

VisitWiltshire Travel Trade Opportunities 2022/2023

Wiltshire Travel Trade Group

The VisitWiltshire Travel Trade group consists of approximately 20+ businesses/destinations who work collectively to develop and implement a Wiltshire travel trade marketing strategy and programme of activity, as agreed by the group.

Aims for 2022/2023 include:

- Maintain support and encourage new product offers from key trade focussed businesses destinations in the county ensuring compelling Wiltshire trade representation for the trade.
- Continue a level of one-to-one business support for bespoke trade activity with a view to maximise returns for members of the group.
- Develop online and offline resources ensuring key trade Wiltshire product is communicated and accessible to the trade.
- Review and develop new activity in consultation with the group to ensure we offer a range of domestic and international travel trade opportunities.
- Continue to position Wiltshire along the Great West Way to maximise its reach and appeal for international markets and industry partners such as UKinbound, ETOA and VisitBritain/Visit England.

If you're interested in working collaboratively with VisitWiltshire to target the travel trade, you may like to consider joining our Wiltshire Travel Trade group.

Travel Trade Group rates from 1 April 2022 – 31 March 2023 have been agreed as follows:

Partner - £230 | Sponsor - £735 | Investor - £2,250

Please note pro-rata or rolling year options are available on request.

The **Wiltshire Travel Trade Group Benefits** document shows details of what is included in your investment. The **Tactical Activity Travel Trade Plan** details what activity the group has agreed for 2022/2023. We welcome partners from any package level to buy-in to additional activity.

**For further details on Travel Trade opportunities, please contact:
Florence Wallace | flowallace@visitwiltshire.co.uk | 07436 588860
All advertising options are subject to change. Rates are plus VAT. Terms and conditions apply.**

TRAVEL TRADE DIGITAL OPPORTUNITIES

All Travel Trade Group members have the opportunity to submit content for an additional travel trade product page on the VisitWiltshire website. This enables buyers to access the latest trade rates and information about your business.

Fill in the template [here](#) and return to flowallace@GreatWestWay.co.uk

Free of charge for Travel Trade Group Members

TRAVEL TRADE WEBSITE ADVERTS

Advertise your business or destination with a banner advert on the [travel trade homepage](#).

From £55 plus VAT per month

TRAVEL TRADE E-NEWSLETTERS

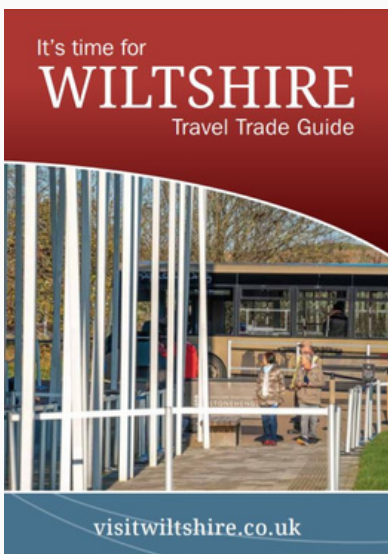
Feature in the VisitWiltshire Travel Trade e-newsletters, distributed to a targeted trade database to over 2,000 domestic and international key trade contacts. Scheduled for April 2022, July 2022, December 2022*.

Sponsored section £110 plus VAT

**subject to availability and timings subject to change.*

Solus Travel Trade e-newsletter, distributed to the VisitWiltshire database of 2,000 or to your chosen segment eg. Group Travel Organisers, UK tour operators/wholesalers, Coach Operators, Trade Press, International tour operators.

Solus Newsletter £250 plus VAT



ADVERTISE IN THE DIGITAL TRAVEL TRADE GROUPS GUIDE 2022/2023

Increase your visibility by advertising in the VisitWiltshire Travel Trade Groups Guide 2022/2023. Targeted digital distribution via VisitWiltshire and third-party channels.

- 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**

Book before 31 March for distribution April 2022.

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TRAVEL TRADE EXHIBITIONS & EVENTS

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VisitWiltshire annually attend a number of international and domestic travel trade events and exhibitions – these are detailed in the Tactical Activity Travel Trade Plan.

Key trade exhibitions in the 2022/2023 calendar include the following opportunities for VisitWiltshire Partners:

Group Leisure & Travel Show, Milton Keynes, Thursday 6 October 2022. Domestic trade show with stand share opportunity with VisitWiltshire/Great West Way. Please register your interest and enquire for pricing.

World Travel Market, Excel London, 7 – 9 November 2022. Stand share opportunity with VisitWiltshire/England's Great West Way. Please register your interest and enquire for pricing.

Vakantiebeurs, Utrecht, Netherlands, 12 – 15 January 2023. Stand share opportunity with VisitWiltshire/England's Great West Way. Please register your interest and enquire for pricing.

ITB Berlin, Germany 8 – 12 March 2023. Trade days 8 – 10 March, consumer days 12 & 12 March. Stand share opportunity with VisitWiltshire/England's Great West Way. Please register your interest and enquire for pricing.

Excursions – January 2023 (tbc). Domestic trade show with stand share opportunity with VisitWiltshire/Great West Way. Please register your interest and enquire for pricing

British Tourism and Travel Show, NEC Birmingham, 22 & 23 March 2023. Domestic trade show with stand share opportunity with VisitWiltshire/Great West Way. Please register your interest and enquire for pricing.

This list is not exhaustive. Please contact us if there are any that you are interested in attending as a VisitWiltshire/Great West Way stand sharer. Please note that costs will depend on the number of stand sharers.

Great West Way Marketplace 2022 – This event has previously been VisitWiltshire's flagship B2B one-to-one networking meeting event. We hope to be able to run a virtual event in 2022 but timing is dependent on COVID recovery for the industry so dates are tbc. Further details will be released in due course.

* Please note that the annual programme of events and exhibitions is being affected by COVID-19 restrictions

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SUPPLIER INDUSTRY SUPPORT & TRADE ENGAGEMENT SERVICES

Supplier Industry Support and trade engagement services are now available. The award winning, VisitWiltshire/Great West Way travel trade team are nationally recognised DMO leaders for travel trade engagement. With over 25 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. This 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

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