



Leading the World to Britain

Andrew Daines

VisitBritain

e-Business Forum

E-Business in Travel, Tourism and Hospitality

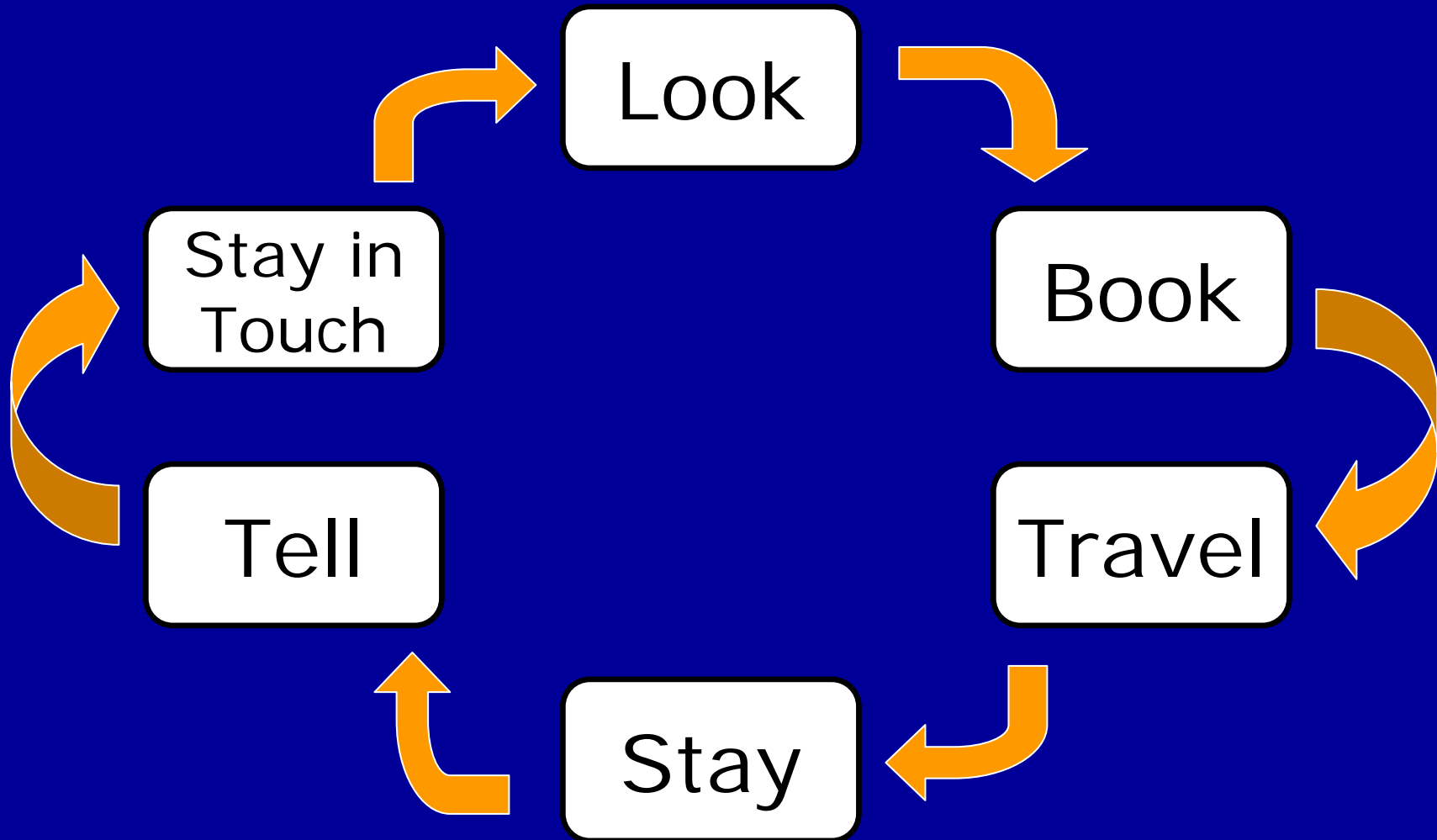
Divani Caravel Hotel, Athens , 14th March 2008

Our mission

- To build the value of tourism to Britain and in England
 - To increase visits and visitor spend
 - To increase the spread – throughout the country, throughout the year



The Customer Journey



VisitBritain websites



Καλώς ήρθατε | Χάρτης Ιστοσελίδας | Είσοδος | Εγγραφή | Ελληνικά

Αναζήτηση περιεχομένων

visitBritain™

Best of Britain Podcasts

London 4 You!

