



CASE STUDY

Katie Weller, Travel Trade Sales Manager at The National Gallery shares her thoughts on being a member of UKinbound since 2022.

Why did you become a member of UKinbound?

Trade is a fluid, everchanging market and it is within my best interest to have a strong commercial awareness and understanding of what The National Gallery needs in order to be profitable and successful. It's important to keep in the loop about what's happening within the sector, and UKinbound is great for the latest industry insights.

What advice would you give to someone thinking about membership?

Travel trade is a relatively small community, and UKinbound has a high-quality network of buyers and suppliers. It is a great membership to be part of, in order to establish key contacts and grow your business. Your relationships are a key to the success of the business!

What are the main benefits to membership and why?

Raising our visibility of tours! The National Gallery is one of the most famous galleries in the world, but we need to shout about the new products that we have on offer for trade. Attending networking events, seminars and workshops help raise awareness and in turn will increase sales.

What makes you renew membership?

Since the moment we joined as members, the UKinbound team has been so encouraging and offered us a wealth of opportunities. We were recently offered the chance to host the Annual General Meeting, which is attended by over 100 members. This has really helped build our profile of our new products.

THE
NATIONAL
GALLERY



You get as much out of a membership as you put in! Be proactive, attend as many events as you can and reach out to the vast network available to you.

Katie Weller
The National Gallery