

Jersey Attraction Group

How to Work With the Trade?

Matt Littlechild – Visit Jersey

6 December 2018



Overview of Attractions Market in UK

- 2% overall increase in 2017
- 93% visitor attractions have a website
- 29% have online booking facility

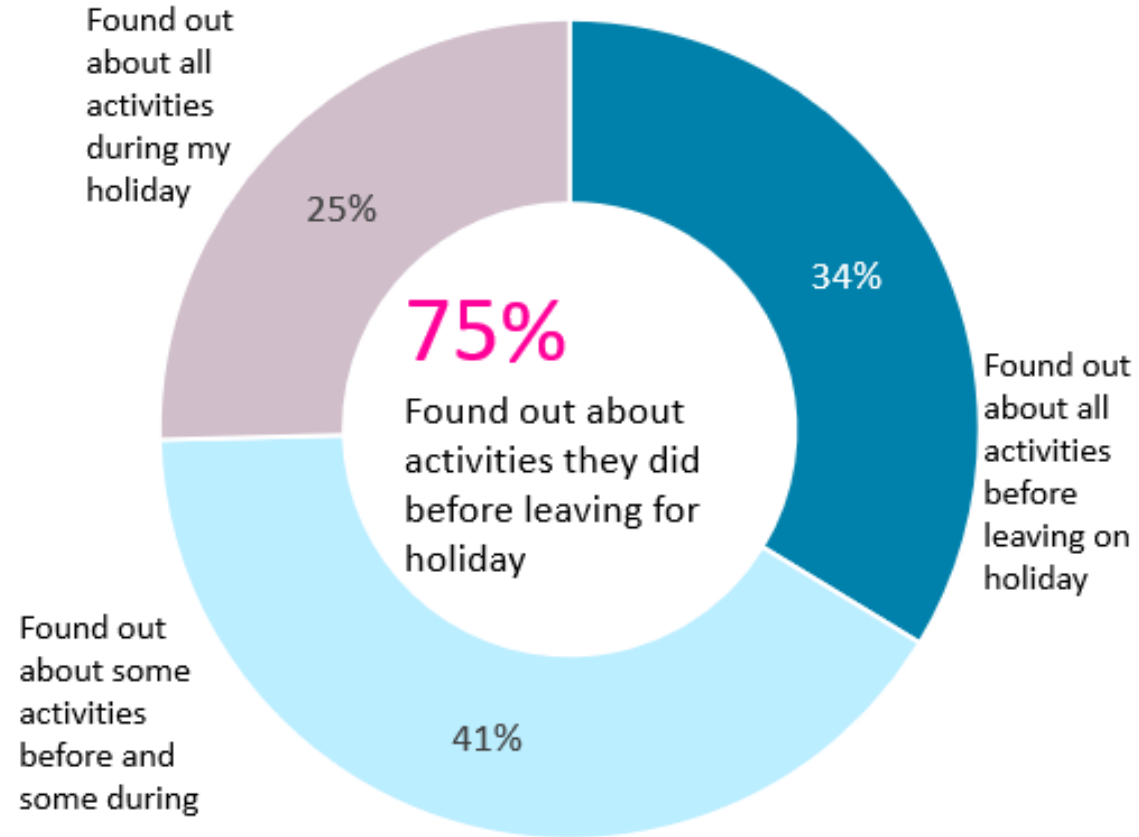
Consumer Demands

- Innovative, immersive, interactive experiences
- Tech savvy – want instant access to info

Sources: VisitBritain and PWC



Overview of Attractions Market in UK



Sources: Visit Jersey

Range of trade partners available

Tour Operators

- Organisers and providers of a package. Make contracts with hoteliers, airlines, attractions and ground transport companies then advertise the holidays that they have put together.
- Can be B2B (receptives/wholesalers) or B2C



Range of trade partners available

Travel Agents

- Gives advice, sells and administers Tour Operators products on behalf of their customers. They act as intermediaries between their customers and the Tour Operator.
- Solely B2C. Can be High Street agencies, home workers.



Range of trade partners available

OTAs (Online Travel Agents)

- Allows customers to book flights, holiday packages, hotels and attractions through a website with no personal interaction required.
- B2C only.



