

Travel Trade Activity Update

June – September 2019

This report details the trade activity promoting Salisbury, Wiltshire and England's Great West Way during June – September 2019.

Flo has now taken on a full-time role as 'Head of Travel Trade' for Great West Way and VisitWiltshire.

[Great West Way Travel Trade Opportunities 2019/2020](#) and [VisitWiltshire Travel Trade Opportunities](#) have been put together and promoted to partners/Ambassadors to encourage support and buy in to forthcoming trade activity.

Travel Trade Exhibitions and Events 2019:

There have been no travel trade exhibitions or events during this period. However, the following are booked for 2019/2020:

Great West Way

- VIBE (VisitBritain), London 7 October 2019
- Global European Marketplace (ETOA members only), London – 1 November 2019
- World Travel Market (UKInbound), London 4 – 6 November 2019
- Vakantiebeurs (House of Britain), Netherlands – 15 -19 January 2020
- ITB Berlin (VisitBritain), Germany – 4 – 8 March 2020
- Great West Way Marketplace (VisitWiltshire & Great West Way), Windsor - 22 November 2019
- Excursions (TSE), London – 25 January 2020

Wiltshire

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- Excursions (TSE), London – 25 January 2020
- Britain & Ireland Marketplace (ETOA), London – 28 January 2020

We also plan to book Explore GB (VisitBritain), May 2020 (details not yet available).

Wiltshire Opportunities - South West Group Travel Show, British Travel Trade Show and Go Travel Show can be booked and attending assuming we have interest from two or more stand sharers. See opportunities documents for details.

Travel Trade Familiarisation visits:

There have been no fam visits during this period.

Forthcoming Salisbury/Wiltshire Fam Visit

- AGTO Western Branch fam visit taking place 28 – 29 September for Salisbury, Bowood and Longleat.
- Group Leisure Reader Trip (April 2020)
- Meridian Fam visit (Autumn 2020 tbc)

Forthcoming Great West Way Fam Visits

- Great West Way Discovery Visits:
 - Journey of Discovery Along the Great West Way (22 – 24 November 2019)
 - Highlights of the Great West Way (22 – 24 November 2019)
 - Travel Through Time along the Great West Way (22 – 24 November 2019)
- Excursions Fam trip – Great West Way – (25 & 26 January 2020)

Wiltshire Account Management

This summer has been a time for meeting with all businesses and destinations on the VisitWiltshire Travel Trade Group to review their 2018/2019 trade activity and discuss objectives and focus for 2020. Over 22 meetings have taken place during this review period.

Print Production and Distribution

Wiltshire

The new Time for Wiltshire Travel Trade Guide for 2020 is currently being designed and produced. We plan to print 6,000 copies and it will be distributed domestically at trade shows and via a third party (tbc – ideas welcome) and digitally via enewsletters etc. This guide has been really well supported this year with advertisers.

Great West Way

The new Travel Trade Directory is being revised and printed again for 2020. This will be distributed to UK and international tour operators, at exhibitions and events and digitally via enewsletters. Overall approximately 10,000+ copies will be distributed throughout 2020.

Advertising, PR and editorial

Wiltshire

We have secured all the Travel Trade group's autumn/spring advertising which includes:

- 2 x full page adverts in GTO Magazine
- Double page spread in Group Travel World
- A Reader fam trip with pre promotion in Group Leisure
- Full page advert in Coach Tours UK
- A solus email for UKInbound – (new for 2020)

The 'call to action' from the adverts will drive people to the website www.visitwiltshire.co.uk/groups to find out more.

Christmas editorial was issued to trade media on 10 July. This included content on Longleat's Festival of Light, Christmas at Stourhead and Salisbury Cathedral's festive celebrations.

To see all the PR and Advertisements featured in the trade press on Coverage Book for [Wiltshire](#).

Great West Way

A few interviews with domestic trade press have resulted in some really nice Great West Way features, including the promotion of the Discovery Pass and Rough Guide etc.

To see all the PR and Advertisements featured in the trade press on Coverage Book for [Great West Way](#).

Great West Way Official Tour Operators

Our Great West Way Official Tour Operators portfolio is growing. The full list can be seen [here](#).

We are continuing our focus to engage with and influence our Official Tour Operators to ensure they are packaging, selling and promoting Great West Way Ambassador trade product successfully. We are approving new programmes, checking brand and geographic references are

all correct. We now have a target list of over 180 contacts of Tour Operators/Wholesalers from all over the world to convert to become Official Tour Operators. This work is ongoing.

Official Tour Operator Programmes currently on sale can be found at www.greatwestway.co.uk/traveltrade/bookable-product.

A number of individual meetings with key Official Tour Operators such as Jac Travel, Hotels & More have taken place as well as others on the target list such as Kuoni.

E-Newsletters / Databases

Wiltshire

The VisitWiltshire database includes GTOs, domestic and international tour operators, coach operators and trade press contacts. It now stands at 2,003 subscribers.

A Christmas enewsletter was issued to the VisitWiltshire trade database on 10 July which can be seen [here](#). This was issued to 1,917 recipients and achieved a 28.9% Open rate and a 1.7% click through rate.

Great West Way

The Great West Way database includes domestic and international tour operator and wholesalers contacts. It now stands at 1,049 subscribers.

The Great West Way Forward for the Travel Trade - Summer 2019 enewsletter was issued on 5 August and can be seen [here](#). This was issued to 1,010 subscribers and achieved a 29.8% Open rate and a 2.7% click through rate.

Great West Way Travel Trade Marketplace and Discovery Visits enewsletter was issued on Friday 6 September which can be seen [here](#). This was issued to 1,055 subscribers and achieved a 30.8% Open rate and 3.8% click through rate.

Great West Way Travel Trade Marketplace

Work to deliver the Great West Way Travel Trade Marketplace event is now underway. This VisitWiltshire flagship annual one-to-one B2B event will take place from 21 – 24 November and we are aiming for 60 buyers and 60 suppliers to attend.

We created a new Marketplace platform which includes a home page, buyer page, supplier page and attendee page. It was launched on 6 September and can be found at www.GreatWestWay.co.uk/Marketplace.

We have also set up four registration events – buyer booking; supplier registration; supplier payment and dinner booking. All registrations come through VisitWiltshire to approve. This ensures we have buyers interested in packaging, selling and marketing the Great West Way and suppliers who are geographically situated on or within easy reach of the route.

We currently (as of 17/9/19) have 21 buyers confirm and 26 businesses/destinations with 35pax registered to attend. The list of confirmed (paid) attendees can be seen [here](#).

Communication to promote Marketplace has gone out in the form of a press release – [Registration is now open for Great West Way Marketplace](#).

This has gone out to trade media, UKinbound, ETOA, VisitBritain and other trade professionals.

Opportunity - To register as a Supplier to attend please click [here](#).

If you have any queries or would like to get involved in the Travel Trade activity for Wiltshire and/or Great West way please contact [Flo](#) to discuss.