



# Welcome

**Visit West Food & Drink Forum**

**18 September 2024**







## Agenda

# VisitWest

**09.30:** Welcome

**09.35:** Update from our hosts The Old Market Assembly

**09.40:** Heloise Balme, General Manager at Bristol Food Network will introduce the Bristol Good Food 2030 programme and its new sustainability guide for hospitality.

**09.55:** Louisa Jackley-Davis, Senior Partnership Manager will share information on how Virgin Experience Days can promote your business.

**10.10:** Head of Marketing, Jon Chamberlain, will offer valuable insights on the opportunities to work with the travel trade for group dining.

**10.25:** Natalie Clayton, Visitor Ready Partnership and Project Lead - Is your restaurant or pub Visitor Ready?

**10.40:** Dan Newman, Managing Director will be introducing Hospitality Rewards - The first dedicated benefits platform for workers in the UK hospitality industry.

**11.00:** Close

# BRISTOL GOOD FOOD 2030





# Bristol Food Network is at the heart of food systems change in the city.

We support, inform and connect individuals, community projects and organisations who want to see Bristol become a genuinely Sustainable Food City.

TRANSFORM BRISTOL'S FOOD CULTURE

SAFEGUARD THE DIVERSITY OF FOOD RETAIL

SAFEGUARD LAND FOR FOOD PRODUCTION

INCREASE URBAN FOOD PRODUCTION

**A GOOD FOOD PLAN FOR BRISTOL**

REDISTRIBUTE, RECYCLE & COMPOST FOOD WASTE

PROTECT KEY INFRASTRUCTURE FOR LOCAL FOOD

INCREASE THE MARKET OPPORTUNITIES FOR LOCAL & REGIONAL FOOD

SUPPORT COMMUNITY FOOD

**BRISTOL GOOD FOOD 2030**

Events   Stories   Action plans   Who's working on it   Your questions   Libr...



**THE HOME OF BRISTOL'S GOOD FOOD MOVEMENT**

Welcome to Bristol Good Food – your route to everyone and everything making Bristol's food system better for communities, climate and nature.

**THE NORWEGIAN INSTITUTE OF BIOECONOMY RESEARCH**

Bristol Food Network and the Norwegian Institute of Bioeconomy Research (NIBIO) share mutual interests and goals around increasing urban agriculture and protecting high quality growing land.



# BRISTOL GOOD FOOD 2030



**A city-wide collaboration to continue transforming our local food system within this decade**

**Engagement with 50+ organisations:**  
Public sector, community organisations & charities,  
businesses

**A Vision for Good Food:**  
As well as being tasty, healthy, affordable and accessible, the food we eat should be good for nature, good for workers, good for local communities, good for local businesses, and good for animal welfare. This is what we mean by Good Food.

# Themes & Activity



## ➤ Quarterly Working Group meetings:

- Sharing updates, initiatives and opportunities
- Collaborating on shared goals

## ➤ Local Food Economy:

- Hospitality Sustainability Guide
- Improving Diversity & Inclusion
- Promoting and Supporting Local Businesses

## ➤ Partners include:

- The Assemblies Group
- Kate's Kitchen
- Box-E
- Five Acres Farm



# Hospitality Guide – launching soon



## SUSTAINABLE SOURCING



## LOW CARBON DIETS



## PEOPLE



## WASTE REDUCTION



## MARKETING



## OTHER RESOURCES

# Find out more & get involved

BRISTOL GOOD FOOD 2030

Events Stories Action plans Who's working on it Your questions Multimedia **Join in**

**SOCIAL**

**POLICIES**

**CONTACT**

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**Newsletter sign up**

BRISTOL GOOD FOOD 2030

**Events** Stories Action plans Who's working on it Your questions Multimedia Join in Search

**SUBMIT YOUR OWN EVENT**

If you're hosting a good food event in Bristol, share the details here to spread the word far and wide.

[www.bristolgoodfood.org](http://www.bristolgoodfood.org)  
[hello@bristolgoodfood.org](mailto:hello@bristolgoodfood.org)

## Social:

Twitter: @bgf2030

Facebook: <https://www.facebook.com/bristolfoodnetwork>

Insta: @bristol\_good\_food\_2030

## ARE YOU WORKING ON GOOD FOOD IN BRISTOL?

If you or your organisation is involved in making food better for communities, climate or nature, then you are Bristol's good food movement. Being part of Bristol Good Food shows that you're part of a united movement to make our city's food system better, and helps people find out about the work you're doing and how to support you.

Download the graphics pack for logos and more to help tell Bristol that you're part of Bristol Good Food, and get in touch to tell us what you're doing and find out how you can feature on this website.

**GET IN TOUCH** →

**DOWNLOAD MEDIA PACK** →

## JOIN THE CONVERSATION

So, what change do you want to see happen that will transform food in Bristol by 2030? Do you already have an idea for how Bristol can make this happen? Join the conversation now.

Required field

NAME ·

EMAIL ·

COMMENTS ·





*This* is us.

Put your experience in front of motivated **gift buyers**

**VisitWest**

# A Short Introduction



## Number 1

The UK's leading gift experience company



Part of the Virgin Group

## Over 35 Years

Surprising and delighting customers since 1988

## 1 million+

Customers enjoy a Virgin Experience every year

## Investment

Backed by Private Equity firm Equistone



Operating in the US as Virgin Experience Gifts

## Choice

Over 5,000 experiences across the UK



# What we do

With these at the heart of what we do, we are able to inspire gifters, leaving them confident that their moment of giving is going to be a glorious one.



# 1

We believe the **best** things in life aren't *things*

# 2

We champion the *shareable*, the *unique* and the *exciting*

# 3

We serve people who want to give *great gifts* that are *meaningful*

# 4

We do this with the *best experiences*, curated to deliver *the perfect gift*

# The Experience Economy

"Consumers today are catching on to the notion that experiences make you happier and are as valuable - or more - than buying fancy things."

## £1 Billion

The U.K. Experience Gift market is estimated at **£1 billion - and growing**

## 1.4 Million Purchases

Virgin Experience Days (UK) and Virgin Experience Gifts (US) together account for **1.4 million purchases each year**

## 63% of UK Adults

**63%** of U.K. adults would prefer to give an experience gift over a material gift





# The Gifting Market ...and why?

## Our Demographic Split

	18-25	26-35	36-45	46-55	56-65	66+
%	7%	23%	19%	20%	12%	18%

**62% live in an urban environment**

	City/large town	Suburbs of a city/ large town	Small town	Village, hamlet or countryside
%	29%	33%	21%	16%

*Broad reach*, with no dependency on any one demographic or location - **everyone likes to give gifts!**

*Affluent customer* base, **actively searching** for gift experiences: average household income of **£57,263**

*Economically resilient*; customers prioritise **meaningful** gifts, especially in hard times

We **uniquely** target the **'gifting'** sector, not traditional self-purchase or tourists

## What it means for *you*

Increase **secondary spend** and **return visits**

Build a **strong pipeline** for the following 12 months and more

**Incremental revenue** from a brand new audience



# Our Customer Journey

Customer visits [virginexperiencedays.co.uk](http://virginexperiencedays.co.uk) to find the perfect gift

