

**DRAFT**

**Tactical Activity Travel Trade Plan  
1 April 2021 – 31 March 2022**

**Overall Objective:**

To develop and implement the groups and travel trade marketing strategy as agreed by VisitWiltshire and Travel Trade Group Partners

**Breakdown of Activity – 1 April 2021 – 31 March 2022 (pro-rata or rolling-year options are available).**

**Please note that the following plan is subject to change and review in light of COVID-19.**

	<b>Activity</b>	<b>Timings</b>	<b>Investor £2,250</b>	<b>Sponsor £735</b>	<b>Partner £230</b>
<b>Production &amp; Distribution of collateral</b>	Design, produce and distribute Travel Trade Guide (digital)	Sept 21 – Jan 22	Full page advert	Half page advert	¼ page advert
<b>Website Development</b>	Review and develop website trade pages to include key trade product information and a focus on bookable product.	April 21 – March 22	1 <sup>st</sup> Priority inclusion with hero images	2 <sup>nd</sup> Priority inclusion	3 <sup>rd</sup> Priority inclusion
<b>Advertising &amp; PR</b>	Maximize PR exposure in travel trade publications by issuing seasonal editorial and imagery to media.  Secure and deliver agreed annual advertising campaign	April 21 – March 22	1 <sup>st</sup> Priority inclusion	2 <sup>nd</sup> Priority inclusion	3 <sup>rd</sup> Priority inclusion
<b>Familiarisation Visits*</b>	Create a series of familiarisation visits to showcase the Wiltshire / Great West Way travel trade product offer.  Facilitate buyer/supplier networking opportunities for all travel trade partners	June 2021 September 2021	1 <sup>st</sup> Priority to host networking opportunities and feature in fam visit itineraries	2 <sup>nd</sup> Priority to be included in fam visit itinerary and networking opportunities	3 <sup>rd</sup> Priority to be included in fam visit and networking opportunities
<b>Digital Trade Communication</b>	Maximise communication to keep travel trade contacts up-to-date with Wiltshire/Great West Way travel trade product offer.	April 21 Aug 21 Dec 21	1 <sup>st</sup> Priority to be included in all editions (if relevant).	2 <sup>nd</sup> Priority to be included in a minimum of one edition	3 <sup>rd</sup> Priority to be highlighted in a minimum of one edition

	<p>Manage database - Increase sign ups ensuring new contacts added; removal of old contacts, segmentation etc.</p> <p>Design, produce and distribute seasonal (minimum of 3) Travel Trade E-newsletters annually</p>				
<b>Targeted Trade Campaign</b>	<p>Deliver a domestic campaign to target coach operators and group organisers to drive short term business for summer/autumn 2021</p>	April 21	Included with hero image	Included as required	Highlighted as required
<b>Trade engagement, marketing &amp; distribution</b>	<p>Regular meetings with 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.</p> <p>Facilitate meetings for suppliers with relevant buyers.</p>	April 21 – March 22	<p>Facilitate meetings with a minimum of 3+ relevant buyers.</p> <p>An allocation of time will be agreed with investor partners to ensure strategic planning and targeting can be delivered.</p>	Facilitate meetings with a minimum of 2+ relevant buyers	Facilitate meetings with a minimum of 1+ relevant buyer
<b>International activity &amp; Partnership working</b>	<p>Maximise partnership opportunities to ensure Wiltshire/Great West Way is an attractive destination for trade visitors.</p> <p>Continue to develop partnerships with key trade organisations such as VB, VE, CTA, UKinbound, AGTO, Meridian, ETOA etc.</p> <p>Work in conjunction with VisitEngland/VisitBritain and the wider Discover England Fund Projects to leverage additional international tourists via an aligned programme of travel trade activity. This may include the hosting of familiarisation visits, B2B meeting events and international exhibitions</p>	April 21 – March 22	1 <sup>st</sup> Priority	2 <sup>nd</sup> Priority	3 <sup>rd</sup> Priority

	<p>(additional costs may apply).</p> <p>Focus on targeting key primary markets include USA, Canada, the Netherlands and Germany. Consider growth in new markets such as Australia, Scandinavia/Europe.</p> <p>Review and provide wider opportunities where possible for travel trade group.</p>				
<b>Supplier Industry support</b>	<p>The travel trade group will receive one-to-one support to help you develop your own trade strategy for your business or destination. This is a base-line level of support that could include identifying key objectives, key product information, key markets to target and routes to market. Additional support is available at additional cost. See below.</p>	April 21 – March 22	An allocation of time will be agreed with investor partners to ensure strategic planning and targeting can be delivered	Time allocation will be given in relation to investment level	Time allocation will be given in relation to investment level
<b>Evaluation &amp; Reporting</b>	<p>Regular activity updates will be issued to the travel trade group prior to each travel trade meeting. This will include a summary of activity that has taken place and any forthcoming activity and opportunities.</p> <p>Evaluation of VisitWiltshire/Great West Way events and fam visits will take place following the event. An estimate of staying visitors, day visitors and visitor spend will be calculated using the standard industry research figures.</p>	April 21 – March 22	n/a	n/a	n/a

## Exhibitions & Events\*

VisitWiltshire / Great West Way® has annually attended a number of international and domestic travel trade events and exhibitions where our travel trade partners have been represented. Opportunities for stand sharing/inclusion in collateral, will be communicated if and when these are planned. Attendance at exhibitions and events under a Wiltshire/Great West Way umbrella, will incur additional investment from supplier businesses and destinations. This is often more cost effective than exhibiting directly with the exhibition organisers. Travel Trade events and exhibitions that have previously been attended include:

- [Excursions](#)
- [Britain & Ireland Marketplace](#)
- [Group Leisure & Travel Show](#)
- [British Tourism & Travel Show](#)
- [South West Travel Show](#)
- [Go Travel Show](#)
- [World Travel Market](#)
- [ITB Berlin](#)
- [Vakantiebeurs](#)

This list is not exhaustive. Please get in touch if there are any that you are interested in attending as a Wiltshire/Great West Way stand sharer.

Great West Way Marketplace has been VisitWiltshire flagship annual B2B marketplace event for the last few years. It is hoped that this event can run again in autumn 2021, where we can facilitate buyer/supplier meetings and run a series of familiarisation visits.

\* Annual programme is being affected by COVID-19 restrictions

## Supplier Industry Support & Trade Engagement Services

Supplier Industry Support and trade engagement services are now available as an added extra to the travel trade group. The award winning, VisitWiltshire / Great West Way travel trade team are nationally recognised DMO leaders for travel trade engagement. With over 20 years' experience and a dedicated travel trade resource we are well positioned to offer trade engagement and consultancy services to businesses or destinations who are keen to distribute product to increase trade visitors. Please contact [flowallace@visitwiltshire.co.uk](mailto:flowallace@visitwiltshire.co.uk) for a specific proposal that could include the following services:

- Travel trade strategy development
- New product development, scoping and trade sales
- One-to-one buyer engagement
- Sales presentations to DMC's, tour operators/wholesales
- Event representation
- Itinerary development services
- Manage and deliver buyer/supplier Marketplace events
- Content distribution via newsletters or direct email comms
- Identifying and developing products. Looking at ways to encourage and enhance overnight stays, shoulder season business etc. Building packages and itineraries.
- Introducing destinations and products to the travel trade
- Developing relationships with new tour companies