

IN & BEYOND BATH

VisitWiltshire Wiltshire Travel Trade Group

Working with the Travel Trade

Top Tips for Wiltshire Tourism Businesses

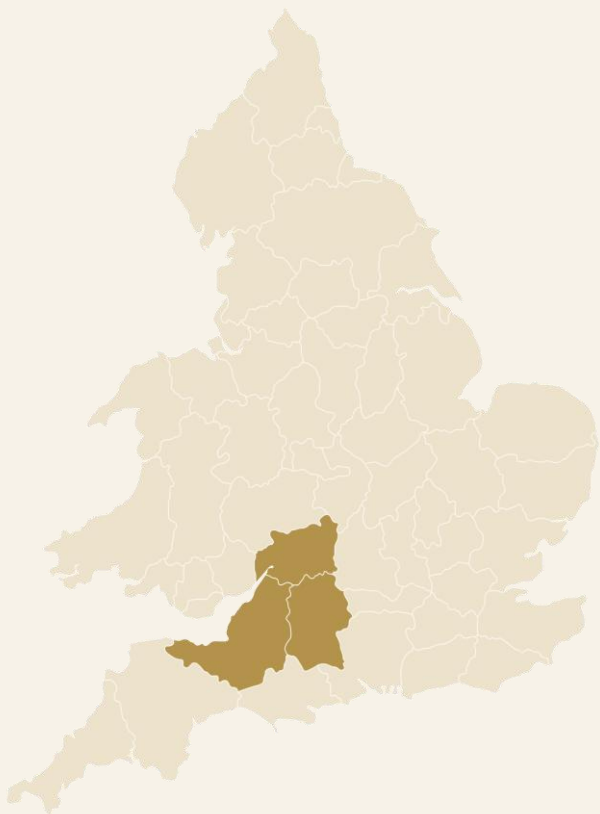
Jules Mittra | Founder, In & Beyond Bath

Who We Are

Founded 2016 by Jules Mittra, a former history teacher and lifelong traveller.

- Small, intimate tours for 1–8 guests
- Based in Bath, specialising in authentic South West England
- Serving discerning international visitors
- Top 10% worldwide on TripAdvisor
- Winners: 2024 South West Tourism Excellence Award
- Specialists in inbound & trade-contracted tours





Highlighted: our primary touring region

Our Region & Visitors

We cover the very best of authentic South West England:

Stonehenge & Wiltshire Downs

Prehistoric wonders, chalk downland & heritage sites

The Cotswolds

Rolling hills, honey-stone villages, medieval market towns

Bath & Roman Heritage

Georgian architecture, Roman Baths, Jane Austen

Somerset

Glastonbury, Cheddar Gorge, Wells Cathedral

Bristol & Beyond

Vibrant culture, Brunel landmarks, waterfront life

Key markets: • USA • Canada • Australia • S. America • Asia

PART ONE

Our Experience Working with Trade

Tools, relationships & lessons learned

How We Make Ourselves Easy to Work With

Four ways we adapt our business to be a strong trade partner:



Trade Friendly Pricing & Collateral

A clear, structured rate card with commission-friendly pricing — sent ahead of any agreement. No surprises.



Co-Branded Partner Brochure

A beautifully produced brochure featuring your property alongside our tours — printed and digital versions available.



Online Booking System with API/Affiliate Booking

Partners receive a unique affiliate link or dashboard access to our live booking system — tracking and commission built in.



Ongoing Relationship Building

We make time to check in — at minimum, once a year via video call — to review, adjust, and strengthen the partnership.



Rates card: Contents

(Note: Almost all of our services run Mon-Sat with Sunday and bank holidays available on request)

Private Tours	Page
Private Walking Tours of Bath	P3
Tours from London by Train (Mon to Sat)	P4
Private Signature Tours (Tue-Fri)	P5
Private Signature Tours (Sat-Sun)	P6
Custom (Private) Day Tours	P7
Private Multi-Day Tours	P8
Transfer Tours (In-town & out-town)	P9
Transfer (In-town & out-town)	P10
Private Country Walking Tours (Sun-Sat)	P11
Shared Tours	Page
Shared Walking Tours of Bath	P12
Shared Signature Tours (Tue-Fri)	P13
Shared Signature Tours (Sat-Sun)	P14

Phone: [+44 1225 747646](tel:+441225747646) Email: info@inandbeyondbath.co.uk Website: www.inandbeyondbath.co.uk

Rates card for Private Tours

Private Walking Tours of Bath

Personalised and engaging walking tours of Bath that share the key locations, history and unique insights into the city of Bath.

Private Walking Tours	Duration	Meeting Point	Shared Tours	Start/End Times	Days	Price	Notes
Custom Walking Tour	2 hrs	Westgate Gardens	As per request	As per request	£200	£200	Price varies according to requirements
History & Highlights of Bath	2 hrs	Westgate Gardens (Town)	10:00 - 10:00 - 10:00 (As per request)	10:00 - 12:00	£240*	£300*	Includes Stonehenge ticket
John Auzan's Bath	2 hrs	The Victoria Museum (Town)	10:00 - 10:00 - 10:00 (As per request)	10:00 - 12:00	£240*	£300*	Includes Stonehenge ticket
Special Evening Locations in Bath	2 hrs	The Victoria Museum (Town)	10:00 - 10:00 - 10:00 (As per request)	10:00 - 12:00	£240*	£300*	Includes Stonehenge ticket

* Includes Stonehenge ticket

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1. Trade Friendly Pricing & Collateral

Clarity and Simplicity come first.

A structured rate card

We send a clear, commission-friendly rate card before any agreement is signed — so operators know exactly what they're working with.

