

Inbound Tourism

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

TRAVEL MOTIVATION

Vladimir Polensky is a doctor who runs a hospital in Moscow, he has to travel to a medical conference in Cardiff in September. Vladimir has never been to the UK before although he does know vaguely where London is, he doesn't speak any English and had no idea where Cardiff was on the map. The Conference will be for 3 days only and as Vladimir is really busy he doesn't expect to have much time to explore during his stay, but he does want to visit the University of Wales hospital while he is there.



ACCESS TO INFORMATION

The conference organisers had done a great job on the conference packs and had included all the information and travel options to get to Cardiff. The cost of the conference included the hotel stay and the transfers to the conference venue.



COST AND STANDARDS

The conference was very specialised and there were a lot of eminent speakers, the cost of accommodation and conference fees were a package price and the only additional cost was evening meals and transport to Cardiff. The hotel is one of the top hotels in Wales and sat just outside the city, but it did have a championship golf course.

VALUE FOR MONEY

The business trip like so many other business trips Vladimir felt was expensive. The rooms were all at top price, the transfers were without discount and the day excursions overpriced and a bit boring. If the speakers had not been the leaders in their fields it is likely that Vladimir would have decided not to go.

TRANSPORT

Flights were a bit complicated as Cardiff has very few direct flights so Vladimir found the best route was via Amsterdam and then a short 1 hour hop across to Cardiff. The conference organisers were arranging transfers and said that it would be easy as Cardiff was a small regional airport so it would be quick to go through.

ACTIVITIES

The conference was over 3 days with a short afternoon on the middle day, as Vladimir was staying at the Celtic Manor he hoped to have a game of golf and the last day he would explore the university hospital, do a quick race around the City Centre to do some shopping and bring some gifts back for his wife and children. He was in Cardiff to work not to explore which would be no fun without the family in any case.

ACCESSIBILITY

Vladimir couldn't help but be a little cross that such a high profile conference was in somewhere as out of the way as Cardiff. However the conference organisers had worked hard to make the trip as straightforward as possible.