Travel Trade Activity VisitWiltshire 2024/2025																
TRADE ACTIVITY																
Activity		Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
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)															
Trade Events & Exhibitions	Refer to Travel Trade Exhibition & Event Opportunities for details				Ī											
Website Development	Review and develop website trade pages making it easier for buyers to find key trade information.															
PR and Editorial	Maximize PR exposure in travel trade publications by regular liaision with editors and supplying editorial and imagery to media when available.															
Familiarisation Visits	Investigate the process and delivery of in-person self-drive trade fam visits to showcase the wide range of travel trade businesses and destinations, fitting in with normal opening times and dates.															
	Facilitate buyer/supplier networking opportunities for travel trade partners when fam visits are undertaken by the trade.															
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.															
	Continue to develop partnerships with key trade organisations such as VB, VE, CTA, UKinbound, AGTO, Meridian, ETOA etc.															

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, GCC etc.															
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