

WEST KENT
GARDEN *of* ENGLAND

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Peer Eco-Systems

Getting your Experience in front of customers using tourism distributors



EUROPEAN UNION
European Regional Development Fund

Interreg 
France (Channel
Manche) England
EXPERIENCE
European Regional Development Fund

Getting your Experience in front of customers using tourism distributors

Today, we will;

- What are tourism distributors and why are they helpful?
- Key Speaker: Charlie Wilde, TXGB
- Learnings for the Visitor Economy
- Breakout Session – discussions
- Summary and Close

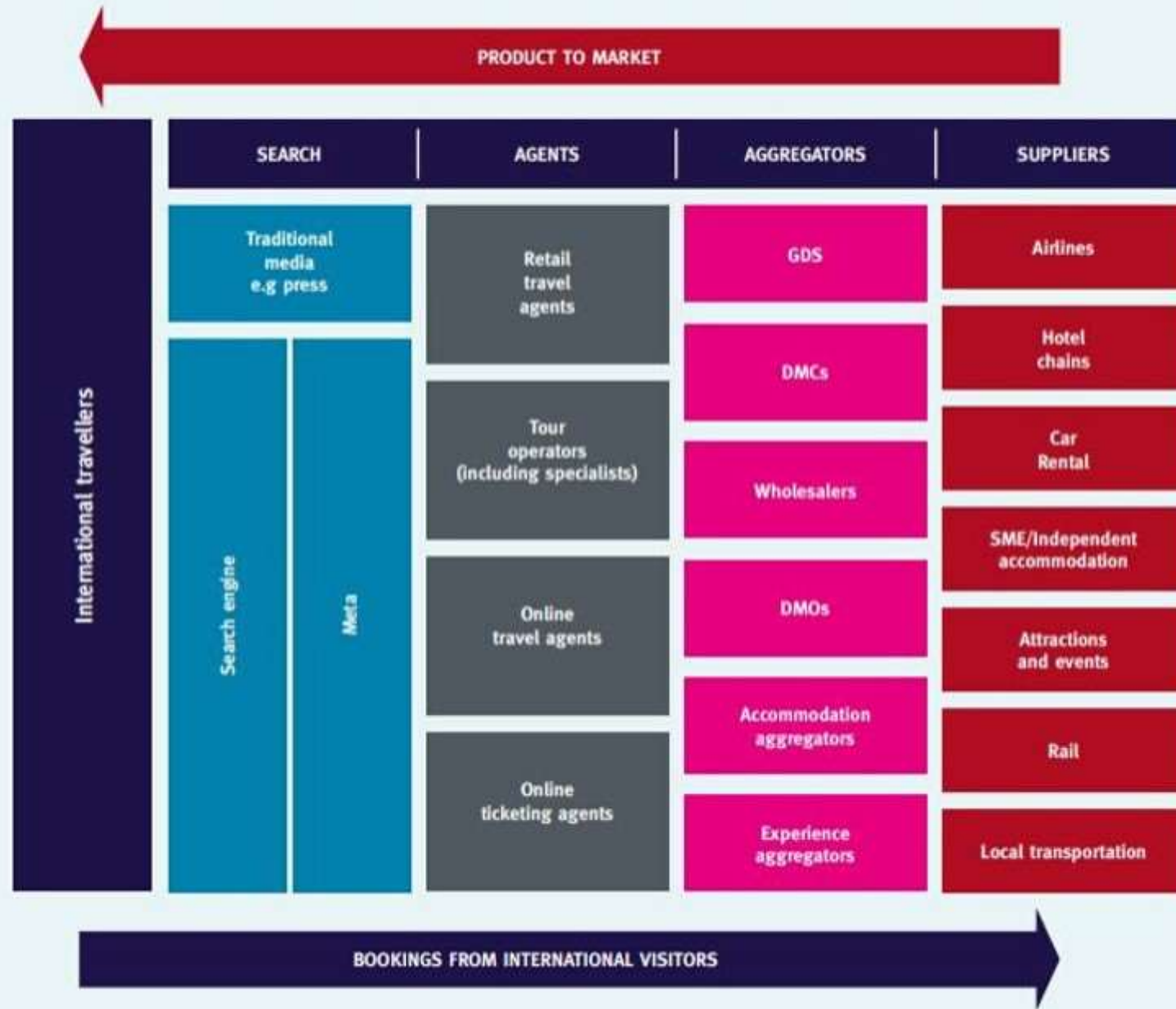
What are Tourism Distribution Channels?

