



TRAVEL TRADE OPPORTUNITIES 2022/2023

CONNECTIONS TRAVEL TRADE GROUP

The objectives of the group are to raise awareness and increase Great West Way product being sold and distributed by domestic and international travel trade. It will shape, develop and implement the Great West Way travel trade strategy and raise awareness of and win additional business for participating Ambassadors.

The Great West Way Tactical Activity Timeline 2022/2023 details activity such as production and distribution of collateral, website development, advertising, PR, familiarisation visits, digital communication, trade engagement and international distribution etc.

The Connections group can work with the Great West Way team to input to and align travel trade activity. There are many additional opportunities for Ambassadors to maximise their distribution via Great West Way B2B channels. **Find out more.**

TRAVEL TRADE DIGITAL OPPORTUNITIES

All Ambassadors have the opportunity to submit content for an additional travel trade product page on the Great West Way website. This enables buyers to access the latest trade rates and information about your business.

Fill in the template **here** and return to **flowallace@GreatWestWay.co.uk**

Free of charge for Ambassadors

Please contact flowallace@GreatWestWay.co.uk for further information or to book any of these travel trade opportunities.

All activity prices are exclusive of VAT and subject to T&Cs, availability and change.

TRAVEL TRADE DIGITAL OPPORTUNITIES

TRAVEL TRADE WEBSITE ADVERTS

Advertise your business or destination with a banner advert on the [travel trade portal home page](#) of the Great West Way website

From £55 plus VAT per month

TRAVEL TRADE E-NEWSLETTERS

Feature in the Great West Way Travel Trade e-newsletters, distributed to a targeted trade database to over 1,800 domestic and international key trade contacts. Scheduled for June 2022, October 2022, February 2023*.

Sponsored section £110 plus VAT

**subject to availability and timings subject to change.*

Solus Travel Trade e-newsletter, distributed to the Great West Way database of 1,800 or to your chosen segment eg. agents, international tour operators/wholesalers and domestic key trade contacts.

Ambassador rate of £250 plus VAT

TRADE ITINERARY DISTRIBUTION FOR DESTINATIONS

Position your destination as part of the Great West Way and we can include these within our selection of [thematic trade itineraries](#) on our website.

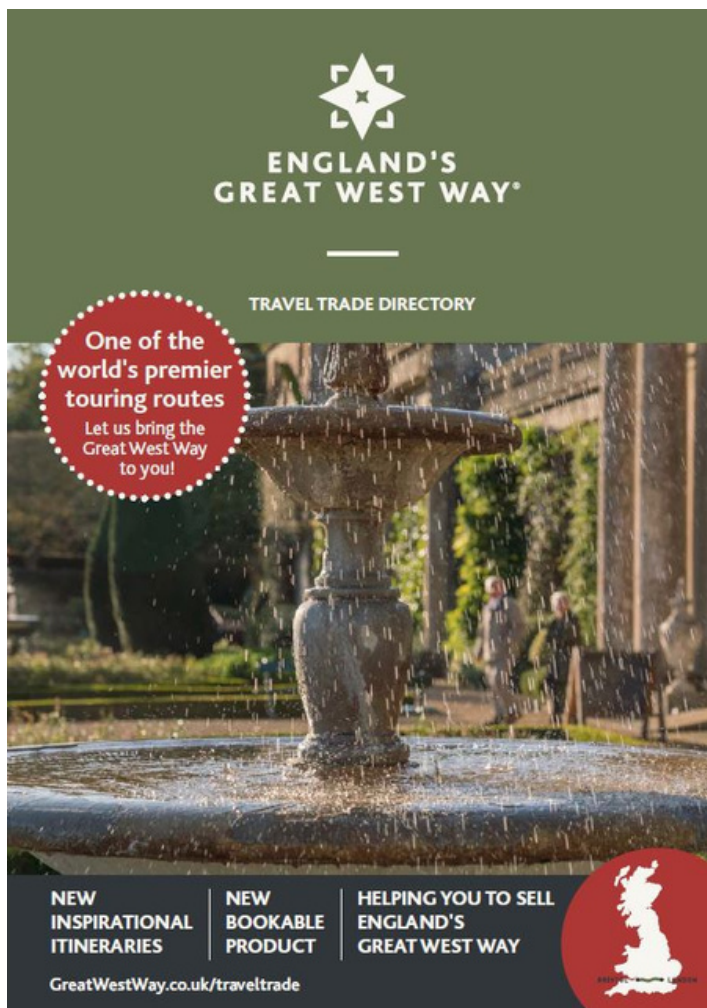
Ambassador rate of £75 plus VAT per itinerary.

