



CASE STUDY

Helen Peters, Chief Executive at Shakespeare's England shares her thoughts on being a member of UKinbound since 2015.

Why did you become a member of UKinbound?

UKinbound was recommended to me by other tourism professionals who I respect. Previously, I spent 25+ years working 'outbound' and had been really surprised how little crossover there was, when it came to people, between the outbound and inbound tourism industry. By joining UKinbound, I immediately found a go-to networking group.

What advice would you give to someone thinking about membership?

There is nothing to think about, just join as long as you engage and take advantage of the opportunities UKinbound gives you, you will never regret it, or be challenged to justify the cost.

What are the main benefits to membership and why?

Keeping current. Our industry sees a lot of churn. People generally stay within the overall industry but will move from company to company. UKinbound membership helps me keep abreast of who is where, when I need a contact. As a DMO, it allows me to put my members and their products in front of DMCs, tour operators, and other service providers.

What makes you renew membership?

In a nutshell, what I said above but also the access to the UK pavilion at World Travel Market, the Annual Convention, as well as the networking events which often attract new businesses and give an opportunity to visit a new site. It is like a family, or feeling part of a larger organisation, which can be a real support when so many of us work in micro businesses.

What advice would you give to a new member?

As with any membership organisation, be it a sports team, the gym or a professional association, you get out of it what you put in. You cannot be passive and expect magic to happen, but if you engage and attend the networking events you will simply wonder why it took you so long to join.



The value that Shakespeare's England got from UKinbound during the pandemic is probably worth the membership fees for the next five years alone.

Helen Peters
Shakespeare's England