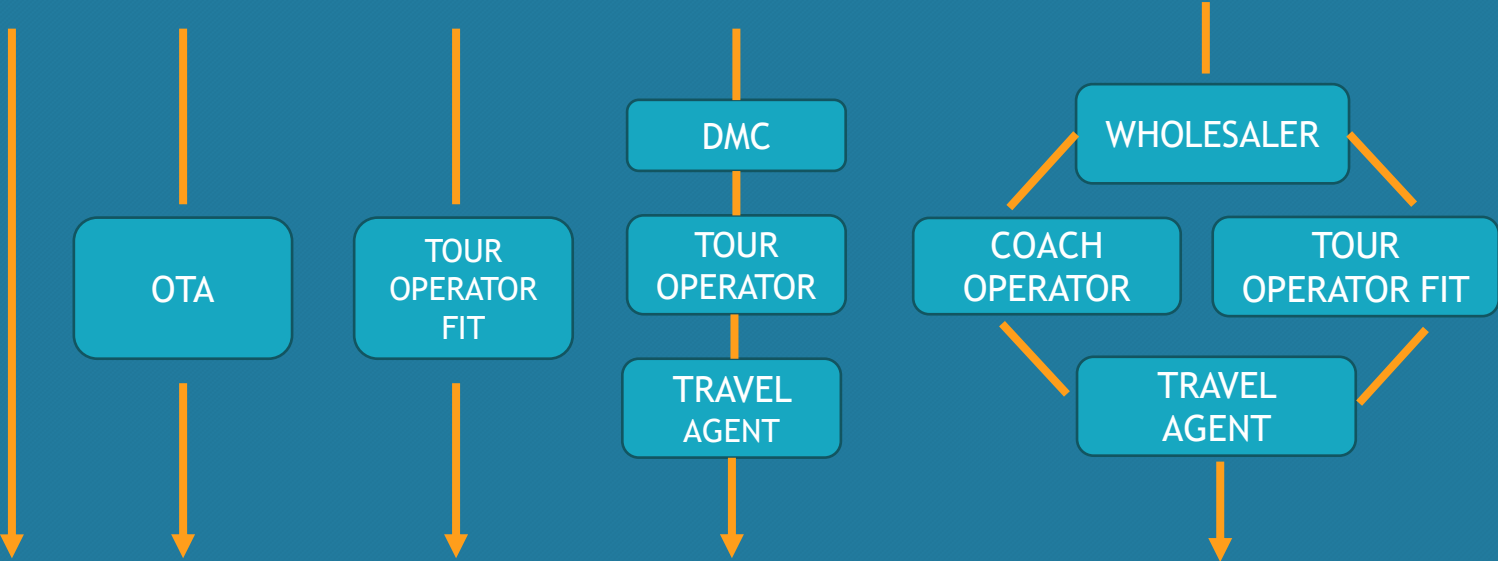
A distribution network for tourism and travel intermediaries, who package, market and sell travel products to consumers.

The travel trade play a significant role in the decision-making process of many international visitors.



Routes to Market

Product/ Experience/ Activity/ Accommodation



Visitors

Why consumers like Travel Agents

- It's a more secure way of booking
- I trust them/the travel agency branch
- They have specialist knowledge/ expert advice
- They offer competitive prices
- It's a good way of comparing lot's of options

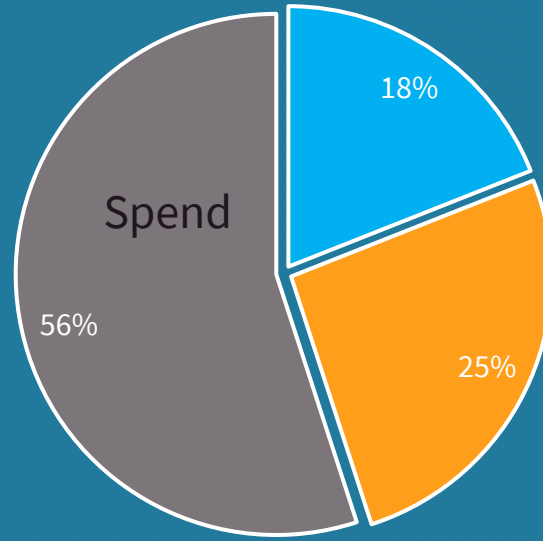
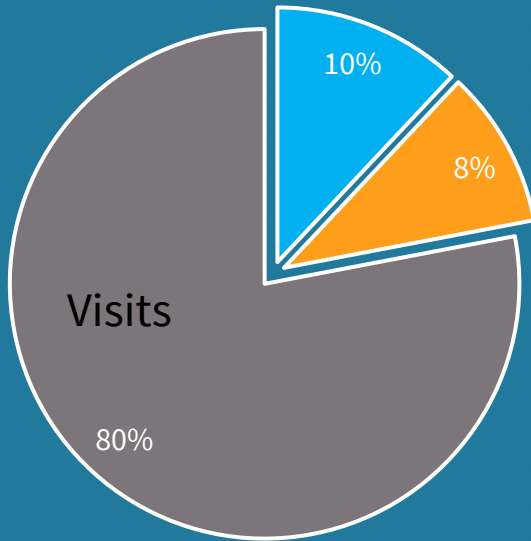
Source - [Visit Britain Midas Research 2022](#)



How big is the pie?



