



ANTOR Tourism EDB Seminar BRITAIN

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Manger, Hong Kong and Southern China

VisitBritain

Agenda

- About VisitBritain
- Travel Statistic
- About Britain
- Strategy and Marketing
- Sustainability

History of VisitBritain

- British Tourist Authority (BTA) was created by the Development of Tourism Act in 1969. Aim to encourage people living overseas to visit Britain and people living in Britain to take domestic holidays.
- At the same time, the Scottish, Wales, English Tourist Boards were formed. As Northern Ireland Tourist Board (NITB) was already established in 1948, BTA was charged to promote Northern Ireland at the request of NITB
- In 1998, tourism was devolved to Scotland and Wales and BTA designated as a cross border authority.
- In 2003, BTA and the English Tourist Board merged to form VisitBritain- the trading name for British Tourist Authority

About VisitBritain

- Active in 35 markets worldwide. Divided into 3 regions: Americas, Europe, Asia Pacific Middle East and Africa (APMEA)
- The APMEA head office is in Singapore and Hong Kong is regional office for North Asia covering HK, Japan, Korea and China
- Hong Kong office opened in 1985. Other offices in region include Japan, Australia, Singapore, India, Dubai and representatives in China, Korea, New Zealand and South Africa

Travel Statistics Updates



Inbound Tourism to Britain

- In 2007, Britain welcomed 32.8 million visitors who spent £16.6 billion. Record visitor number but a decline of 0.3% in spending. Top source markets for Britain are US, France, Germany, Irish Republic and Spain.
- In 2008, there was a decrease of 2% in visitor numbers. Decrease began in last quarter of 2008 with the biggest decrease from USA. There was increase from Eastern European countries and no change from Asia.

Spend however increased by 3%

- In 2007, Britain ranked 6th in the International tourism earnings after USA, Spain, France, Italy and China



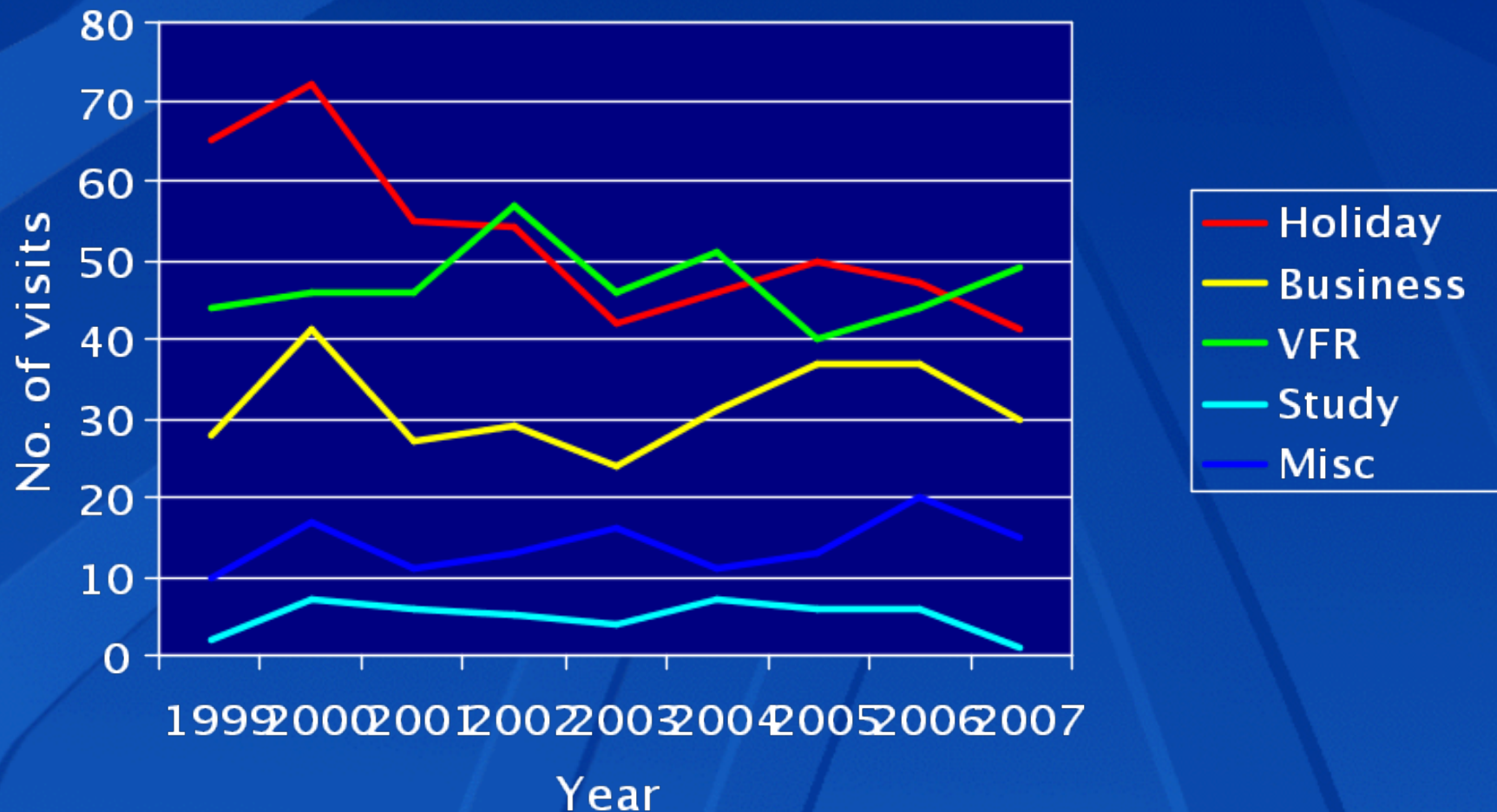
Hong Kong Market to Britain

- HK immigration department showed 238,014 visits were made to Britain by HK residents in 2005
- IPS showed 136,000 visitors in 2007 spending £900 per visit. 1% increase from HK in the last year
- 5 carriers fly 10-11 non stop flights to London from HK daily



