

# VisitWiltshire Travel Trade Opportunities 2026/2027

## Wiltshire Travel Trade Group

The VisitWiltshire Travel Trade group consists of approximately 30+ 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 2026/2027 include:

- Maintain support and encourage new product development from key trade focussed businesses/destinations in the county ensuring a compelling Wiltshire trade offer for buyers.
- 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 information is up-to-date and distributed to key trade contacts.
- Review and develop trade 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 support from industry partners.

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.

The Travel Trade Group rates from 1 April 2026 – 31 March 2027 are as follows:

- Partner £310 per annum
- Sponsor £930 per annum
- Investor £2,750 per annum

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

Please take a look at the [Wiltshire Travel Trade Group Benefits 2026/2027](#) and the [Travel Trade Tactical Activity Timeline 2026/2027](#).

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](mailto:flowallace@visitwiltshire.co.uk) | 07436 588860**

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# 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.

Please contact [flowallace@visitwiltshire.co.uk](mailto:flowallace@visitwiltshire.co.uk) to request a template form.

## 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 portal page](#) of the VisitWiltshire website

**From £70 plus VAT per month.**

### TRAVEL TRADE E-NEWSLETTERS

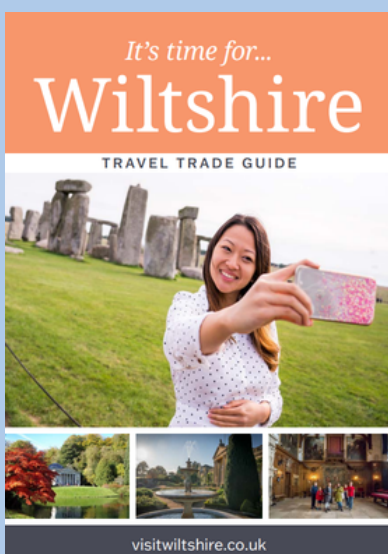
Feature in the VisitWiltshire Travel Trade e-newsletters, distributed to a targeted trade database to over 2,200+ domestic and international key trade contacts. Scheduled for Spring 2026, Summer 2026, Winter 2026/2027\*.

#### Sponsored section £140 plus VAT

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

Solus Travel Trade e-newsletter, distributed to the VisitWiltshire database of over 2,200+ or to your chosen segment eg. Group Travel Organisers, UK tour operators/wholesalers, Coach Operators, Trade Press, International tour operators.

#### Partner rate of £310 plus VAT



## ADVERTISE IN THE DIGITAL TRAVEL TRADE GROUPS GUIDE 2026/2027

Increase your visibility by advertising in the VisitWiltshire Travel Trade Groups Guide 2026/2027. Targeted digital distribution via VisitWiltshire and third-party channels.

- Full page back cover **£820**
- Full page inside back cover **£580**
- Double page inside spread **£570**
- Full page inside pages **£290**
- Half page inside pages **£140**
- Quarter page inside pages **£70**

**All Prices exclude VAT. Book before 31 March for distribution April 2026.**

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VisitWiltshire annually attend a number of international and domestic travel trade events and exhibitions. The following 2026 travel trade exhibitions are excellent opportunities for trade partners to invest and target specific markets and trade buyers.

**Britain & Ireland Marketplace, London, Friday 30 January 2026.** This meeting event brings together the networks of ETOA, UKinbound and VisitBritain for a 1:1 B2B workshop connecting buyers with suppliers from across UK & Ireland. We will represent your tourism business/destination which includes distribution of your key trade messaging and 'hot leads' data from the event as well as relevant email introductions and post event report. Cost is **£385+ VAT**.

**LVEP Benelux, Amsterdam, Wednesday 11 February 2026.** There are opportunities to have additional business/destination representation, at this VisitBritain trade 1:1 meeting event. Cost **£650 + VAT**, which includes distribution of your key trade messaging and 'hot leads' data from the event as well as relevant email introductions and post event report.

**ITB Berlin, Germany, Tuesday 3 - Thursday 5 March 2026.** Largest trade fair in the world, to showcase the best of Britain to German and global buyers. There are opportunities to have additional business/destination representation, on the VisitBritain stand at this event. Cost **£795 + VAT**, which includes distribution of your key trade messaging and 'hot leads' from the event as well as relevant email introductions and post event report.

