

# TRAVEL TRADE TRAINING

## AN OVERVIEW OF WORKING WITH THE TRAVEL TRADE

### (In preparation for Marketplace)

By a range of industry experts including:

Sarah-Jayne Beasley – Blenheim Palace

Florence Wallace – Great West Way

Vera Lett – Tour Partner Group

Roisin Donnelly – ETOA

Anna Walton - Longleat

# WHY TARGET THE TRADE?



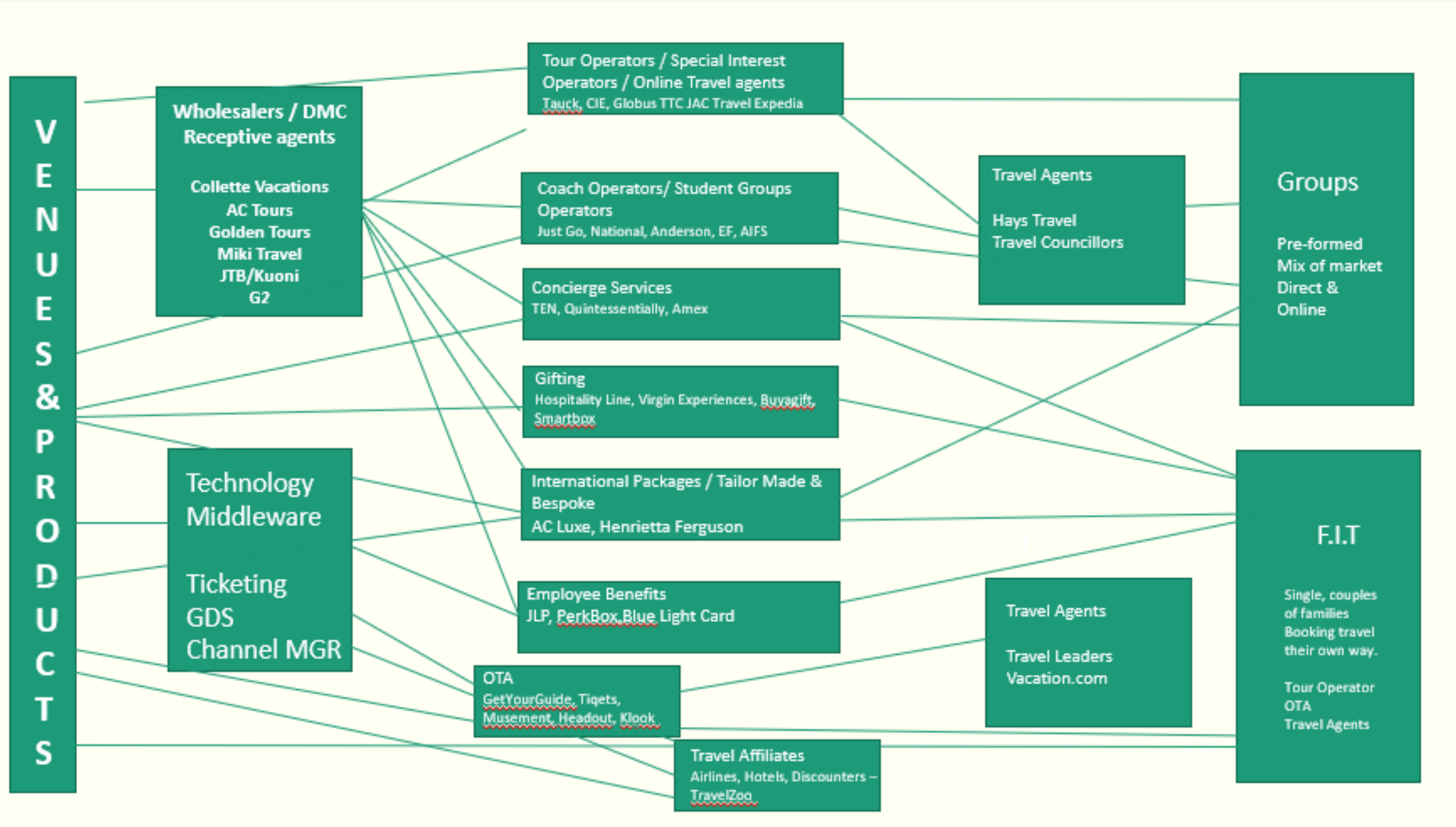
## Travel Trade Delivers:

- Additional distribution channel and increased reach
- Access to new markets
- Off-peak volume and revenue
- Partnership marketing and sales
- Insights into international customers and markets
- Bundling /ground-handling expertise
- Regular repeat business

