	TRADE ACTIVITY												
Activity		Jan-25		Mar-25	Apr-25	May-25	Jun-24	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
•	Revise existing and produce new trade content for the Travel Trade Directory		1000			,			11118 =0				200 20
Production & Distribution of collateral	Digital distribution via database & third parties etc. and link to in event follow up /												
	emails etc.												
Website Development	Review and develop website trade pages including key trade product information and a												
	focus on bookable product.												
Trade Engagement, Marketing & Distribution	Regular communication with key DMC's and Official Tour Operator contacts. Ensure												
	Great West Way businesses / destinations are front of mind for contracting and itinerary												
	development. Maximise marketing and distribution via third party channels. Retain												
	existing and increase the numbers of Official Tour Operators packaging and selling Great												
	West Way.												
	Facilitate meetings/introductions for tourism businesses/destinations with relevant												
	buyers.												
Trade Events & Exhibitions	Refer to Trade Marketing Opportunities for details												
Familiarisation Visits													
	Promote and coordinate bespoke self drive trade familiarisation visits for buyers, to												
	showcase the wide range of travel trade businesses and destinations. Deliver virtual												
	product sales fam visit presentations as required.												
	Facilitate buyer/supplier networking opportunities where possible.												
Digital Trade Communication	Maximise communication to keep travel trade contacts up-to-date with Great West Way												
	travel trade product offer.												
	Manage database - Increase sign ups ensuring new contacts added; removal of old												
	contacts, segmentation etc.												
	Design, produce and distribute seasonal (minimum of 3) Travel Trade E-newsletters												
	annually (timings subject to change)												
Product Development /	Programme of industry engagement for travel trade training and sharing best practice as												
Supplier training	part of the Connections group.												
Bespoke One-to-One Travel Trade Industry Support	Solus Newsletters (scheduled as required)												
	Marketing & Sales support eg. buyer introductions, itinerary development and trade content/collateral production and distribution etc.												
	Strategic business support, activity plans, strategy and product development etc.												
International Activity and Partnership working	Maximise partnership opportunities to ensure Great West Way is an attractive												
	destination for trade visitors and investigate wider collaborations where possible.												
	Continue to develop partnerships with key trade organisations such as VB, VE, CTA,												
	UKinbound, AGTO, Meridian, ETOA etc. Maximise membership with ETOA.												
	West to the state of the state												
	Work in conjunction with VisitEngland/VisitBritain international reps and the wider												
	Discover England Fund Projects to leverage additional opportunities eg. sales missions,												
	webinars etc.												
	Continue focus on targeting key primary markets including USA, Canada, Netherlands												
	and Germany, maximising programmes in market. Continue to develop growth in other												
	markets such as Nordics/Scandinavia, Italy, Spain, France, GCC etc.												
	Review and provide wider opportunities where possible, for Connections trade group.												
	Meet 2/3 times a year												
Evaluation & Reporting	Regular activity updates will be issued to the Connections group prior to each travel												
	trade meeting. Including summary of activity that has taken place and any forthcoming												
	activity and opportunities.												
	Evaluation of Great West Way events and its activities where possible, estimating												
	staying visitors, day visitors and visitor spend calculated using the standard industry												
	research figures.												