

TRAVEL TRADE OPPORTUNITIES 2024/2025



CONNECTIONS TRAVEL TRADE GROUP

The objectives of the group are to raise awareness and increase Great West Way product being sold and distributed by domestic and international travel trade. It will shape, develop and implement the Great West Way travel trade strategy and raise awareness of and win additional business for participating Ambassadors.

The **Great West Way Tactical Activity Timeline 2024/2025** details activity such as production and distribution of collateral, website development, advertising, PR, familiarisation visits, digital communication, trade engagement and international distribution etc.

The Connections group work with the Great West Way team to input to and align travel trade activity. Check out the **Travel Trade Business Support information** including activity updates, meeting notes, previous training sessions etc. There are also many additional opportunities for Ambassadors to maximise their distribution via Great West Way B2B channels.



Please contact flowallace@GreatWestWay.co.uk for further information
or to book any of these travel trade opportunities.

TRAVEL TRADE DIGITAL OPPORTUNITIES



All Ambassadors have the opportunity to submit content for an additional travel trade product page on the Great West Way website. This enables buyers to access the latest trade rates and information about your business.

Please contact flowallace@GreatWestWay.co.uk to request a template form.

Free of charge for Ambassadors

TRAVEL TRADE WEBSITE ADVERTS

Advertise your business or destination with a banner advert on the travel trade portal home page of the Great West Way website

www.GreatWestWay.co.uk/traveltrade

From £60 plus VAT per month

TRAVEL TRADE E-NEWSLETTERS

Feature in the Great West Way Travel Trade e-newsletters, distributed to a targeted trade database to over 2,000+ domestic and international key trade contacts. Scheduled for June 2024, October 2024, February 2025*.

Sponsored section £125 plus VAT *subject to availability and timings subject to change.

Solus Travel Trade e-newsletter, distributed to the Great West Way database of 2,000+ contacts or to your chosen segment eg. agents, international tour operators/wholesalers and domestic key trade contacts.

Ambassador rate of £280 plus VAT

TRADE ITINERARY DISTRIBUTION FOR DESTINATIONS

Position your destination as part of the Great West Way and we can include these within our selection of thematic trade itineraries on our website -

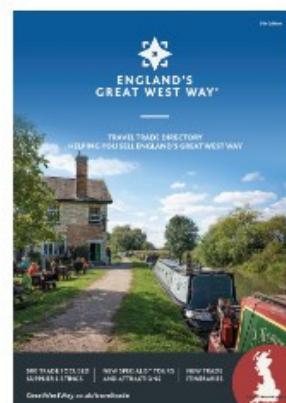
www.greatwestway.co.uk/traveltrade/itineraries

Ambassador rate of £85 plus VAT per itinerary.



New Travel Trade Directory

The new digital trade directory is a one-stop-shop for buyers to find out more about Great West Way and our Ambassadors, making easier for you to create bookable itineraries, contract suppliers and promote the region to 'curious visitors'. It includes new highlights, specialist tours, attractions and inspirational itineraries. Following an extensive audit of attractions, activities, places to stay, eat and drink we have included around 500 up-to-date supplier listings of all tourism supplier product in and around the region. Check out the [press release](#) and view the directory by clicking the link below.



[Digital Travel Trade Directory](#)

GREAT WEST WAY® MARKETPLACE



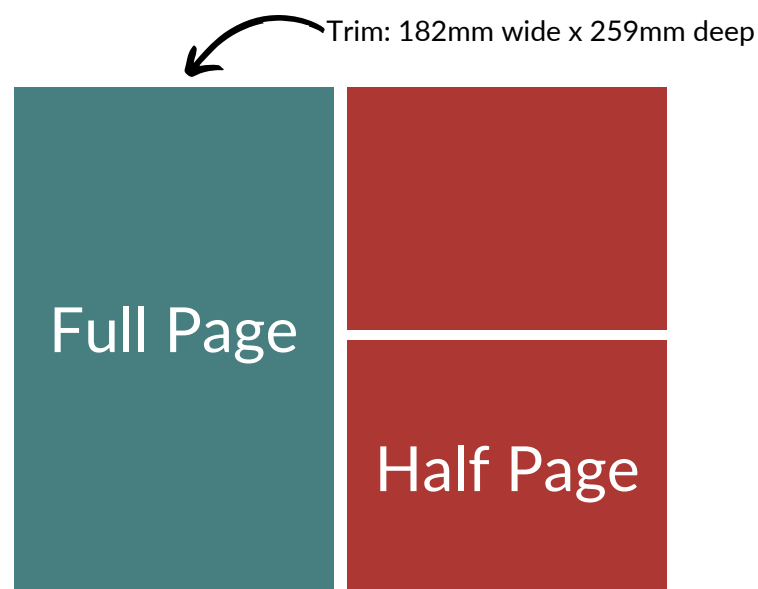
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ADVERTISE IN THE GREAT WEST WAY TRAVEL TRADE DIRECTORY 2024/2025



