**DISCOVER ENGLAND FUND - US CONNECTIONS**

**TRAVEL TRADE PARTNERS**

**ABOUT US CONNECTIONS**

US Connections is one of the ‘Discover England Fund’ projects and aims to increase the number of inbound visitors to our region from the USA. (insert your DMO Name) is one of the 13 project partners.

US Connections is working through travel trade (tour operators, DMCs, travel agents etc.) to get new product on sale to the US market. This is often a long- term process and is based on building relationships with travel trade partners, showcasing the new and interesting content that can be booked by trade.

The project has developed five official ‘travel trade’ partnerships, with travel trade specialists who are committed to selling US Connections destinations to their US client base.

In order for the DMC’s to successfully sell destinations and individual businesses, they will need your support:

* To supply DMCs below with rate information as soon as possible - and within no more than 24 hours of receiving the enquiry
* For accommodation, DMCs are often seeking availability up to two years in advance, so be prepared to have rates available
* Support with familiarization trips to showcase your business to the DMCs and their clients when asked
* Consider your pricing, rate information, any ‘special’, VIP or other experiences you can provide

The travel trade can be seen as an extension of your sales team, so do help them to sell and contract your business. They may request to come and visit your region or business so they are familiar with your offer.

For an introduction to the four travel trade partners is below.

For further information, contact your DMO (insert contact name) in the first instance.

**INTRODUCING US CONNECTIONS TRAVEL TRADE PARTNERS**

[**Tribe 101**](https://www.england101.com/)



Contact: Stephen Treacy (Managing Director) Tribe101.

Mobile: 00353 85 736 6823

Office: 00353 1 538 1820

E: stephen@tribe101.com

Based in Dublin, Ireland, Tribe101.com is a network of Diaspora engagement websites. A country’s ‘Diaspora’ refers to the dispersion of people from their own homeland including those with English ancestry. Tribe101’s role is to find, engage and mobilise Diaspora for tourism, business and philanthropy initiatives. We use fun, innovative educational content backed by sophisticated data analysis to match the right Diaspora interested party with the correct Diaspora initiative. England101.com will be the primary site for the US Connections project where new bookable ancestral tours are being developed and sold (direct to consumer) on the Tribe101 platform.

For US Connections, Tribe 101 are:

* Analysing data from all 13 regions to identify family names (Tribes) and themes connected to each region
* Test potential trail themes on line
* Create tailored ‘tours’ to the regions for specific family groups
* Sell tours via the Tribe101 platform

[**Select Travel Service Ltd.**](http://www.selecttravel.com/index.html)

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Contact: Keith Somers, Business Development Manager

Tel: +44 (0)1480 455850

E: keiths@selecttravel.com

Select Travel Service are UK based with an office in New Jersey. We are well known for looking after all the ground arrangements for groups only travelling in to Great Britain. We are long standing members of the key trade to trade travel communities in the United States. Very active in promoting groups for the Mayflower 400 anniversary in 2020 and especially good at finding US Connections on the Great Britain side of the Atlantic. For leisure, student, MICE, cruise and special interest groups to include all faiths, gardening, TV and movie tours, battlefields and historical tours.

For US Connections, Select Travel are:

* Attending US travel trade events, including NTA events
* Showcasing US Connections in e-newsletters and with existing contacts
* Feature all themes
* Official Mayflower 400 group tour operator
* Sell Group Tours only

[**Barton Hill Travel & Armchair DM**](https://bartonhill.com/)



Contact: Tom Jacobs, Sales and Marketing Manager

Tel: 01444 473369

Mobile: 07513 337259

E: tom@bartonhill.com

Established in 1976, Barton Hill are experts in creating unique and personalised special interest tours of the UK for tailor made groups, conference and incentive programmes and FIT travellers.

With a proven track record of providing specialist ground arrangements we continue to arrange a diverse range of tours with varying themes such as vintage machinery, collectable miniatures, embroidery, industrial heritage, religious pilgrimages, historical events, trams, cars and literature. We also create specialist educational tours for schools such as language or history, performance group tours for visiting choirs and also specialist sports tours for sporting events such as the Silverstone Grand Prix and the Rugby World Cup 2015.

For US Connections, Barton Hill are:

* Attending US trade events including leading on ASTA membership engagement and events
* Using KimKim.com platform for themed experience content
* Profile US Connections content through existing activity and client base
* Specialise in faith travel but will sell all Connections themes and content
* Sell to FITs and groups

 

[**Pinpoint Britain**](http://pinpointbritain.com/)

Contact: Tricia Handley-Hughes. Director.

Tel: 0843 459 7808

Mobile: 07768 960128

Email: tricia@pinpointbritain.com

Pinpoint Britain is a UK-based tour operator who has previously created Friendly Invasion itineraries for East Anglia. Pinpoint create and deliver unusual, personalized UK itineraries for individuals and groups of all sizes, for business and leisure. Tricia Handley Hughes has over 60 years of travel industry experience at the highest levels.

For US Connections, Pinpoint Britain will:

* Specialize in the United Allies and wartime / military connections and content
* Create a US Connections brochure for Explore GB
* Sell US Connections content to FITs and group clients within existing sales meetings, e-newsletters to database
* Using KimKim.com platform for themed experience content
* Sales webinar and presentations to travel agents



[**Reformation Tours**](https://reformationtours.com/) **/ Mayflower 400 Tours**

Contact: Rowena Drinkhouse

Tel: +1 618 222 9914

Email info@reformationtours.com

Reformation tours are a US based tour operator specializing in faith based tours. Due to the popularity of the Mayflower commemoration with their client base, Reformation tours have created a dedicated brand ‘Mayflower 400 Tours’. Rowena Drinkhouse and the team have extensive knowledge of the UK and understand the needs of their clients.

For Mayflower 400 and US Connections, Reformation Tours will:

* Promote the Mayflower story and visitor opportunities to their US client base, travel agents
* Marketing and promotion of Mayflower within the US to generate interest and tour bookings
* Sell other US Connections tours where there is demand, particularly around the Faith and Religion theme