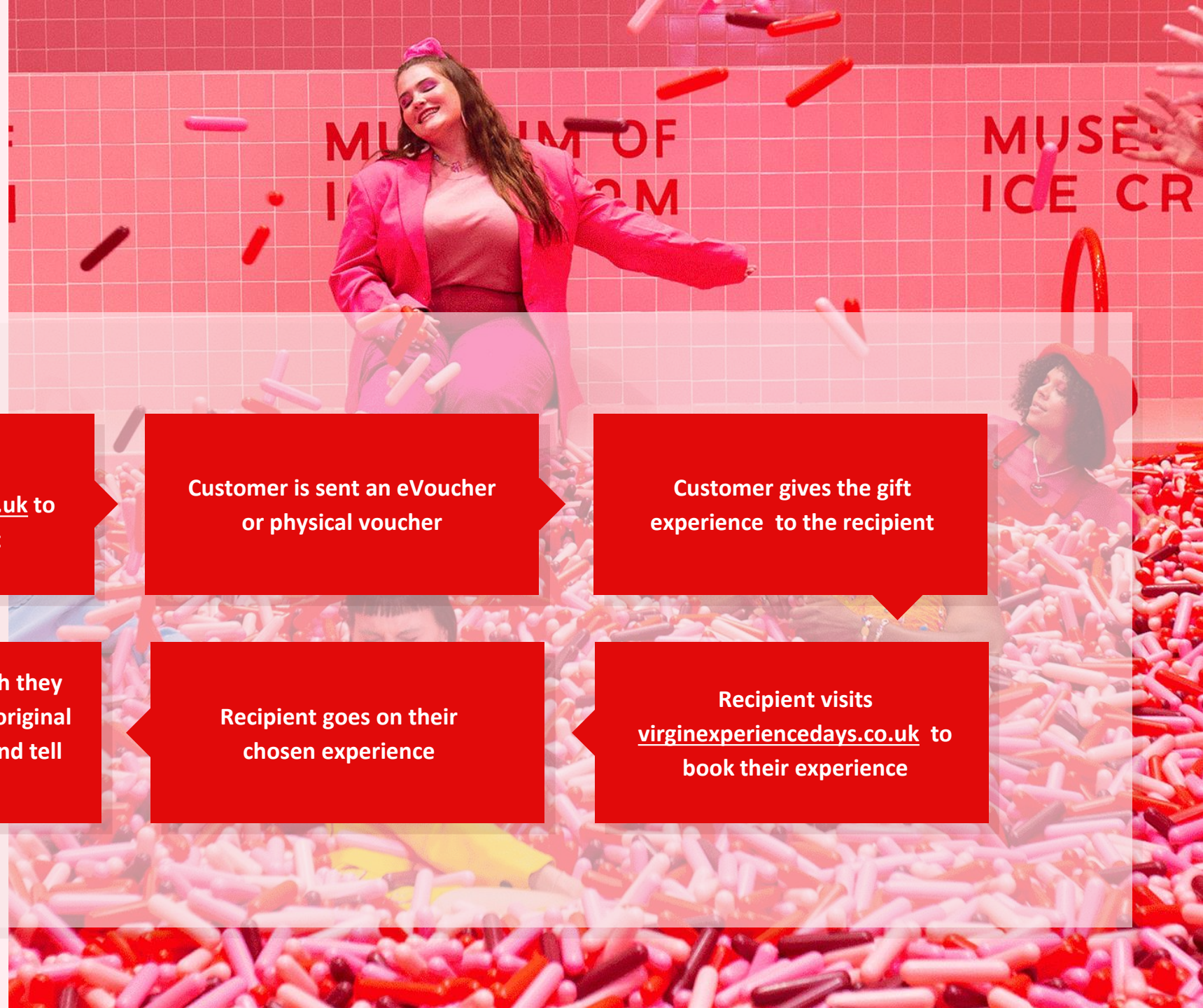
Customer is sent an eVoucher or physical voucher

Customer gives the gift experience to the recipient

Recipient loves it so much they buy one in return for the original customer, their friends and tell *everyone* about it!

Recipient goes on their chosen experience

Recipient visits [virginexperiencedays.co.uk](http://virginexperiencedays.co.uk) to book their experience



# Leverage our Brand & Reach to Drive Incremental Sales



1m+ customers

Over 1 million customers enjoy a Virgin Experience every year

22m Unique Visitors

22m unique visitors to the UK site per year; 35m sessions and growing

90% Brand Recognition

Huge, global awareness through the Virgin brand

★★★★★  
Reviews

Excellent TrustPilot score of 4.5, and multiple best-in-class service awards

Combo Experiences

Standalone Experiences as well as combining with others to increase exposure and sales

78% of Millennials

78% of millennials say they would rather purchase an experience than a physical gift

# Our Categories & Partners – to name a few!

Food & Drink

Spa & Beauty

Days Out & Tours

Afternoon Tea

Adventure

Creative

Sports & Stadium Tours

Driving

Animal Experiences

Flying

Theatre

Music Events



Stonegate Group

Bannatyne



ELEMIS

GORDON RAMSAY



THE LANGHAM  
LONDON

LUSH

D&D

BRASSERIE  
BLANC

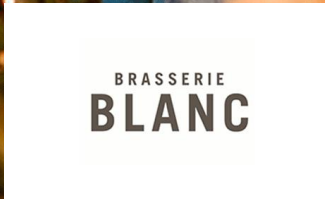
Royal Botanic Gardens  
Kew





# Food & Drink

## No.1 Category!



### FOOD EXPERIENCES

- Brunch
- Afternoon Tea
- 2/3 Course Lunch
- 2/3 Course Dinner
- Tasting Menus
- Sunday Lunch
- Cookery Classes

### DRINK EXPERIENCES

- Cocktail Making Experiences
- Wine Flight Experience
- Distillery Tours
- Vineyard Tours

### Combos with:

- Attractions
- Tours
- Hotels
- Cookery Classes
- Spa/Pamper Treatments
- Distillery/Vineyard Tours

### API Bookings

- Sevenrooms - Live
- Fareharbor - Live
- Design My Night - 2025

# Bath & Bristol - Current Food & Drink Partners



- Six Course Tasting Menu for Two at The Royal Crescent Hotel & Spa, Bath
- Spa Day with Massage, Lunch and Fizz at DoubleTree by Hilton Cadbury House
- Champagne Afternoon Tea for Two at The Bird, Bath
- Afternoon Tea for Two at The Francis Hotel, Bath
- Cheese Tour and Tasting with Lunch for Two with Bath Soft Cheese Co
- Thaikhun Thai Cooking Masterclass with Drink
- Aldwick Estate Vineyard Tour and Tasting for Two
- Veeeno Sicily Wine Tasting for Two
- Bird and Blend Tea Co. Cocktail Tea-Mixology Workshop for Two

