Travel Trade Activity VisitWiltshire	2025/2026															
-																
TRADE ACTIVITY																
Activity		Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26
Production & Distribution of collateral	Design, produce and distribute the digital Travel Trade Guide															
Digital Trade Communication	Maximise communication to keep travel trade contacts up-to-date with Wiltshire 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 Enewsletters annually (timings subject to change)															
Trade Events & Exhibitions	Refer to Travel Trade Exhibition & Event Opportunities for details															
Website Development	Review and develop website trade pages making it easier for buyers to find key trade information.															
PR and Editorial	Maximize PR exposure in travel trade publications by regular liaision with editors and supplying editorial and imagery to media when available.															
Familiarisation Visits	Promote and coordinate self-drive trade fam visits to showcase the wide range of travel trade businesses/towns, fitting in with normal opening times and dates.															
	Facilitate buyer/supplier networking opportunities for travel trade partners when fam visits are undertaken by the trade.															
Bespoke One-to-One Travel Trade Industry Support	Solus Newsletters (scheduled as required)															
	Trade sales emails with supplier introductions															
	Business & product development support															
Trade Engagement, Marketing & Distribution	Regular meetings with buyers eg. key DMC's and Official Tour Operator contacts. Ensure Wiltshire businesses and towns 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 Wiltshire.															
	Facilitate meetings for suppliers with relevant buyers.															
	Maximise partnership opportunities to ensure Wiltshire is an attractive destination for trade visitors.															
	Continue to develop partnerships with key trade organisations such as VB, VE, CTA, UKinbound, AGTO, Meridian, ETOA etc.															

International Activity and Industry Partnership working	Work in conjunction with VisitEngland/VisitBritain and key destinations to leverage additional international tourists via an aligned programme of travel trade activity. Could include hosting fam visits, B2B meeting events and international exhibitions etc.								
	Continue focus on targeting key primary markets including USA, Canada, Netherlands and Germany, maximising programmes in market. Continue to develop growth in other markets such as Nordics/Scandinavia, Italy, Spain, France, GCC etc.								
	Review and provide wider opportunities where possible for travel trade group.								
Evaluation & Reporting	Regular activity updates will be issued to the travel trade group prior to each travel trade meeting. This will include a summary of activity that has taken place and any forthcoming activity and opportunities.								
	Evaluation of VisitWiltshire and its activties where possible, estimating numbers of staying visitors, day visitors and visitor spend, calculated using the standard industry research figures.								