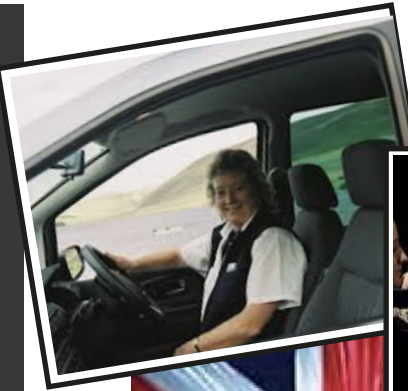


# Inbound Tourism

Inbound tourism refers to a visitor arriving into a country for a holiday - this example is the UK

## TRAVEL MOTIVATION

Gloria Jean is a third generation US citizen but her great grandfather was originally from Hull and Gloria still have cousins there she wanted to meet in person. Gloria lives in California so it is a considerable journey travel time to visit and is once in a lifetime holiday that Gloria had promised herself when she retired. Sadly her husband had died but his insurance was going to pay for this trip and she knew he would be happy that she was going.



## ACTIVITIES

Gloria had dreamt of this trip since she was a little girl and already had a long list of things she knew she absolutely had to see. London was a must and Buckingham Palace, the Tower of London and the Shard were right on the top of her list. She intended to stay in the Park Lane hotel so she could see Buckingham Palace from her bedroom window and walk around Hyde Park. She wanted to visit Nottingham as she loved the story of Robin Hood, she had to visit Hull to meet her relatives and was also keen to try and visit Edinburgh the famous Fringe festival was on so she wanted to do that as well. Gloria intended to visit for about 3 weeks, so she went to a niche travel agent who specialised in personal tour itineraries to the UK.



## ACCESSIBILITY

Gloria is in her 70s and although she is mobile, she does need some help with steps and doesn't like to be out in the dark.

## COST AND STANDARDS

Gloria had inherited a lot of money and was happy to spend it all on this trip, she was planning to travel business class, and stay in luxury hotels. She will hire a tour guide for the duration of her stay who will drive her around also be knowledgeable so she would not miss anything. The cost of the holiday is likely to be around £20,000. The flight will cost £4000 and the hotels will be approximately £400 per night. The tour guide is £2000 per week.

## VALUE FOR MONEY

The holiday is one that has been promised for a lifetime and Gloria has justified that if she is going to do this on her own she is going to do it properly. Her and Ben had planned to do this for her 70th birthday before he died so she knew he would be so happy she was doing it in his memory. Luckily the dollar was really strong against the pound so everything seemed really cheap and great value for money.

## TRANSPORT

The flight from LAX to LHR will be business so the hotel transfer is included in the price. The tour guide will meet her on her first day of the stay and will provide some company as well as a detailed product knowledge of the UK.

## ACCESS TO INFORMATION

While Gloria had to research distances the travel agent did all the bookings and Gloria was confident that all the must-do activities she had listed for years were accurate enough to plan her holiday around.