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ADVERTISE IN THE GREAT WEST WAY TRAVEL TRADE DIRECTORY 2022/23

Increase your visibility by advertising in England Great West Way Travel Trade Directory 2022/2023. Targeted digital distribution via Great West Way and third-party channels.



Full page advert - £774 Ambassadors, (£1,190+VAT Non-Ambassadors). Available either as Standard Format or own advert supplied as 300dpi PDF (No bleed) 182mm wide x 259mm deep. Max 240 words for body copy + Headline, Subhead and contact info.

Half Page Advert - £489 Ambassadors, (£753+VAT Non-Ambassadors). Standard format, 182mm wide x 127mm deep. Max 120 words for body copy + Headline, Subhead and contact info.

Quarter Page Advert - £285 Ambassadors, (£439+VAT Non-Ambassadors). Standard format, 89mm wide x 127mm deep. Max 65 words for body copy + Headline, Subhead and contact info.

All Prices exclude VAT and are subject to availability.

Please enquire for additional space.

Book before 31 May 2022 for distribution June/July 2022.

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TRAVEL TRADE EXHIBITIONS & EVENTS*

Great West Way® annually attend a number of international and domestic travel trade events and exhibitions – these are detailed in [the Great West Way Tactical Activity Timeline 2022/2023](#).

Key trade exhibitions in the 2022/2023 calendar include the following opportunities for Ambassadors:

Group Leisure & Travel Show, Milton Keynes, Thursday 6 October 2022. Domestic trade show with stand share opportunity with Great West Way. Please register your interest and enquire for pricing.

World Travel Market, Excel London, 7 – 9 November 2022. Stand share opportunity with England's Great West Way. Please register your interest and enquire for pricing.

Vakantiebeurs, Utrecht, Netherlands, 12 – 15 January 2023. Stand share opportunity with England's Great West Way. Please register your interest and enquire for pricing.

ITB Berlin, Germany 8 – 12 March 2023. Trade days 8 – 10 March, consumer days 12 & 12 March. Stand share opportunity with England's Great West Way. Please register your interest and enquire for pricing.

Excursions – January 2023 (tbc). Domestic trade show with stand share opportunity with Great West Way. Please register your interest and enquire for pricing

British Tourism and Travel Show, NEC Birmingham, 22 & 23 March 2023. Domestic trade show with stand share opportunity with Great West Way. Please register your interest and enquire for pricing.

This list is not exhaustive. Please contact us if there are any that you are interested in attending as a Great West Way stand sharer. Please note that costs will depend on the number of stand sharers. Contact flowallace@GreatWestWay.co.uk to register your interest.

Great West Way Marketplace 2022 - We hope to be able to run a virtual event in 2022 but timing is dependent on COVID recovery for the industry so dates are tbc. Further details will be released in due course.

* Please note that the annual programme of events and exhibitions has been and may continue to be affected by COVID-19.

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SUPPLIER INDUSTRY SUPPORT & TRADE ENGAGEMENT SERVICES

Supplier Industry Support and trade engagement services are now available. The award winning, Great West Way travel trade team are nationally recognised DMO leaders for travel trade engagement. With over 25 years' experience and a dedicated travel trade resource we are well positioned to offer trade engagement and consultancy services to businesses or destinations who are keen to distribute product to increase trade visitors. This could include the following services:

- Travel trade strategy development
- New product development, scoping and trade sales
- One-to-one buyer engagement
- Sales presentations to DMC's, tour operators/wholesales
- Event representation
- Itinerary development services
- Manage and deliver buyer/supplier Marketplace events
- Content distribution via newsletters or direct email comms
- Identifying and developing products. Looking at ways to encourage and enhance overnight stays, shoulder season business etc. Building packages and itineraries.
- Introducing destinations and products to the travel trade
- Developing relationships with new tour companies

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