

# TRAVEL TRADE OPPORTUNITIES 2026/2027



## 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 2026/2027](#) 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, 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](mailto: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. You can see the trade product pages [here](#). Please contact **Flo** 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](#).  
**From £70 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 2,200+ domestic and international key trade contacts. Scheduled for February 2026, June 2026 and October 2026.

**Sponsored section £140 plus VAT** \*subject to availability and timings subject to change.

Solus Travel Trade e-newsletter, distributed to the Great West Way database of 2,200+ contacts or to your chosen segment eg. agents, international tour operators/wholesalers and domestic key trade contacts.

**Ambassador rate of £310 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 [here](#).

**Ambassador rate of £85 plus VAT per itinerary.**



### NEW TRAVEL TRADE DIRECTORY

#### NEW TRAVEL TRADE DIRECTORY LAUNCHES AT GREAT WEST WAY MARKETPLACE

The new Great West Way [Travel Trade Directory](#) is a one-stop-shop for intermediaries seeking to curate market-ready experiences along or within easy reach of the Great West Way.

Great West Way Marketplace attendees will be the first to receive a printed copy of the directory, when they visit Carvers Hill in Hungerford for a networking event on Thursday 25 September.

Don't worry if you can't make it - you can [download the pdf](#) or access your digital copy below.



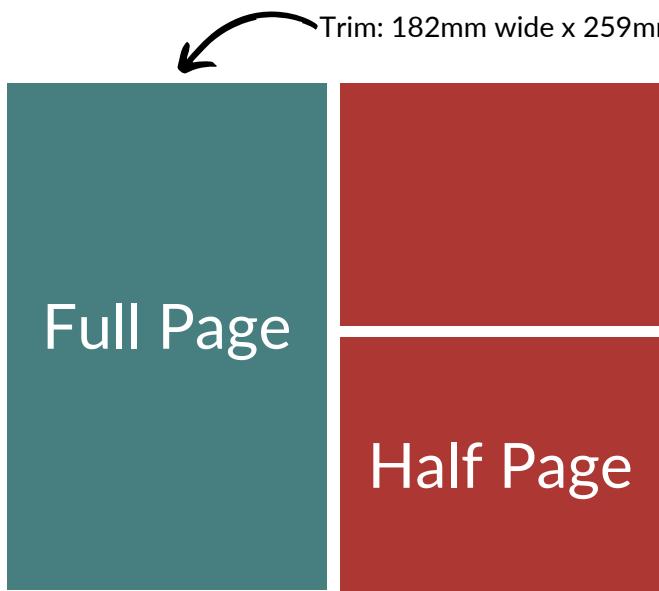
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# ADVERTISE IN THE GREAT WEST WAY TRAVEL TRADE DIRECTORY 2026/2027