“An operating structure, system, or linkage of various combinations of organisations through which a producer of travel products describes, sells, or confirms travel arrangements to the buyer”

PUT SIMPLY...

all the channels through which a visitor can buy a product,
other than directly with the business itself.

The travel distribution system



What are the benefits?

- ✓ Wider customer base beyond your marketing budget
- ✓ Tap into existing and well-established market channels including bigger markets with intelligence, insights and advice
- ✓ Piggyback off the visibility and brand awareness of intermediary
- ✓ Partnerships and packages
- ✓ Pay only for results
- ✓ Form long-lasting relationships

What are the challenges?

Intermediary fees

Difficult to display real time availability

Loss of control over marketing/communications

Reliant on intermediary to deliver expected level of service

Reduces direct customer contact

Difficult to change/amend packages

Things to think about

- **Talk** – Take some time to discuss your Experience with each distribution channel/intermediary to find out what you can do to help them generate more sales
- **Model** - Tap into best practices displayed by similar Experiences
- **Track** – Set up ways to monitor and track the performance of across each channel, so that you know which are working best for you
- **Avoid Price Conflicts** –You want all of your customer touchpoints to be aligned, so avoid price conflicts as this could harm future sales



Tourism Exchange
Great Britain

Charlie Wilde

Interim Head of Product Development and Distribution



The travel distribution system





Product Development and Distribution Priorities 21/22

Take England to the World programme

How to get your business internationally ready -

<https://www.visitbritain.org/taking-england-world-trade-education-programme-2021-2022>

Product Audit

Ensuring key global markets have the latest products for itineraries and educational

TXGB (www.txgb.co.uk)

Online technology platform enabling suppliers to widen and strengthen their distribution channels

Camelot Days Out campaign

Aim to increase the shoulder season for participating attractions around the UK

The travel distribution system

What is it?

...

Global network of independent businesses

Series of distributors and intermediaries

No matter how your customers book with you now, you are part of the system

Understand how to use it efficiently and effectively

Why use it?

