

# Moving Forward with the UK Market

A photograph of Earth from space, showing the curvature of the planet and the blue oceans. A bright sun is rising over the horizon, creating a lens flare effect with many rays of light. The sky is dark, and the sun is the central focus of the image.

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Regent Holidays

# Introduction

- Company background.
- UK Market situation.
- UK Market history.
- Case study – New York.
- Case study – India and the Maldives.
- Support and commitment.
- Opportunities within the UK Market.
- Regent Holidays marketing for 2009.
- Questions and Answers.

## Company Background

- Regent Holidays Part of Western & Oriental Plc.
- Specialist and Luxury travel company.
- Grown from £8m sales in 2006 → £65m today
- Operating in 155 countries.
- 11 brands including Regent Holidays.
- Regent Holidays is a leading specialist to Iceland.
- Operating to Iceland since 1975.
- Offering a wide selection of holidays to all parts of the country.

# UK Market Situation

- Now entering a recession – not for the first time.
- Uncertain consumer booking patterns.
- Clients reluctant to commit to booking holidays.
- Client focus is on holidays with short lead time.
- Clients looking for reassurance and financial protection.
- Need to show flexibility.
- Added value and offers are key.
- Increased demand for certain types of holidays (e.g. All-inclusive)

## UK Market Situation

- ‘Value for money’ makes a destination popular.
- Some clients are ‘trading down’ elements of their holiday.
- Sales to US Dollar based destinations are becoming weaker.
- Sympathetic feelings for Iceland
- Generally there is little or no effect over the financial issues.
- Weak Krona has added to Iceland’s appeal.
- However most suppliers have moved to euro and sterling contracts.
- Destination competition, recession and value for money present far greater challenges than perceptions to Iceland and the people.

# UK Market History

- Loyal to destinations.
- Will continue to book through specialists and those with a strong brand and reputation for service, value and financial protection.
- Resilient and quick to rebound in a crisis.
- Will return quickly to a destination after a crisis with the right offerings.

# Case Study – Broadway After 9/11

Sales for the Broadway shows crashed. It was feared many shows would have to close

A campaign was launched

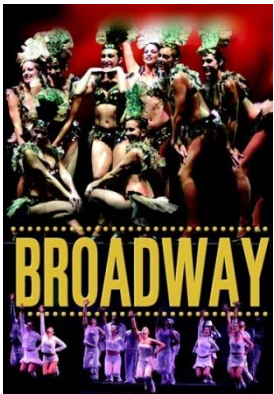
Money was raised through city, state and Government

\$1m promotional campaign was launched – a relatively small amount in terms of a US city.

Officials asked for two things, "Don't be greedy, and do it fast."

By May most shows were full again

The promotion was so successful that Broadway gave back the \$1m



# Case Study – India & The Maldives

Sales stopped due to the Tsunami. It was feared the region would never recover.

Hotels and Tourist Boards joined forces

Hotels and tourist board started to promote the region within 2 weeks .

UK based customers still travelled as they believed they should firstly show support to the region.

Secondly they still wanted to travel and take their hard earned holiday

Marketing and promotional offers put the Maldives back on tourism map within 12 weeks.

Within 6 months bookings had returned to normal levels as a result of quick and positive action.





# Support & Competitive Positioning

- Focus on leisure travellers.
- Will bring you the quickest return on your sales and marketing efforts.
- Corporate and incentive travel groups will be more challenging to secure.
- Want to avoid any potential media feedback.
- Short-term investment in the UK market required **NOW.**

## Support & Competitive Positioning

Increase marketing effort in the next 6 months, especially Jan, Feb and March **key booking periods**.

- Positive PR campaign - press trips and UK based functions to Travel Agents and consumer press.
- Must find funding to continue the message.
- Look at positive ways to remain competitive.
- Long-term investment in tourism products and services will deliver results.

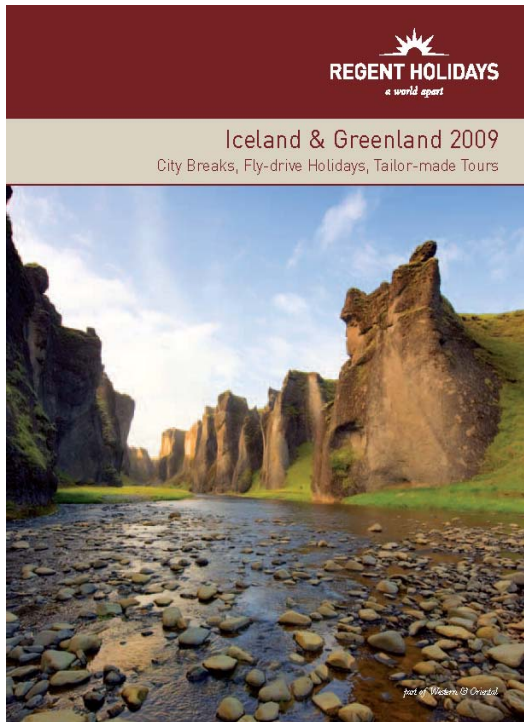
# Opportunities

- UK clients will still travel but, there will be different patterns; Late bookings will become a feature.
- No hostility to Iceland, generally seen in a positive light.
- UK clients are likely to travel closer to home in 2009
- Weakness of Krona will attract more UK clients.
- Short-breaks will be attractive product in a downturn
- The UK is a resilient travel market.
- Provide the best value and service you possible can
- Look to partner with others to get the most from your marketing spend.

## Regent Holidays plans

- Launching our 2009 agent brochure in December.
- Upgrading our Regent website.
- Working closely with key suppliers.
- Advertising campaign in UK national press 27<sup>th</sup> December.
- E-marketing to 3,000 travel agents and 20,000 consumers alike.
- Competitions and incentives to our Travel Agent partners who are based all over the UK.
- Promoting the best possible value for money offers year round.

# Regent Holidays Plans



- New 2009 brochure out in December '08.
- 30,000 copies.
- Budgeting for a 11% increase for 2009.
- Widest possible selection of holidays.
- Distributed to over 3,000 UK travel agents.

# Regent Holidays Plans

- Do everything possible to get the customer to book now!
- Maximising all sales channels available to us.
- Greater emphasis on press releases to raise the profile of Iceland.
- Invested in and launching a new online consumer brand today.

 iceland2go

## Introducing...



- A new, unique and fresh holiday brand.
- Offering short breaks and holidays to Iceland.
- Focused on selling mainly to the UK market.
- Aimed at a younger, more internet and mobile savvy audience.
- Unique design and video content.
- Our commitment and confidence in Iceland as a destination.

# Introducing...



## Iceland and Greenland Specialists

Iceland2go has over 30 years experience in sending holidaymakers to Iceland and Greenland. Both countries have remained relatively undiscovered as 'mass market' destinations which has meant that over the years we have continued to source new activities, hotels and destinations for our clients in this beautiful and majestic region, without having to follow mass market trends.

The collection of suggested itineraries shown on this website are just a few of the many recommendations that are available throughout both Iceland and Greenland. As well as City Breaks and group tours we also offer privately guided tours designed specifically for your own interests and budget, each one accompanied by knowledgeable English-speaking guides. Our staff travel frequently and extensively throughout both countries and can offer specialist advice to plan your ideal trip.







# The Future

Two brands  
moving forward  
with Iceland

Investing and  
growing for our  
mutual benefit

Passionate  
about the  
destination

Proactive and  
open-minded



**REGENT HOLIDAYS**

*a world apart*

**iceland2go**

ICELAND



*a world apart*