



UKINBOUND
THE VOICE OF INBOUND TOURISM

AUTUMN GENERAL MEETING

2 SEPTEMBER 2024



UKINBOUND
THE VOICE OF INBOUND TOURISM

WELCOME

Rebecca Brooks

Chair

AGENDA

1. Welcome – Rebecca Brooks, Chair
2. Minutes Review – Chris Ball, General Secretary
3. Welcome from Royal Museums Greenwich – Andrea Larotella, Senior Travel Trade Manager
4. CEO Update – Joss Croft, CEO
5. Guest Speaker – Howard Dawber, Deputy Mayor for Business and Growth; Chair of London & Partners
6. Q&A
7. Any Other Business



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REVIEW OF MINUTES

Chris Ball

General Secretary

Royal Museums Greenwich

National Maritime Museum | *Cutty Sark* | Royal Observatory | The Queen's House



Andrea Larotella



The Queen's House



National Maritime Museum

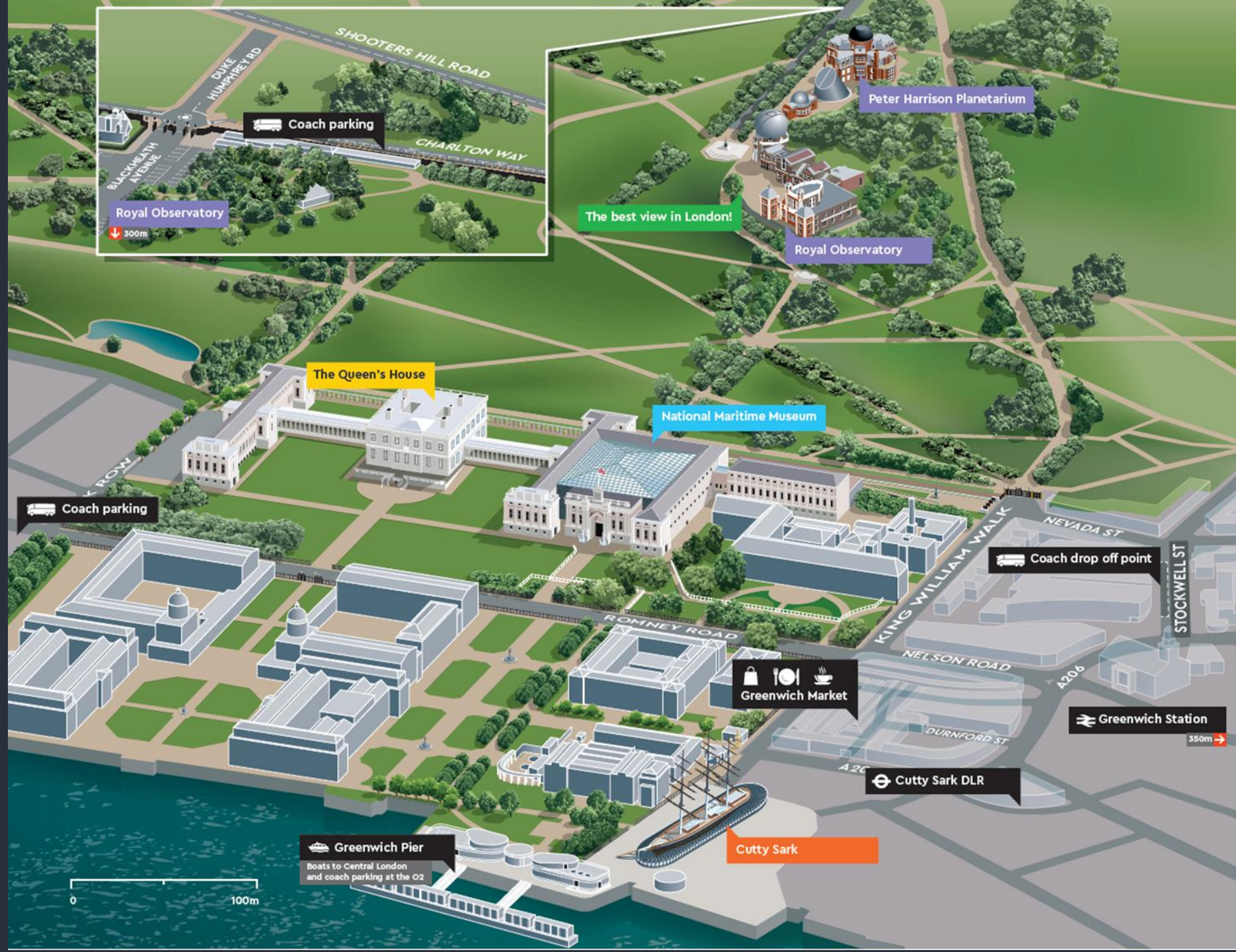


Cutty Sark



Greenwich 00°00' W
Royal Observatory

All sites within a
15-minute walk
of each other,
within a UNESCO
World Heritage Site.





