

Time for Wiltshire 2019 / 2020 Print Advertising



print opportunities

Time for Wiltshire Visitor Guide 2020

Reach more people and increase brand awareness by taking out a bespoke display advert or a standard format entry in our print.

Research shows that the guide has a major influence on converting possible visitors to actual visitors.

Inspirational guide with editorial pages showcasing the best of Wiltshire, highlighting reasons to visit, where to stay and what to see and do. Due to be published January 2020.

- Targeted national and international 50,000 distribution plan
- Requested through our advertising campaigns
- Available online as digital brochure
- Strong PR exposure

Double standard entry

Standard entry

Quarter page



Double page display advert £1,595	Full page back cover £1,165	Sponsorship of themed editorial spread prices from £950
Full page inside pages £810	Full page inside back cover £935	Half page £410
Quarter page advert £205	Standard entries £72.50	Double standard entry £145

Time for Wiltshire Visitor Map 2020

Fold out map aimed at both staying and day visitors, highlighting days out, things to see and do, activities and more.

- Targeted national and international 200,000 distribution plan
- Digital version on VisitWiltshire website

Full page back cover £1,165	double standard entry £205
Full page premium left £935	Full page £810
Full page premium right £935	Half page £410
Quarter pages £205	Standard entries 1/8th page entry £105

All advertising subject to change, all rates are plus VAT, terms and conditions apply please see booking form



Advertising deadline 31 August 2019. For further details on all opportunities please contact fionaerrington@visitwiltshire.co.uk or call 01722 324780

Time for Wiltshire

2019 / 2020 Travel Trade Opportunities

print | exhibitions | adverts | online

Ask about our
Travel Trade
Package from
just £305

Travel Trade Guide 2020

- Targeted distribution via our database & targeted direct mail via third-party channels
- Distributed at major travel trade exhibitions and travel trade educational visits to the county
- PR exposure
- Sent out to our groups mailing list and travel trade database
- Digital version on VisitWiltshire website

Full page back cover **£705**

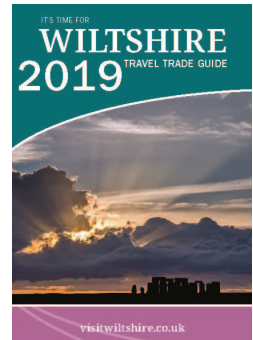
Full page inside back cover **£470**

Double page inside spread **£460**

Full page inside pages **£230**

Half page inside pages **£115.50**

Quarter page inside pages **£60**



Exhibitions

The following exhibitions/event form part of the travel trade activity plan for VisitWiltshire and Great West Way. Contact [Flo](#) to register your interest to attend.

World Travel Market: Excel London, 4-6 November 2019

UK inbound stand under a Great West Way umbrella. Limited availability. Book by 31 August 2019. Find out more [HERE](#).

Stand Share for Ambassadors **£875 per day**

Great West Way Marketplace, Windsor, 22 November 2019

VisitWiltshire's flagship annual event. One full day B2B workshop with pre-scheduled meetings.

Appointment schedule for Ambassadors from £125, additional delegate £45

Appointment schedule for Non-Ambassador from £250 per delegate.

Sponsorship opportunities available on request.

Vakantiebeurs, Utrecht, Netherlands, 15-19 January 2020

Largest travel show in the Netherlands. Book by 25 October 2019. Find out more

[HERE](#).

Stand Share for Ambassadors from £445 per day (min 2 days)

Stand Share for non-Ambassadors from £685 per day (min 2 days)

5-day rates available. Advertising in literature distributed at the show from £150 for ¼ page.



Excursions: 25 January 2020, Alexandra Palace, London

The premier one-day group travel exhibition. Book by 30 November 2019.

Stand Share from **£525**

Literature distribution **£170**

Britain & Ireland Marketplace (BIM): London, Hilton on Park Lane, 28 January 2020

ETOA event. One full day B2B workshop with pre-scheduled meetings. Book by 13 September 2019.

Appointment schedule for VisitWiltshire Travel Trade group businesses £600 and for non-trade group £645.

The South West Group Travel Show - We The Curious, Bristol, 30 January 2020

A leading regional exhibition dedicated to the domestic tourism industry. Note: this show will only be attended if two or more stand sharers book. Book by 1 October 2019.

Stand Share from **£250**

Literature distribution **£170**

For further details on groups and travel trade contact

flowallace@visitwiltshire.co.uk or call 01722 341309

visitwiltshire.co.uk

Time for Wiltshire

2019 / 2020 Groups and Travel Trade

print | exhibitions | adverts | online

Ask about our
Travel Trade
Package from
just £305

ITB, Berlin: 4-8 March 2020

VisitBritain stand with Great West Way pod and meeting table. Book by 30 November 2019 Find out more [HERE](#).

Stand Share for Ambassadors from £445 per day (min 2 days)

Stand Share for non-Ambassador £685 per day (min 2 days)

5-day rates available

British Tourism & Travel Show 25 & 26 March, NEC Birmingham

A leading exhibition dedicated to the domestic tourism industry. Note: this show will only be attended if two or more stand sharers book. Book by 31 December 2019.

Stand Share for VisitWiltshire Travel Trade group businesses from £420 and for non-trade group **£525**

Literature distribution **£250**

Go Travel Show 22 April 2020

A leading regional exhibition dedicated to the domestic tourism industry. Note: this show will only be attended if two or more stand sharers book. Book by 31 December 2019.

Stand Share from **£375**

Literature distribution **£170**

Great West Way Marketplace, November 2020 (details tbc)

VisitWiltshire's flagship annual event. One full day B2B workshop with pre-scheduled meetings.

Travel Trade Adverts

Joint advertising campaign in our Autumn / Winter groups advertising programme (Oct 19 - Jan 20).

Various publications including on and offline adverts and newsletters. Cost **£495**.

Website Adverts

Advertise to group and tour operators on our website **from £55.00 per month**

Travel Trade E-newsletter

Feature in our VisitWiltshire and/or Great West Way travel trade e-newsletters. Distributed to a targeted database of over 1,900 trade contacts. Spring, Summer and Autumn editions. **£110 per edition**

B2B Consultancy and Business Representation

If you would you like any support in understanding how to work with the travel trade or development of your own travel trade strategy please contact Flo.

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