

2019 - 2020

TRAVEL TRADE OPPORTUNITIES



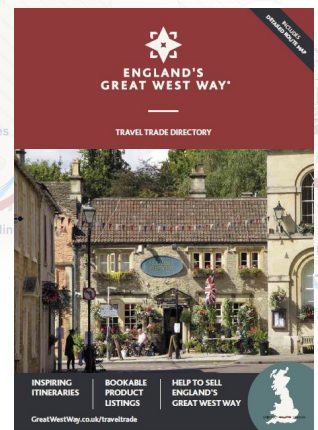
ENGLAND'S
GREAT WEST WAY®

The travel trade opportunities detailed are designed to help you position
and connect your business or destination to the travel trade.

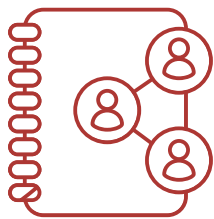


FEATURE IN THE TRAVEL TRADE DIRECTORY

- Targeted digital distribution via tour operators and wholesalers
- Distributed at domestic and international travel trade exhibitions and events
- Estimated circulation (both print and digital) over 10,000+
- Interactive online digital version available on GreatWestWay.co.uk/travel-trade



— A6 Great West Road
— Great Western Railway
— River Thames
— Kennet & Avon Canal
— Walking Trails



TRAVEL TRADE ADVERTS

Various publications including on and offline adverts and newsletters.
Prices available on request*.

SEVERAL OPTIONS ARE AVAILABLE FOR DIRECTORY ADVERTISING

Full page advert £1,190 (182mm wide x 259mm deep), approx. 240 words
Half page advert £753 (182mm wide x 127mm deep), approx. 120 words
Quarter page advert £439 (89mm wide x 127mm deep), approx. 65 words

Full advertising rates and specs are available [HERE](#)

Ambassadors
receive 35%
discount

FREE & ENHANCED LISTING

Free listings are available for trade appropriate product.
Enhanced listings are available for Ambassadors with trade appropriate product.
Find out if you are eligible contact flowallace@GreatWestWay.co.uk
Survey completion and print deadlines apply.

WEBSITE ADVERTS

Advertise to group and tour operators on our website.
From £55.00 per month

TRAVEL TRADE E-NEWSLETTERS

Feature in our Great West Way travel trade e-newsletters. Distributed to a targeted database of over 1,000 trade contacts. Spring, Summer and Autumn editions.
£110 per edition

*All advertising is subject to change, all rates are plus VAT and terms and conditions apply please see booking form.

EXHIBITIONS

The following exhibitions and event form part of the travel trade activity plan for Great West Way. Additional events or missions may arise at any time. If you have a specific interest in a mission that has not been detailed please contact us to find out if we can help.

WORLD TRAVEL MARKET, EXCEL LONDON, 4-6 NOVEMBER 2019

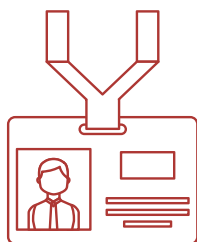
UKinbound stand under a Great West Way umbrella.
Limited availability. Book by 31 August 2019

Stand share for Ambassadors only
£875 per day. Find out more [HERE](#)

GREAT WEST WAY MARKETPLACE, WINDSOR 22 NOVEMBER 2019

VisitWiltshire's flagship annual event.
One full day B2B workshop with pre-scheduled meetings. Register at
GreatWestWay.co.uk/marketplace (coming soon)

Appointment schedule for Ambassadors
from **£125**. Additional delegate **£45**.
Appointment schedule for Non-Ambassador
from **£250** per delegate.



Sponsorship
Opportunities
Available

EXCURSIONS, ALEXANDRA PALACE, LONDON 25 JANUARY 2020

A premier one-day group travel exhibition. The first domestic trade show under a 'Great West Way' umbrella. To include a feature area and post show fam visit. Book by 30 November 2019.

Stand Share from **£525**
Literature distribution **£170**

BIM - BRITAIN & IRELAND MARKETPLACE, LONDON, HILTON ON PARK LANE, 28 JANUARY 2020

ETOA and UKinbound event. One full day B2B workshop with pre-scheduled meetings. Book by 13 September 2019.
Ambassador appointment schedule for primary delegate **£600**.

VAKANTIEBEURS, UTRECHT, NETHERLANDS 15-19 JANUARY 2020

Largest travel show in the Netherlands.
Book by 25 October 2019. Find out more [HERE](#)

Stand Share for Ambassadors from **£445** per day (min 2 days)
Stand Share for non-Ambassadors from **£685** per day (min 2 days). 5-day rates available. Advertising in literature distributed at the show from **£150** for ¼ page.

ITB BERLIN, BERLIN, GERMANY 4-8 MARCH 2020

Join us on a Great West Way stand with access to a meeting table. Book by 30 November 2019 Find out more [HERE](#)
Stand Share for Ambassadors from **£445** per day (min 2 days).
Stand Share for non-Ambassador **£685** per day (min 2 days). 5-day rates available.

For further details on Groups and Travel Trade Opportunities please contact
fllowallace@GreatWestWay.co.uk or call 01722 341309

GREATWESTWAY.CO.UK/TRAVELTRADE

B2B TACTICAL MARKETING AND SALES ACTIVITY

If you would you like to get more involved in Great West Way tactical travel trade sales and marketing activity which could align with your business objectives please get in touch.



ALIGN YOUR TRADE OBJECTIVES AND ACTIVITY WITH YOUR LOCAL DMO COLLABORATION CAN BE MORE EFFECTIVE

We offer many additional opportunities to Ambassadors. If you are interested to get involved in hosting fam. visits or would like the opportunity to meet trade buyers and press when they visit please get in touch.



CONSULTANCY, TRAINING AND BUSINESS REPRESENTATION

If you would like to understand how to work with the travel trade, please register your interest to attend a forthcoming travel trade training workshops. We can also help to develop a strategy or tactical activity plan for your business or offer additional business representation and consultancy support. Details available on request.

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TOURISM EXCHANGE GREAT BRITAIN

This new B2B platform, launched by VisitEngland, connects England tourism suppliers of all sizes to distribution systems around the world, such as Booking.com or Expedia. It links to your booking system directly or it can provide booking pages for you on your own website too. It gives you access to sales data, analyse trends and forward bookings. There is no cost for you to join, you choose which distributors you want to work with (signing up to their Ts and Cs and commission levels) and that's it! You just pay distributor commission and a 2.5% + vat booking fee for each TXGB online booking. Find out more and check out the FAQ's and apply now at www.txgb.co.uk. **Free Training available.**

FREE TRAVEL TRADE TRAINING

There are a series of free 'Taking England to the World' travel trade training courses along the Great West Way.

15 July, Bristol

30 September, (location tbc)

Please sign up now at www.visitbritain.org/free-training-taking-england-world

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