

# 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**

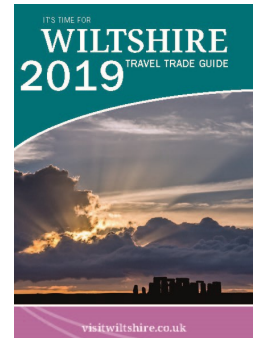
Full page inside back cover **£470**

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 **£750 per day**

#### Great West Way Marketplace, (location tbc), 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 £400 per day (min 2 days)

Stand Share for non-Ambassadors from £550 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. Note: this show will only be attended if two or more stand sharers book.

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 - February 2020 (venue and date tbc)

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 30 November 2019.

Stand Share from **£250**

Literature distribution **£170**

For further details on groups and travel trade contact

[flowallace@visitwiltshire.co.uk](mailto:flowallace@visitwiltshire.co.uk) or call 01722 341309

[visitwiltshire.co.uk](http://visitwiltshire.co.uk)

# Time for Wiltshire

## 2019 / 2020 Groups and Travel Trade

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### 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 £400 per day (min 2 days)

Stand Share for non-Ambassador £546 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**

### 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.

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



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