



Wiltshire Travel Trade Group Benefits 1 April 2023 – 31 March 2024

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 chaired by David Lane from BGAM trading as Holiday Inn Salisbury Stonehenge and The Stones Hotel.

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 2023/2024 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 proposed [Travel Trade Tactical Activity Timeline 2023/2024](#) 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):

	Investor £2,300	Sponsor £755	Partner £250
Production & Distribution of Wiltshire Travel Trade Guide	Full page advert	½ page advert	¼ page advert
Digital Trade Communication	Included in min of 3 Wiltshire trade enewsletters	Included in a min of 2 Wiltshire enewsletters	Included in a min of 1 enewsletters
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.	3 days consultancy support	1 day consultancy support	1 scheduled meeting for support
Familiarisation Visits – featuring in fam visits and attendance at networking opportunities	√ 1 st	√ 2 nd	√ 3 rd
Advertising, PR and targeted travel trade campaign inclusion	√ 1 st	√ 2 nd	√ 3 rd
Trade engagement, marketing and distribution	√ 1 st	√ 2 nd	√ 3 rd
Introductory emails to Official Tour Operators	√	√	x
Additional travel trade product website page and website inclusions on group pages	√	√	√
International activity and industry partnership support	√	√	√
Opportunity to submit video, imagery, content for Wiltshire Travel Trade Guide and digital trade communication	√	√	√
Inclusion in trade related social media posts via LinkedIn, Twitter, Facebook	√	√	√

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® annually attends several international and domestic travel trade events and exhibitions where our travel trade partners can be represented or choose to stand share. Stand sharing and/or literature distribution/inclusion in collateral, will be communicated as and when opportunities arise. 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](#)
- [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 is VisitWiltshire's flagship annual B2B marketplace event, where we facilitate one-to-one meetings with buyers and suppliers and run a series of familiarisation visits to showcase the region.

Supplier Industry Support & Trade Engagement Services

Supplier Industry Support and trade engagement services are 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 one-to-one meetings and 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 for a specific bespoke proposal.