

# Travel Trade Opportunities

## Wiltshire Travel Trade Group

The VisitWiltshire travel trade group's overall objective is to develop and implement a group and travel trade marketing strategy and [tactical activity plan](#) as agreed by VisitWiltshire and Travel Trade Group Partners. It aims to increase visits and spend, increase overnight stays, and to raise the profile of Wiltshire among the travel trade.

The 2021/2022 Tactical Activity Plan includes activity such as production and distribution of collateral, website development, advertising, PR, familiarisation visits, digital communication, trade engagement and international distribution etc.

There are three levels of investment for suppliers, starting from 1 April 2021 – 31 March 2022 (prices can be pro-rata'd throughout the year).

**Partner – £230 | Sponsor – £735 | Investor – £2,250**

## Travel Trade Website Adverts

Advertise to group travel organisers and tour operators on the VisitWiltshire [trade website pages](#).  
**From £55/month**

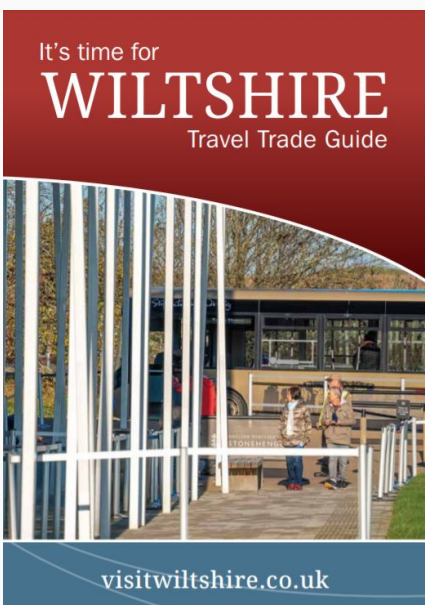
## Travel Trade e-Newsletters

Feature in the VisitWiltshire or Great West Way Travel Trade e-newsletters, distributed to a targeted trade database.

**£110, subject to availability**

VisitWiltshire  
Travel Trade database  
**2,000**

Great West Way  
Travel Trade database  
**1,500**



## Advertise in the Digital Travel Trade Groups Guide 2022

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**
- £470 Half page inside pages **£115.50**
- Quarter page inside pages **£60**

Book before November 2021 for distribution January/February 2022.

**For further details on Travel Trade opportunities, please contact:**

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

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

# Travel Trade 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. There are opportunities for stand sharing and/or inclusion in collateral. Prices will vary as they depend on the number of interested partners.

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 contact us 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.

\* Please note that the annual programme of events and exhibitions 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

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