# Bath & Bristol - Current Partners to Combo with



**LUSH**



**TOOTBUS**

*Mary Shelley's*  
**HOUSE OF  
FRANKENSTEIN**

**Bannatyne**  
Health Club & Spa

**BRISTOL  
OLD VIC**

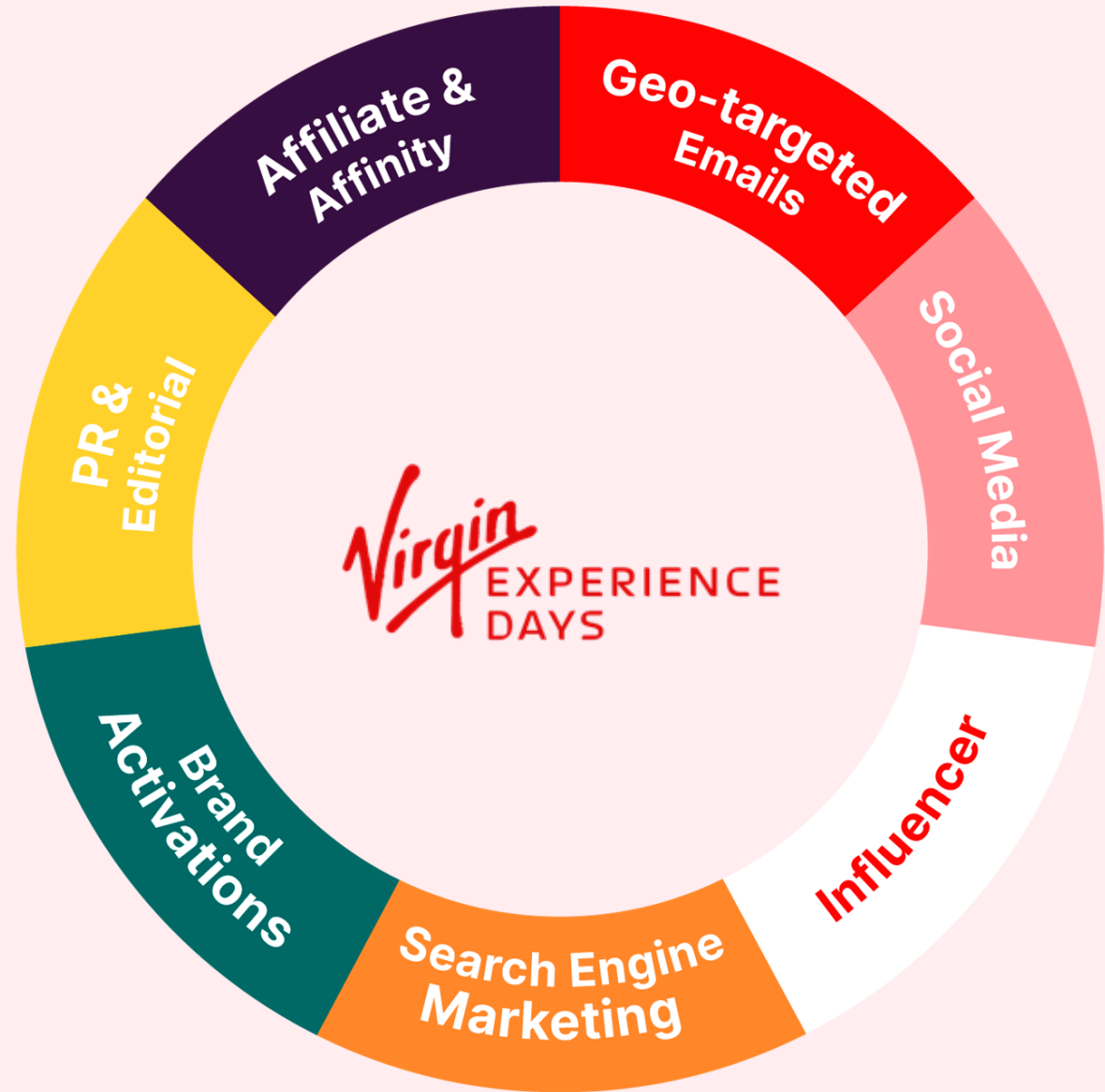
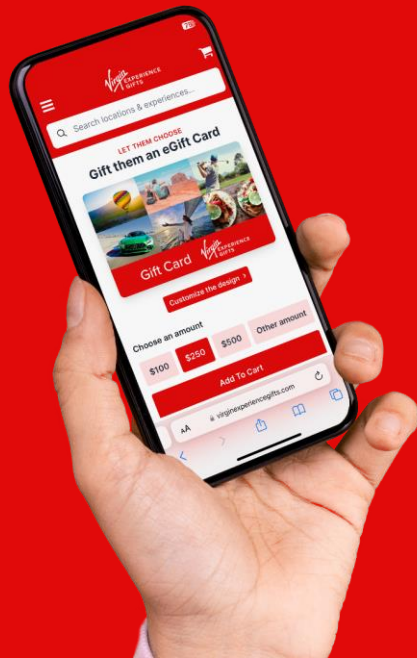
**NINJA  
WARRIOR UK**





# The Marketing Mix

We support our partners with a fully integrated channel mix, using in-house expertise and market-leading agencies.



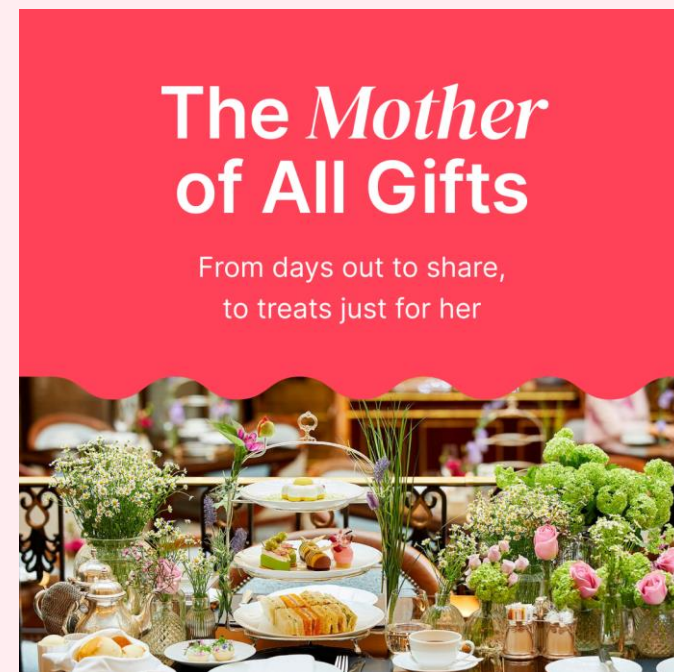
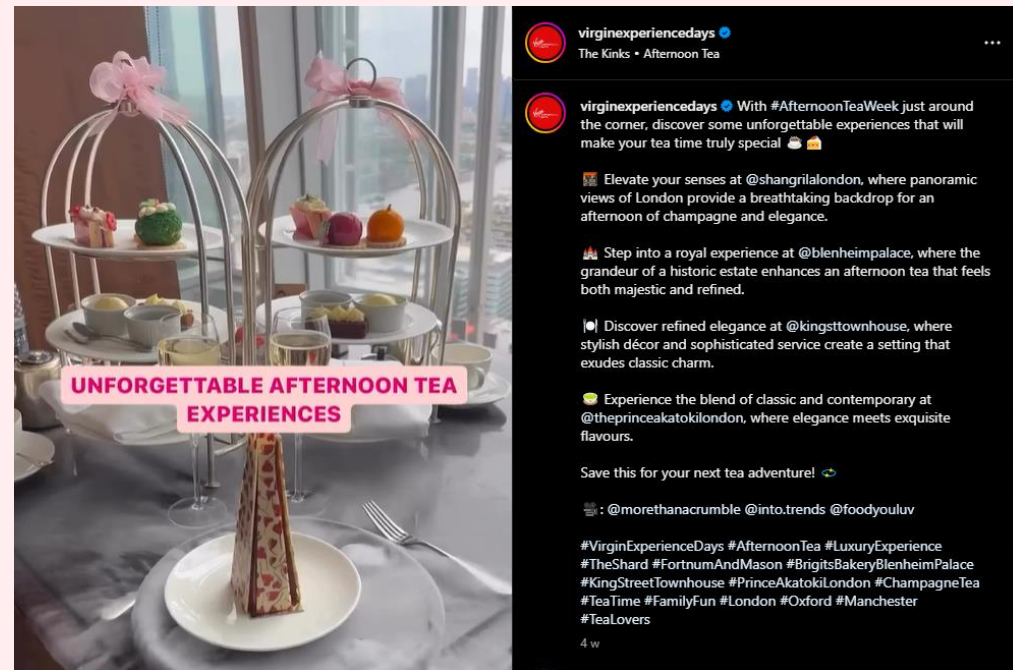
# Marketing Examples

