Travel Trade Activity VisitWiltshire	2026/2027															
TRADE ACTIVITY Activity		Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-25	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27	Mar-27
Production & Distribution of collateral	Design, produce and distribute the digital Travel Trade Guide															
Digital Trade Communication	Maximise comms to keep travel trade contacts up-to-date with Wiltshire partners / travel trade group product offer.															
	Manage database - Increase sign ups ensuring new contacts added; removal of old contacts, segmentation etc.															
	Design, produce and distribute seasonal (minimum of 3) Travel Trade Enewsletters annually (timings subject to change)		Highlights					Christmas				New for 2027			tbc	
Trade Events & Exhibitions	See notes in calendar for confirmed events. Others may/maybe added. Refer to Trade Marketing Opportunities for stand share/representation details.	BIM	LVEP Benelux	BTTS / ITB Berlin						Marketplace (timing tbc)	Group Leisure			BIM		BTTS
Website Development	Review and develop website trade portal - including trade product pages, itineraries, how to sell etc.												_			
PR and Editorial	Maximize PR exposure in travel trade publications by regular liaision with editors and supplying editorial and imagery to media when available.															
Familiarisation Visits Bespoke One-to-One Travel Trade Industry Support	Continue to focus on support for bespoke self drive trade familiarisation visits for buyers, to showcase the wide range of partner businesses and towns. Support VB / VE's request for fam visits as an LVEP eg. securing, attending and delivering buyer fam visits. Deliver virtual product sales training as required.															
	Investigate the feasiblity of running a Showcase Wiltshire and fam visit event, with partner support. Facilitate buyer/supplier networking opportunities for travel trade partners where possible.															
	Solus Newsletters (scheduled as required)															
	Marketing & Sales support eg. buyer introductions, itinerary development and trade content/collateral production and distribution etc.															
	Strategic business support / consultancy eg. activity plans, strategy and product development etc.															
Trade Engagement, Marketing & Distribution	Regular trade enagagement with key UK based DMC's and Official Tour Operator Partners to encourage more Wiltshire focussed programmes. Ensure Wiltshire travel trade partners are front of mind for contracting and itinerary development. Maximise marketing and distribution via third party channels. Ensure new Official Distribution Partnership scheme works to embed Wiltshire products into intermediaries internal booking systems.															
	Facilitate meetings/introductions for tourism businesses/destinations with relevant buyers.															
	Maximise partnership opportunities to ensure Wiltshire is an attractive destination for international trade visitors.															

International Activity and Industry Partnership working	Continue to develop partnerships with key trade organisations such as VB, VE, CTA, UKinbound, AGTO, Meridian, ETOA etc. Maximise membership with ETOA.								
	As an LVEP destination - maximise opportunities via VisitEngland/VisitBritain to leverage additional international tourists via an aligned programme of travel trade activity. Could include hosting fam visits, B2B meeting events and international exhibitions etc.								
	Continue focus on targeting key primary markets including USA, Canada, Netherlands and Germany, maximising programmes in market. Continue to develop growth in other markets such as Nordics/Scandinavia, Italy, Spain, France, GCC etc.								
	Review and provide wider opportunities where possible for travel trade group. Meet 2/3 times a year.		26-Mar		tbc		tbc		tbc
	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.								
Evaluation & Reporting	Evaluation of VisitWiltshire and its activities where possible, estimating numbers of staying visitors, day visitors and visitor spend, calculated using the standard industry research figures.								