

DRAFT Group travel Advertsing 2020/2021

Publication	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	Notes
GTO Magazine - Landor Travel	Celebrate Group Travel Day - TV									15-20 mins airtime featuring Wiltshire, Longleat, Bowood, Salisbury Cathedral and Great West Way; interviews, promotion via social and enewsletters etc.
Social Media campaign			(1) Coach & Travel Organisers		(1) Coach & Travel Organisers (2) GTO's					Two x targetted FaceBook campaigns: 1) Target travel organisers, coach drivers and travel and tourism page admins, promoting the wide range of offerings that Wiltshire has to offer. 2) Reach users aged 55+ promoting the wide range of days out and attractions suited to a mature audience, targeting those with group travel responsibility matching group/leisure interests (including suggested groups).
Group Leisure & Travel			Online emagazine awards issue - full page							Group Leisure & Travel Magazine – November 2020 (Awards issue) 1 x Page Zero (this is the advertising space facing the front cover of the e-magazine - https://mediapack.groupleisureandtravel.com/page-zero-
Group Leisure & Travel					Top Picks & Ideas for 2021 - Full page advert					Group Leisure & Travel Magazine – January 2021 Feature: Top Picks & Ideas for 2021 1 x Full Page Advert
Group Leisure & Travel				Pre Promo for reader fam from 2019				2 day Reader fam	Reader Fam review	Reader fam visit and assoicated coverage for Wiltshire
UK Inbound					e-newsletter					Solus Email to promote Marketplace to buyers