Product placement in broadcast and automated emails

Influencer, UGC or in-house content visits

Paid social and PPC support

Editorial content via standalone blogs or press visits





# E-Commerce & Merchandising



**Best-in-market** AI Merchandising tools, managed by a team of in-house experts

Category curation for smaller, niche and alternatively merchandised categories

Opportunities for homepage and key landing page promotion through bespoke banners

Separate Marketing and Merchandising opportunities for **Exclusive** Partnerships

‘Featured’ promotion opportunities in high-traffic site areas



# Multiple Routes to Market

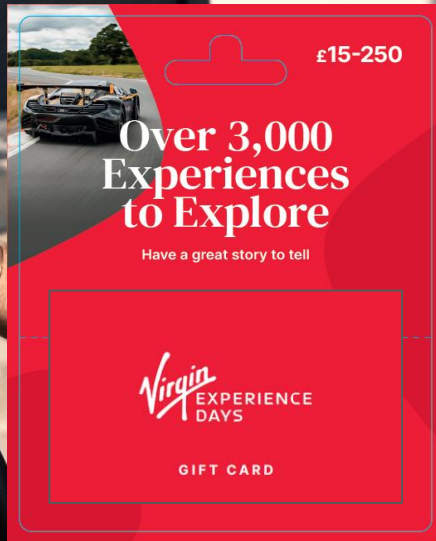
Direct sales via our E-Commerce website, focus on “gifting” vs traditional tourism or self-purchase

Virgin Experience Days Gift Cards cards sold across multiple High Street retailers, including *Tesco and Morrisons*

Strategic partnerships with retail platforms such as *Next, CostCo and Amazon*

B2B corporate arm through *Virgin Incentives* unlocks rewards customers

Incremental business through our partnership with *Virgin Red* (points programs)



# Don't just take our word for it.....

**Our Partners are at the  
heart of everything we  
do**

*“Virgin Experience Days has given us the platform to grow the visibility and the sales of the Camden Town Brewery experience. The bookings and revenue gained from the Virgin platform has become invaluable. The service of the Virgin team and the useability of the platform are fantastic. A crucial platform for experiences to sign up to.”*

*Duncan Rendall - Experiences and Tour Manager*



*“Working with VED has been a great experience. The onboarding process was seamless, and the sales results were immediate. The introduction to a new audience has proved to be very productive just a few months into the partnership and we expect to be working with VED for the long term”*

*Dan Visser. Director of Sales & Marketing*

## LANGDALE

*“Mharsanta Scottish restaurant launched its first exclusive dining experience with Virgin Experience Days. We have been overwhelmed by the interest in this experience, leading to the creation of new and exciting products across our sister venues including the launch of a brand new Kentuck-Tea product at Van Winkle, a Kentucky inspired twist on afternoon tea. Our partnerships manager Danny has been fantastic throughout the process and working closely with the product teams to ensure the experiences look fantastic. I'd highly recommend working with VED”*

