Great West Way Travel Trade Activity Plan 2026

TRADE ACTIVITY													
Activity		**Jan-26**	**Feb-26**	**Mar-26**	**Apr-26**	**May-26**	**Jun-26**	**Jul-26**	**Aug-26**	**Sep-26**	**Oct-26**	**Nov-26**	**Dec-26**
Production & Distribution of collateral	Revise existing and produce new trade content for the Travel Trade Directory												
	Launch 2026 travel trade directory - see distribution tab. Focus on digital distribution via databases & third parties. Distribution ongoing following events/activity etc.												
Website Development	Review and develop website trade portal - including trade product pages, itineraries, how to sell Great West Way etc.												
Trade Engagement, Marketing & Distribution	Regular trade enagagement with key UK based DMC's and all Official Tour Operator Partners. Ensure Great West Way Ambassadors are front of mind for contracting and itinerary development. Maximise marketing and distribution via third party channels. Launch new Official Distribution Partnership scheme to help embed Ambassador products into intermediaries internal booking systems. Plus continue to support existing and increase Official Tour Operator Partners, comitted to develop and distribute new Great West Way Programmes.												
	Facilitate meetings/introductions for tourism businesses/destinations with relevant buyers.												
Trade Events & Exhibitions	See notes in calendar for confirmed events. Others may/maybe added. Refer to Trade Marketing Opportunities for stand share/representation details.	BIM	LVEP Benelux	BTTS / ITB Berlin						Marketplace (timg tbc)	Group Leisure		
PR & Editorial	Maximize PR exposure in travel trade publications by regular liaision with editors and supplying editorial and imagery to media when available.												
Familiarisation Visits	Continue to focus on support for bespoke self drive trade familiarisation visits for buyers, to showcase the wide range of Ambassador businesses and destinations. Support VB / VE and destinations in asisting with securing and delivering fam visits. Deliver virtual product sales training as required.												
	Facilitate buyer/supplier networking opportunities where possible.												
Digital Trade Communication	Maximise comms to keep travel trade contacts up-to-date with Great West Way Ambassadors and their trade product offer.												
	Manage databases / Increase sign ups ensuring new contacts added; removal of old contacts, segmentation etc.												
	Design, produce and distribute seasonal (minimum of 3) Travel Trade E-newsletters annually (timings subject to change)			Highlights			Christmas				New for 2027		
Product Development / Supplier training	Programme of industry engagement for travel trade training and sharing best practice as part of the Connections group.												
Bespoke One-to-One Travel Trade Industry Support	Solus Newsletters (scheduled as required)												
	Marketing & Sales support eg. buyer introductions, itinerary development and trade content/collateral production and distribution etc.												
	Strategic business support / consultancy eg. activity plans, strategy and product development etc.												
International Activity and Partnership working	Maximise partnership opportunities to ensure Great West Way is an attractive destination for international trade visitors and investigate wider collaborations where possible.												
	Continue to develop partnerships with key trade organisations such as VB, VE, CTA, UKinbound, AGTO, Meridian, ETOA etc. Maximise membership with ETOA.												
	Work in conjunction with VisitEngland/VisitBritain international reps and destinations to leverage additional opportunities eg. sales missions, webinars etc.												
	Continue focus on targeting key primary markets including USA, Canada, Netherlands and Germany, maximising programmes in market. Continue to develop growth in other markets such as Nordics/Scandinavia, Italy, Spain, France, GCC etc.												
	Review and provide wider opportunities where possible, for Connections trade group. Meet 2/3 times a year		17-Feb				tbc				tbc		
Evaluation & Reporting	Regular activity updates will be issued to the Connections group prior to each travel trade meeting. Including summary of activity that has taken place and any forthcoming activity and opportunities.												
	Evaluation of Great West Way events and its activities where possible, estimating staying visitors, day visitors and visitor spend calculated using the standard industry research figures.												