



CASE STUDY

Susan Minto, National Account Manager at Macdonald Hotels & Resorts shares her thoughts on being a member of UKinbound since 2009.

Why did you become a member of UKinbound?

We became members of UKinbound to develop and build new relationships with buyers and suppliers, and to gain insight into the valuable inbound market in the UK. We also felt that it would be a great opportunity to highlight our portfolio of hotels throughout the UK.

What advice would you give to someone thinking about membership?

Would highly recommend membership - being part of this valued organisation gives you access to many buyers that you may have difficulty accessing on an individual basis. This is a great use of time, saving you many hours of research and appointment setting.

What are the main benefits to membership and why?

Being a member of UKinbound gives you a sense of belonging to a very important industry within the UK. UKinbound provides you a great platform to exchange ideas with industry peers. We have also benefited from business that we would have not obtained if had not been a member.

What makes you renew membership?

UKinbound continues to develop and react to the challenges that our industry encounters. Our membership was particularly beneficial during the pandemic, with UKinbound being proactive in dealing with the situation, giving relevant and valuable updates throughout. More than ever, our industry needs the association to be lobbying the Government as we move forward.

What advice would you give to a new member?

You will get out as much as you put in, so get involved.



MACDONALD
HOTELS & RESORTS



UKinbound is great for gaining insights and trends within the industry, and indicates that you are open to work with the very valuable travel trade.

Susan Minto
Macdonald Hotels & Resorts