Commission built in, not bolted on

Rates are designed with trade margins in mind from the outset — making the partnership commercially viable for both sides.

Updated regularly

Pricing is reviewed each year and shared proactively — partners are never caught off guard by changes.

Sent before any commitment

The rate card goes out with our first outreach — because transparency early saves time and builds confidence.

2. Co-Branded Partner Brochure

We put your business in front of the right guests.

Printed and digital versions

A beautifully designed brochure featuring your property or attraction alongside our tours — available in both formats for operators and guests.

Partner brands alongside ours

Co-branding builds credibility with international visitors who may be unfamiliar with Wiltshire — association with a trusted operator matters.

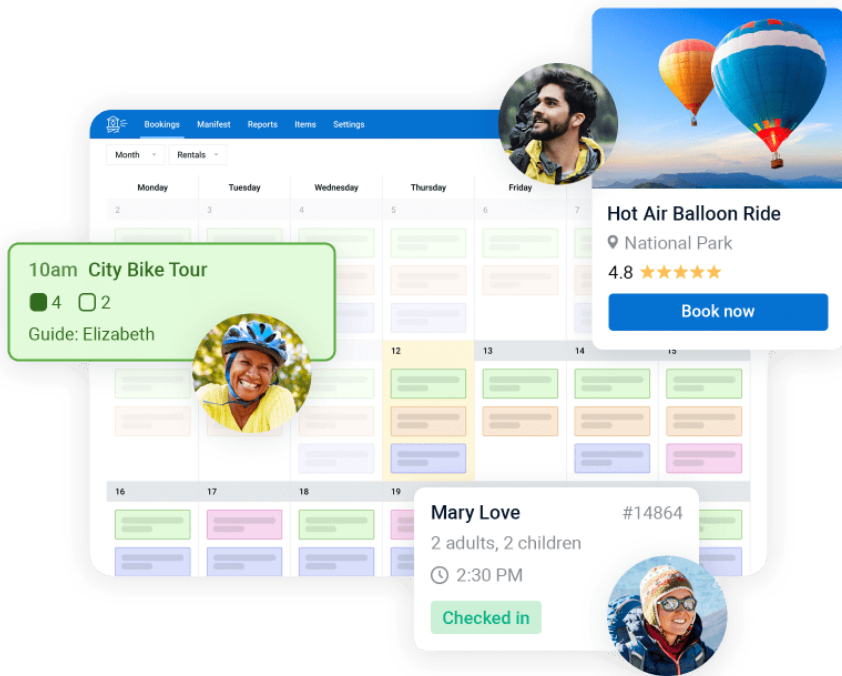
Tailored to each partner

We don't do one-size-fits-all. Each brochure reflects the partner's identity and highlights what makes their offering distinctive.

A sales tool that works for both of us

Operators use the brochure when pitching itineraries to clients — it does the selling so you don't have to.





3. Online Booking System with Affiliate Booking

Real-time booking. Commission tracked automatically.

Unique affiliate links

Each partner receives a dedicated booking link tied to our live FareHarbor system — so availability is always accurate and bookings are confirmed instantly.

Commission tracked automatically

No chasing invoices. Commission is calculated and recorded within the system from the moment a booking is made.

Dashboard access available

Partners who want visibility can have direct access to our booking dashboard — so they can see exactly what's been booked and earned.

Reduces admin for everyone

Fewer emails, fewer spreadsheets, fewer errors. The system handles the back-and-forth so both parties can focus on delivering great experiences.

4. Ongoing Relationship Building

Good partnerships need tending — we make time for that.

Regular check-in calls

At minimum, we schedule a video call once a year with every active trade partner — to review the season, discuss feedback, and plan ahead.

Responsive communication

Operators need to move quickly. We aim to respond to any trade enquiry within 24-48 hours, and to confirm bookings same day where possible.

Proactive updates

New tours, route changes, seasonal availability — we brief our partners before the information reaches the public, so they're never caught off guard.

We treat partners as part of the team

International operators are ambassadors for our product. We invest in those relationships as we would any key member of the business.





The Honest Truth About Trade Relationships

These partnerships are genuinely worthwhile — but they take time.

Teething problems are normal

The first 1–2 years involve a lot of back-and-forth, clarifying what works for both parties.

Trust is built slowly

International operators invest significant time before recommending a partner to their guests.

Consistency is everything

Showing up reliably — in service, communication, and quality — is what builds lasting trust.

It requires committed resource

Both parties need to actively invest time and focus to make the relationship function well.

PART TWO

What We Need From You

Practical tips for working with tour operators such as ourselves

Practical Tips for Tourism Businesses

The things that make the biggest difference to tour operators like us:

01

Relationships and trust are **EVERYTHING**

Openness, clarity and communication are the key to starting and building a successful partnership.

02

Trade Rates: Free Entry for Guides!

Discounted rates or commission structures make tours commercially viable and partnerships sustainable.

03

Easy Booking & Communication

Being able to call and arrange a booking quickly — without lengthy email chains — is critical to our workflow.

04

Quick Service Turnarounds

Tour schedules are tight. Fast food service and quick check-in / check-out keeps itineraries on track.

05

Clear Cancellation & Payment Terms

Transparent, consistent policies reduce friction. Surprises erode trust — clarity builds it.

06

Vehicle Parking & Logistics

Accessible parking for vehicles and consideration of drop-off / pick-up logistics is often overlooked but vital.



Thank You

Questions welcome

IN & BEYOND BATH

Let's Build Something Together

We're always open to new partnerships with
Wiltshire tourism businesses.

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