Hong Kong Market to Britain

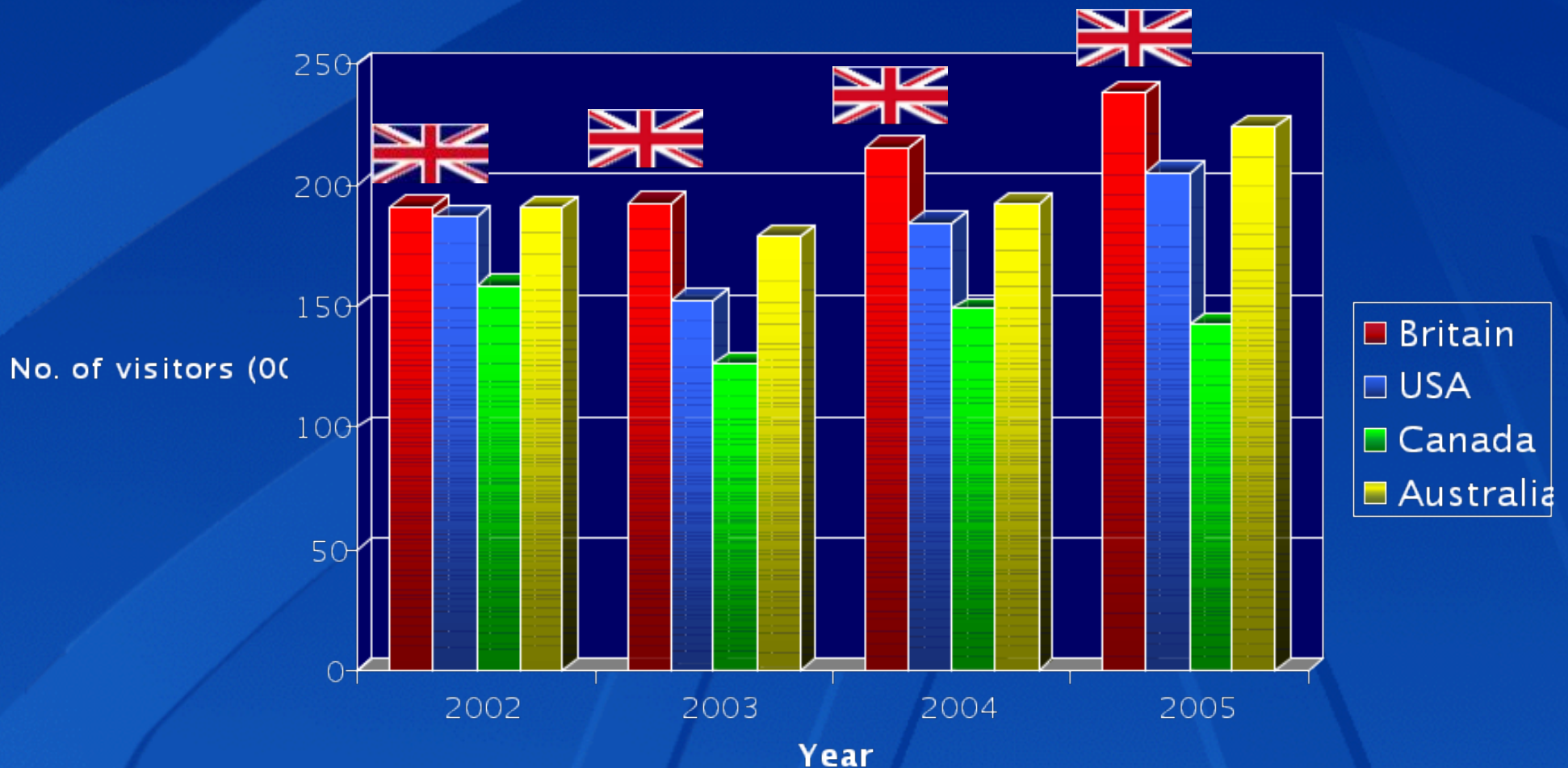
Trend of Visits (000) Purpose of Visi



Hong Kong Market to Britain



Number of HK visitors to long ha



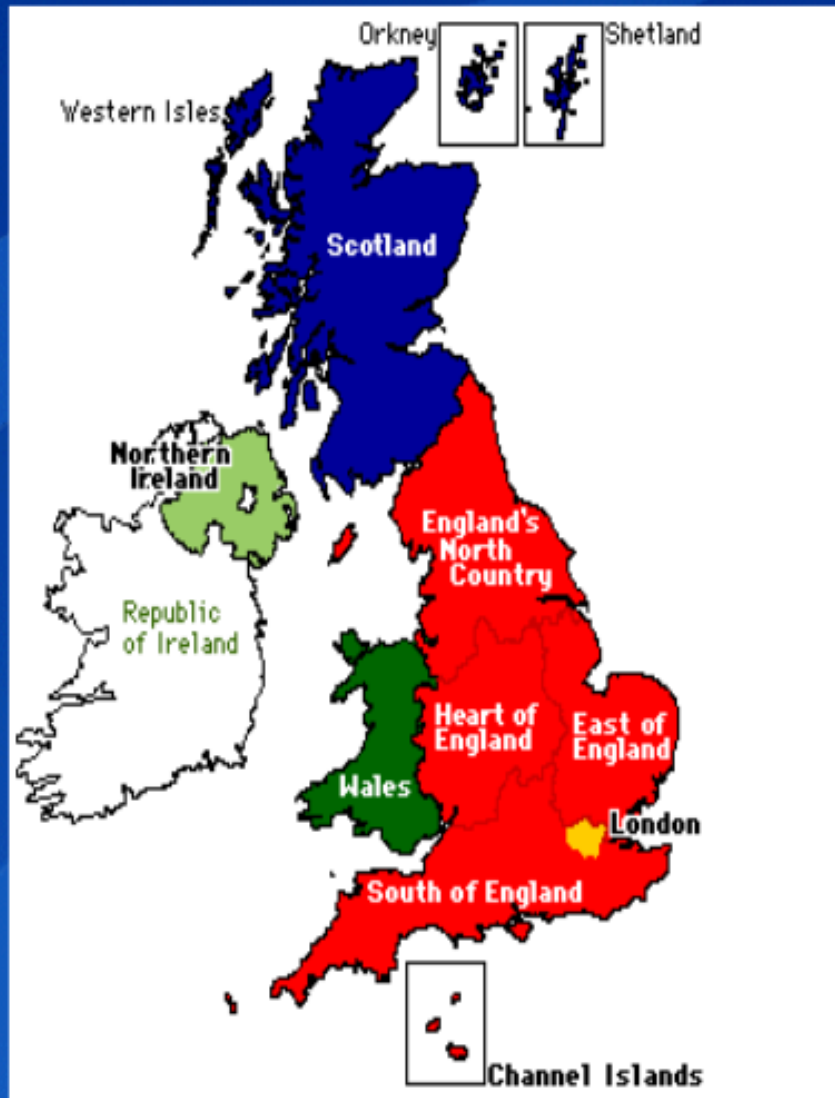
Hong Kong Market

- 7 million population- 70% have passports, high propensity to travel, 60% travel overseas
- The Hong Kong economy expanded by 2.5% in 2008, after growing by 6.4% in 2007. The GDP for 2009 is forecast as 3%
- 70-77 non stop flights to London per week on 5 airlines. More than to any other European city and from any Asian city.
- 80% repeat visitors to Britain. Spend £908 per trip, stay 8 nights on average
- Interest in heritage, culture, shopping and eating out. Enjoy new and authentic food experiences
- No barriers to travel. No visa requirements. Most can use English language. Familiarity due to previous colonial history