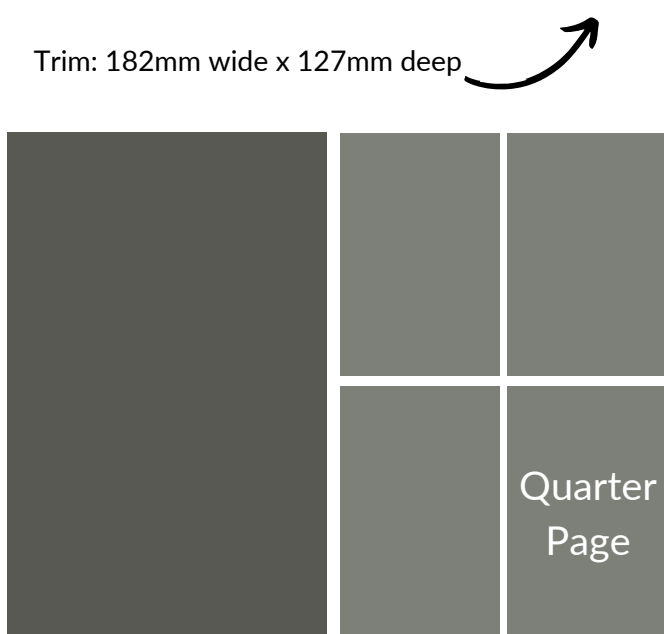
GREAT
WEST WAY®

Increase your visibility by advertising in England Great West Way Travel Trade Directory 2024/2025. Main resource being used by 100+ Official Tour Operators and targeted digital distribution via Great West Way and third-party databases with an estimated reach of 4,000 domestic and international key trade contacts.



Full page advert - £995 plus VAT

Ambassadors, (£1,535+VAT Non-Ambassadors). Available either as Standard Format or own advert supplied as 300dpi PDF (No bleed) 182mm wide x 259mm deep. Max 240 words for body copy + Headline, Subhead and contact info.



Half Page Advert - £625+VAT

Ambassadors, (£970+VAT Non-Ambassadors). Standard format, 182mm wide x 127mm deep. Max 120 words for body copy + Headline, Subhead and contact info.

Quarter Page Advert - £365+VAT

Ambassadors, (£570+VAT Non-Ambassadors). Standard format, 89mm wide x 127mm deep. Max 65 words for body copy + Headline, Subhead and contact info.



All Prices exclude VAT and are subject to availability.

Please enquire for additional space. Book before 31 May 2024 for distribution June/July 2024.

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TRAVEL TRADE EXHIBITIONS & EVENTS*



Great West Way® annually attend a number of international and domestic travel trade events and exhibitions. The following 2024 – 2026 travel trade exhibitions are excellent opportunities for Ambassadors to invest, to target specific markets and trade buyers:

Excursions, Wembley Stadium, Saturday 27 January 2024 - Literature Distribution for **£130 + VAT**. Please supply approx. 100 – 150 leaflets.

British Tourism & Travel Show, NEC Birmingham, Wednesday 20 & Thursday 21 March 2024. Stand Share Opportunity **£1,115 + VAT** (only £557.50 per day). A minimum of 4 stand sharers required. The fee will include 1m space on the Wiltshire/Great West Way stand for the two days.

Scandinavian Mission, Gothenburg and Stockholm, Wednesday 20- Friday 22 March 2024. Great West Way and VisitBritain are working in partnership to promote England's Great West Way to a range of Gothenburg and Stockholm based large coach and tour operators. This mission will include the RK TUR event, industry networking opportunities plus additional buyer meetings. Great West Way are offering Ambassadors, who are interested in this market, a representation opportunity plus inclusion in a trade fam visit later this year, with a possible media/influencer opportunity too. Costs from **£285 + VAT**.

US Travel Advisor Workshop, May – October 2024 (dates tbc). VisitBritain is exploring a new opportunity to meet US travel advisors with a view to help educate them about our destination and Ambassadors to convert interest into sales. Great West Way are offering Ambassadors, who are interested in this market, a representation opportunity. Price on request.

Australia Roadshow, Multi-City, September 2024. VisitBritain is offering this first significant roadshow delivered to the Australian market since 2016, which in 2022 grew to being the 4th largest source market for inbound spend in the UK. Great West Way are offering Ambassadors, who are interested in this market, a representation opportunity. Price on request.

