Leading the World to Britain

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VisitBritain

e-Business Forum

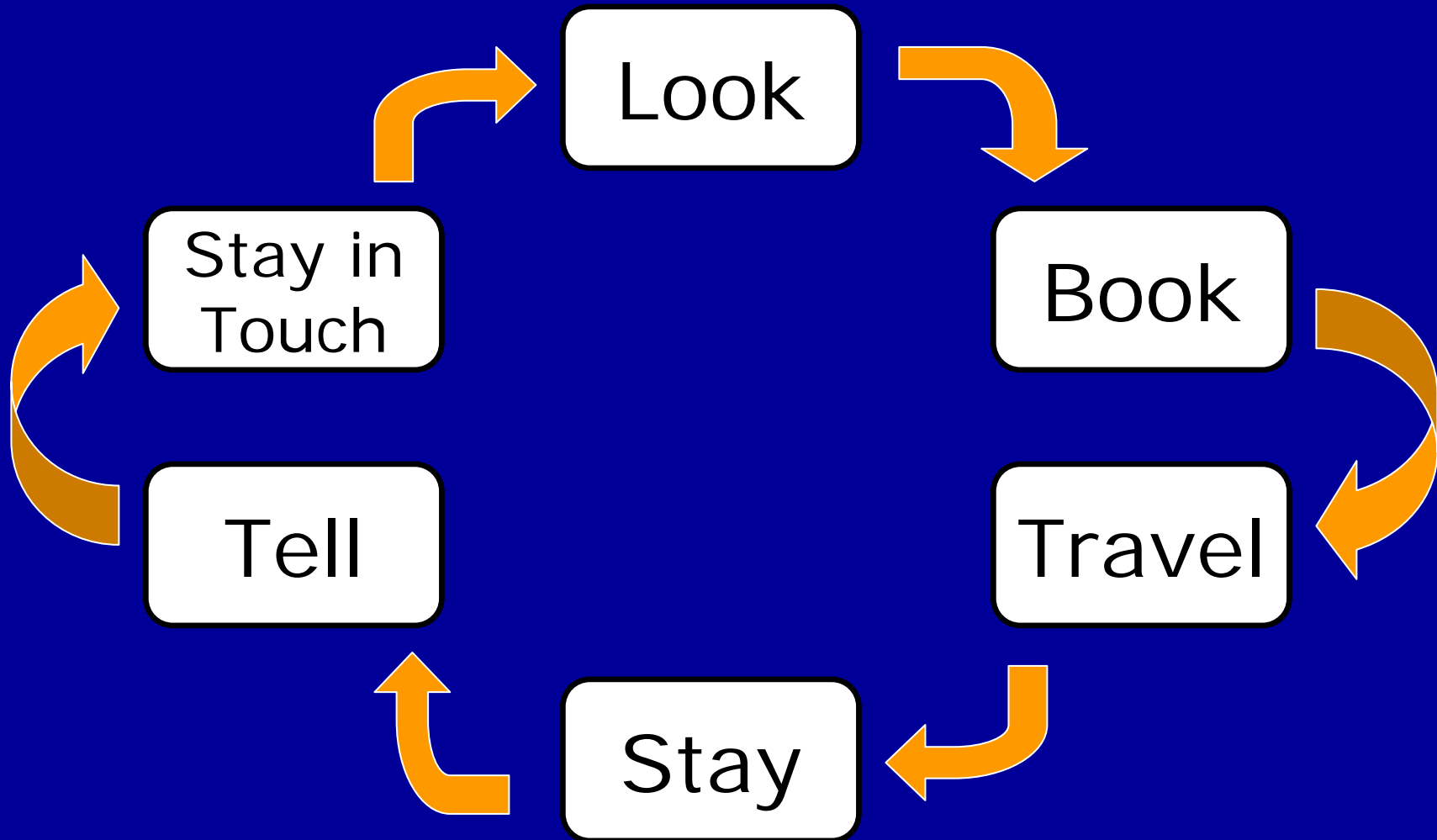E-Business in Travel, Tourism and Hospitality

