



CASE STUDY

Aleš Kosejk, Head of Business Development at Visit Greenwich shares his thoughts on being a member of UKinbound since 2015.

Why did you become a member of UKinbound?

As a newly established DMO, we joined UKinbound so we could work more closely with some of the leading tourism brands, expand our network and reinforce the destination brand. We wanted to establish ourselves as a new, aspiring, proactive and engaged DMO in the market.

What advice would you give to someone thinking about membership?

We are all in this together. Whether you are thinking about growing your business or network, want to attract and win new business, being part of the UK's leading tourism association will make it worth your time and investment. The team is dedicated and committed to their members.

What are the main benefits to membership and why?

Being a member of UKinbound has helped us to reinforce the destination brand 'Greenwich'. We have achieved some great brand recognition within UKinbound and the industry. One of the main benefits of the membership has been the chance to invest into our brand and take it worldwide by exhibiting with UKinbound overseas.

What makes you renew membership?

It offers us good value for money. As a membership organisation, we fully understand its value of sharing information and opportunities, membership support, the use of resources and networking. We have created some memorable experiences and established long-term business relationships within UKinbound.

What advice would you give to a new member?

Be a proactive member - get involved. Learn about the membership benefits and use them fully. Speak and learn from existing members. If we are to succeed, we need to work together.



Thanks to UKinbound, we have been able to raise the profile of our destination, both domestically and overseas. The membership has been integral to the success of our travel trade engagement and strategy, and I have no hesitation in recommending it and its benefits to anyone.

Aleš Kosejk
Visit Greenwich