About Britain



Geography – United Kingdom/ Great Britain



- England
- Scotland
- Wales
- Northern Ireland

London

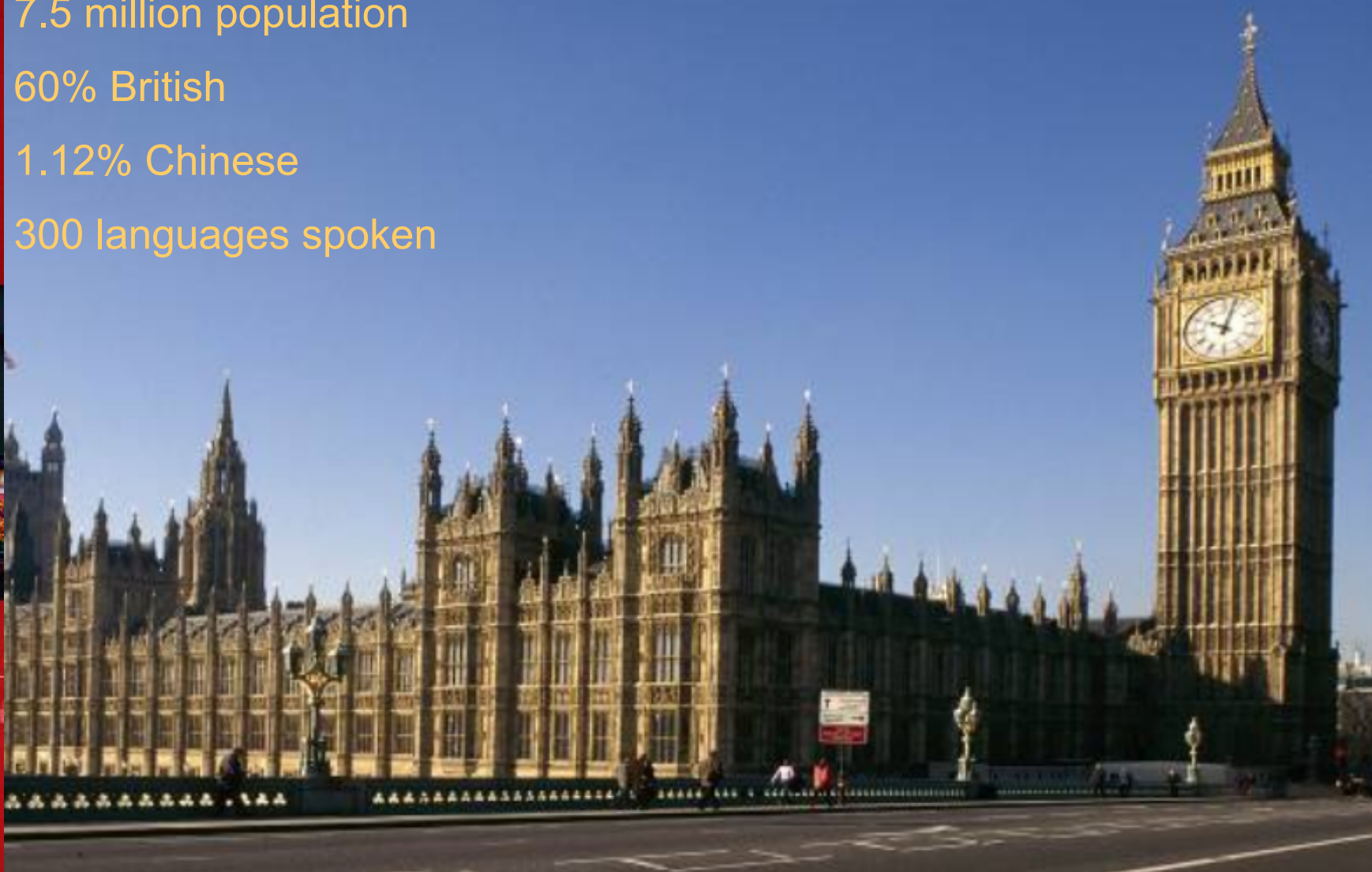
1579 km

7.5 million population

60% British

1.12% Chinese

300 languages spoken



Major Attractions



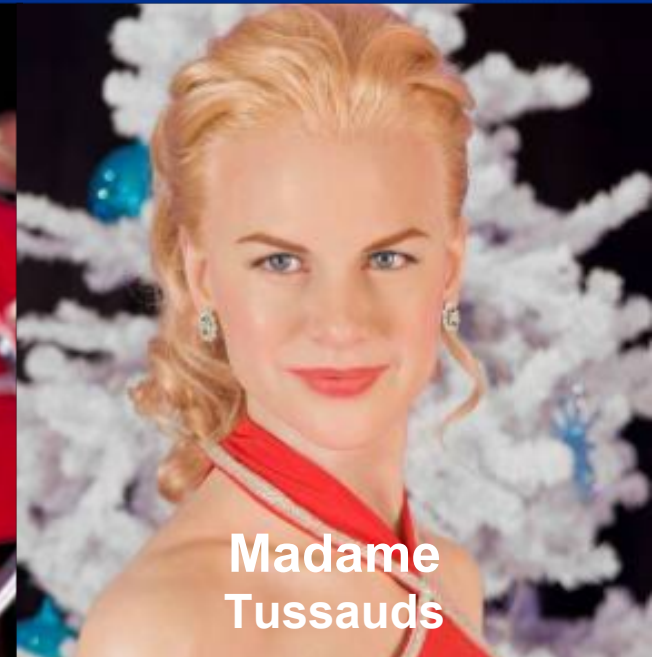
**London
Eye**



**Buckingham
Palace**



**Madame
Tussauds**



**St Paul's
Cathedral**



