



## CASE STUDY

Diane Glover, Marketing Manager at The Beatles Story shares her thoughts on being a member of UKinbound since 2017.

### Why did you become a member of UKinbound?

UKinbound has many members with which The Beatles Story was already doing business. Becoming a member gave us the opportunity to nurture our existing relationships and forge new ones, which has been successful for building up business.

### What advice would you give to someone thinking about membership?

If there is one association that is worth investing in, then UKinbound is the choice of many. The whole team and its members work tirelessly to get businesses on the road to recovery. Becoming a member of the UKinbound family will be a decision you won't regret.

### What are the main benefits to membership and why?

Being a member of UKinbound is one which has proved highly successful for myself and the wider business. It includes many benefits, such as gaining new business, nurturing and forging key partnerships, being kept updated on latest industry insights and actively lobbying the Government on current issues.

### What makes you renew membership?

During the past year, the UKinbound team and its members have proven to be an even more valuable lifeline of support. There is more work to be done now in the challenging landscape, building on the success of the work that has been achieved in the past. Therefore, renewing our membership this year was a no-brainer.

### What advice would you give to a new member?

Make the most out of the host of benefits on offer for members and get involved as much as possible in the range of events and fam trips. These are great for networking with its strong collaborative network of partners.



Working with UKinbound has given us numerous opportunities to network with both key trade partners and with the diverse range of events and benefits offered within our membership. UKinbound is a key affiliate of The Beatles Story and fundamental to growing our inbound tourism business.

**Diane Glover**  
The Beatles Story