



Great West Way Travel Trade Activity Update

October 2023 – March 2024

The following report details trade activity from October 2023 – March 2024:

Travel Trade Plan 2024/2025

We've now reviewed and updated the [Great West Way Travel Trade Tactical Activity Plan 2024/2025](#) and put together our [2024 Travel Trade Opportunities](#). Now is a good time for supplier meetings, so we can continue to help and support businesses and destinations generate more domestic and international trade visitors for 2024/2025. Please get in touch to schedule a meeting which could include aligning trade activity to your own plans and objectives, exhibitions/events/missions and markets that may work for your business/destination, plus support with representation, facilitating meetings and additional bespoke trade engagement and activity.

Events & Exhibitions

Great West Way has attended and represented Ambassadors at the following recent travel trade events:

Great West Way Marketplace 15 – 19 November 2023

The Great West Way Marketplace event consisted of virtual one-to-one meetings for buyers and suppliers, an in-person networking day, hosted by Longleat, and two educational Discovery Visits which journeyed along the route – East and West. The event was attended by over 50 leisure trade buyers and 60 tourism suppliers. Check out the press release - [Successful Industry Event set to Grow Tourism in the Region](#) which was distributed to media and picked up by UKInbound [here](#).

World Travel Market, 6 – 8 November 2023

We attended WTM as visitors this year and met with a number of our Official Tour Operators and industry colleagues.

AIG and Showcase Britain, London, Thursday 25 January 2024

Great West Way was invited to attend the AIG (America Interest Group) networking brunch with USA, Canada, Australia and New Zealand buyers. This was followed by VisitBritain's Showcase Britain networking evening with 120+ buyers from all VisitBritain international markets. There was a lot of interest in England's Great West Way.

Britain & Ireland Marketplace, London, Friday 26 January 2024

Great West Way promoted a new Gardens itinerary at this buyer: supplier meeting event. There were over 120 additional buyers, brought over by VisitBritain. 33 buyer meetings took place covering many international markets.

Excursions, Wembley Stadium on Sat 27 January 2024

Great West Way had 9 stand sharers including Wiltshire, Bowood, Longleat, Stourhead, DoubleTree by Hilton Swindon, Courtyard by Marriott Oxford South, The Old Bell Hotel, Warminster, Thames Rivercruise, Reading Museums Partnership and literature distribution for Corsham. We had 80 trade contacts asking us for more information and/or help with future group visits.

ETM North American Marketplace, Virtual, Thursday 29 February 2024.

We attended and had 14 one-to-one buyer meetings at this virtual ETOA event. A number of positive meetings for future itineraries/activity and good engagement from buyers requesting further information. All buyer contacts were followed up with and added to the relevant databases.

Forthcoming missions and events



Scandinavian Mission, Gothenburg & Stockholm, 20-22 March 2024

Working in partnership with VisitBritain we have arranged a bespoke mission to Sweden where we will attend the RK Travel event meeting with their coach and tour operator customers. In addition, we will be meeting with a number of other key Scandinavian trade contacts such as Rolfs Travel Group and Temaresor.

Group Leisure & Travel Show, Milton Keynes, Thursday 3 October 2024

We plan to attend this domestic Travel Trade show. There is a stand share opportunity for £890+VAT (excluding graphics). We currently have provisional interest from 4 stand sharers and would be grateful for people to confirm/book so we can secure the space etc. There is also literature distribution for £150+VAT.

Familiarisation Visits

Showcasing Great West Way to the Gulf Cooperation Council (GCC) trade buyers, 25 January – 1 February 2024

Great West Way welcomed 7 GCC buyers and VisitBritain representative on a 5-day/night hosted buyer educational visit. The group explored destinations such as Richmond, Reading, Windsor, Malmesbury, Bradford on Avon and Bath, as well as experienced many of our Ambassador attractions/activities and stayed at our superb Ambassador accommodation. A large amount of PR coverage following this visit was secured in-market.

It's great to be working with the GCC trade in-market for the first time, especially now that Great West Way has been embedded into the recently launched [VisitBritain Dubai promotional outdoor advertising campaign](#).

Production and Distribution of Collateral

The digital [Travel Trade Directory](#) has received over 4,200 views/downloads and 100 printed copies have been distributed to key trade contacts at events/exhibitions etc. This superb trade resource, makes it easier for buyers to create bookable itineraries, contract suppliers and promote the region to 'curious visitors'. We will shortly be updating this to a 6th edition and are looking for any trade news for editorial consideration and inclusion eg. new specialist tour information, anniversaries, events/exhibitions etc. from autumn 2024 onwards. Please check your listing in the current directory eg. accommodation, places to visit and food and drink. There are also advertising opportunities from £365+VAT for 1/4 page. If you have any amends to the your listings, would like to submit editorial for consideration or wish to book an advert please get in touch.

Digital Trade Communications

The most recent trade newsletter issued was [Great West Way Trade News – Spring 2024](#). This was distributed to 2,223 subscribers on 26 February 2024 and received 33.8% open rate and 2.6% click through rate.

Travel Trade pages - we now have over 41 businesses and destinations promoting their travel trade product offer on 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.

PR

We have received PR coverage in Coach Tours UK for the [launch of the GWR Green Travel Campaign](#).

Great West Way Official Tour Operators

We now have 111 Official Tour Operators – who are committed to developing and distributing Great West Way programmes. Official Tour Operators who have signed up during this reporting period include [lbyta Travels](#) – GCC, [Adventure Tours UK](#), [Holiday Group International](#) – UK (website not yet live), [Hunt's Coaches](#) - UK and RIT Tours – Canada.



Check out the complete list of [Official Tour Operators](#) and Bookable Programmes. The latest new Great West Way programmes include Hunt's Coaches [Great West Way - a 4-day tour to Reading](#), [Sulle Tracce Di Jane Austen](#) (In the Footsteps of Jane Austen) from Unique Born. In addition, Helloworld/ Viva Holidays have launched a new campaign in Australia/ New Zealand in conjunction with VisitBritain and have included these Great West Way programmes - [5-day England's Great West Way](#) and [England's Great West Way Self Drive](#).

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