**Big Ben &
House of
Parliament**



**Tower
Bridge**



ENGLAND



Stratford-upon-Avon – Shakespeare's birth place



Scotland



Edinburgh Castle



Glasgow Cathedral



Whisky



St Andrew's Golf Course

Edinburgh Festival 愛丁堡藝術節



Wales

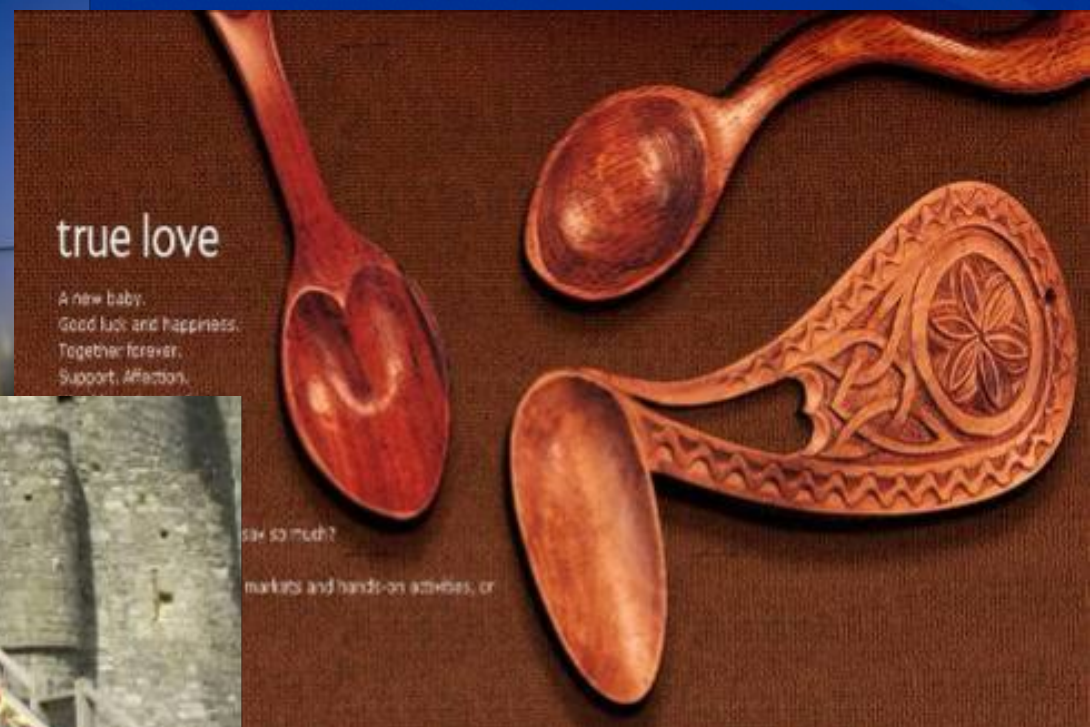
- Castles
- Farm Stay
- Steam Trains
- Welsh Folk Museum
- Sports – Walking / Fishing
- National Country Parks