*Sophie Mallon, Chief Marketing Director, Lomond Leisure Group*

  
**MHARSANTA**  
— restaurant & bar —



**Thank You!**

**Louisa.JD@virginexperiencedays.co.uk**

**Senior Partnership Manager**

**Catherine.Gauld@virginexperiencedays.co.uk**

**Food & Drink Partnership Manager**





**VisitWest**

# **Groups & Travel Trade Forum**

**- 6 June 2024**





## Quick overview



**How the travel trade works**



**How Visit West engage with travel trade**



**How YOU can get bookings that you want**



**Free training opportunities and research**

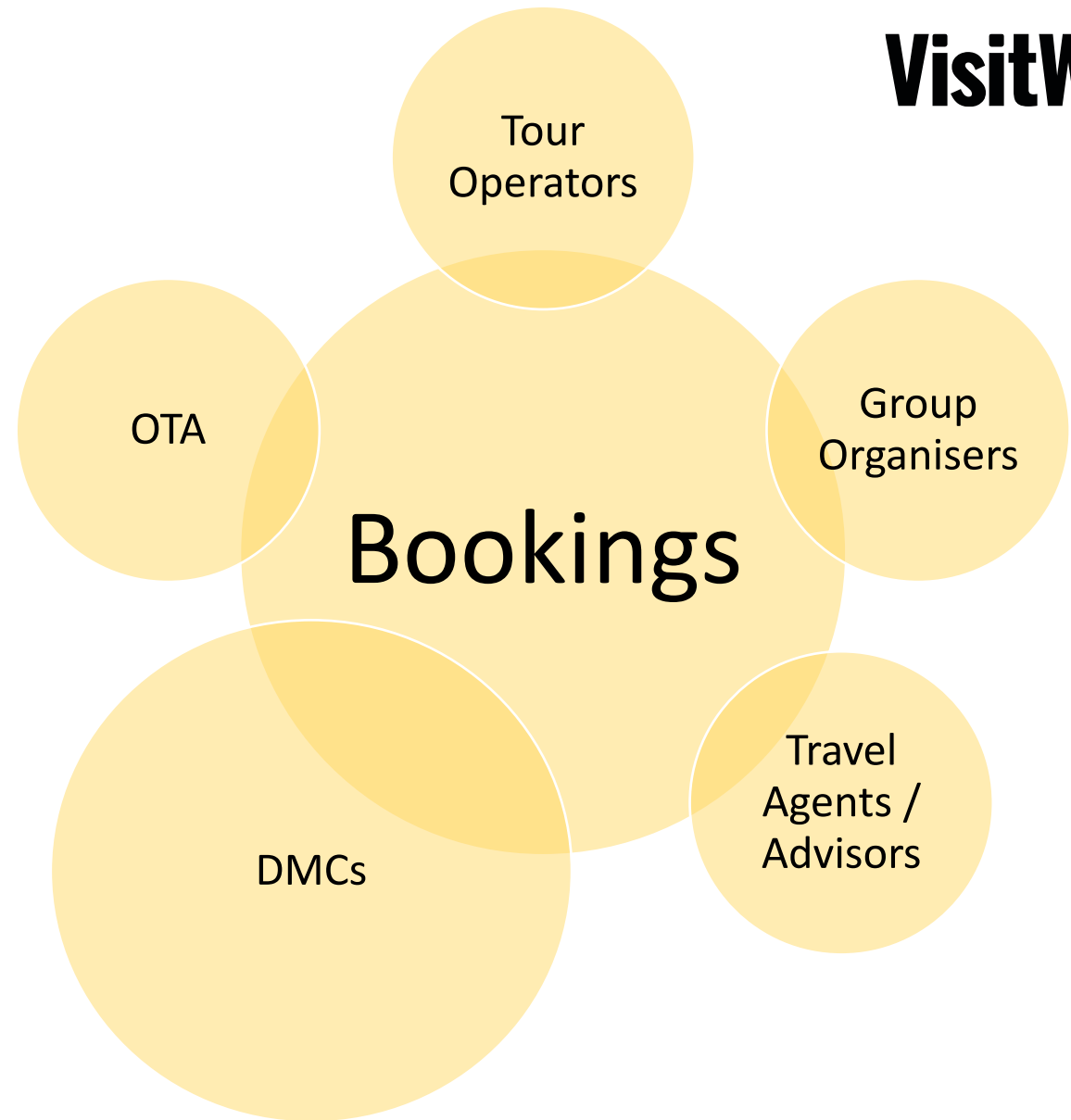


**Key take-aways**



## How the travel trade works

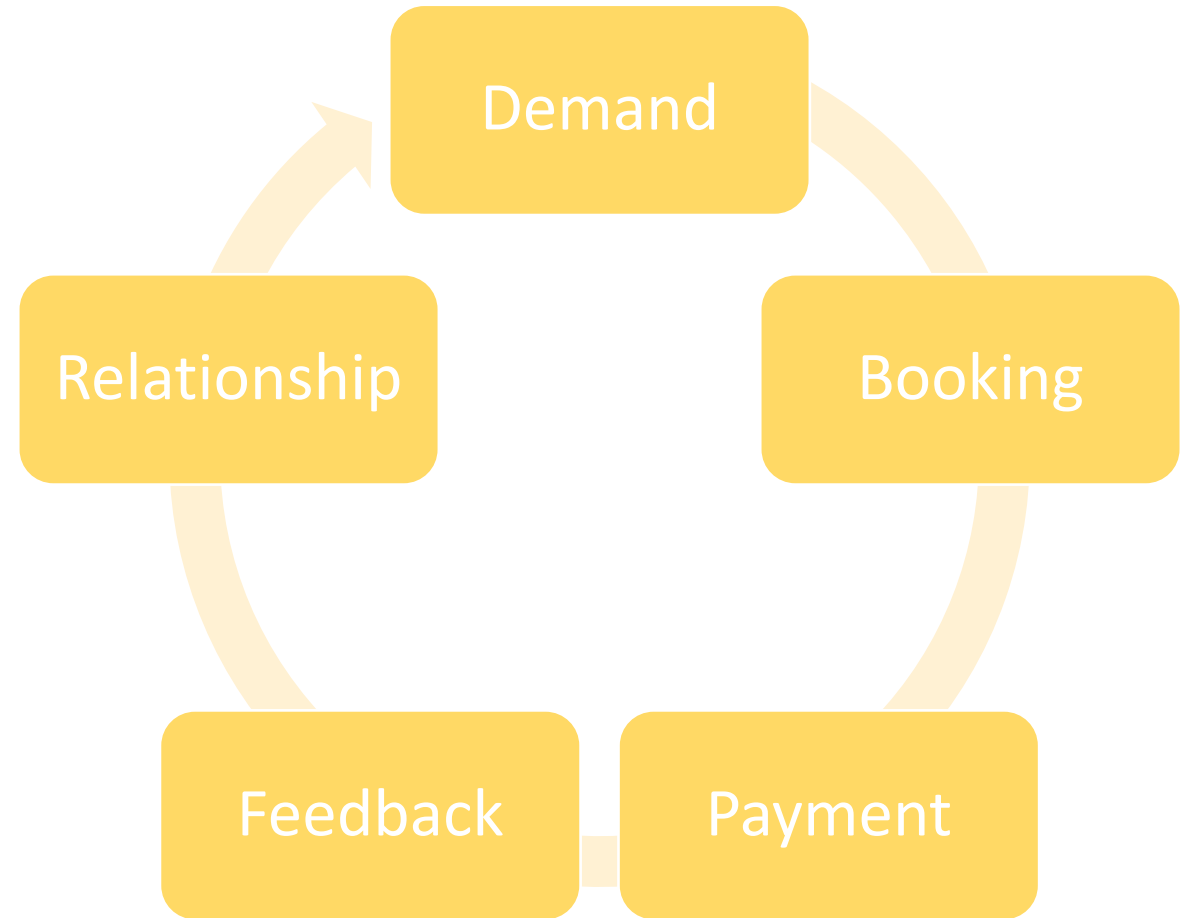
- There are many routes to bookings being received
- You may work with any/all elements
- DMCs are crucial and a great place to start
- Your visitors will be from one of these sources
- Travel trade is your route to international visitors
- In 2022, just 21% of all staying visits were from international visitors, but accounted for 40% of spend and 42% of all room nights.





## How the travel trade works

- It's generally a slow burn to start
- Demand is generated and then bookings result – people have to eat!
- Trade will work with trusted partners willing to work with them
- Invoicing will be in arrears and there may be a commission – adjust pricing in advance
- Once there has been a successful booking, repeat business will follow
- Consistency is key



## How YOU can get the bookings you want

- Decide upon your **offer/product**, but be flexible where possible
- Foster a **relationship** with the booking company – this will lead to a better experience all-round and future bookings
- Check your **processes** are all in line with expectations