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ASSOCIATION UPDATE

Joss Croft
CEO

BWH Hotels



gojo



DOWTK
Day Out With The Kids

londonist
HOSPITALITY



SATISFI
LABS

DUKES
LONDON

KUONI global destination
management by JTB
TUMLARE



Le Shuttle



A LA CARTE
TOURS AND EVENTS



Arnold Clark
CAR & VAN RENTAL



simpleview



WHAT HAVE WE BEEN UP TO? MEMBERSHIP

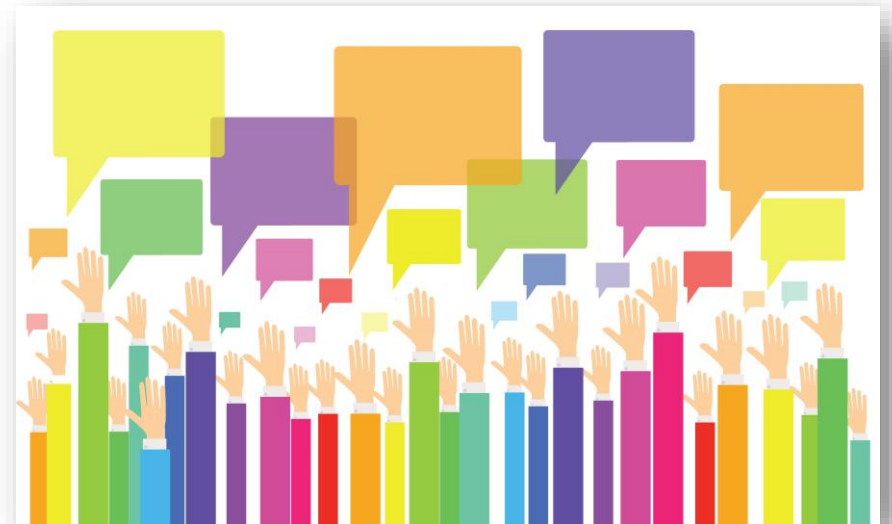


Business Barometer Survey 2023-24
April 2024



Membership Satisfaction Survey
2023-2024
April 2024

HAVE YOUR SAY!



WHAT HAVE WE BEEN UP TO? **EVENTS**



WHAT HAVE WE BEEN UP TO? **ADVOCACY**



WHAT HAVE WE BEEN UP TO? **ADVOCACY**

The impact of the result

Along with a change of Government, we face

- 350 + New MPs
- Weak Opposition -
Conservatives divided and focused on leadership
- Inexperienced 3rd party and loss of SNP support



WHAT HAVE WE BEEN UP TO? MEDIA

INDEPENDENT

Tory MP demands Brexit damage to school group tourism is eased

The Telegraph

The world's most expensive visas for UK holidaymakers

TRAVELWEEKLY

UKinbound calls for collaboration with new government on tourism

TOP STORIES

UKinbound manifesto 'can fuel growth'

Met Office expert reveals exactly when UK could finally see warm weather in June



53 pieces of coverage



460m total reach




2 media interviews

sky news

Taylor Swift Eras Tour: Final UK shows at London's Wembley Stadium 'will boost economy by £300m'

Manchester Evening News


WHAT HAVE WE BEEN UP TO? MARCOMMS




UKINBOUND
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May 2024

MEMBERS NEWSLETTER




UKinbound launches manifesto to drive visitor economy growth. [Read more >>](#)




VisitBritain
Destination MEA
registrations open

Read more >>




Lee Stupple joins
Wicked Direct as
Account Manager

Read more >>




Oxfordshire
businesses report
mixed confidence

Read more >>




Timberush Tours
launches luxury
chauffeur service

Read more >>




Visit Moray Speyside
introduces Speyside
Golf Pass

Read more >>



Edinburgh Castle
announces seasonal
schedule changes

Read more >>



UKINBOUND
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May 2024


BESPOKE MAILING



The "group travel" landscape is ever changing, modernising and progressing, faster and more widespread now than ever before.

