Travel Trade Activity VisitWiltshire 2	2023/2024												
TRADE ACTIVITY													
Activity		Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24
Production & Distribution of collateral	Design, produce and distribute Travel Trade Guide (digital)												
Digital Trade Communication	Maximise communication to keep travel trade contacts up-to-date with Wiltshire/Great West Way travel trade product offer.												
	Manage database - Increase sign ups ensuring new contacts added; removal of old contacts, segmentation etc.												
	Design, produce and distribute seasonal (minimum of 3) Travel Trade E-newsletters annually (timings subject to change)												
Website Development	Review and develop website trade pages making it easier for buyers to find key trade information.												
Advertising, PR and targeted travel trade campaign	Maximize PR exposure in travel trade publications by regular liaision with editors and supplying editorial and imagery to media when available.												
	Secure and deliver agreed targetted annual advertising campaign												
Familiarisation Visits	Create a series of familiarisation visits to showcase the Wiltshire / Great West Way travel trade product offer.												
	Facilitate buyer/supplier networking opportunities for all travel trade partners												
Bespoke One-to-One Travel Trade Industry Support	Solus Newsletters (scheduled as required)												
	Trade sales emails with supplier introductions												
	Business & product development support												
Trade Engagement, Marketing & Distribution	Regular meetings with buyers eg. key DMC's and Official Tour Operator contacts. Ensure Wiltshire/Great West Way suppliers are front of mind for contracting and itinerary development. Maximise marketing and distribution via third party channels. Retain existing and increase the numbers of Official Tour Operators packaging and selling Wiltshire /Great West Way.												
	Facilitate meetings for suppliers with relevant buyers.												
	Maximise partnership opportunities to ensure Wiltshire/Great West Way is an attractive destination for trade visitors.												

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	Continue to develop partnerships with key trade organisations such as VB, VE, CTA, UKinbound, AGTO, Meridian, ETOA etc.												
International Activity and Industry Partnership working	Work in conjunction with VisitEngland/VisitBritain and key destinations to leverage additional international tourists via an aligned programme of travel trade activity. Could include hosting fam visits, B2B meeting events and international exhibitions etc.												
	Continue focus on targeting key primary markets including USA, Canada, Netherlands and Germany maximising programmes in market. Plus actively develop the Nordics/Scandinavia as a new target market. Continue to develop growth in Europe such as Spain, Italy, France etc.												
	Review and provide wider opportunities where possible for travel trade group.												
	Regular activity updates will be issued to the travel trade group prior to each travel trade meeting. This will include a summary of activity that has taken place and any forthcoming activity and opportunities.												
Evaluation & Reporting	Evaluation of VisitWiltshire/Great West Way events and fam visits following the event will take place where possible. An estimate of staying visitors, day visitors and visitor spend will be calculated using the standard industry research figures.												
KEY EXHIBITIONS/EVENTS													
PROPOSED													
Activity	Details						Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24
UKinbound	Annual Construction - Bullion						September						
Group Leisure & Travel Show	Annual Convention - Belfast Milton Keynes. (Wiltshire or Great West Way stand)							05-Oct					
World Travel Market	London, exhibit as part of UKinbound stand as Great West Way								November				
Marketplace	tbc								tbc				
Britian & Ireland Marketplace (BIM)	ETOA event with one-to-one meetings										TBC		
Vakantiebeurs, Netherlands	International event - go as Great West Way										tbc		
Excursions	Twickenham Stadium?										TBC		
VisitBritain Nordics Workshop	tbc											tbc	+b.c
ITB, Berlin	International event - go as Great West Way												tbc tbc
British Tourism and Travel Show Explore GB (including VIBE)	NEC Birmingham, (Wiltshire or Great West Way)  VisitBritain's Flagship annual event												tbc
The European Travel Trade	visitBritain's Flagship a	violeditani a i neBanh annuan cacin											to C
Marketplace - North America	ETOA event with one-to-one meetings											tbc	
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