Group Leisure & Travel Show, Milton Keynes, Thursday 3 October 2024. Domestic trade show with stand share opportunity at £890 + VAT (excluding graphics). A minimum of 4 stand sharers required. Literature distribution for **£150 + VAT**.



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Global European Marketplace, Thursday 31 October – Friday 1 November 2024. ETOA's annual member-only trade event. Great West Way are offering Ambassadors a representation opportunity at this buyer: supplier meeting event. Costs from **£285+VAT**.



World Travel Market, Excel London, Tuesday 5 – Thursday 7 November 2024. Meet buyers from around the world at this London-based event. Great West Way are offering Ambassadors consultancy support to attend or be represented at this event. This could include setting up and arranging meetings with a selection of Official Tour Operators and industry contacts. Price on request.

Germany Workshop, Frankfurt Wednesday 13 – Thursday 14 November 2024. This new VisitBritain event will consist of dinner with German buyers followed by a workshop the following day. Great West Way are offering Ambassadors, who are interested in this market, a representation opportunity. Costs from **£285+ VAT**.

Great West Way Marketplace, 2024 (dates tbc) This hugely successful event is Great West Way's annual flagship B2B one-to-one networking meeting event. It includes a virtual meeting event, in-person networking opportunity and Discovery Visits for buyers. Costs tbc.

Britain & Ireland Marketplace, Friday 24 January 2025 (date tbc), London. This event is organised by ETOA in partnership with UKinbound and VisitBritain. Great West Way are offering Ambassadors a representation opportunity at this buyer: supplier meeting event. Costs from **£285+VAT**

Excursions – Saturday 25 January 2025 (date tbc). Domestic travel trade show with Great West Way stand share and literature distribution opportunity. Costs for 2025 tbc – please register your interest. (2024 stand share costs **£735 +VAT**)

ITB Berlin, Germany, 4-6 March 2025.

VisitBritain are planning a dedicated UK stand at ITB Berlin 2025, the largest trade fair in the world, to showcase the best of Britain to German and global buyers. Great West Way Stand share opportunity. Costs tbc - please register your interest.

Nordic Workshop, Sweden or Denmark, February 2026. VisitBritain are planning to run this event with buyers from across the Nordics region for one-to-one meetings and networking. Great West Way are offering Ambassadors a representation opportunity. Costs tbc - please register your interest.



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OTHER MARKET OPPORTUNITIES:



The Dutch market – Great West Way have strong links with tour operators in the Netherlands and have previously exhibited at Vakantiebeurs, Utrecht, Netherlands. Great West Way can provide consultancy support to help target this market with possible attendance/distribution at Vakantiebeurs.

***Please note the following information in relation to travel trade exhibitions & events**

- This annual programme of events and exhibitions is always 'subject to change' and these events may or may not be booked and attended.
- This list is not exhaustive. Additional events/exhibitions can be considered/added throughout the year.
- All costs are exclusive of VAT. From prices are detailed but additional rates may apply as this is often dependent on the number of businesses confirming.
- The Great West Way representation fee can include the following:
 - During the one-to-one meetings, Great West Way will ensure that buyers are familiar with your tourism product/destination, with a view to include in future itineraries and contracting.
 - Following the event, Great West Way will follow up via email with all buyers with whom we met and this follow up information can include your digital brochure (if supplied) or link to online key trade information.
 - Following the event, Great West Way may also make relevant email introductions as requested by buyers.
 - Following the event, Great West Way will provide a short report highlighting 'hot leads' of buyer businesses for you to action your own follow up.



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SUPPLIER INDUSTRY SUPPORT & TRADE ENGAGEMENT SERVICES



Supplier Industry Support and trade engagement services are available to tourism businesses and destinations.

We have years of experience and an award-winning travel trade team, with excellent trade relationships who can support and deliver B2B leisure trade visitors through your door. So, whether you're looking for additional visitors to attend your events, or to increase footfall to your shopping centre, attraction, accommodation or destination, we can help. We offer:

- Trade Marketing & Sales Strategy Development
- Tactical Activity Plans
- Trade Engagement, Sales and Distribution
- Trade Events & Exhibition representation
- Itinerary Development
- Strategic Destination Partnership Activity
- Content distribution
- Trade product development
- Development of travel trade resources

With trade databases targeting group travel organisers, coach and tour operators, wholesalers, trade press, destination management companies (DMCs) and a whole host of international trade contacts, we are extremely well placed to support all your B2B needs.

Grow trade sales for frequent independent travellers (FIT), coach or mini-bus sized groups or target specialist tours for lunch stops – the choice is yours.

B2B leisure business is an important part of the marketing mix and with a good lead time can help increase occupancy and bookings during quieter days and shoulder season months.



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