Steam Train



Unique Culture



true love

A new baby.
Good luck and happiness.
Together forever.
Support, Affection.

say so much?

markets and hands-on activities, or

Marketing Strategy

3 Lifestyle campaigns for APMEA region

- Classic Britain

Traditional Britain, focus on quality and experience with a quirky modern twist. Target middle and new middle class segments

- Dynamic Britain

Contemporary Britain, focus on challenging perceptions. Music, football, fashion, film with out of ordinary and irrelevant look and feel. Target young or young mind set segment

- Journeys of a Lifetime

Unique and unforgettable experiences. Refined, exclusive, sophisticated, money cannot buy experiences. Target High Net Worth individuals e.g. stay in a Castle, play golf in world most famous course

Marketing Strategy



Classic Britain– Britain- Be Inspired



- Britain- Be inspired website
- Britain- Be inspired brochure
- Competition to win a trip to Britain
- International Travel Expo



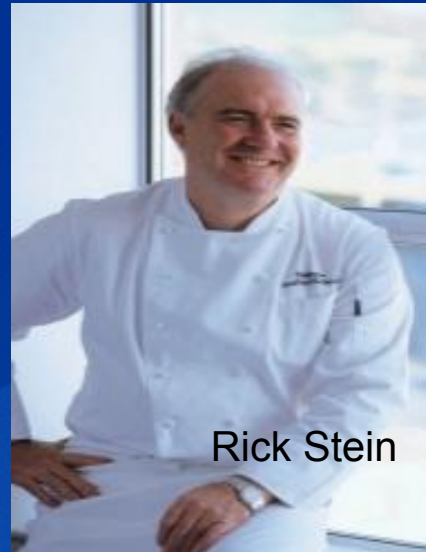
Food & Drink



the Food Map of Great Britain



Famous British Chefs



British Airways Value Campaign



11 Feb – 11 Mar 2009

TV advertising

Jade, Pearl

Star

NOW

Print advertising

Paid -Apple, Oriental, Next, Eastweek, SCMP, Standard

Free- AM730, Metro, Headline

Online Advertising

Apple, Lonely Planet, SCMP, Ming Pao, Yahoo!HK, Trip Advisor



往返英國、港幣

2,950起

由瑰麗迷人的歷史文化、源遠流長的獨特傳統至生機勃勃、蔚為時尚的國際都會，對比鮮明的英國，正等待著您來發掘。體驗英情，寫有氣派。

 **BRITISH AIRWAYS**
立即在 ba.com 預訂

此優惠機票必須於2009年3月11日前出發，並由英國出發前往歐洲、亞洲、澳洲、非洲、北美洲、南美洲、大洋洲、中東、日本、紐西蘭、澳洲及紐西蘭。此優惠機票不可累積里程，不可退換，不可更改日期，不可與其他優惠機票合併使用。詳情請向英國航空公司查詢。

