



## Great West Way Travel Trade Activity Update

April - June 2024

The following report details trade activity from April - June 2024:

### Production and Distribution of Collateral

We are in the process of updating the digital [Great West Way Travel Trade Directory](#). This is the main resource being used by 111+ Official Tour Operators and has a targeted digital distribution via Great West Way and third-party databases of domestic and international key trade contacts. This Travel Trade Directory has received over 8,580 views online and a new full colour A4 guide will be produced as a digital page-turner publication for distribution later this summer. **Please check your listing in the current directory and advise any amends.** There are still opportunities for advertising with prices from £365+VAT ¼ page – please see [Advertising spec](#) and **book before the end of June 2024**. Editorial opportunities also available.

### Digital Trade Communications

We have distributed a number of trade newsletters including [Latest Travel Trade News from Great West Way](#). This was distributed to 2,249 subscribers on 3 May 2024 and received 33.8% open rate and 2.6% click through rate.

We also issued a solus newsletter - [Experience the magic of RHS Chelsea Flower Show at RHS Garden Wisley](#). This was distributed to 2,218 subscribers on 5 June 2024 and received good engagement. If you'd like to have your product featured in a solus trade newsletter and distributed to our database, please get in touch.

Travel Trade pages - we now have 45 businesses and destinations promoting their travel trade product offer on [www.GreatWestWay.co.uk/traveltrade](http://www.GreatWestWay.co.uk/traveltrade) which is the url constantly being promoted to the trade. Please contact us if you are not already featured but would like one – its free for Ambassadors.

### Award Recognition

Great West Way is delighted to announce that Flo Wallace has been nominated for the prestigious Group Leisure & Travel Excellence Award, in recognition of her outstanding contribution to Group Travel Organisers and the wider leisure and tourism travel trade industry. The Group Leisure & Travel Awards celebrate excellence within the group travel sector, honouring tourism businesses and individuals who consistently deliver exceptional experiences and services for groups and trade visitors. Congratulations must also go to Marica Clement from RHS Garden Wisley who has also been shortlisted. You can read more about all the finalists in a special feature [here](#).

### Events & Exhibitions

In partnership with VisitBritain, Great West Way attended a bespoke **Scandinavian Mission Event**, in Gothenburg and Stockholm, 20-22 March 2024. The RK Travel Group's annual trade event was attended by over 120 tour and coach operators who were looking for interesting ideas for new programmes for 2025 and beyond. RK Travel Group launched their new Great West Way itinerary and there was great interest from many tour/coach operator customers to programmes to this region.

In addition to the RK event we secured meetings with Rolfs Travel Group, Classic World and Temaresor. Buyers showed particular interest in a number of themes such as literature/arts/ film and tv; vineyards/ breweries/distilleries; Stately homes and gardens and England's Waterways. We represented a number of businesses including Blenheim Palace, English Heritage's Stonehenge, In & Beyond Bath, Thames Rivercruise and Kennet Horse Boat Company.



### Forthcoming missions and events

- [Group Leisure & Travel Show](#), Milton Keynes 3 October. Domestic trade show for GTOs, coach and tour operators. We now have 10 stand sharers which include Wiltshire, Stourhead, Longleat, Cheddar Gorge, Woolley Grange Hotel, English Heritage, Old Bell Warminster, Studley Grange, Blenheim Palace and Waddesdon Manor. **We have only 1 space remaining** so please let me know asap if you want to book a space on our stand for only **£890 + VAT** (excluding graphics) or book literature distribution for only **£150 + VAT**.
- **British Educational Travel Association (BETA) [Youth & Student Travel Summit](#), Bristol, 8 October**. The event consists of one-to-one meetings with hosted buyers, panel discussions and networking opportunities. We are offering a representation opportunity for attractions and accommodation providers who are interested in attracting this market for a cost of **£250+VAT**. Confirmed representation includes Stourhead and Mary Shelley's House of Frankenstein.
- **Great West Way Marketplace – SAVE THE DATES. Tuesday 22 October** – virtual one-to-one meeting day. **Thursday 24 October** – in-person networking event at Blenheim Palace. Plus bespoke self-drive familiarisation visits for buyers. Costs and registration information will be released in July.

### New Event Opportunities

We have been investigating a number of new Great West Way travel trade opportunities for 2024/2025. Please get in touch if you are interested in finding out more or booking any of the following:

- **North American Sales Mission** - Great West Way are investigating an opportunity to attend a North American Sales Mission in Autumn 2024 or Jan 2025. This sales mission would run over 4 days taking place in New York and Toronto. It will include scheduled office-based meetings with existing and new tour operator/agent key contacts as well as networking receptions in both cities. We may attend this and offer representation to a number of relevant businesses. Please register your interest with Flo. Further info including pricing etc to follow.
- [Excursions Show](#), Wembley Stadium, 1 February 2025. Domestic trade show for GTOs, coach and tour operators. Stand share opportunity **£870+VAT** (excluding graphics). Minimum of 4 stand sharers required. Please register your interest before the end of July to ensure we get the early bird rate.
- [British Tourism & Travel Show](#), NEC Birmingham, 19 & 20 March 2025. Domestic trade show for GTOs, coach and tour operators. Stand share opportunity **£925+VAT** (excluding graphics). Minimum of 4 stand sharers required. The fee will include 1m space on Wiltshire/Great West Way stand for the two days.

### Great West Way Official Tour Operators

We now have 111 Official Tour Operators – who are committed to developing and distributing Great West Way programmes. The latest Official Tour Operator to sign up was [Evaneos](#) who are a large French tour operator looking to sell a new Great West Way programme for 2025. They are also working with a UK based DMC called Highpoint Holidays, who I am also liaising with to influence and assist with this new itinerary. Check out the complete list of [Official Tour Operators](#) and their associated [Bookable Programmes](#).

### Strategic Activity and Business Support

To align your travel trade strategy with Great West way, please check out our [Great West Way Travel Trade Tactical Activity Plan 2024/2025](#). Please get in touch if you'd like to schedule a meeting to discuss travel trade business support or if you'd like to register your interest to attend or book any of our [2024 Travel Trade Opportunities](#).

If you have any queries or would like to get more involved in Great West Way Travel Trade activity please contact [Flo](#) to discuss.