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

leading the world to Britain

The Customer Journey

Look

Book

Travel

Stay

Tell

Stay in Touch

VisitBritain websites

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
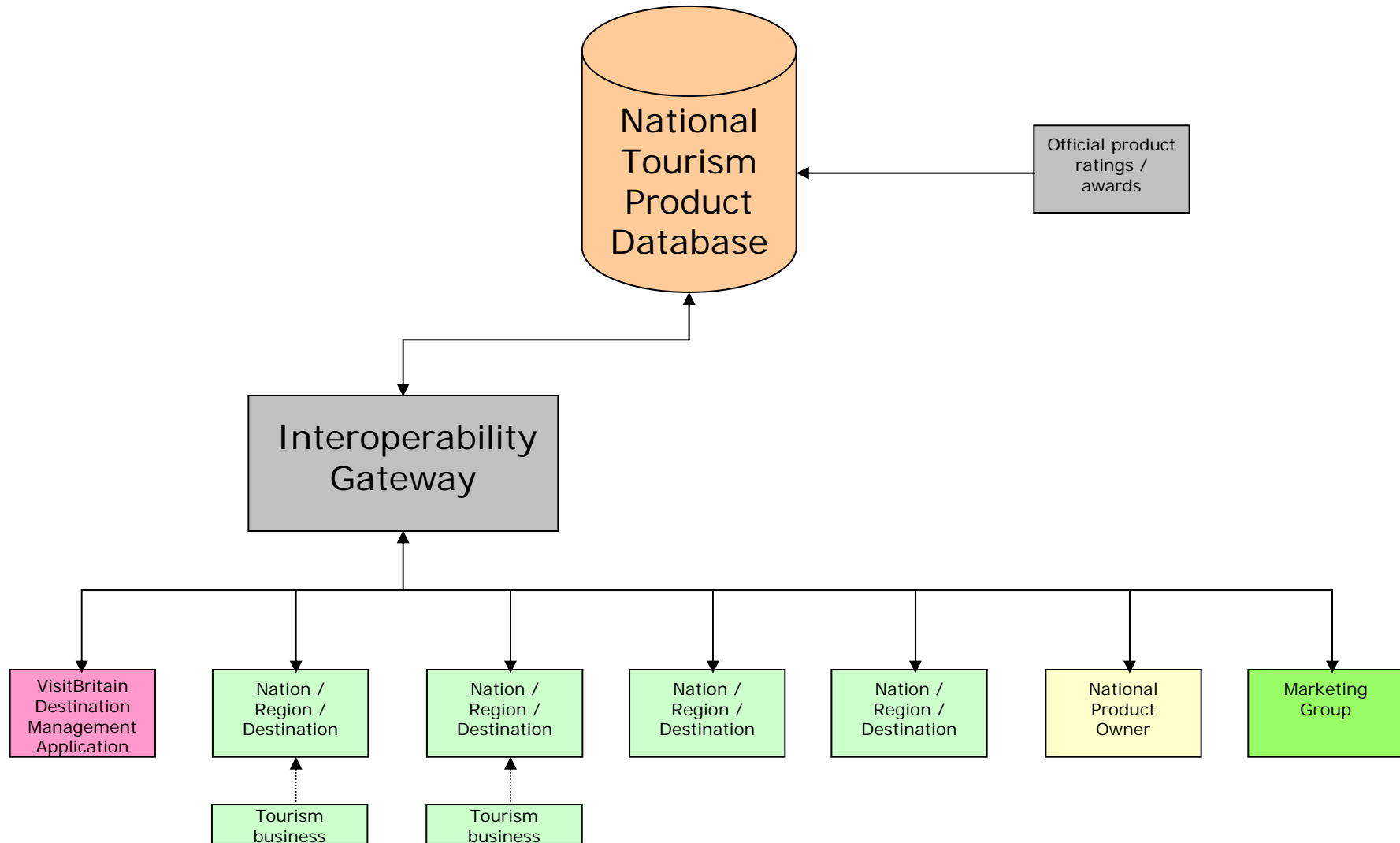
National Tourism Product Database

