

INTRODUCTION TO WORKING WITH THE TRAVEL TRADE & GREAT WEST WAY MARKETPLACE

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WHY TARGET THE TRADE



Travel Trade Delivers:

- Additional distribution channel and increased reach
- Access to new markets
- Off-peak volume and revenue
- Partnership marketing and sales
- Insights into international customers and markets
- Bundling /ground-handling expertise
- Regular repeat business

= BUSINESS GROWTH



UNDERSTANDING THE TRAVEL TRADE DISTRIBUTION SYSTEM



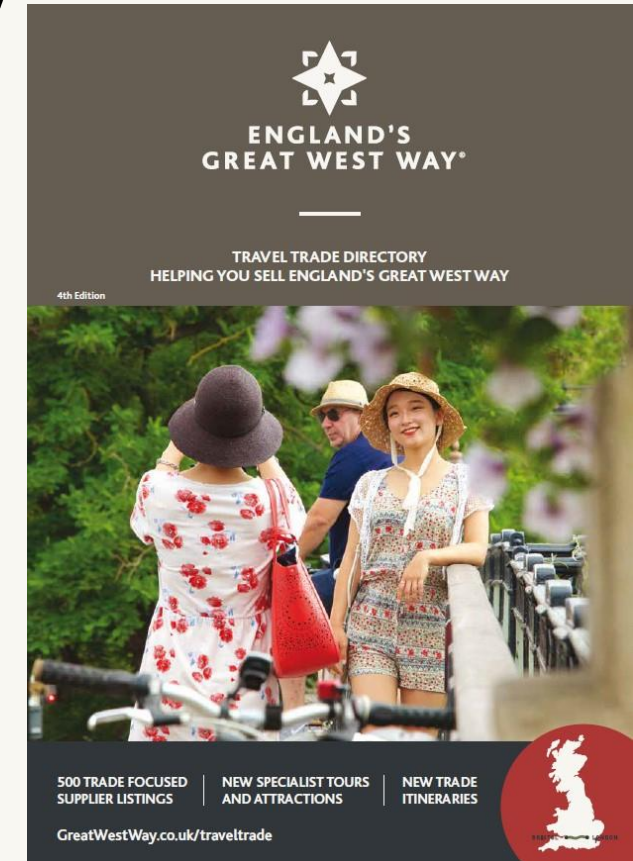
Source: Visit England's Taking England to the World

HOW GREAT WEST WAY CAN HELP



Strategic programme of Tactical Travel Trade Activity including:

- Production and Distribution of Collateral – Travel Trade Directory
- Website Development – Trade portal at www.GreatWestWay.co.uk/traveltrade
- Trade Advertising Campaigns
- PR & Editorial
- Familiarisation Visits
- Digital Trade Communication
- Trade Engagement, Marketing & Distribution e.g. Official Tour Operator scheme
- International Activity & Partnerships e.g. VisitBritain, ETOA, UKinbound
- Travel Trade Business Support
- Exhibitions & Events e.g. Marketplace



GREAT WEST WAY MARKETPLACE

16 – 20 November 2022

Opportunity for suppliers to meet with buyers to do business

- **Wednesday 16 November** – virtual one-to-one meetings with buyers
- **Friday 18 November** – in-person networking day, hosted by Ascot racecourse
- **Saturday 19 & Sunday 20 November** - Buyers will explore the region on a series of Discovery Visits

