

The Scotch Whisky Experience



Business overview

Voted *Tiqet's Best Attraction UK & Ireland 2021*, we're one of the UK's top five-star visitor attractions, with award-winning restaurant and specialist whisky bar. Fully accessible, we're home to the World's Largest Collection of Scotch Whisky, and are renowned for our interactive and fun multi-lingual tours and luxury dining experiences.

Why do you work with the travel trade and what products do you promote?

Targeted Travel Trade partnerships form an integral part of our strategic and tactical sales and marketing activities, as they can offer unrivalled and cost-effective access to markets and audiences which would otherwise be beyond our budget and reach.

Benefits include:

- Volume, repeat, year-round sales.
- Low-risk, multiple routes to established and emerging global markets.
- Market intelligence, facilitating product realignments and development.
- Intermediaries invest their own resources/money promoting attractions.
- They share cultural insights/translate content into target languages.
- Brand association & recognition.
- Additional spend (retail/catering).

We promote a variety of FIT, Group and MICE-friendly tours, private whisky and dining experiences to the Trade.

Key Successes

Brand association: We participated in *Tiqets' 2020 UK Awakens* campaign, resulting in 14.4 million social media reach. We've participated in live blogs, case studies, and in 2021, were voted *Tiqets' Best Attraction UK & Ireland*, launching us onto a world stage alongside global brands like Buckingham Palace & The Louvre.

Top Tips

1. Each tourism business is different and needs to consider the extent to which they work with intermediaries. This will depend on a variety of factors, including the strength of your brand, size of target markets and accessibility to key audiences, competitor analysis, internal resources/budgets (etc.), and ultimately your own ability to maximise visitor footfall, tour occupancy and sales.
2. Whatever your business' direction, proactive investment in developing lasting, trusting, and equitable relationships with intermediaries is critical to gaining, maintaining and strengthening competitive advantage. 'People buy from people', is an adage which very much applies to the B2B marketplace.
3. Meeting with buyers and key account managers, negotiating trade rates and finalising contracts is time-consuming, requires diplomacy, coordination, planning and attention to detail, but it should also be fulfilling and fun! **ALWAYS DELIVER ON YOUR PROMISES!**
4. Learn to negotiate and actively listen. Partnerships should be equitable - both sides need to benefit. Know your margins and manage risks, though don't be afraid to experiment and be creative. Learn from your mistakes. Know your red lines, when to suggest a different direction and ultimately, when to diplomatically say 'no thank you'.
5. Join a trade association or partnership, such as Scotland's Heritage or SITE Scotland, who actively support their members by sharing best-practice and expertise, and can introduce you to UK and international travel trade and MICE buyers,
6. Open as many routes and revenue streams to as many markets as possible, and you'll significantly reduce the risk which comes with putting all your eggs in one or two baskets. This is especially important in today's increasingly competitive tourism landscape, impacted by international war and terrorism, the uncertainties of Covid and Brexit, and their collective impact on international travel, financial markets and visitor disposable income.

Shared by:

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