- 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
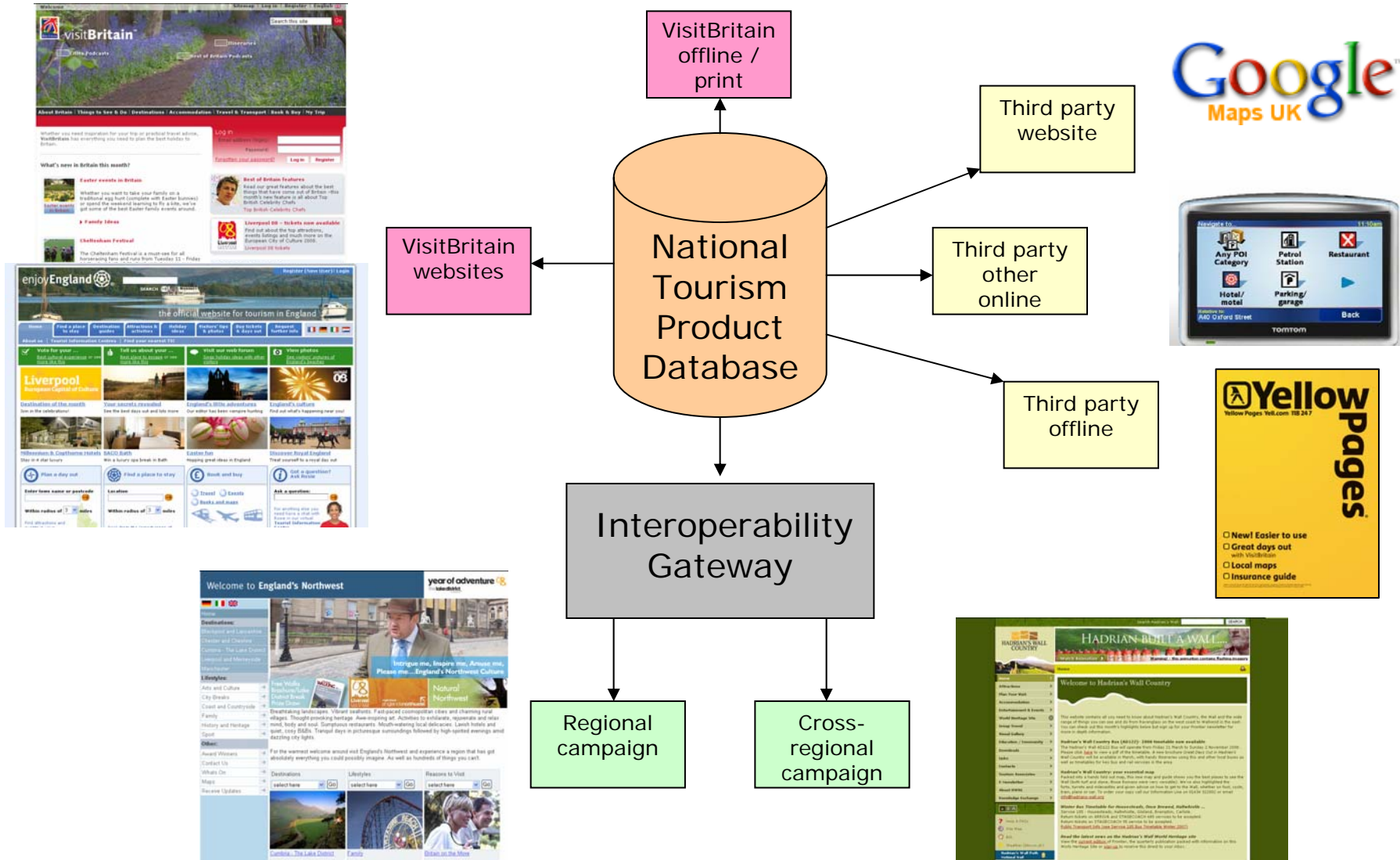
NTPD – partners' technical partners

- Destination Management Systems
  - Tiscover
  - World.Net
  - New Vision
  - New Mind

- Bespoke technical solutions

National Data Consolidation

Data distribution

VisitBritain offline / print

VisitBritain websites

National Tourism Product Database

Third party website

Third party other online

Third party offline

Interoperability Gateway

Regional campaign

Cross-regional campaign

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

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 <u>and</u> platform services

Thank you

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www.visitbritain.gr