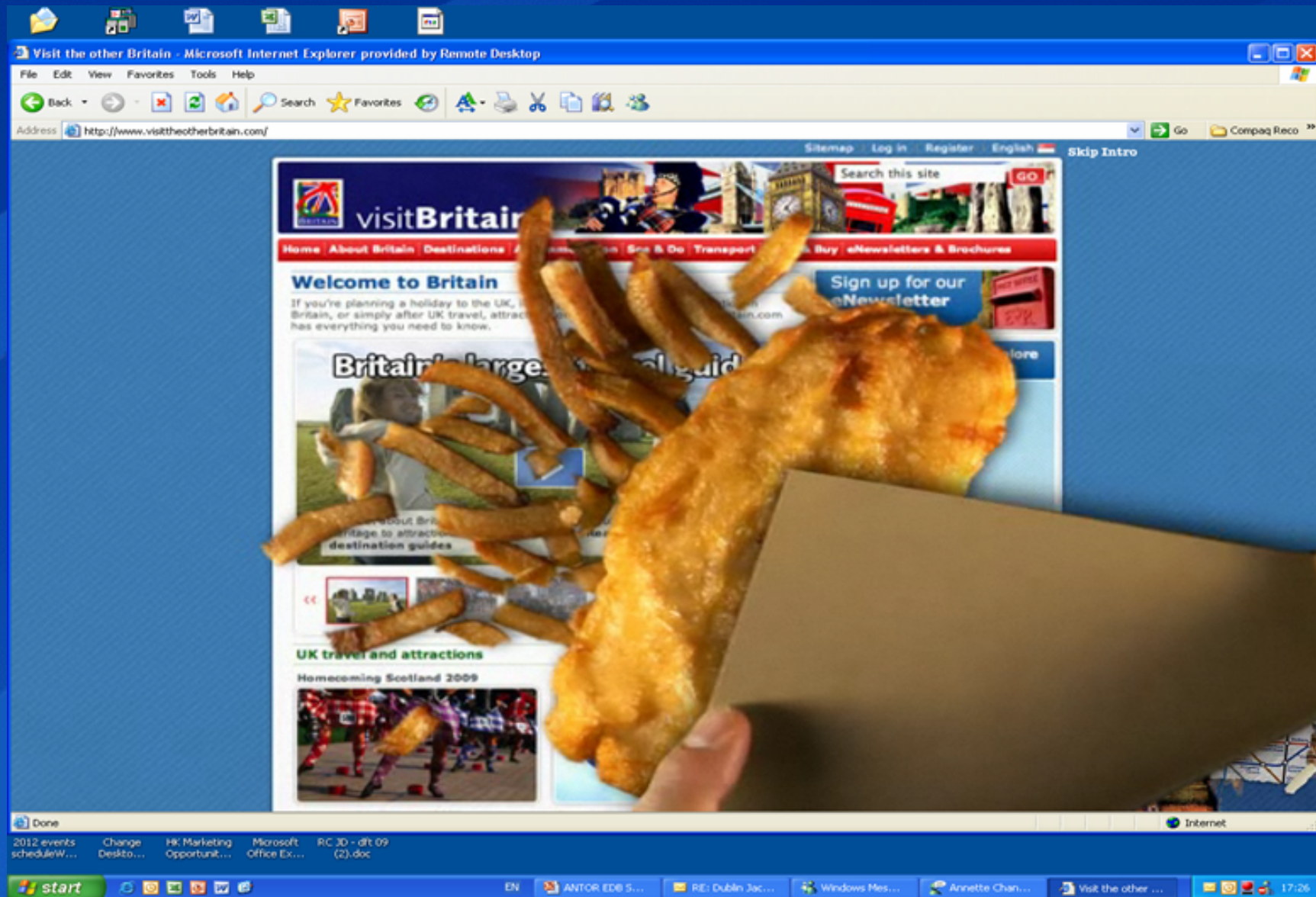
visit Britain

Apple Daily
Size: 20.3cm(8") x 17.0cm(6 3/4") / Colour: 4C / Issue date: 11 Feb / Material deadline: 5 Feb

Dynamic Britain - Website



Visittheotherbritain.com



Music



Through the ages

- Beatles, Rolling Stones, Led Zeppelin
Elton John, Rod Stewart, Pink Floyd

- Blur, Coldplay, Spice Girls, Oasis,
Robbie Williams

- Lily Allen, Arctic Monkeys, Amy Winehouse
James Blunt, Radiohead, Susan Boyle

Glastonbury and Brighton Music Festivals every year



FILMS WI



- Research in 2003 showed that 1 in 5 people are inspired to visit a destination after seeing it on film or TV
- Recent research indicates that as many as 40% of potential visitors to Britain would be very likely to visit places seen in films or TV programmes
- Films showcase a destination's rich culture, landmarks as well as historic and contemporary characters.
- Many locations featured in movies experience a 50% increase in visits, even up to five years after a film release.

Visit Britain Movie-Maps

- Seven movie map series (96-04) ; Generic movie map 1996 featuring 200 UK film locations from 60 years of British film history.



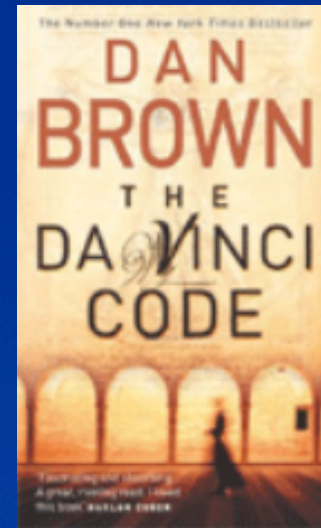


The Da Vinci Code



The Book...

- The World's fastest selling book of all time!
- Over 43 million copies sold
- 94% awareness of the book in the UK



The Film...

- Opening weekend worldwide box office of US\$224 million, the second highest in motion picture history.
- Massive hype and publicity partly due to its sensitive nature

Worldwide Competition

- Win a trip to London, Edinburgh and Paris to visit the Da Vinci Code film sites



Hong Kong Travel Trade Promotion

- 9 travel agent partners launched Da Vinci Code tours and packages
- 20,000 Promotional Flyers printed

