## Great West Way Travel Trade Activity 2024/2025

TRADE ACTIVITY													
Activity		Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
Production & Distribution of collateral	Travel Trade Directory - Revised digital version												
	Digital distribution via database & third parties etc.												
Website Development	Review and develop website trade pages to include key trade product information and a focus on bookable product.												
Trade Engagement, Marketing & Distribution	Regular communication with key DMC's and Official Tour Operator contacts. Ensure Great West Way suppliers are front of mind for contracting and itinerary development. Maximise marketing and distribution via third party channels. Retain existing and increase the numbers of Official Tour Operators packaging and selling Great West Way.												
	Facilitate meetings/introductions for suppliers with relevant buyers.												
Trade Events & Exhibitions Familiarisation Visits	Refer to Trade Marketing Opportunities for details  Offer and coordinate familiarisation visits for OTO's, to showcase the Great West Way travel trade product  offer. Deliver virtual product sales fam visit presentations as required.  Facilitate buyer/supplier networking opportunities where possible.												
Digital Trade Communication	Maximise communication to keep travel trade contacts up-to-date with Great West Way travel trade product offer.  Manage database - 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												
Product Development / Supplier training	Programme of industry engagement for travel trade training and sharing best practice as part of the Connections group.												
International Activity and Partnership working	Maximise partnership opportunities to ensure Great West Way is an attractive destination for 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 the wider Discover England Fund												
	work in conjunction with visitengiandy visitential international reps and the wider Discover England Fund Projects to leverage additional opportunities eg. sales missions Nordics etc. Focus on targeting key primary markets including USA, Canada, the Netherlands and Germany. Continue focus												
	on growth in new markets such as Scandinavia/Europe.												
	Review and provide wider opportunities where possible, for Connections trade group. Meet twice annually												
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 fam visits estimating staying visitors, day visitors and visitor spend calculated using the standard industry research figures where possible.												