



CASE STUDY

Alexis Peppis, Regional Manager UK & Ireland at Tiqets shares his thoughts on being a member of UKinbound since 2018.

Why did you become a member of UKinbound?

UKinbound is a long-standing and well-respected association. We wanted to join for two main reasons - to improve our brand awareness and reach potential partners. Our membership has surpassed our expectations on both accounts.

What advice would you give to someone thinking about membership?

Do it! Ask yourself what you want from the membership. Be clear, and in turn, the association can easily align their resources to help you achieve your goals. Then, you can better judge the ROI of membership and renew year after year.

What are the main benefits to membership and why?

The membership has enabled us to contract more visitor attractions, which was our primary goal. The UKinbound Annual Convention is an absolute must-go event for someone looking to contract more suppliers within the industry. Their three day event is a mix of business and social, ensuring you build strong relationships with their members.

What makes you renew membership?

There is no other association better in generating an open and sharing culture amongst its members. Joss and the team have been instrumental in lobbying the Government for the betterment of the industry. You cannot expect to see change from the side-lines, and each membership gives UKinbound strength.

What advice would you give to a new member?

Be present - you get what you put in. There is an awful lot of content that is accessible remotely, but you're only seeing the tip of the iceberg when it comes to the benefits available.



“

The UKinbound events are designed for the members, so make sure you can attend, no matter what your reason for joining the membership is. You will get to hear travel trade trends, insights into supplier performance, networking, amongst many.

Alexis Peppis
Tiqets