



## CASE STUDY

Daryl Bennett, Senior Regional Director at Go City shares his thoughts on being a member of UKinbound for over 15 years.

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

Put quite simply, unlike other trade bodies, UKinbound is the only trade association that represents and understands every aspect of the inbound travel industry, making it the go-to for anyone who needs to understand more about the sector and who was to grow business.

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

Do it! Just be sure you know why you're joining and what you want to achieve from membership. As with all Associations, you get out what you put in so make sure you're as active as possible - attend the seminars, network whenever you can, be present - the rewards can be fantastic. Don't look on from a distance and expect business to come to you.

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

UKinbound nurtures and encourages the most extraordinary culture of sharing and transparency. I often describe it as a family; we are all in this together and by working together, we can make our industry stronger so that we all benefit. The networking opportunities allow me to make new contacts and strengthen old ones to generate business and open up new opportunities.

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

Don't be shy! Take full advantage of all the events by attending as many as possible; it is the best and quickest way of meeting other members. And the membership and event teams in the UKinbound office will be able to help with introductions.



The membership with UKinbound has led to significant commercial deals. It's also proven to be an invaluable source of information and advice, which I've been able to share with senior management, who in turn have made more informed decisions.

**Daryl Bennett**  
GoCity