To grow your business

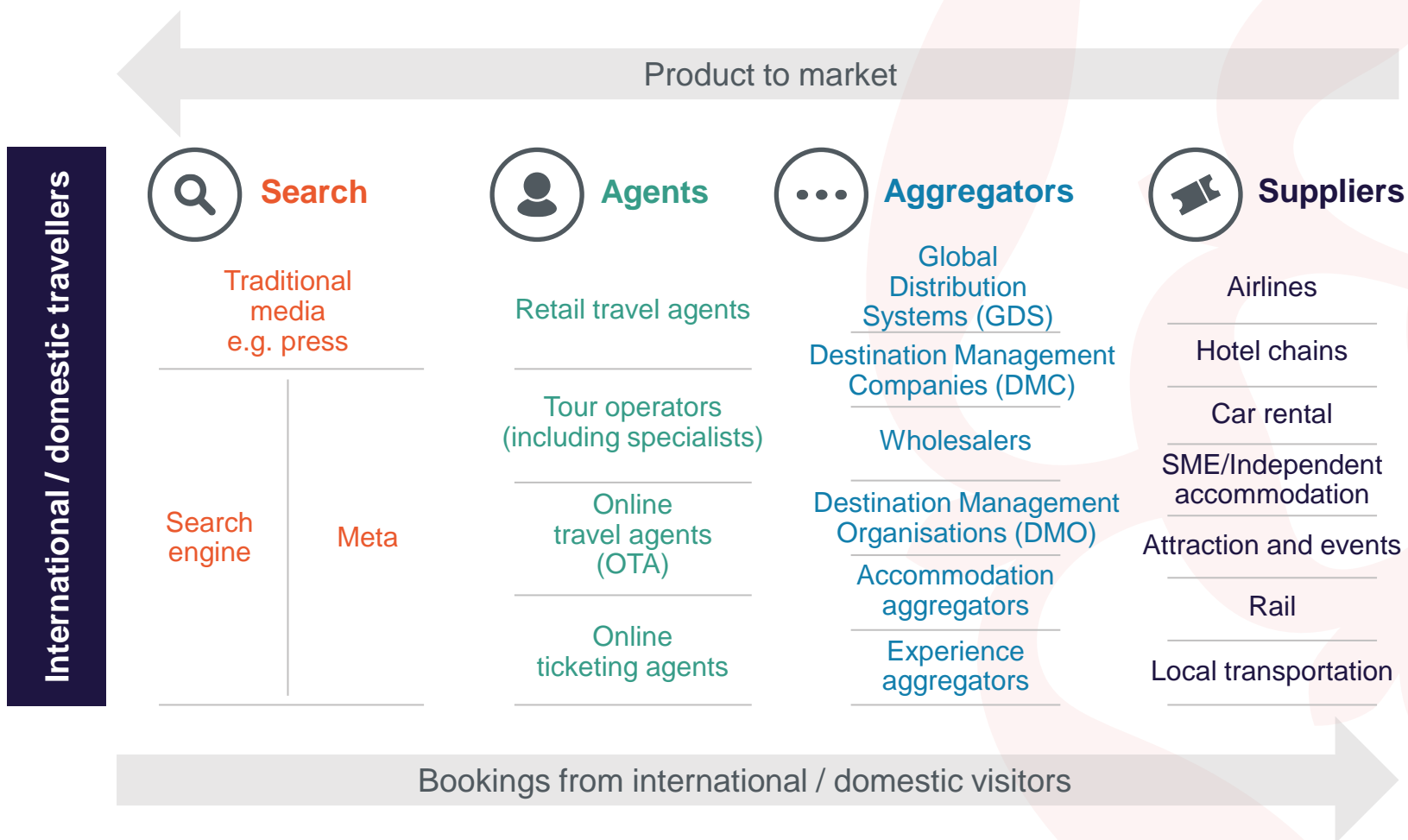
Make your product bookable for all customers