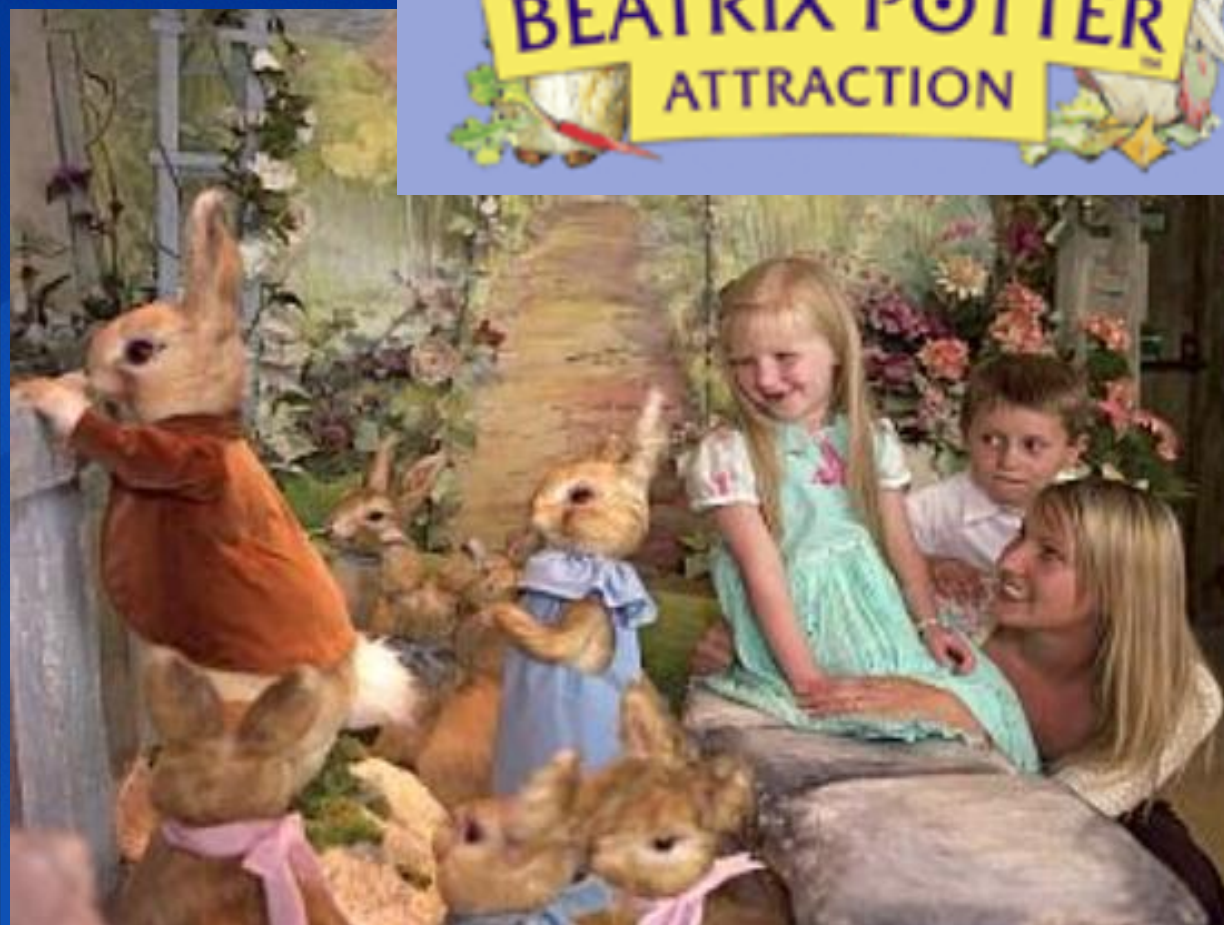
Distribution channels:

- 2 cinemas showing DVC movie
- VB & MdIF information counters
- International Travel Expo

- Website presence

DVC link on the home page of both VB & MdIF which to this promotion flyer page and with hyperlinks to those travel agent partners' page on DVC packages.





Fashion

Ben Sherman promotion



**WIN THE LIFE
OF A ROCK ICON
FOR ONE HELL OF A WEEKEND!**
Visit www.thegreatbritishgetaway.net to enter the competition.

**FOR THE SOUNDTRACK TO YOUR WEEKEND,
MAKE A PURCHASE IN-STORE AND CLAIM YOUR FREE MUSIC TRACK.**
see online for terms & conditions

In association with
visitBritain.com[®]



The **Great British**
Getaway

Shop for Brands



No Ordinary Online Store



THE BODY SHOP.

9-Day Britain Itinerary Planning Contest

● Missions:

- Tap into dynamic youth segment to arouse their interests in Britain
- Demonstrate to travel trade some creative itineraries which can be adapted as sellable tours and products

● Major partners:

- HK Travel & Tourism Training Centre
- Air New Zealand

● Targets:

- Age 14-18 (F.3-F.7) full-time students



Itinerary Competition

3 of following themes:

- History and Heritage
- Festivals and Events
- Outdoor adventures
- Food and Drink
- People and Culture
- Shopping
- Landscape and countryside
- Famous cities