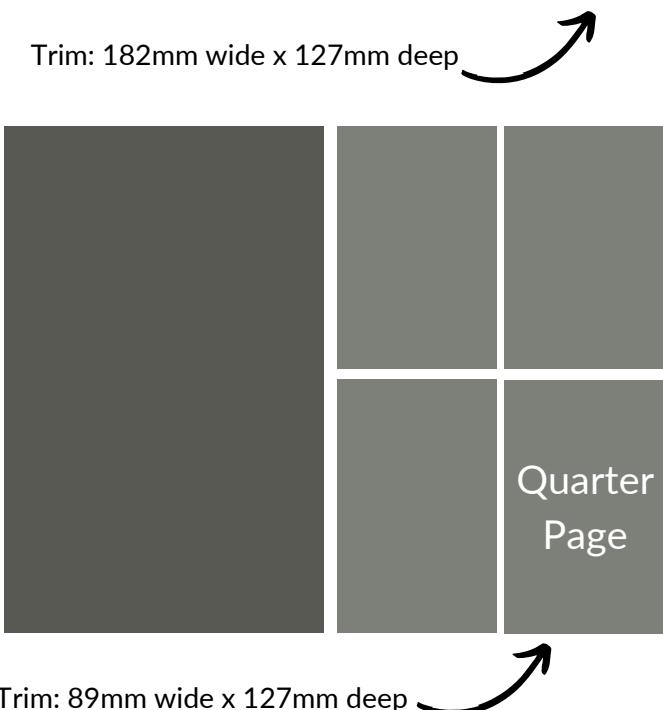


GREAT  
WEST WAY®

Increase your visibility by advertising in England Great West Way Travel Trade Directory 2026/2027. This is the main resource being used by 120+ Official Tour Operators and Distribution Partners, and has a targeted digital distribution via Great West Way and third-party databases of domestic and international key trade contacts. Last year's Travel Trade Directory reached over 10,000 online views, reinforcing its position as a key resource for the travel trade. This new full colour A4 guide will be produced as a digital page-turner publication. Advertising spec and prices are detailed below:



**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

**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 2026 for distribution autumn 2026.

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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 2026 travel trade exhibitions are excellent opportunities for Ambassadors to invest, to target specific markets and trade buyers:

**Britain & Ireland Marketplace – London, Friday 30 January 2026.** This meeting event brings together the networks of ETOA, UKinbound and VisitBritain for a 1:1 B2B workshop connecting buyers with suppliers from across UK & Ireland. We will represent your tourism business/ destination at this event, which includes distribution of your key trade messaging and 'hot leads' data from the event as well as relevant email introductions and post event report. **Cost is £385+ VAT.**

**LVEP Benelux, Amsterdam, Wednesday 11 February 2026.** There are opportunities to have additional business/ destination representation, at this VisitBritain trade 1:1 meeting event. Cost **£650 + VAT**, which includes distribution of your key trade messaging and 'hot leads' data from the event as well as relevant email introductions and post event report.

**ITB Berlin, Germany, Tuesday 3 - Thursday 5 March 2026.** Largest trade fair in the world, to showcase the best of Britain to German and global buyers. There are opportunities to have additional business/ destination representation, on the VisitBritain stand at this event. Cost **£795 + VAT**, which includes distribution of your key trade messaging and 'hot leads' from the event as well as relevant email introductions and post event report.

**British Tourism & Travel Show, NEC Birmingham, Thursday 19 March 2026.** Domestic trade show for GTOs, coach and tour operators. Great West Way stand sharing opportunity for **£1,100 + VAT** (excluding graphics). Price includes 1m space on the stand, cabinets, plus access to 1 data capture device (to share). Literature distribution for only **£170 + VAT**.

**Group Leisure & Travel Show, Milton Keynes, Thursday 8 October 2026.** Domestic trade show for GTOs, coach and tour operators. Great West Way stand sharing opportunity from **£985 + VAT**. Price includes 1m space on the stand, cabinets, plus access to data capture device. Literature distribution available from only **£155 + VAT**

**Global European Marketplace, London, Monday 2 November 2026.** ETOA's annual member-only trade 1:1 meeting event. There is a representation opportunity at this buyer: supplier meeting event. Cost is **£385+ VAT**.



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## ADDITIONAL TRAVEL TRADE EVENTS & OPPORTUNITIES - DETAILS TBC



**Great West Way Marketplace, September/October 2026** – This hugely successful event is Great West Way's annual flagship B2B one-to-one networking meeting event and a great opportunity for Ambassadors to showcase their products/ destinations. It includes a virtual meeting event, in-person networking opportunity and discovery visits for buyers. **If you are launching a new trade product and/or have a 'wow' venue to showcase to the trade, please get in touch to find out more about becoming the host venue sponsor for 2026.**

**World Travel Market, Excel London, Tuesday 4 – Thursday 6 November 2027.** 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 or stand sharing. Please register your interest and enquire for pricing.

**VisitBritain in-market sales mission events with possible representation opportunity could include: Australia (14-18 September 2026), Germany (25 – 26 November 2026), France & Netherlands (9-10 February 2027) and USA/Canada (2027).** Please register your interest and enquire for pricing.



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\*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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# **GREAT WEST WAY TRAVEL TRADE MARKETING 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.



Call us today on 07436 588860 or email [flowallace@GreatWestWay.co.uk](mailto:flowallace@GreatWestWay.co.uk) to book/register your interest in any of these opportunities or to arrange a meeting to discuss how we can help grow your travel trade business.  
[GreatWestWay.co.uk/traveltrade](http://GreatWestWay.co.uk/traveltrade)