Extend your global footprint

Connect with market experts

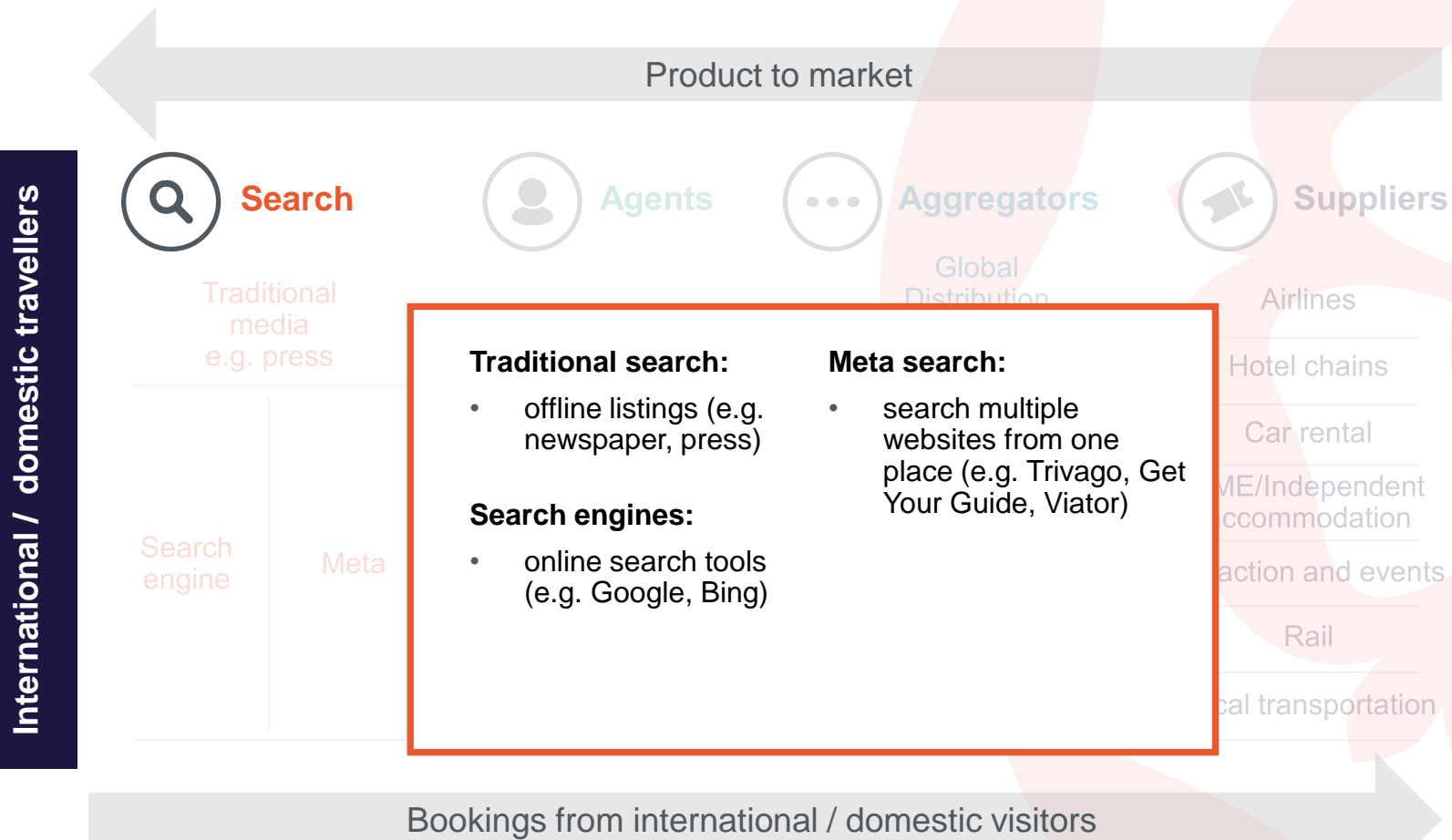
The travel distribution system

What does it look like?





