



ENGLAND'S GREAT WEST WAY®

Great West Way Travel Trade Activity Update

April 2023 – September 2023

The following report details trade activity from April 2023 – September 2023:

Production and Distribution of Collateral

The new [Great West Way® Travel Trade Directory](#), was launched on 5 September 2023. You can see the press release [here](#). It was widely distributed to over 2,000 key trade contacts via the Great West Way database and third-party databases. UKinbound featured it in a recent newsletter to members which can be seen [here](#).

It was distributed to the Great West Way database with 2,221 subscribers in a newsletter titled [New Great West Way® Travel Trade Directory, Book Now For Marketplace & Discover More This Christmas](#). This received a 46.7% open rate and 17.8% click through rate.

To date the Travel Trade Directory has received over 713 views. 100 copies have been printed and will be distributed at the Great West Way Marketplace event in November and at subsequent in-person trade events through 2024.

Digital Trade Communication

The [New Great West Way® Travel Trade Directory, Book Now For Marketplace & Discover More This Christmas](#), was distributed on 5 September to the Great West Way database of 2,221 subscribers. This received a 46.7% open rate and 17.8% click through rate.

The most recent newsletter was promoting Great West Way Marketplace to buyers – [Book Now for Great West Way Marketplace and hosted Discovery Visits 15 – 19 November](#). This was distributed on 4 October to 2,166 subscribers and has received an 32.6% open rate and 3.3% click through rate.

Please ensure that your travel trade news is sent through to the Great West Way team for future distribution.

Events & Exhibitions

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

Destination Britain North America, San Francisco 7-11 September. This VisitBritain event was attended by 60 in-market North American buyers and trade press. Great West Way / England's Historic Cities had 44 meetings (39 buyers and 5 press) and there were also numerous networking opportunities (including UK based trade buyers). Great West Way represented Ambassadors at this event including Exclusive Collection, Norman Allen Group Travel, Longleat, Bombay Sapphire and In & Beyond Bath. Canadians were very interested in the destination, more than previous events and many buyer attendees focussed on FIT and tailor-made tours with fewer running fixed programmes. There will be another VisitBritain DBNA event in 2024. So please get in touch with Flo if you would like to discuss this opportunity.

Group Leisure & Travel Show, Milton Keynes took place on 5 October. The Great West Way stand included Ambassadors such as Wiltshire, Windsor, Reading, English Heritage, Longleat, Cheddar Gorge, DoubleTree by Hilton Swindon, The Old Bell Hotel – Warminster, Ascot and Cheddar Gorge & Caves. We received a record number of scanned contacts - totalling 143 with around 50% being new key trade contacts of group organisers,



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coach and tour operators. This clearly highlights the importance of continuing to have a presence at these domestic trade shows.

Great West Way Marketplace

LAST CHANCE TO BOOK FOR GREAT WEST WAY MARKETPLACE 15 & 17 November 2023

If haven't yet booked your place to attend the **GREAT WEST WAY MARKETPLACE EVENT don't miss out - this is your last chance to book your place.** This hybrid event and includes virtual one-to-one meetings with trade buyers on **Wednesday 15 November**, an in-person networking day at [Longleat](#) on **Friday 17 November** and hosted Discovery visits for buyers over the weekend of **18 and 19 November**.

Secure your place by 25 October as the appointment system opens on 27 October. Take a look at who has already booked [here](#) – over 30 tourism buyers are now confirmed and they want to meet with you. Rates from only £250 Plus VAT and booking fee.

BOOK NOW AT www.GreatWestWay.co.uk/traveltrade/marketplace/suppliers

If you have any queries or require any further information please contact [Flo](#).

Forthcoming events, exhibitions and other opportunities

World Travel Market, 6 – 8 November. A few of the Great West Way team will be attending WTM this year as visitors and meeting some of our Official Tour Operators and key contacts. If you plan to attend and would like to meet please get in touch with Flo.

Britain Ireland and Marketplace, Friday 26 January 2024 (in-person event in London) – the Great West Way team can represent your business. Details available on request.

Excursions, Wembley Stadium will take place on Sat 27 January. The Great West Way stand will include stand sharers such as Bowood, Longleat, DoubleTree by Hilton Swindon and The Old Bell Hotel – Warminster. Stand sharing spaces are still available from £735 plus VAT and literature distribution from £130 plus VAT. Please contact Flo if you'd like to book.

British Tourism & Travel Show, NEC, Birmingham will take place on 20-21 March 2024. This is a two-day show. Following a discussion with show organisers we have managed to secure good rates. Therefore, we can offer Ambassadors 1m space each on our Great West Way stand from £1,115 plus VAT (excluding graphics and accommodation etc.) A minimum of 4 stand sharers is required to make this viable. Please contact Flo if you'd like to register your interest to attend. Costs will be higher if you are planning to exhibit directly with the show organisers.

Great West Way Official Tour Operators

There are now 109 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 [SNP Natuurreizen](#) – Netherlands; [Saren Travel Group](#) - UK, [Discover Britain & Ireland](#) - UK, [Halal Tourism Britain](#) – UK; [European Pacific Gateways Travel](#) – USA and , [Naar](#) – Italy. The latter visited 8 – 12 Sept with 8 pax on an agent fam trip.

Check out the complete list of [Official Tour Operators](#) and [Bookable Programmes](#). The latest new Great West Way programmes include Travelling Britain's (Germany) [Train Journey along the Great West Way](#); RK Travel Group (Scandinavia) [Trip of the Month – Great West Way](#) and Helentours Concierge – [An unforgettable journey](#).



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Travel Trade Marketing Services

The award-winning Great West Way team has years of experience and 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 attraction, accommodation or destination, we can help. Our consultancy service offers competitive rates to assist you with your trade marketing & sales strategy development, tactical activity plans, trade engagement, sales and distribution, representation at trade events and exhibitions, strategic partnerships, collateral development and distribution and trade product development. Contact Flo to request a quote and/or a meeting to discuss how we can help grow your travel trade business.

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