



CASE STUDY

Per Jansson, Managing Director at AC Travel Group shares his thoughts on being a member of UKinbound since 2009.

Why did you become a member of UKinbound?

My main aim was to raise our company profile within the industry and to meet, network and create new relationships within the UK travel industry. It has proved to be an excellent way to make new contacts and to inspire my staff, by getting involved in various activities.

What advice would you give to someone thinking about membership?

Join! UKinbound offer a great range of benefits to its members. The organisation helps you to keep up to date with industry and its team, and is always available for advice and support.

What are the main benefits to membership and why?

It has been very useful for my team to participate in workshops and fam trips across the UK, meeting both existing partners and establishing new contracts. Coverage, information and lobbying has been excellent and very valuable to us.

What makes you renew membership?

All of the above! Renewing is an easy decision. We hope to continue to be involved and to benefit from fam trips, webinars, updates and future virtual/live workshops.

What advice would you give to a new member?

Take part in as many workshops and events as possible. Use networking opportunities and don't be afraid to contact and connect with the team at UKinbound.



UKinbound membership has become an important and pleasant part of our business life. It helps with industry insight in general, creates business opportunities and allows us to meet and network with the extended incoming tourism family across the UK.

Per Jansson
AC Travel Group