



CASE STUDY

Andrew Guthrie, Director of Contracting and Operations at JacTravel shares his thoughts on being a member of UKinbound for over 35 years.

Why did you become a member of UKinbound?

Initially, we joined the organisation to raise our industry profile. We have since benefited from the opportunities to network and forge relationships with other travel professionals. Most notably, we enjoy the chance to meet new suppliers and in turn, broaden our product range.

What advice would you give to someone thinking about membership?

UKinbound's strength is the broad range of benefits it provides for its members - networking, workshops, lobbying and being updated on issues impacting our sector. Behind this is a friendly and welcoming team that is able and willing to steer new members on how to get the most out of membership.

What are the main benefits to membership and why?

Our buying team find the networking events and B2B workshops particularly useful and our sales team get many new ideas from the Discover programmes and fam trips. In recent times, we have really appreciated the lobbying that UKinbound undertakes on behalf of our sector.

What advice would you give to a new member?

Actively participate in as many events as you can. Use the members directory, which contains a wealth of opportunity, and join a new members introductory session. Above all, connect and interact with the membership - they are a welcoming and knowledgeable group, and always look forward to meeting new members.

JacTravel

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Despite the current climate of careful cost control, we have decided to retain our membership with UKinbound.

The daily updates during the pandemic has been a particularly vital source of information.

Andrew Guthrie
JacTravel