

***Working with the Travel Trade  
in conversation with Lynne from  
Beirhope Alpacas***



# Working with the Travel Trade

## What or who is the travel trade?

The travel trade is a distribution network of tourism and travel intermediaries who organise travel services and provide them as packages tours or individual bookable services.

They make arrangements and contracts with hotels, airlines, attractions and other suppliers and then promote and sell those in assembled travel packages or individually.

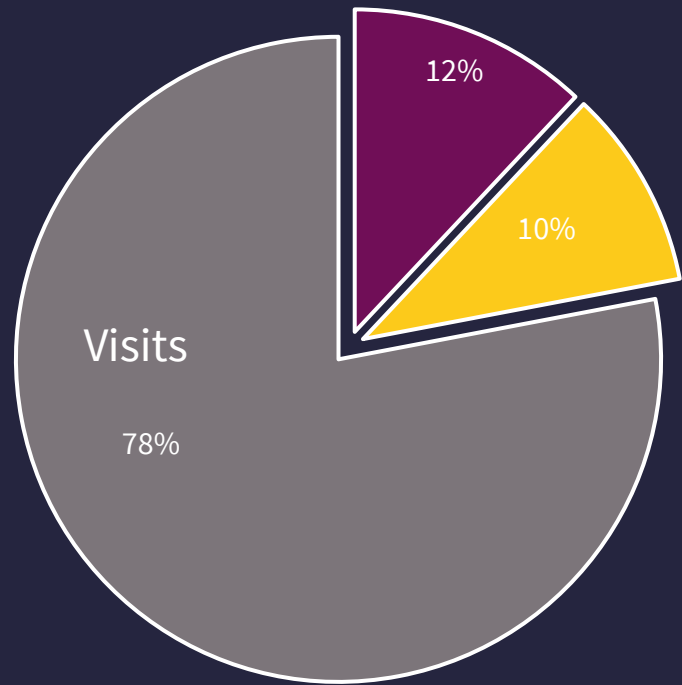


# Routes to market

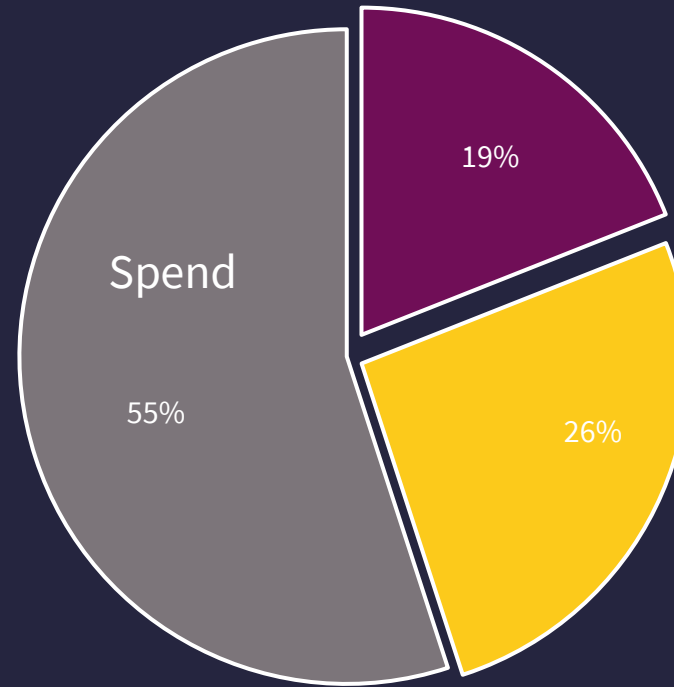


# How big is the pie

In 2019 UK inbound visitors were spending £28.4 billion



■ Europe ■ Long Haul ■ UK



■ Europe ■ Long Haul ■ UK



## *How do international visitors book*

- International visitors book on average 6 to 9 months in advance of travel
- The majority book through a travel agent or tour operators in their home country (USA 55%, Germany 65%)

There is no effective way to reach tourists pre arrival without working through the travel trade.





# ***What does working with the travel trade offer***

Currently over 500 companies bringing tourists to the UK –

- Large amount of marketing through websites and brochures
- They advertise globally
- Advice to visitors who are still at the planning stage of their holidays
- This marketing is not charged for!

**Travel distributors allow businesses to reach a customer base beyond their marketing budget.**



## *What do tour operators look for in a product*

- ✓ Quality products and experiences, delivered consistently
- ✓ Reliability and efficiency
- ✓ Consistent operating hours and regular schedules
- ✓ High levels of customer service and helpful reservations staff
- ✓ Clear and easy to understand collateral
- ✓ Easy communication via phone numbers and email
- ✓ Understanding of the cultural needs of different markets
- ✓ Discounted travel trade rates pricing 18 months in advance



## Revenues and the bottom line

- Every customer booked through the travel trade is adding around 80% more revenue to the sales figures
- Commissions are only paid for each successful **sale** - it is a no win no fee relationship



**Commission payments are a marketing spend with a 100% ROI**





# How do you engage with the travel trade?

Lynne Jobes  
Beirhope Alpacas



# Did you develop product specifically for the trade?

Lynne Jobes  
Beirhope Alpacas



# Any commercial requirements that gave you trouble?

Lynne Jobes  
Beirhope Alpacas



# Is being bookable online important?

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# Questions?





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