### Offer

- Set menu
- 3-3-3
- Include drinks
- USP

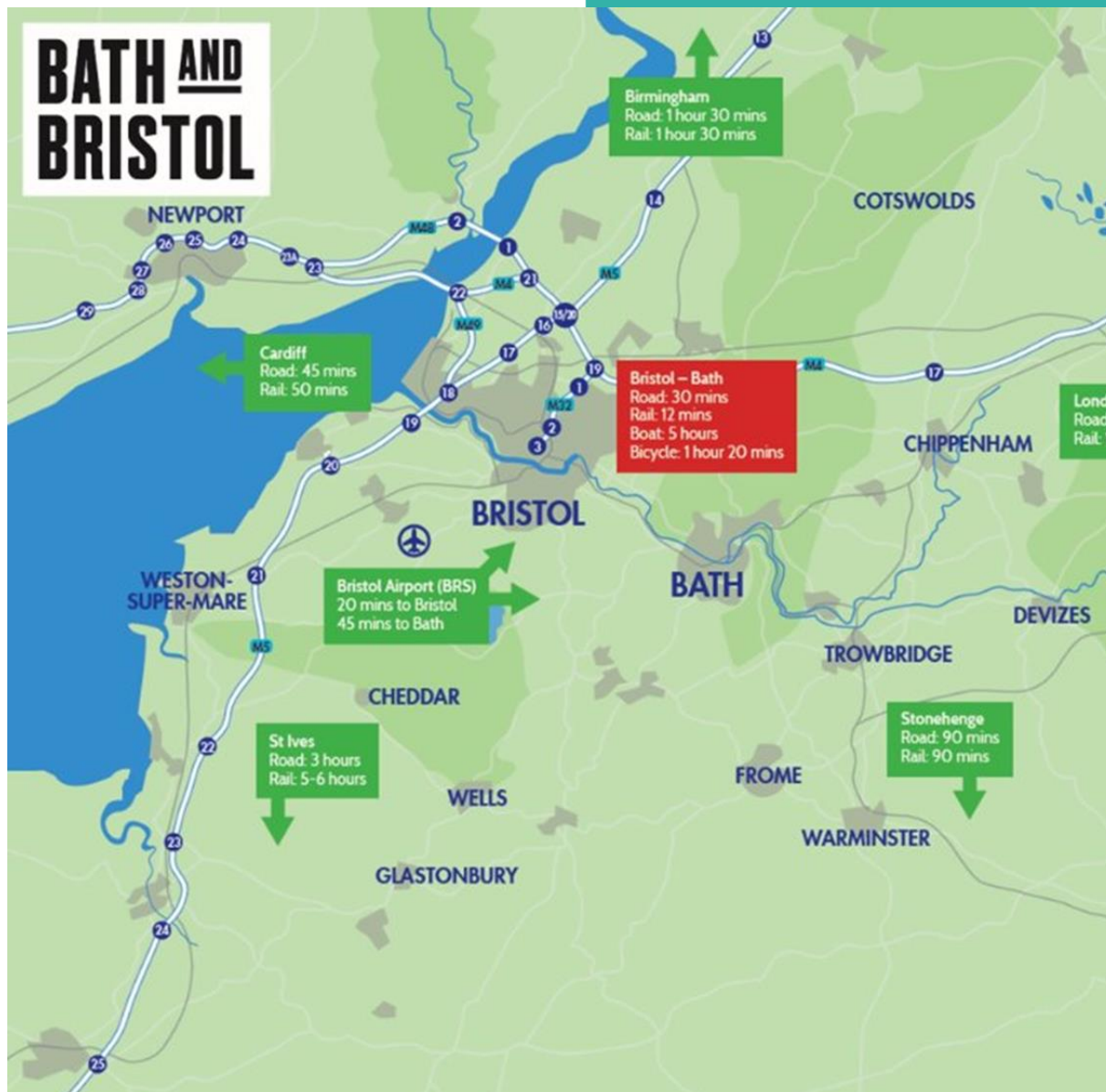
### Relationship

- Ask questions
- Be responsive
- Be consistent
- Be honest

### Process

- Welcome
- Pre-order
- Speed
- Accounts

## Visit West Trade strategy



- DMC engagement
- Base business, filling the gaps
- International visitors stay longer and spend more
- How the LVEP can add value for the benefit of members and destinations
- Increase routes to market via international PR and travel trade work
- Present the region



## Trade activity

- Increased focus on domestic groups
  - Stand shares at Group Leisure & BTTS
- Present opportunities for members, especially around online distribution
  - Get Your Guide campaign in '24
  - TXGB
- Keeping in touch
  - Launched 'Bath & Bristol Travel Trade' LinkedIn page
- Continue trade events attendance and meeting with buyers from key markets



## Travel Trade activity



**September** – UKinbound Convention, Taking England to the World training in Weston-super-Mare, Australia Travel Trade Mission

**October** – Group Leisure & Travel Show (stand share available), Great West Way Marketplace

**November** – World Travel Market, Destination Britain Middle East & Asia

**January** – Britain & Ireland Marketplace and post-event FAM trips, with buyers from France and South Korea

**March** – ITB, Berlin (shared with Cotswolds LVEP), British Tourism & Travel Show stand share (2025 opportunity now available)

**Spring (date tbc)** – member event focussing on travel trade with speakers from the industry as well as local case studies



**VisitWest**

# Free training!

VisitEngland's 'Taking England to the World' programme offers a full day in-person experience and extensive online resources, completely free.

<https://www.visitbritain.org/training-and-events/taking-england-world-trade-education-programme>

VisitBritain also have a market snapshot and deep dive for all key markets

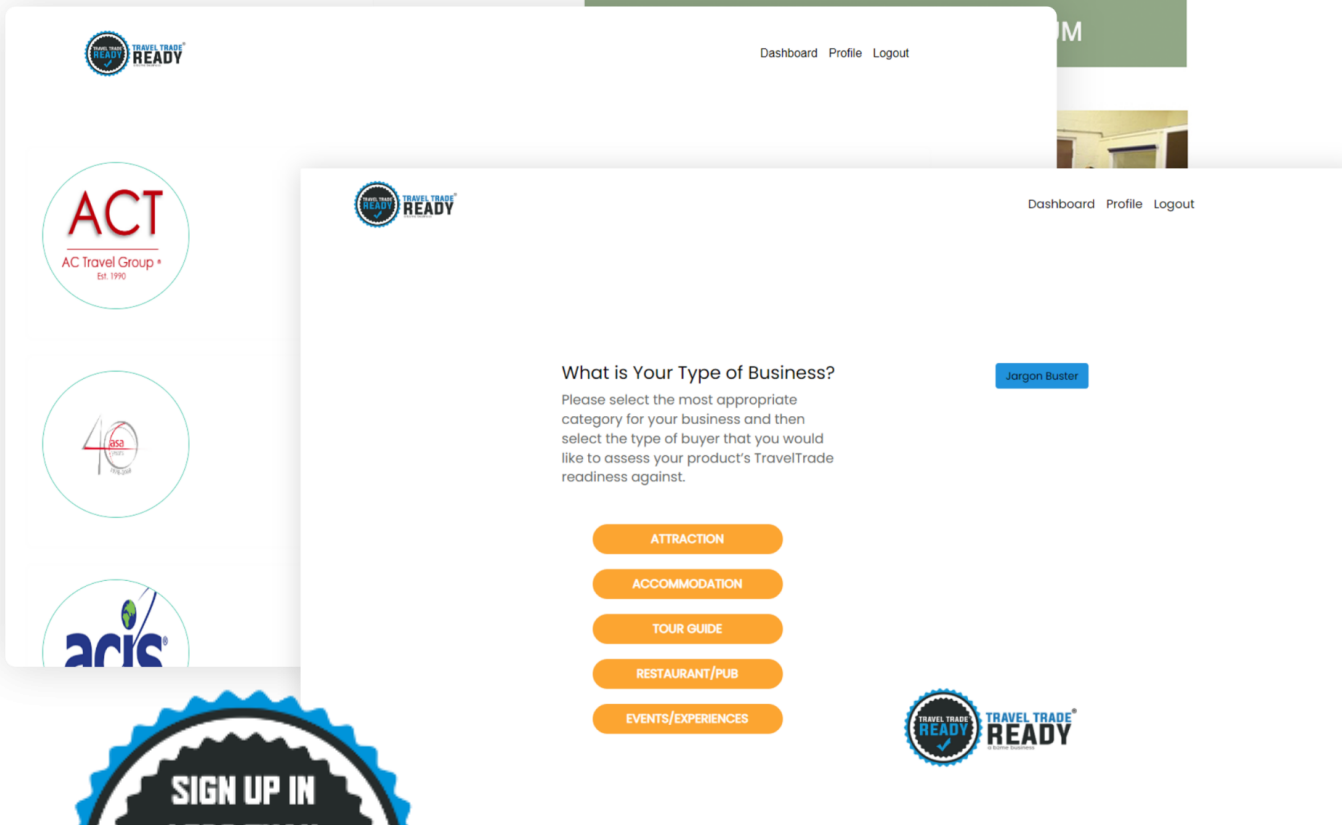






# Travel Trade Ready

- Free to Visit West members
- Provides a combination of learning through video and jargon buster
- Rate your business against criteria that buyers want/need
- Ability to build trade-friendly marketing materials directly on the platform
- Search for buyers / be found by buyers
- <https://www.visitwest.co.uk/business-support/travel-trade-ready>



## Bath & Bristol travel trade website



Accommodation



Visiting Bristol and Bath



Browse our Resources for Trade...