Virgin Atlantic Value Campaign

21 April – 27 May 2009

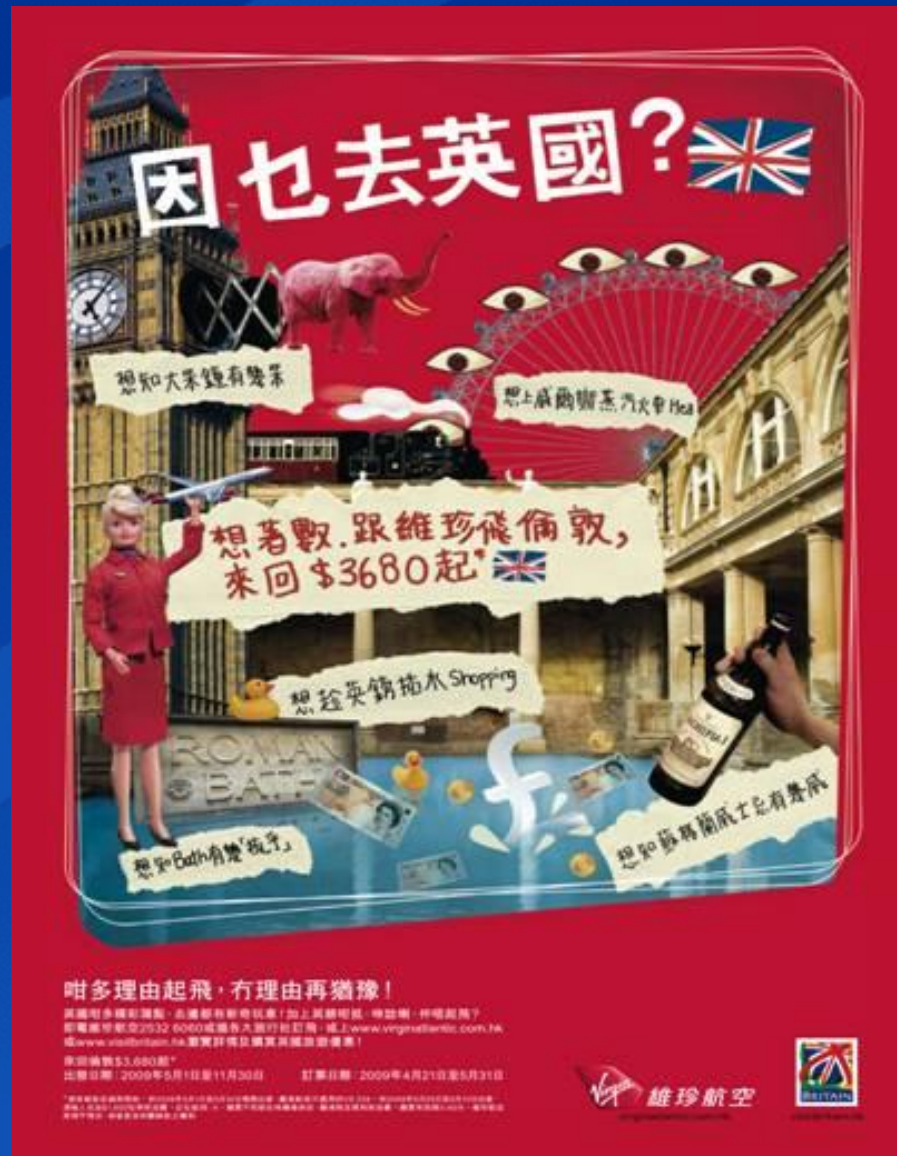
Messages

- Promote England, Scotland, Wales and London
- The pound sterling exchange is low
- Virgin is offering a special low fare
- Football season is reaching the finals

Advertising Channels

- TV Advertisements – NOW and Cable
- Radio Advertisements- CR2
- Print Advertisement- Apple, Headline, Sun, Oriental Daily
- Online media- Atnext, ESDLife, Adfactor
- E newsletter to VB and VS database
- Online game on VB website and ESDLife websites
- Office building TVs

Print advertising





VisitBritain's vision for 2012

- To **grow** the UK visitor economy **faster** than would otherwise be possible
 - To spread the economic benefits **throughout the UK**
 - To boost both **international** and **domestic** tourism
 - To create a truly **world class** tourism industry
 - To secure a **lasting legacy** through sustained growth after 2012
-
- **The 2012 Tourism Opportunities**
 - Align and develop the Britain **brand** to appeal to emerging and younger markets
 - Raise the **profile** of Britain and enhance awareness of the diverse tourism offering
 - Win more **events**, conferences and conventions
 - Attract **new partners** and sponsors to the tourism sector
 - Improve the visitor **welcome** and the overall **quality** of the tourism product
 - Increase **skills** and **productivity**

Sustainability- Impact of Tourism

- Worth £85.6 billion to the economy
- Over 2 million jobs – 7% of workforce
- 180,000 businesses of which 130,000 small and medium sized enterprises
- Redistributes wealth from urban to rural and seaside areas
- Generates a positive impression of Britain overseas

Sustainability

- VisitBritain aims to be at the forefront of sustainability within travel and tourism, providing leadership to the domestic and inbound industry. The strategy VisitBritain is developing is focused on “promoting sustainable businesses and encouraging responsible visitors”.

- **Greening VisitBritain**

To be able to show that VisitBritain has its “house in order”, this entails reducing our environmental impact and raising awareness of sustainable issues amongst the team.

- **Marketing**

To integrate sustainable messages into all of VisitBritain’s marketing campaigns and communications thus promoting sustainable businesses and encouraging visitors to be responsible.

- **Industry Engagement**

To encourage sustainable businesses who work with VisitBritain through the quality agenda and best practice advice for destination managers.

Support Government

To actively contribute to the Government’s sustainable development commitments.

Map of World Heritage Sites in the UK



Total 28 sites

- City of Bath
- Canterbury Cathedral
- Giant's Causeway
- Hadrian's Wall
- Edinburgh old and new town
- Castles and town walls of King Edward in Wales
- Tower of London
- Westminster Abbey



