



Wales welcomed 1,079 million international visits in 2017, the second highest figure ever recorded. This represented a small increase on 2016. Wales' overseas visitor totals have risen year-on-year since 2012.

Epic Thinking.

Marketing your product internationally.

01—

If you are established in the domestic market and looking to reach international audiences via the travel trade, we want to support you to grow your product.

The benefits of thinking internationally:

- Counteracting seasonality.
- International visitors are higher spenders on average.
- Longer lead times for international travel gives you the ability to plan ahead.

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Get involved!

- Register your product on our globally promoted B2B website traveltrade.visitwales.com.
- Keep us posted with your news and developments by e-mailing: productnews@gov.wales. We'll share relevant updates with international tour operators, PR companies and VisitBritain.
- Sign up to our newsletters. businesswales.gov.wales/tourism/working-together.
- Meet operators and showcase your product on our fam trips. To be involved you will need to demonstrate you actively work with the travel trade and your product is featured on our travel trade website.
- Become a member of UKinbound & European Tour Operators Association (ETOA) to access B2B workshops, seminars and networking events.
- Attend a UK or overseas event. Look out for communication from our newsletter for upcoming events.

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trade.visitbritain.com has a wide range of tools to support you in marketing your product internationally. Here are a few to get you started:

- Join a VisitBritain event (UK or Overseas) for pre-scheduled 1-2-1 appointments with international buyers. Search under the 'Trade Events' tab for more information. The Department of International Trade (DIT) offers financial support for businesses attending VB Overseas events, subject to availability and eligibility.
- List your product on VisitBritain's free supplier directory.
- Sell your bookable product in over 90 countries via visitbritainshop.com.
- Know your market. Take a look at VisitBritain's research and insights pages for market specific information that will help you understand international visitors.
- Find out more about preparing your business for international visitors at visitbritain.org/preparing-your-business.

04—

Remember to follow:

- @VisitWalesBiz
- @VisitWalesTrade
- @MeetInWales
- @visitwales
- @VisitBritainBiz
- @VisitBritainPR
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- Use Visit Wales' [#findyourepic](https://twitter.com/visitwales) or VisitBritain's [#lovegreatbritain](https://twitter.com/visitbritain) on your social media posts.