Itineraries Cities Podcasts

Βρετανία | Αξιοθέατα | Προορισμοί | Διαμονή | Μέσα Μεταφοράς | Κρατήσεις και αγορές | Το Ταξίδι μου

Το VisitBritain διαθέτει ό,τι πληροφορία και συμβουλή έχετε ανάγκη για να οργανώσετε αξέχαστες διακοπές στη Μεγάλη Βρετανία.

Αυτό το μήνα σας συμβουλεύουμε...

London 4 You

Θα ήθελες να μάθεις για τα καλύτερα εστιατόρια, του Λονδίνου; Για τις πιο trendy περιοχές για shopping και διασκέδαση; Η μήπως θα σε ενδιέφεραν πληροφορίες για μερικές από τις κορυφαίες ποδοσφαιρικές ομάδες του αγγλικού πρωταθλήματος;

► Ακολουθήστε μας στο...London 4 You!

Britain Rocks!

Η μουσική της βρετανίας είχε μία τεράστια επιρροή σε όλο τον κόσμο. Bee Gees, Queen, Police, Pink Floyd είναι μόνο μερικά από τα συγκροτήματα που έγραψαν ιστορία. Μάθετε περισσότερα και κερδίστε ένα ταξίδι για 2 άτομα!

► Γνωρίστε τους καλύτερα...

Είσοδος

Ηλεκτρονική διεύθυνση (login):

Κωδικός πρόσβασης:

[Ξεχάσατε τον κωδικό πρόσβασης;](#)

Britain Holiday Ideas

Επισκεφθείτε τη σελίδα με τους Partners και τις προσφορές τους.

Ιδέες και χρήσιμες ιστοσελίδες

Liverpool '08

Ανακαλύψτε τις εκδηλώσεις που σας επιφυλάσσει η Πολιτιστική Ευρωπαϊκή Πρωτεύουσα του 2008.

Εκδηλώσεις

Ο Τουτανχαμόν στο Λονδίνο

Το Λονδίνο καλωσορίζει τους

Online Marketing Strategy

Website Experience

- Content – depth, breadth, quality & highlights
- Navigation – ease of use
- Design & Branding – delivery of the brand, accessibility & usability (e.g. page loading times)
- Search & Commerce – range, quality & ease of use

Online Marketing Strategy

Traffic Generation

- Natural Search – search engine optimisation
- Paid – search engines, online advertising, newsletters
- Partnered – reciprocal links, newsletters
- Extension of other Marketing Activities – visitbritain.com
- User Generated – social networking, reader recommendations, etc

visitbritain.com facts

In 2006/07 visitbritain.com had:

- 13.7m visits by 9m people
- Average visit last for 4 mins 33 secs and looked at 9 pages
- Approx. 80% of traffic from search engines

- 900,000 – 1,200,000 visits per month
- US delivers greatest amount of traffic... but look out for India, China...