The travel distribution system

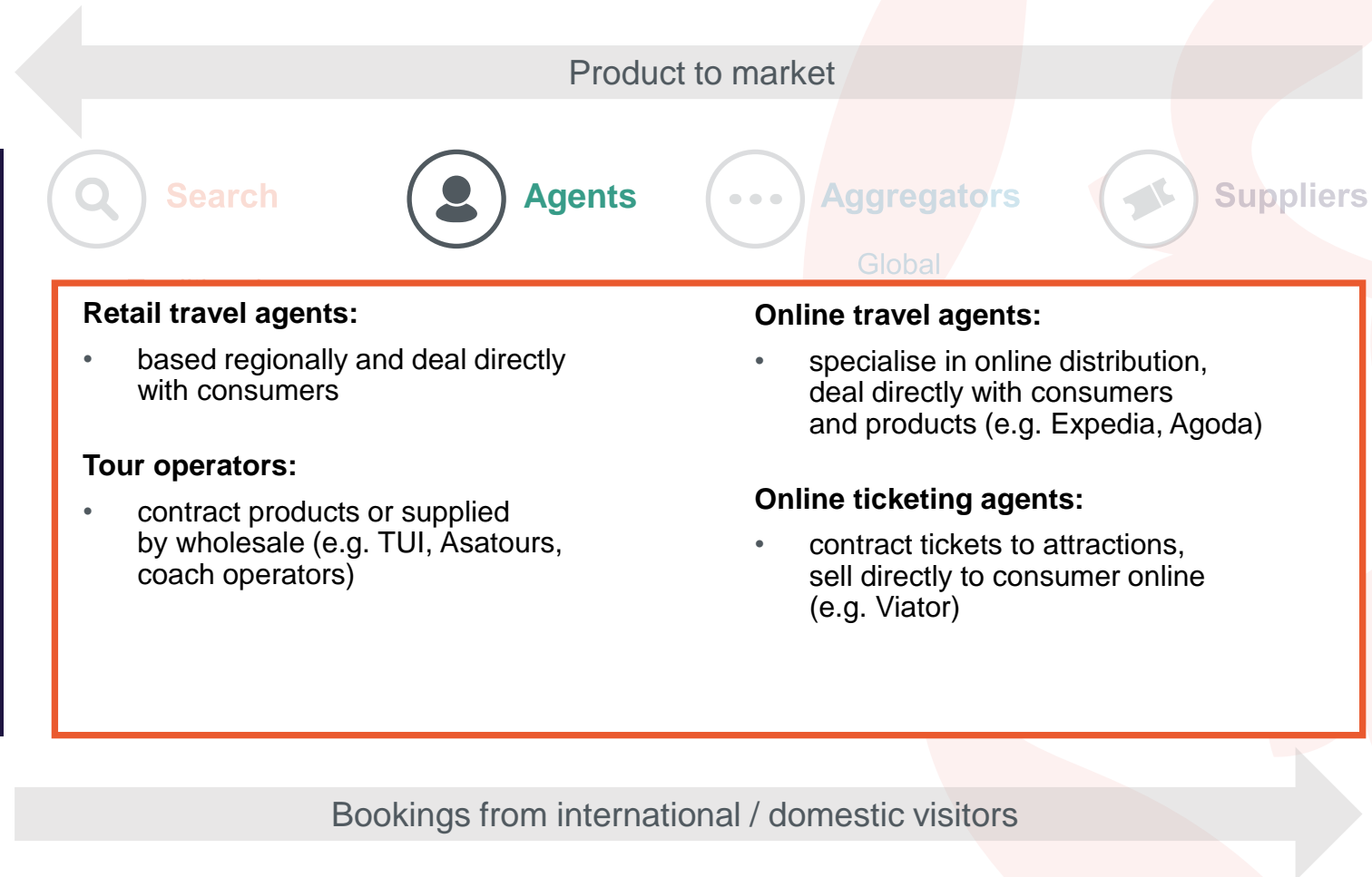


International / domestic travellers



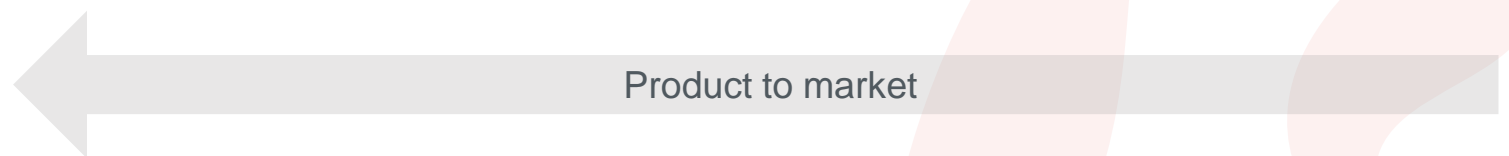
The travel distribution system

International / domestic travellers



The travel distribution system

International / domestic travellers



Search



Agents



Aggregators



Suppliers

Global distribution systems (GDS):

- computer systems holding inventory (e.g. Amadeus, Sabre, Galileo)

Destination management companies (DMC):

- provide packages, itineraries, group travel services (e.g. Hotels & More, Abbey Tours)

Wholesalers:

- silent partner, selling through various third parties (e.g. Miki Travel, GTA)

Destination management organisations (DMO):

