



### **Wiltshire Travel Trade Group Benefits 1 April 2022 – 31 March 2023**

Wiltshire Travel Trade Group consists of 20+ businesses/destinations who work collectively to agree, develop and implement a Wiltshire travel trade marketing strategy and programme of activity. The Wiltshire Travel Trade group is currently chaired by David Lane from the Holiday Inn Group.

The primary objective is to guide Wiltshire's travel trade strategy and activity to increase visits & spend, increase overnight stays, and to raise the profile of Wiltshire among the travel trade.

#### **Priorities for 2022/2023 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 such as UKinbound, ETOA and VisitBritain/Visit England.

The [Travel Trade Tactical Activity Timeline 2022/2023](#) details planned activity within a calendar format. This is a working document as it is subject to change.

A breakdown of activity in relation to the three levels of investment can be seen below. Please note that pro-rata or rolling-year options are available):

	<b>Investor £2,250</b>	<b>Sponsor £735</b>	<b>Partner £230</b>
<b>Production &amp; Distribution of Wiltshire Travel Trade Guide</b>	Full page advert	½ page advert	¼ page advert
<b>Digital Trade Communication</b>	Included in min of 3 Wiltshire trade enewsletters	Included in a min of 2 Wiltshire enewsletters	Included in a min of 1 enewsletters
<b>Bespoke one-to-one travel trade industry support eg. Solus newsletter, trade sales and facilitation of meetings, trade strategy development, event representation, collateral review, development of packages/itineraries etc.</b>	3 days consultancy support	1 day consultancy support	1 scheduled meeting for support
<b>Familiarisation Visits – featuring in fam visits and attendance at networking opportunities</b>	√ 1 <sup>st</sup>	√ 2 <sup>nd</sup>	√ 3 <sup>rd</sup>
<b>Advertising, PR and targeted travel trade campaign inclusion</b>	√ 1 <sup>st</sup>	√ 2 <sup>nd</sup>	√ 3 <sup>rd</sup>
<b>Trade engagement, marketing and distribution</b>	√ 1 <sup>st</sup>	√ 2 <sup>nd</sup>	√ 3 <sup>rd</sup>
<b>Additional travel trade product website page and website inclusions on group pages</b>	√	√	√
<b>International activity and industry partnership support</b>	√	√	√

We welcome partners from any package level to buy-in to additional activity, these opportunities will be detailed in the latest Travel Trade Marketing Opportunities.

#### **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](#)
- [Explore GB](#)
- [Britain & Ireland Marketplace](#)
- [Group Leisure & Travel Show](#)
- [British Tourism & 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 the future, when we can facilitate buyer/supplier meetings and run a series of familiarisation visits.

\* Annual programme continues to be affected by COVID-19.

### **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 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

Please contact [flowallace@visitwiltshire.co.uk](mailto:flowallace@visitwiltshire.co.uk) for a specific bespoke proposal.