Customer Types

VisitBritain.com has five main customer types:

- Looking for inspiration to choose a destination (6-14% of customers depending upon county of origin)
- Planning a trip to Britain – not booked (34-45%)
- Planning a trip to Britain – booked (9-34%)
- On holiday in Britain (0-6%)
- Recently returned from holiday in Britain/Keeping in touch with Britain (11-23%)

Why customers visit visitbritain.com



- Information on places and regions
- Information on attractions and events
- Information on places to stay
- Maps
- Themed holiday ideas / information

National Tourism Platform

- Two key elements:
 - National Tourism Product Database (NTPD) of accommodation, attractions & events
 - Polling Service for live availability & pricing
- One key principle:
 - Open platform

Content / service partners



The islands of choice



National Tourism Product Database



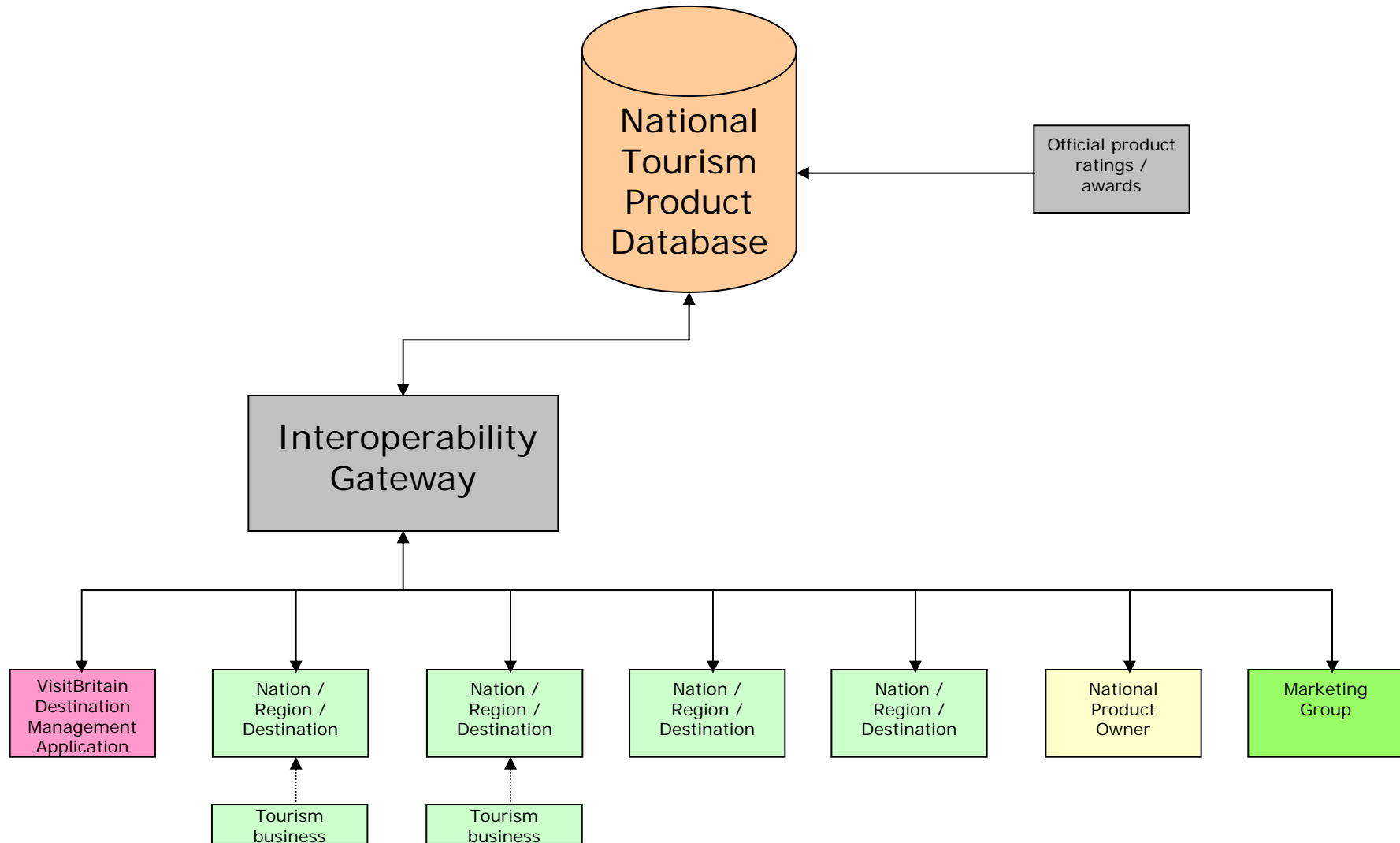
- Accommodation, Attractions, Events
- Compiled from 60+ Consolidation Points
 - National, regional and sub-regional tourism organisations
 - National Product Owners
 - Marketing Groups
- Data passes to / from VisitBritain via the Interoperability Gateway (IOG)
- Each record has one owner
- Ownership determined primarily by geographic location