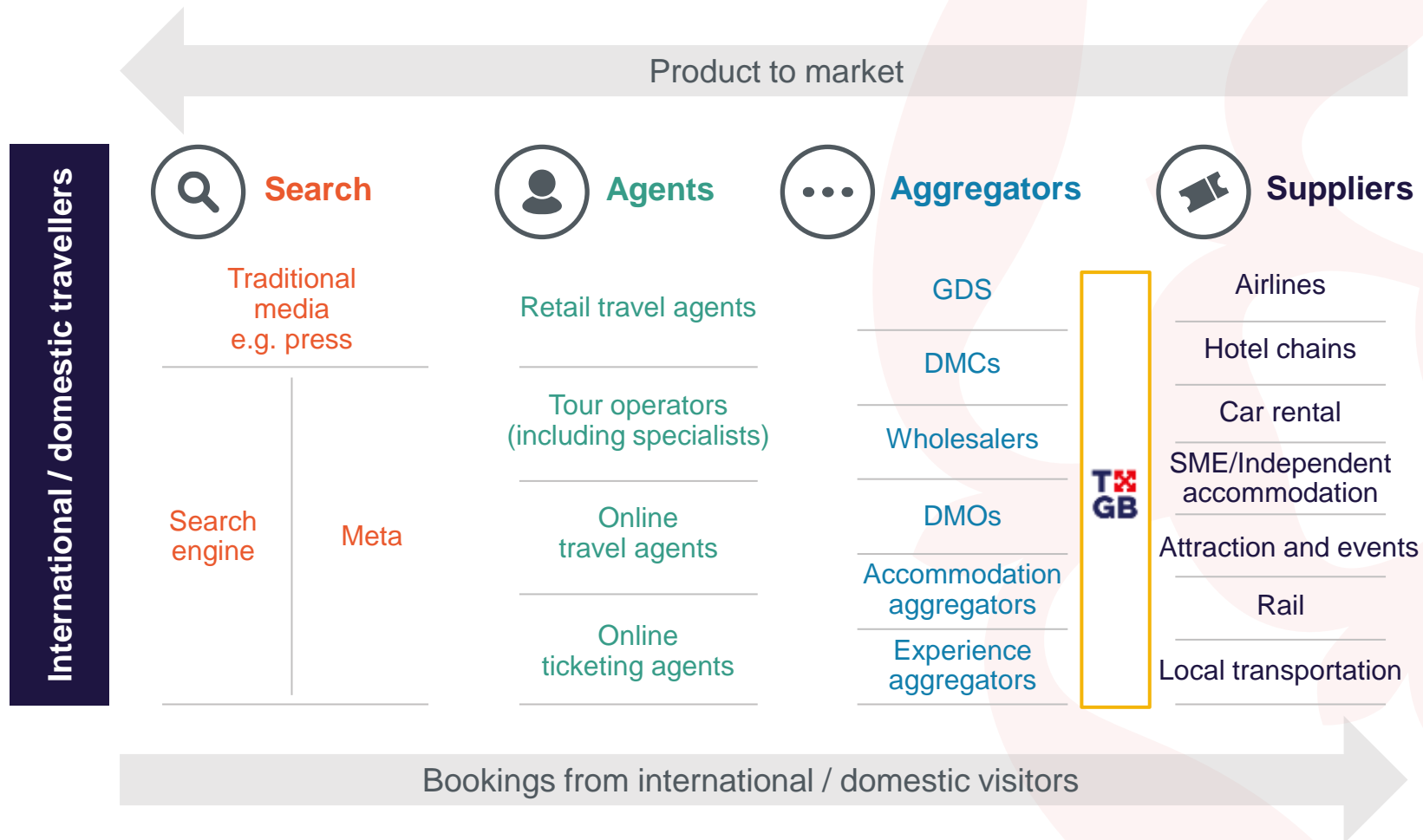
- promote geographically relevant products

Accommodation and experience aggregators:

- search multiple websites (e.g. Trivago, Viator, Get Your Guide)