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■ Europe ■ Long Haul ■ UK

- UK visitors deliver high number of visits, high repeat visits and visit year-round, but typically spend less
- International visitors spend much more per head, but fewer visits and more likely to visit in April – September

Top 10 Markets

(source IPS 2022)

**In 2022 Scotland
inbound visitors
were spending
£2.2 billion**

(£2.5 billion in 2019)

Market	Total visits	Total nights	Total spend/ million
USA	693,000	6,588,000	£1,197
France	267,000	2,272,000	£190
Germany	236,000	1,975,000	£171
Netherlands	212,000	1,268,000	£135
Spain	190,000	1,123,000	£111
Canada	142,000	1,663,000	£176
Ireland	137,000	462,000	£49
Norway	107,000	518,000	£75
Italy	105,000	744,000	£68
Poland	92,000	585,000	£23
Total	2,181,000	17,198,000	2,195

How do international visitors book

USA

- 55% use an intermediary
- High use of traditional travel agents
- Bookings are made on average 7 months prior to travel

Germany

- 65% use an intermediary
- Information collated offline and online – booking made with Travel Agents
- Bookings made on average 6 months prior to travel



How do international visitors book

There is no effective way to reach tourists pre arrival without working through the travel trade.

Post arrival visitor marketing relies on ads in local tourism publications £££



What are international visitors looking for



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- Sight-doing rather than sightseeing
- Engage with locals
- Food Experiences
- Soft Activities
- Discover their ancestry

A collage of images on the left side of the slide. At the top is a building with a stone tower. Below it is a coastal landscape with a green hillside, a small stone structure, a pebbly beach, and a rocky coastline meeting the sea. At the bottom is a road with yellow markings and a white arrow pointing right.

→ BRAGGING RIGHTS

Working with Inbound Tour Operators

- There are over 500 companies bringing tourists to the UK. The vast majority will offer package holidays.
- These companies are doing a large amount of marketing through websites and brochures to visitors who are still at the planning stage of their holidays. This marketing is not charged for.
- They advertise globally, and some specialise in certain countries where they can grow interest in the market.

Travel distributors allow you to reach a customer base beyond your marketing budget.



Understanding the main intermediaries

Wholesalers/ Large Tour Operators

Organisations with a global reach with a varied programme from coach tours series to FIT Programmes.

Niche Tour Operators

Specialists in either a destination or a theme. Can provide new product development opportunities, with geographic and regional spread.

Travel Agents/ Small Tour Operators

Important in some consumer segments, small quantity but often high quality



Travel Styles

- **FIT**

- Couples or single travellers
- Family
- Friends
- Cruise Passengers

- **Booking Method**

Online through OTS (Expedia, Viator, GYG)
Add-on to their package through Travel Agent or
Tour Operator



Travel Styles

- **Group Travel**

- Private Group: Club, Association, Group of friends
- Group Tour: SIT Coach Tour, Small Group Tour
- Domestic Coach Travel
- Cruise Passengers

➤ **Guided tours on request, moderately priced experiences, sometimes self-guided, language guides if possible**



Travel Styles

- **Educational/ Special Interest Travel**
 - High net worth clients
 - Highly educated seeking specialist insights
 - From young adults to retirees all year around
- **Special interest product and experiences, on request, themed guided tours**



What are travel distributors looking for in products?

- ✓ Quality products and experiences that are delivered consistently
- ✓ Reliability and efficiency (consistent operating hours and regular schedules)
- ✓ High levels of customer service and helpful reservations staff
- ✓ Clear and easy to understand collateral
- ✓ Easy communication via phone numbers and email
- ✓ Understanding of the cultural needs of different markets
- ✓ Consistent trade pricing policies that consider levels of distribution



Commercial requirements

- ✓ Trade Rates 18 month in advance
- ✓ On request bookings – fast response
- ✓ NO Non-refundable deposits
- ✓ Value for money
- ✓ Point of contact

'We are looking for cooperative partners who are willing to work for all our success.'

Everyone involved should strive for flexibility...'



Being trade ready

Do you have **bookable product** for the trade?

What is a bookable product?