**British Tourism & Travel Show, NEC Birmingham, Thursday 19 March 2026.** Domestic trade show for GTOs, coach and tour operators. Stand sharing opportunity for **£1,100 + VAT** (excluding graphics). Price includes 1m space on the stand, cabinets, plus access to 1 data capture device (to share). Literature distribution for only **£170 + VAT**.

**Group Leisure & Travel Show, Milton Keynes, Thursday 8 October 2026.** Domestic trade show for GTOs, coach and tour operators. Stand sharing opportunity from only **£985+VAT**. Price includes 1m space on the stand, cabinets, plus access to data capture device. Literature distribution available from only **£155 + VAT**.

**Global European Marketplace, London, Monday 2 November 2026.** ETOA's annual member-only trade 1:1 meeting event. There is a representation opportunity at this buyer: supplier meeting event. Cost is **£400+ VAT**.

Contact [Flo](#) to discuss, register your interest and/or book.

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## ADDITIONAL TRAVEL TRADE EVENTS & OPPORTUNITIES - DETAILS TBC

**Great West Way Marketplace, September/October 2026** – This hugely successful event is VisitWiltshire's /Great West Way's annual flagship B2B one-to-one networking meeting event and a great opportunity for tourism businesses/destinations to showcase their trade offer to buyers. It includes a virtual meeting event, in-person networking opportunity and discovery visits for buyers. **If you are launching a new trade product and/or have a 'wow' venue to showcase to the trade, please get in touch to find out more about becoming the host venue sponsor for 2026.**

**World Travel Market, Excel London, Tuesday 3 – Thursday 5 November 2026.** Meet buyers from around the world at this London-based event. We can offer consultancy support to attend or be represented at this event. This could include setting up and arranging meetings with a selection of Official Tour Operators and industry contacts or stand sharing. Please register your interest and enquire for pricing.

**VisitBritain in-market sales mission events with possible representation opportunity could include: Australia (14-18 September 2026), Germany (25 – 26 November 2026), France & Netherlands (9-10 February 2027) and USA/Canada (2027). Please register your interest and enquire for pricing.**



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# TERMS AND CONDITIONS FOR TRAVEL TRADE EXHIBITIONS & EVENTS

## \*Please note the following information in relation to travel trade exhibitions & events

- This annual programme of events and exhibitions is always 'subject to change' and these events may or may not be booked and attended.
- This list is not exhaustive. Additional events/exhibitions can be considered/added throughout the year.
- All costs are exclusive of VAT. From prices are detailed but additional rates may apply as this is often dependent on the number of businesses confirming.
- The meeting event representation fee can include the following:
  - During the one-to-one meetings, we will ensure that buyers are familiar with your tourism product/destination, with a view to include in future itineraries and contracting.
  - Following the event, we will follow up via email with all buyers with whom we met and this follow up information can include your digital brochure (if supplied) or link to online key trade information.
  - Following the event, we may also make relevant email introductions as requested by buyers.
  - Following the event, we will provide a short report highlighting 'hot leads' of buyer businesses for you to action your own follow up.



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# TRAVEL TRADE ENGAGEMENT & MARKETING SERVICES



Supplier Industry Support and trade engagement services are available to tourism businesses and destinations.

We have years of experience and an award-winning travel trade team, with excellent trade relationships who can support and deliver B2B leisure trade visitors through your door. So, whether you're looking for additional visitors to attend your events, or to increase footfall to your shopping centre, attraction, accommodation or destination, we can help. We offer:

- Trade Marketing & Sales Strategy Development
- Tactical Activity Plans
- Trade Engagement, Sales and Distribution
- Trade Events & Exhibition representation
- Itinerary Development
- Strategic Destination Partnership Activity
- Content distribution
- Trade product development
- Development of travel trade resources

With trade databases targeting group travel organisers, coach and tour operators, wholesalers, trade press, destination management companies (DMCs) and a whole host of international trade contacts, we are extremely well placed to support all your B2B needs.

Grow trade sales for frequent independent travellers (FIT), coach or mini-bus sized groups or target specialist tours for lunch stops – the choice is yours.

B2B leisure business is an important part of the marketing mix and with a good lead time can help increase occupancy and bookings during quieter days and shoulder season months.



**Call us today on 07436 588860 or email [flowallace@visitwiltshire.co.uk](mailto:flowallace@visitwiltshire.co.uk) to book/register your interest in any of these opportunities or to arrange a meeting to discuss how we can help [Grow Your Travel Trade Business](#).**

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All advertising options are subject to change. Rates are plus VAT.  
Terms and conditions apply.**