Bookings from international / domestic visitors

The travel distribution system

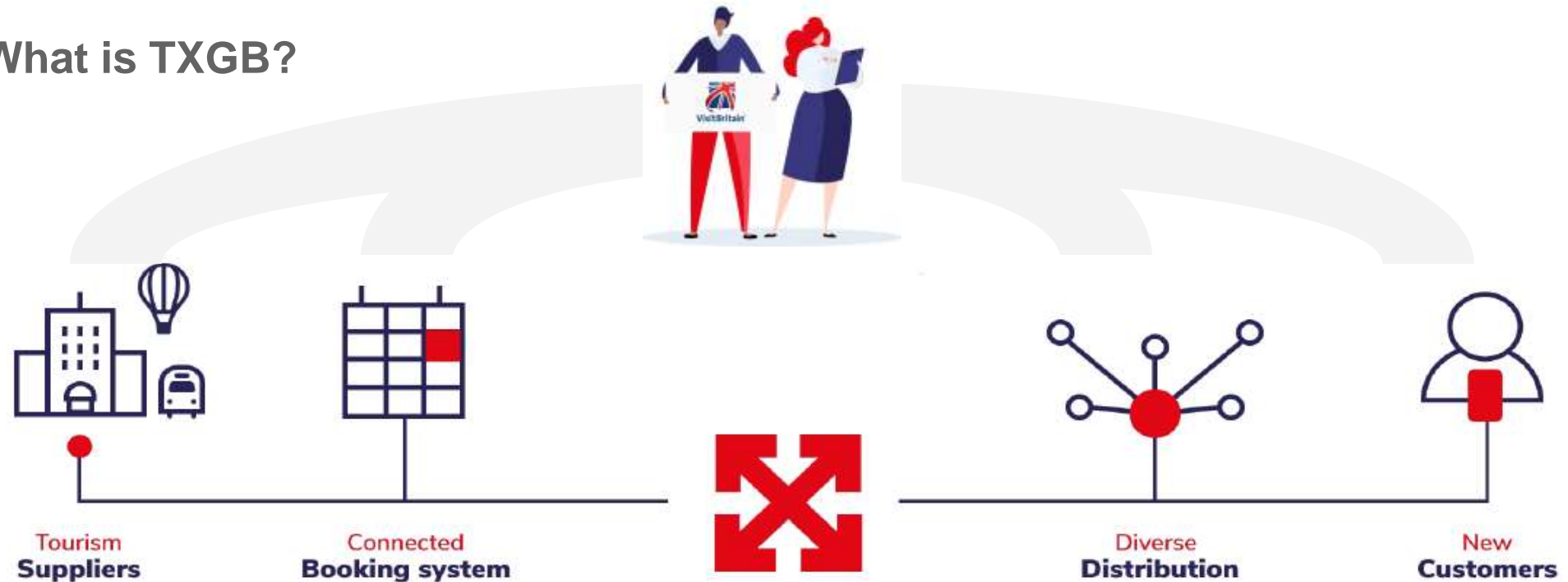


The travel distribution system



Tourism Exchange
Great Britain

What is TXGB?



Launched in partnership with VisitBritain, TXGB connects tourism businesses to a range of distribution channels, in order to reach new customers and grow sales



What is TXGB?



The travel distribution system



Tourism Exchange
Great Britain

Benefits of TXGB

- **FREE to join** - pay nothing until you start to generate bookings
- **EASY to connect** - share live availability via your booking system or direct load products
- **REACH consumers** - via over 150 connected channels including global OTAs, to access domestic and international markets
- **UNIQUE access** - to a variety of destination campaigns



National Lottery Days Out campaign



National Lottery Days Out

Claim your **£25 voucher code*** to use at hundreds of top attractions using your Lotto ticket

[Claim your voucher code](#)

[Play Lotto now](#)



SUP Bristol Taster Session



Camera Obscura & World of Illusions

What are distributors looking for?

- Quality products and experiences
- Reliability and efficiency
- High levels of customer service
- Clear and easy to understand assets

What should you look for?

- Identify distributors that are strong in your target market
- Start with local distributors
- Meet through workshops, missions, agent familiarisation, face to face
- Find someone who's in it for the long haul

Key Learnings

- Tourism Distribution Channels can provide widespread customer reach
- Technology is leading more customers to search online for travel inspiration and package ideas
- Tourism Distribution Channels can allow you to scale quickly
- They can cross-promote 'experiences' which helps draw in new customers
- The limitations include a loss of revenue through commission/fees, lack of control over marketing and lack of flexibility

Breakout Session

Participant Thoughts

- Which distribution channels such as AirBNB Experiences have you tried?
- What are the pros and cons of the distribution channels you have used?
- Would you have different offers for distribution channels vs. direct customer?

Session Summary