Becoming market ready for trade

Key Considerations – Commercial:

- Contract – agree key terms in writing signed by both parties
 - Including: pricing, commission, invoicing, marketing, operations, liability, legal, insurance
- Pricing – does the partner sell at same consumer price as you do?
 - Added value – groups offering, family tickets, free parking, fast-track entrance
 - Upsell opportunities for retail, catering or VIP experiences
- Commission – partner will want inside commission on each sale
- Allocation – free sale or allocation based?
- Marketing – providing assets for trade marketing channels
 - Web, social, brochure pages, leaflets

Becoming market ready for trade

Key Considerations – Technical:

- Tickets / vouchers – agreeable to both parties
 - Uniquely coded tickets required or barcodes if possible
 - Trade Partner tickets will be branded separately to each partner
 - Process required at your admissions to log each trade ticket – scanning or manual
- Invoicing – agreeable to both parties but clear process very important
 - Partners have differing invoicing needs, typically invoice all trade tickets at month end in arrears
 - Some partners require tickets to be sent to them, others will accept list of unique codes so important to log this at admissions
 - Important to have clear invoicing terms in contract to ensure prompt payments

Maximising trade opportunities



Certified

Get into the Colosseum, Palatine Hill, and Roman Forum in central Rome through the fast track entrance with a combined package. Enjoy a hassle-free experience at your own pace. Marvel at the remains of some of the greatest monuments of the Roman Republic.

From

£18.10

per person

[Book now](#)

About this activity

Valid 2 days

Skip the line

Printed or mobile voucher accepted

Instant confirmation

Wheelchair accessible

Cancellation policy
This activity is non-refundable

Give this as a gift

Add to wishlist

Maximising trade opportunities

The screenshot shows a TripAdvisor travel listing for a tour. The top navigation bar is green with the TripAdvisor logo and icons for Basket, Trips, Inbox, Profile, and a Join button. Below the navigation bar, there are tabs for Travel feed: London, Hotels, Things to do (selected), Restaurants, Flights, Holiday Rentals, and Shopping. The breadcrumb trail reads: Europe > United Kingdom (UK) > England > London > Things to do in Bath > The Roman Baths > Tours and Tickets. The main content area features a video player on the left showing Stonehenge, with a play button and navigation arrows. To the right of the video player, the title "Stonehenge, Windsor Castle, and Bath from London" is displayed, along with "By: Evan Evans Tours" and "5,804 reviews". A yellow "Check Availability" button is prominent. To the right of the button, there are "Save" and "Share" options, a "Best Seller" badge, and the price "From £92.00" with a "Low Price Guarantee" icon. A green checkmark icon and the text "Free Cancellation up to 24 hours in advance" are located below the "Check Availability" button.

tripadvisor
UNITED KINGDOM

Basket Trips Inbox Profile Join Search

Travel feed: London Hotels **Things to do** Restaurants Flights Holiday Rentals Shopping

Europe > United Kingdom (UK) > England > London > Things to do in Bath > The Roman Baths > Tours and Tickets

Stonehenge, Windsor Castle, and Bath from London provided by Evan Evans Tours

viator Stonehenge, Windsor Castle and Bath D... Watch later Share

Stonehenge, Windsor Castle, and Bath from London

By: Evan Evans Tours

5,804 reviews

Best Seller

From £92.00

Low Price Guarantee

Check Availability

Free Cancellation up to 24 hours in advance

Maximising trade opportunities

Sales:

- Constant dialogue with key sellers
- Offer incentives for sales
- FAM hosting for sales agents

Marketing:

- Content is king – share everything you have!
- Paid and non-paid support
- Utilise trade partner channels – CRM, social, website, brochures

Maximising trade opportunities

Visit Jersey support:

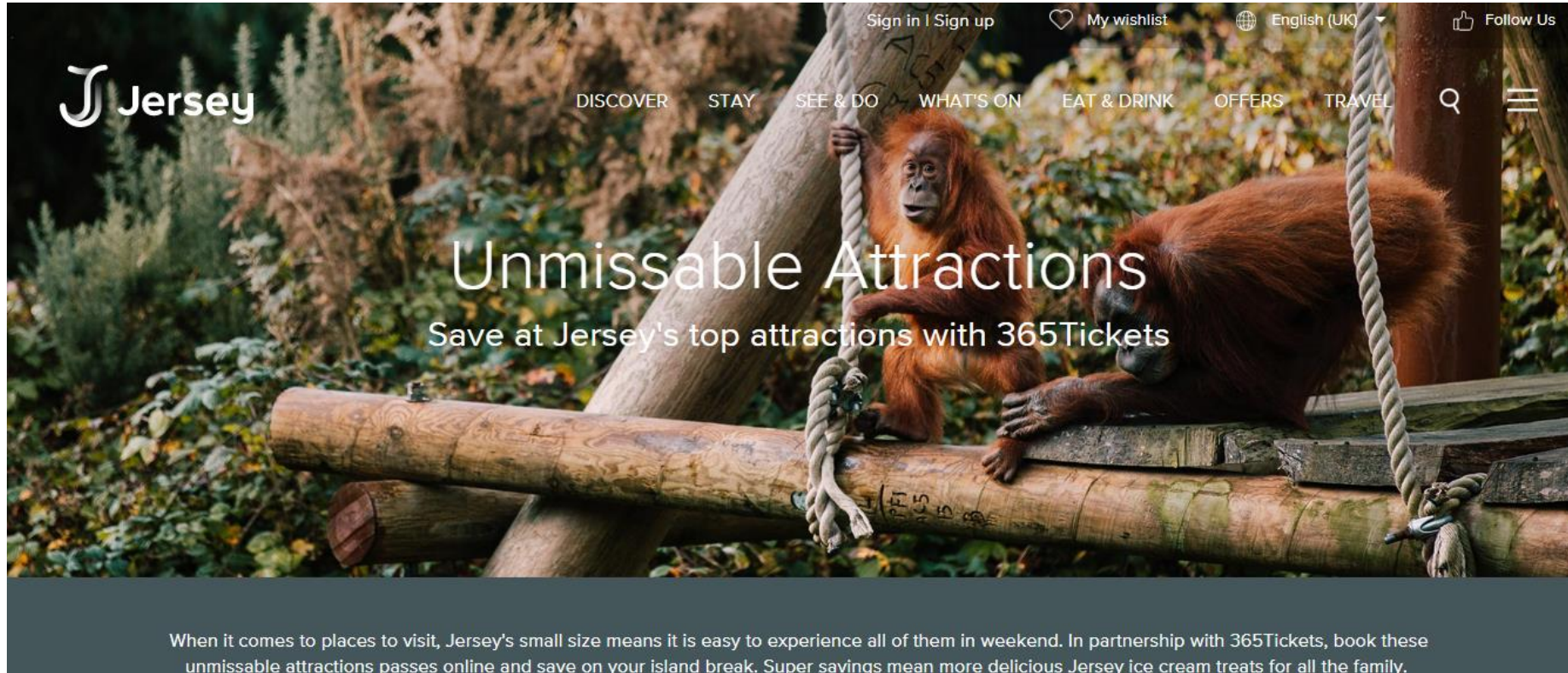
- Introductions to key operators
- FAM trip inclusion
- Attend Visit Jersey hosted events to network
- business.jersey.com/work-travel-trade



Maximising trade opportunities

Visit Jersey support:

- Attractions Page – 365 Tickets Partnership



The image shows a screenshot of the Jersey website homepage. The background is a photograph of two orangutans on a wooden structure with ropes. The website header includes the Jersey logo on the left, a navigation menu with links for DISCOVER, STAY, SEE & DO, WHAT'S ON, EAT & DRINK, OFFERS, and TRAVEL, and utility links for Sign in | Sign up, My wishlist, English (UK), and Follow Us. The main content area features the text "Unmissable Attractions" and "Save at Jersey's top attractions with 365Tickets". At the bottom, a dark grey banner contains a paragraph of text.

When it comes to places to visit, Jersey's small size means it is easy to experience all of them in weekend. In partnership with 365Tickets, book these unmissable attractions passes online and save on your island break. Super savings mean more delicious Jersey ice cream treats for all the family.

Maximising trade opportunities

Benefit of working with trade

- Expand your sales potential and network
- Creates additional sources of revenue for your business
- Give consumers opportunity to pre-book entire trip through one source
- Work with attraction specialists who are highly digital focused
- Increased product branding by featuring on tour operator websites and in retail shop brochures
- Reach new audiences by working with niche or specific operators, such as schools, coaches, adventure, sports

Any questions?

Contact info:
matt@visitjersey.je

