



Groups & Travel Trade Meeting

Tuesday 19 November 2024, 2pm – 3pm

AGENDA

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| 1. Welcome, introductions and how's business?
Eg. top line trade visitors numbers, trends, forward bookings, etc. | David Lane |
| 2. "Cracking the American student educational travel sector"
Tim Krepp, Director of Operations for Academic Expeditions, USA. | Tim Krepp |
| Q & A | All |
| 3. VisitWiltshire and Great West Way Travel Trade Updates <ul style="list-style-type: none">• Group Leisure & Travel Show• BETA event• Marketplace event | Flo/ Fiona |
| 4. Travel Trade Tactical Activity Plan 2025 <ul style="list-style-type: none">• Priorities• Opportunities | All |
| 5. Any Other Business | All |