- a specific offering which has been developed in line with insights of the target market and consumer i.e. language, interests, cultural considerations, dwell time
- available for sale at a discounted rate for the travel trade so it can be included in packages or through trade platforms such as OTAs



Revenues and your bottom line

- Every customer through a third party is adding around 80% more revenue to the sales figures
- Commissions are only paid for each successful **sale** so it is a no win no fee relationship

Commission payments are a marketing spend with a 100% ROI



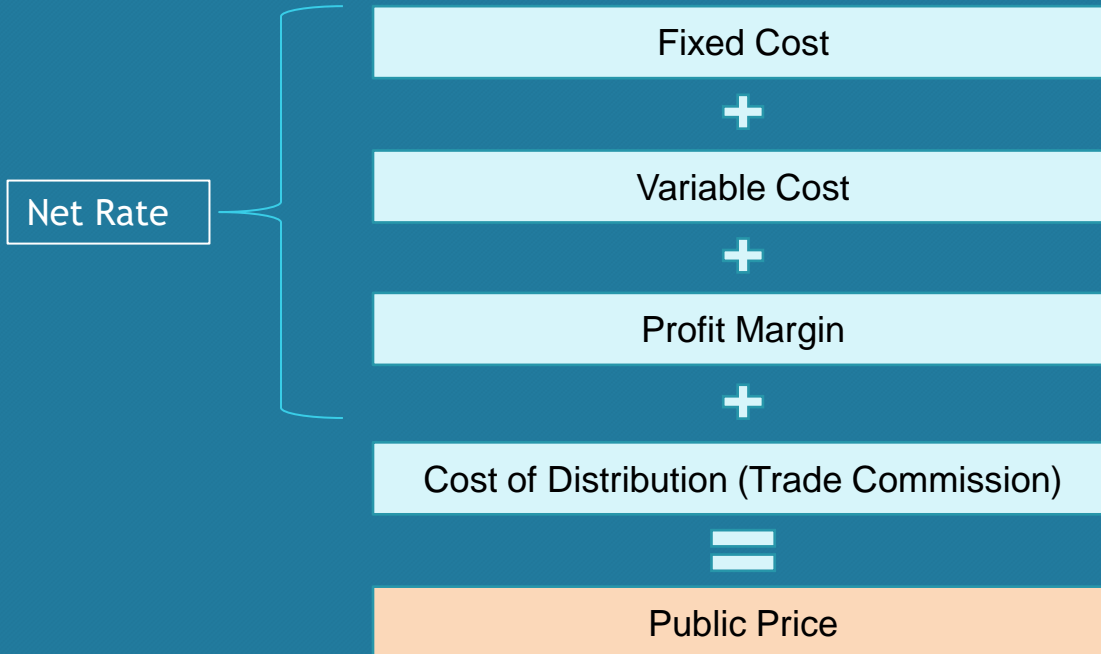
Pricing and negotiation

Which price???

Every business is different!



Rate Breakdown/ Pricing for the trade



Discount Guidelines

Online Travel Agent (OTA):

10% - 30%

Inbound Tour Operator:

20%

Wholesaler:

20%

Retail Travel Agent :

10% - 15%

Tools for the trade

Trade Sales Kit

- Travel Trade Fact Sheet
 - Elevator Pitch
 - Unique Selling Point (USP)
 - Technical Details (tour options & inclusions, facilities)
 - Personalisation options
 - Features
- Rate Sheet with T&Cs
- High Resolution Images



SHAKESPEARI



Shakespeare's Sch

Step into **Shakespeare's Schoolroo**
 Sit in the very room where **William**
 for yourself what it was like to be a
 Explore the space where Shakesp
 visit the Council Chamber where i
 wall paintings, provides an extrao
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- Core musician
- Available all over
- Folk songs, fidd

Travel Tra



KINCLUNE NATURE EXPERIENCES

Offering unique nature-based outdoor experiences with our Highland Pony herd and Farm Safari trailer tours on our award-winning nature-friendly organic estate. We have been breeding Highland ponies and Aberdeen Angus cattle for more than three generations.

HIGHLAND PONY WALK & PICNIC

Guided walk onto Kinclune Hill with one of the ponies carrying a picnic in the traditional panniers of working estate ponies.

- Available 20th May to 20th October
- Up to 6 guests
- Easy climb
- Seated dining on the summit of the hill with panoramic views
- Delicious, locally-sourced 2-course picnic
- 2.5 hours duration
- £240 for 2 persons
- (Additional guests £60 per person)

FARM SAFARI TRAILER TOUR

Our purpose-built farm tour trailer takes your clients to the best spots to see our corgies and breeding waders, including Curlew and Lapwing. Ideal for birdwatchers and wildlife photographers. Includes use of binoculars and telescope.

