



Great West Way Travel Trade Group Terms of Reference

Objectives

- To raise awareness and increase Great West Way product being sold and distributed by domestic and international travel trade
- To help shape, develop and implement the Great West Way travel trade strategy.
- To raise awareness of / win additional business for participating Ambassadors

Role of the Group

- To help shape, develop and implement the Great West Way travel trade strategy
- To collaborate, agree and deliver a programme of travel trade activity that complements existing DMO/Destination activity
- To develop and agree a Travel Trade Strategy and annual travel trade action plan.
- To identify initiatives for developing travel trade marketing activity.
- To be a focal point for ideas and initiatives.
- To identify, evaluate and review KPIs relating to the impact and effectiveness of travel trade marketing activity.
- To review current travel trade marketing initiatives and make recommendations for improvement.
- To represent the views of Great West Way Ambassadors and the wider tourism industry.
- To be ambassadors, feeding back to other members/prospective members. To share best practice, knowledge and insights.
- To help develop and support the Official Tour Operators programme
- To help support VisitBritain/VisitEngland travel trade objectives
- To present a joined-up Great West Way destination proposition to the trade
- To generate short-term business with particular focus on COVID-19 recovery, while also taking longer-term view by influencing group programme activity 18-24 months ahead.

Governance & Structure

- Chair to be agreed by the group, for a two-year term.
- Any Great West Way Ambassador interested in proactively developing their travel trade business can be a member of the group.
- Great West Way will regularly report on performance against objectives.
- Group objectives and priorities to be reflected in the Great West Way Business Plan and aligned where possible with VB/VE and other national strategies
- Group is expected to consist of a range of partner businesses representing all sectors.
- Group to meet 3-4 times a year.