

2

Help desk: quick links to get you going

Where can I turn to for information,
assistance, advice and networking?



Do your homework and find out what opportunities and which contacts are available and applicable to your business!

VisitBritain/VisitEngland

As the national tourism agency – a non-departmental public body funded by the Department for Digital, Culture, Media & Sport (DCMS), VisitBritain/VisitEngland plays a unique role in building England's tourism product, raising Britain's profile worldwide, increasing the volume and value of tourism exports and developing England's and Britain's visitor economy.

Working with a wide range of partners in both the UK and overseas, our mission is to grow the volume and value of inbound tourism across the nations and regions of Britain and to develop world-class English tourism product to support our growth aspirations.

Active in 16 markets, and with 4 regional hubs, our international activities include advertising, press and PR, trade shows and B2B initiatives, consumer promotions, online communications and consumer research.

Our online resources are the best starting point for you. These aim to signpost you directly to marketing programs and resources that will help you generate more business and help you gain a better understanding of market conditions.



About VisitBritain/VisitEngland	visitbritain.org/overview
Travel trade website	trade.visitbritain.com
Supplier directory	trade.visitbritain.com/supplier-directory/
Promotional opportunities	trade.visitbritain.com/promotional-opportunities/
Domestic research and insights:	visitbritain.org/england-research-insights
Inbound research and insights:	visitbritain.org/inbound-research-insights
Business advice hub:	visitbritain.org/business-advice-hub

Destination management organisations (DMOs)

Tourism at a local level is led by destination management organisations. They may cover a single destination or a number of smaller destinations with a strong identity caused by natural geography or landscape well-known in its own right.

These organisations might be public sector bodies, e.g. a local authority, private companies, or partnerships between the public and private sector. They are funded by their local authority, or by private sector membership, or a combination of the two.

They coordinate a wide range of local stakeholders, including the tourism business community, local authorities, business improvement districts, transport operators, visitor information providers, major landowners, cultural bodies, retail associations and local community groups.



A list of DMOs can be found here: [visitbritain.org/business-advice/find-local-support](https://www.visitbritain.org/business-advice/find-local-support)

For further assistance and information, please see the following:

Business is GREAT

Support, advice and inspiration for growing your business, provided by HM Government. The website is packed full of advice from writing a business plan to recruitment advice, with helpful case studies and many links to further information. Government backed support and financial assistance is also available for some ventures, via the website below.



Website: great.gov.uk

UKinbound

UKinbound represents the interests of the UK's inbound tourism sector and ensures it is recognised as a leading economic and employment driver in the UK. It helps its diverse membership of nearly 400 businesses all across the country to grow and develop via a programme of events designed to connect buyers and suppliers in the travel trade. It also provides marketing opportunities, market seminars, and access to the latest industry insights.

In addition, it also lobbies Government on behalf of its members on key industry issues such as skills, taxation and visas, and engages with the media to raise the profile of inbound tourism and highlight its importance to the UK economy.



Website: [Ukinbound.org](https://ukinbound.org)

European Tourism Association (ETOA)

ETOA is the leading trade association for tour operators and suppliers with business in European destinations. Over 900 members include tour and online operators, intermediaries and wholesalers, European tourist boards, hotels, attractions and other tourism suppliers.

ETOA offers a valuable networking platform for tourism professionals and also provides advocacy support on a European level, high profile industry campaigns and B2B marketing representation opportunities; all in order to promote Europe as a number one tourism destination.



Website: etoa.org

British Educational Travel Association (BETA)

BETA represents some of the biggest and most established businesses in the youth, student and educational travel industry. Covering inbound, outbound and domestic youth, student and educational travel, its members operate within the fields of studying abroad, language schools, internships, activity holidays, gap, volunteering, school visits, adventure travel, as well as including a whole host of specialist agents and operators.



Website: betauk.com



For a full list of industry bodies and organisations see visitbritain.org/industry-groups-bodies





visitbritain.org
trade.visitbritain.com



@VisitEnglandBiz



VisitEngland

This publication contains information, data, and images (the 'Information') prepared by British Tourist Authority trading as VisitEngland (hereafter 'British Tourist Authority') under a copyright licence from the Australian Tourism Export Council ('ATEC').

Although the British Tourist Authority has prepared the Information contained in this document with all due care and updates the Information regularly, British Tourist Authority does not warrant or represent that the Information is free from errors or omission. Whilst the Information is considered to be true and correct at the date of publication, changes in circumstances after the time of publication may impact on the accuracy of the Information. The Information may change without notice and British Tourist Authority is not in any way liable for the accuracy of any information printed and stored or in any way interpreted and used by a user.

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of ATEC, in accordance with relevant copyright legislation.