NTPD – partners' technical partners

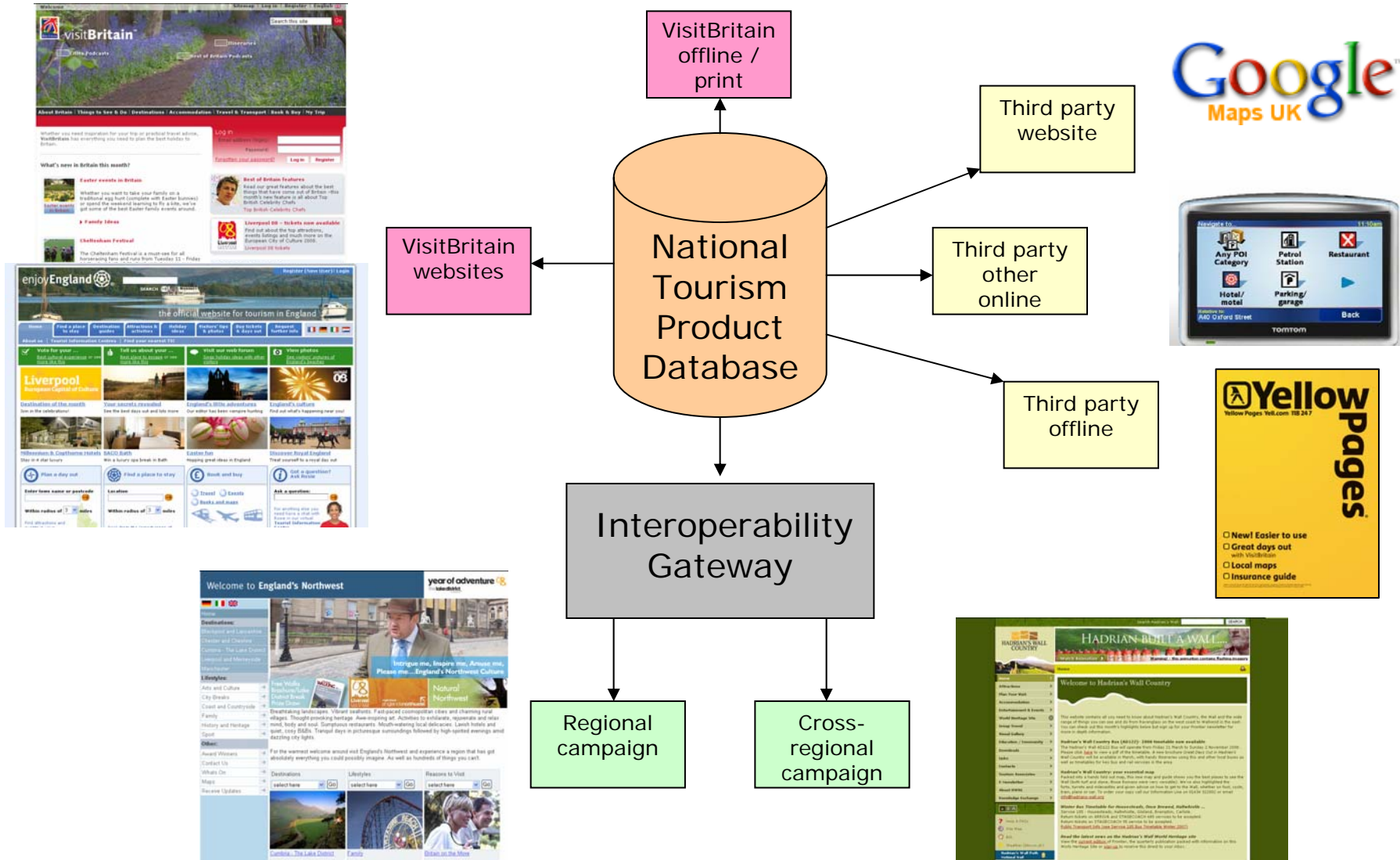


- Destination Management Systems
 - Tiscover
 - World.Net
 - New Vision
 - New Mind
- Bespoke technical solutions