- B2B website
- >20,000 views so far in 2024
- Listings can/should be targeted at the audience
- Dedicated trade-friendly content
- The England You Already Know.....But Better!
- <https://www.visitwest.co.uk/trade>

## Stand share & other opportunities



Make Britain Bookable.



- Group Leisure & Travel Show
  - Milton Keynes, October (1 day)
- British Tourism & Travel Show
  - NEC Birmingham, March (2 days)
- Visit Britain events
- Trade memberships
  - Domestic groups – Coach Tourism Association, AGTO
  - International – UKinbound, ETOA
- TXGB and other online distribution solutions





## Key take aways

- Review your welcome & processes
- Consider a 'travel trade' menu/product with pricing
- Check your listings on travel trade website (Silver+ members)
- Sign up for free training and check out resources
- Identify any particular target markets
- Consider stand-share opportunities and trade memberships
- Get full team buy-in
  - it's a marathon, not a ~~snickers~~ sprint
- Host FAM trips







**VisitWest**

**Thank you**

**[end]**



visit  
**BRISTOL**

VISIT  
BATH

**BATH AND BRISTOL**



# Introducing Visitor Ready

## Natalie Clayton

### Partnership & Project Lead

Visitor  
Ready





**Visitor  
Ready®**

**Approved**



## Brand New Scheme

- Accessible to the entire hospitality industry
- Free digital accreditation
- Completely online process
- Quick and easy
- Supports regional tourism agenda
- A trust mark for consumer confidence



## Key Benefits

- Document identification and validation
- Support team assistance
- Secure digital wallet
- Robust and credible
- Independent accreditation mark
- Visitor Ready upgrade





# Testimonials



**“It was a swift, clear and simple process uploading all our documentation and receiving our accreditation. Thank you for making it so easy for us!”**

Tina from The Kings Arms, Cumbria



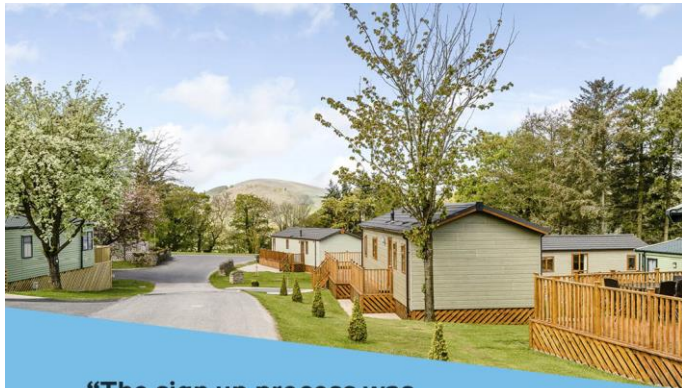
**“The onboarding of all our pubs was really easy and straightforward”**

Stephanie, Customer Experience Manager, Liberation Group



**“Since introducing the Visitor Ready Scheme, we have experienced a noticeable increase in our enquiry rate from prospective bookers.”**

Mark from Landlord Direct



**“The sign up process was straightforward and logical. We are happy to show the Visitor Ready logo on our website to assure guests that our site is compliant and safe.”**

Anne from Hillcroft Park, Cumbria



**“This scheme is valuable to our small business. The badge gives assurance to our customers that we are committed to operating safely within current industry standards and legislation.”**

