



CASE STUDY

Jennifer Cormack, Sales & Marketing Director at Windermere Lake Cruises shares her thoughts on being a member of UKinbound since 2014.

Why did you become a member of UKinbound?

We had been looking for a membership for many years as UKinbound was a very well established trade association and had great exposure within the industry. Since joining, many businesses in other regions have joined and the association has a great regional spread.

What advice would you give to someone thinking about membership?

Do not hesitate, join ASAP. If you are looking at growing your network, having full access to other members, getting the very latest industry insights and seeing ROI, then UKinbound is the association to be a part of.

What are the main benefits to membership and why?

The main benefits to us as a business are the opportunities to engage with and contract with international operators. The frequent networking and high-profile events such as the Annual Convention and World Travel Market are a huge benefit. UKinbound provides us with regular updates on legislation changes and offers invaluable advice to staff across the business from operations, marketing to HR.

What makes you renew membership?

UKinbound is a very well respected trade association and to be a member is a privilege. Year on year, the growth in international business that originated from a UKinbound event, contact or indeed a recommendation from another member grew exponentially.

What advice would you give to a new member?

As a new member, do not expect to join UKinbound and sit back, expecting business to start flooding in. Attend the events when you can, engage with other members, submit your press releases to the marketing team and be visible.

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LAKE CRUISES**

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New members are joining UKinbound all the time, and different members attend different events. The more events you can attend, the more opportunities there are for new business. It takes time!

Jennifer Cormack
Windermere Lake Cruises