National Data Consolidation



Data distribution



NTPD – key benefits

- Ownership of data
- Depth of data
- Data distribution opportunities
- Minimisation of duplication of effort
- Protects investment / allows flexibility re. systems

- Any downsides?
 - Control
 - Quality / protocols
 - Collecting new data items
 - Greater planning required

Look → Book – ‘Polling Service’

- Real-time availability and price checking
- Non transactional
- Provides a ‘deep link’ to one of 30+ sales agents, where the transaction can be completed
- Sales agent partners:
 - National, regional and sub-regional tourism organisations
 - National Product Owners
 - Marketing Groups
- Over 8,000 unique pollable products

Polling Service

Welcome [Sitemap](#) | [Log in](#) | [Register](#) | [English](#)

[Sign Up](#) | [Request Info](#) | [Email This Page](#) | [Print This Page](#)

visitLancashire.com
The Official Website of Lancashire and Blackpool Tourist Board

Search: [SEARCH NOW](#)

Coastal Contrasts Special Offer - Call for special rates

--- Quickfind ---

- Home
- Country Escapes
- Family Fun
- Coastal Contrasts
- Living Legends
- Night Time Buzz
- Accommodation
- Things to Do
- What's On
- Food and Drink
- Special Offers!
- Guide to Lancashire
- Travelling to Lancashire
- Conferences
- Group Travel
- Latest News

[Home / Where-to-stay / Book Online](#)

Book a Bed

[?](#) [+](#) [?](#) [?](#)

Step 3: Room Selection

The following accommodation is available.

Sparth House Hotel

Location: Accrington
Type: Hotel
Stay Dates: Friday, 25th January 2008
--- to ---
Sunday, 27th January 2008
Nights: 2
Grading:
■ 3 AA Stars ■ 3 Visit Britain Stars
2 nights, from 25 Jan 2008 to 26 Jan 2008

Precise match for requested stay date
Room 1 - for 2 guests

- Standard Double - £170
£85 per room/unit per night. Breakfast included.
- Executive Double - £190
£95 per room/unit per night. Breakfast included.
- Executive Suite - £220
£110 per room/unit per night. Breakfast included.

[Book It](#)

Availability Key

- Book Online** - Accommodation providers offering instantly bookable, guaranteed availability. A credit or debit card deposit payment will secure the booking subject to the establishment's own terms and conditions of booking which may include a further deposit. In some cases full payment will have to be made online.
- Confirm Availability** - Accommodation providers offering availability that needs to be checked with the establishment before a firm booking can be made. This check and any resulting bookings can be carried out online, secured by a 10% deposit payment via credit or debit card subject to the establishment's own terms and conditions of booking which may include a further deposit.
- Telephone Booking** - Whilst there is an available room / unit certain properties are unable to be booked online where the stay is within 48 hours of booking request. In such cases please ring and Lancashire and Blackpool Tourism Authority's Booking Service will be able to organise his booking.

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DISCOVER
england'snorthwest

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Polling service – key benefits

- Customer:
 - Easy-to-use facility
 - Allows price comparison
- Tourism businesses
 - Flexibility – cost / platforms
- Sales agents
 - Open platform
 - Flexibility of commercial models

Conclusions...what's next?

- Increase visitors (online and for real)
 - 20 million → 27 million
 - visitbritain.com and other channels
- Increase content
 - Depth and range, including user generated
- Increase bookable content
 - Accommodation
 - Other product types
- Distribution of database content and platform services



Thank you

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