Kristina from Shepherd Huts



**“The system is very user-friendly and simplifies keeping documentation up-to-date and adhering to best practices”**

Molly, Bramshaw Golf Club

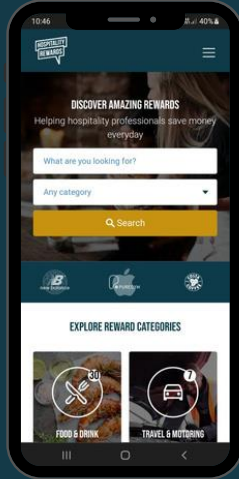




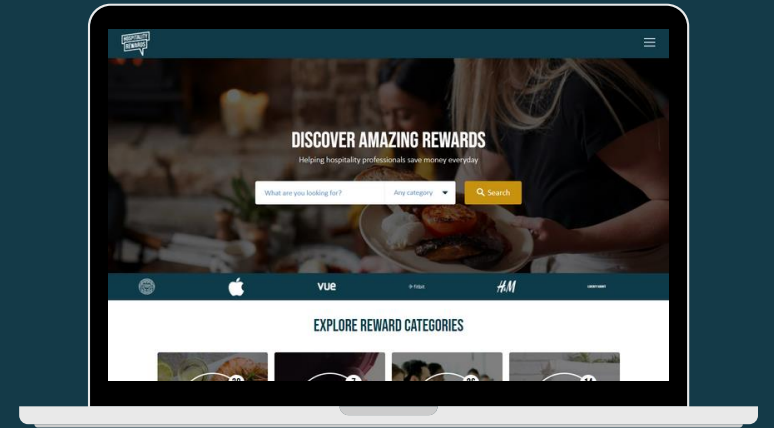


# Industry Supporters





# HOSPITALITY REWARDS



MAKING HOSPITALITY THE MOST  
REWARDING PLACE TO WORK



**HOSPITALITY RECRUITMENT  
AND RETENTION IS TIME  
CONSUMING, EXPENSIVE  
AND HARD!**



# HOSPITALITY EMPLOYEES NEED HELP WITH THEIR FINANCIAL, PHYSICAL AND MENTAL WELLBEING



# HOSPITALITY VENUES AREN'T AS FULL AS THEY USED TO BE AND AS OFTEN





**WELCOME  
TO**



**THE UK'S FIRST REWARDS APP FOR HOSPITALITY  
WORKERS AND EMPLOYERS**

# WHAT DO WE OFFER?



24/7 online doctor and prescription service



Discounted gym memberships at 4000+ gyms across the UK



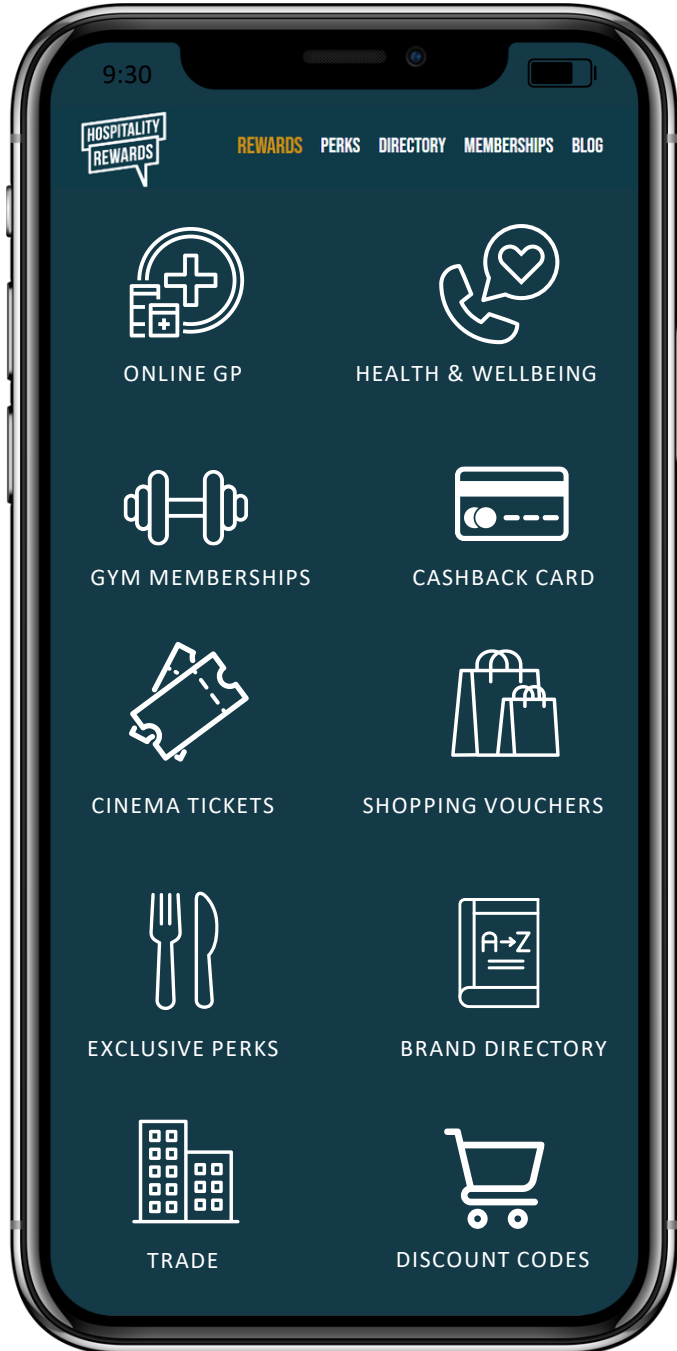
Discounted cinema tickets with up to 55% off



Exclusive member PERKS at venues across the UK



Exclusive trade discounts to help you and your business



24/7 wellbeing support inc. counselling sessions



Free cashback card giving money back on everyday shopping



Discounted shopping vouchers from 70+ brands



All our brands and offers in one convenient place, explaining where to find them.



High street discount codes





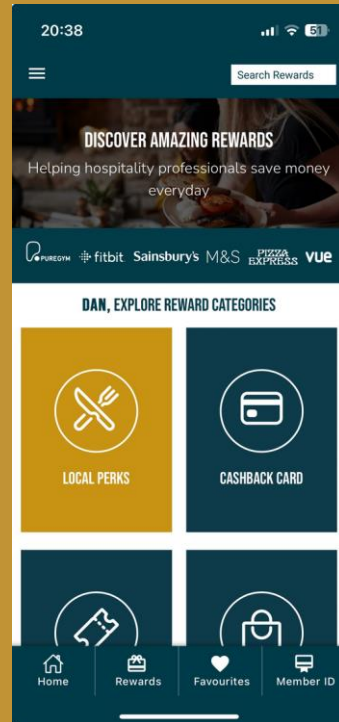
**VisitWest**

SUPPORTING BUSINESSES IN BATH, BRISTOL,  
SOUTH GLOUCESTERSHIRE AND NORTH  
SOMERSET WITH FREE PERKS



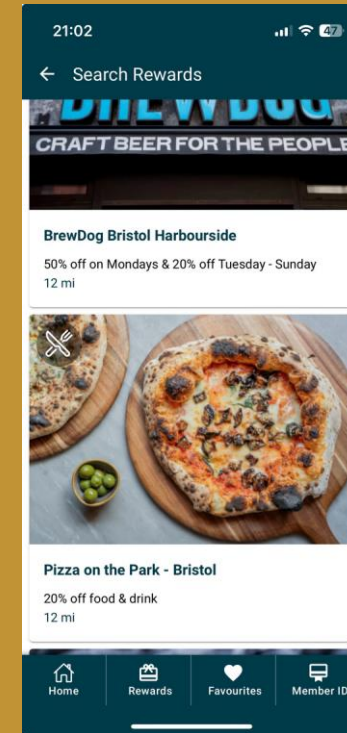
# VisitWest

AS A MEMBER YOUR TEAM  
GET FREE ACCESS TO:



HOSPITALITY  
REWARDS

Perks



SAVING MONEY AT OVER 1000 VENUES INCLUDING  
RESTAURANTS, PUBS, BARS, HOTELS AND MORE!

# PERKS IN BRISTOL, BATH AND NORTH SOMERSET



KALEIDOSCOPE

THE  
**BATH  
CIDER  
HOUSE**

Nº 4  
CLIFTON VILLAGE  
RESTAURANT & BAR

harbour  
house

Racks



**MOLLIE'S**



GREENE KING  
BURY ST EDMUNDS

**THE LANES**  
\*\*\*\*\* BRISTOL \*\*\*\*\*



Beckford



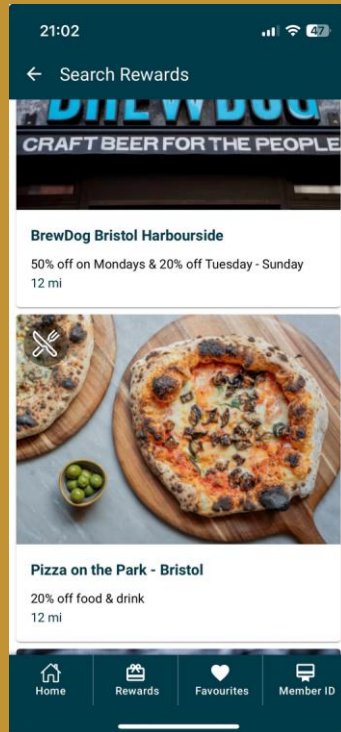
**BRISTOL**  
ACTIVITY CENTRE



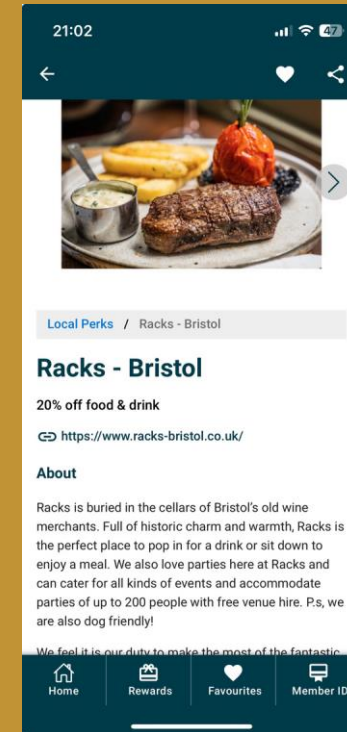
beds & bars

# VisitWest

## OFFER A PERK FOR YOUR VENUE ON HOSPITALITY REWARDS APP:



# Perks



## ADD A DISCOUNT AND DRIVE EXTRA FOOTFALL WHILST SUPPORTING FELLOW WORKERS



# VisitWest

## MEMBER BENEFIT

CONTACT HOSPITALITY REWARDS  
TO FIND OUT MORE





# Thank you