- Available April 20th to 30th August
- Limited time and frequency to prevent disturbance to breeding birds
- 1 hour duration
- £150 for up to 4 persons

HIGHLAND PONY STUD VISIT

Meet our champion stallions, Fandango, and our mares and youngstock. Experience the ponies in their natural environment and learn about breeding, temperament and their roles as working ponies on Scottish crofts, farms and estates.

- Available 1st July to 31st October
- Maximum 16 persons
- Level walk on solid farm track
- 1.5 hours duration
- £300 per group

BOOKING

- Bookable online – payment due at time of booking
- Book on request by email – instant, payable prior to arrival
- Cancellation – 10%
- Contact us for further info

www.kinclune.co.uk/experiences



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How Best to Engage with travel trade

➤ Visit Scotland

Speak to your Industry Relationship Manager,
consider trade missions and trade events,
get involved in fam trips

➤ ETOA, UK Inbound

➤ Domestic Holiday Exhibitions



SCOTLAND'S TAY COUNTRY

Business Toolkit

How Best to Engage with travel trade

➤ Scotland's Tay Country

www.taycountry.uk

Contact: Jemma Reid

Email: Traveltrade@taycountry.uk

Business toolkit with travel trade guidance, opportunities and signposting to be launched soon!



design your stay in
Scotland's Tay Country

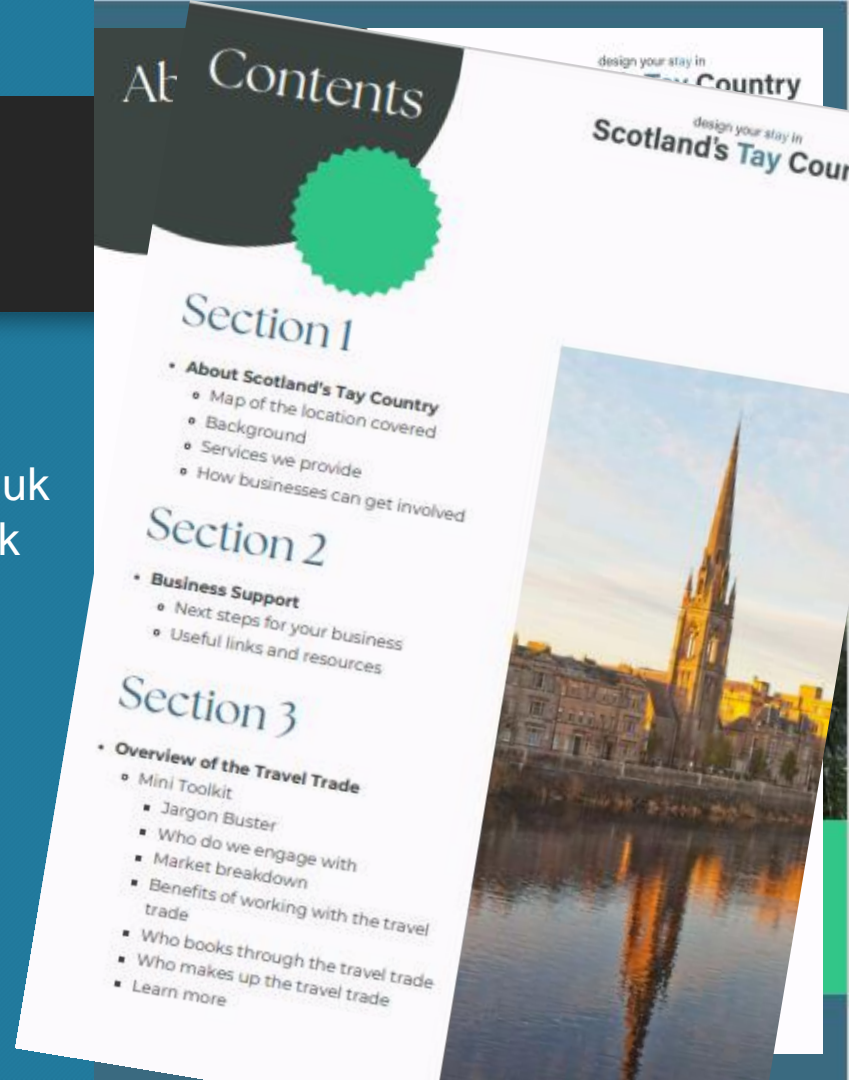
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Final thoughts

- ❖ Get in touch with Welcome to Fife
 - ❖ Linn Williamson/ Linn.Williamson@fife.gov.uk
 - ❖ Karen Christie/ KarenA.Christie@fife.gov.uk

- ✓ Understanding Your Tourism Assets
- ✓ Creating a Destination
- ✓ Relationship Building



Thank you

yvonne@whitestagtourism.com



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