**= BUSINESS GROWTH**



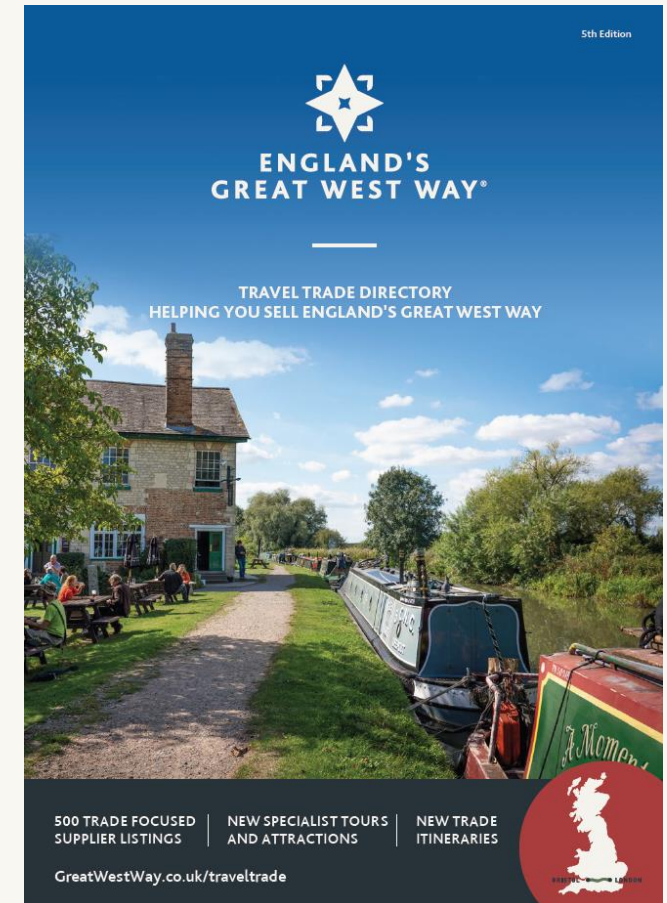
# UNDERSTANDING TRAVEL DISTRIBUTION



# A COLLABORATIVE, STRATEGIC PROGRAMME OF TACTICAL TRAVEL TRADE ACTIVITY



- Production and Distribution of Collateral – Travel Trade Directory
- Website Development – Trade portal at [GreatWestWay.co.uk/traveltrade](https://GreatWestWay.co.uk/traveltrade)
- Trade Engagement, Marketing & Distribution e.g. Official Tour Operator scheme
- Familiarisation Visits
- Digital Trade Communication
- Product Development
- International Activity & Partnerships e.g. VisitBritain, ETOA, UKinbound
- Exhibitions & Events e.g. Marketplace
- Travel Trade Business & Marketing Support



# HOW TO MAKE THE MOST OF A B2B EVENT & WHAT BUYERS ARE LOOKING FOR



- **Data & preparation** – come prepared with data and research buyers
- **Trade focussed supplier information** - net rates (or guidelines), rooms, opening times, FIT, Groups, MICE, flexibility, access, location, car/coach parking etc.
- **ESG/sustainability** – what is your business doing?
- **Source markets** - which international markets and do you supply language info/ audio guides?
- **Marketing** – Can you provide images and videos? Are you interested in joint marketing initiatives?
- **Seasonality/times** - Which months are you busy or quieter? When is the best time for the trade to visit?
- **Trade engagement** – regular communication, updates, meetings, event attendance etc.
- **Support** – It's a partnership and buyers may be able to support your business objectives.



# GREAT WEST WAY MARKETPLACE

## 15 – 19 November 2023



Opportunity for suppliers to meet with buyers to do business

- **Wednesday 15 November** – virtual one-to-one meetings with buyers & suppliers
- **Friday 17 November** – in-person networking day, hosted by Longleat
- **Saturday 18 & Sunday 19 November** - Buyers Discovery Visits - **EAST & WEST**



# VIRTUAL ONE-TO-ONE MEETINGS



- Key Dates

- Appointment selection opens Friday 27 October make 25 selections
- Selection closes Thursday 9<sup>th</sup> November
- Matching commences Friday 10<sup>th</sup> November
- Provisional Appointments emailed Monday 13<sup>th</sup> November
- Online event Wednesday 15<sup>th</sup> November – 23 appointments on the day
- Whitelist [support@celestina.travel](mailto:support@celestina.travel)

# VIRTUAL ONE-TO-ONE MEETINGS



Welcome Roisin Donnelly

Home

Preferences

## Filter

**To access this portal again once you've logged out, please use the link provided in the email.**

Please use the filter options below to select your meeting preferences:

- Search specific companies
- Search supplier types
- Search destinations

Find those with whom you would like to meet and add them in order of preference to the list on the right hand side. Click the 'i' to see the company profile.

Click 'Search' to see the complete list.

## Search & Filter Suppliers

Search

Destinations

Select Multiple Options

Products

Select Multiple Options

New members

Order

Organization



Search

Clear



# NETWORKING DAY AT LONGLEAT

## FRIDAY 17 NOVEMBER



This is an opportunity for you to meet and network with buyers and industry professionals. The schedule for the day is detailed below:

- 11.00 Suppliers to arrive at Longleat House for welcome in Great Hall
- 11.45 House Tours – (groups of 17pax at staged departures)
- 13.00 Buffet Networking Lunch
- 14.00 Free time to continue networking and explore the Longleat attractions in and around the Main Square area including, the Formal Gardens, Jungle Cruise, Hedge Maze, Jungle Kingdom and Animal Adventure.
- 16.00 Illuminated Festival of Light Trail
- 17.00 Buyers to depart on Discovery Visits



# BUYER DISCOVERY VISITS



There are a choice of two Discovery Visits to enable buyers to experience the Great West Way for themselves, helping to familiarise them with the tourism product so they are able to contract and sell new Great West Way programmes

- **Discover Great West Way – EAST** – journeying through Reading, Windsor and Surrey
- **Discover Great West Way - WEST** journeying through Wiltshire, Bath and Bristol