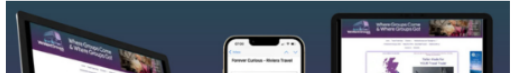
Your stereotypical "coach group" is becoming much more inclusive of other age and activity demographics. Corporate groups, educational and youth organisations, sports and social clubs, school group coordinators, are all becoming more proactive within the UK tourism industry, plus of course renewed and new interest from overseas group organisers is now really starting to flourish once more.

Sustainable growth requires 21st century solutions, and this is where we step in!



Where Groups Come & Where Groups Go!

WeWantGroups.com is the ONLY 100% digital media & marketing platform within the UK's coach and groups market. Founded in 2020 and purposefully built for smartphone, tablet and desktop use, we are used by thousands of tour planners and organisers throughout the UK, Europe and the USA who are looking for new ideas on where to go, what to see and where to stay!





Augmented reality

This month sees Westminster Abbey become the UK location for a new world touring immersive exhibition



Get me there...

Exhibition entry is included in the price of admission, with timed booking slots available via westminster-abbey.org (adults: £29, concessions £26)

Photo: History

WESTMINSTER ABBEY WILL be the UK location for the world touring immersive exhibition 'Notre Dame de Paris, The Augmented Exhibition' from 7 February to 1 June 2024. Revealing the story of the French Gothic masterpiece, Notre Dame de Paris (Our Lady of Paris) from its earliest origins in the 12th century to its restoration following the devastating fire of 2019, it has been created by digital heritage specialists, History, in collaboration with the building's owner, Westminster Abbey, and supported by L'Oréal Group.

Already seen by 300,000 exhibition-goers worldwide, the UK location will be the 13th century Chapter House at Westminster Abbey, another famous and iconic church that is a masterpiece of Gothic architecture. The exhibition will take visitors on an interactive journey through Notre Dame's past including the 16th century wedding of King Henri II, the glittering coronation of Napoleon Bonaparte, and the 19th century construction of Notre Dame's iconic spire of Viollet-le-Duc, which was tragically destroyed by the fire. The skill, artistry and vision over the ages of its architects, craftsmen and builders, and the 21st century expertise who are bringing it back to its former glory, will be brought to life in the show.

Visitors to the exhibition will be issued a 'HoloPad', a portable, touch-screen tablet developed by History that will serve as their portal to key moments in Notre Dame's history and restoration. The state-of-the-art technology is accessible to visitors of all ages and levels of technological savvy. Its narratives are presented in 13 languages and is supplemented by virtual treasure hunt for children and an on-board selfie studio.

The HoloPad™ tour through Notre-Dame's history takes place in galleries designed to envelop the visitor in a multi-sensory experience, including audio of the cathedral's organ and tolling bells, a full-size replica of one of the architect's beloved chandeliers, and a projection of one of Notre-Dame's iconic rose windows, which survived the fire.

Notre-Dame de Paris, The Augmented Exhibition will be part of Fraternité, a spring season of events at Westminster Abbey celebrating the links between the UK and France with music, talks and events. Notre-Dame de Paris is due to reopen again after restoration work at the end of 2024. EUSA



UKinbound is the only trade association to represent inbound tourism - the UK's second largest service export sector and third largest employer. We help our 420+ plus members manage successful, profitable businesses that are part of a vibrant and sustainable inbound tourism industry, and lobby Government to remove barriers to growth.

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WHAT HAVE WE BEEN UP TO? MARCOMMS



NATIONAL 2024 SALES CONFERENCE
27 JUNE - LONDON | 14 NOVEMBER - BIRMINGHAM

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sugarcrm **Seismic**

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ACTIVATE EDINBURGH

23-25 November 2024

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WHAT'S NEXT?

- IFTM Top Resa: 17 – 24 September
- Annual Convention: 25 & 26 September
- Awards for Excellence: voting closes tomorrow!
- China Welcome Workshop – Visit Greenwich: 8 October
- World Travel Market: 5 – 7 November
- Renewals





QUESTIONS



UKINBOUND
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Guest Speaker

Howard Dawber

**Deputy Mayor for Business and Growth
Chair, London & Partners**



QUESTIONS



ANY OTHER BUSINESS