

# VisitWiltshire Travel Trade Opportunities 2025/2026

## Wiltshire Travel Trade Group

The VisitWiltshire Travel Trade group consists of approximately 30+ businesses/destinations who work collectively to develop and implement a Wiltshire travel trade marketing strategy and programme of activity, as agreed by the group.

### Aims for 2025/2026 include:

- Maintain support and encourage new product development from key trade focussed businesses/destinations in the county ensuring a compelling Wiltshire trade offer for buyers.
- Continue a level of one-to-one business support for bespoke trade activity with a view to maximise returns for members of the group.
- Develop online and offline resources ensuring key trade Wiltshire product information is up-to-date and distributed to key trade contacts.
- Review and develop trade activity in consultation with the group to ensure we offer a range of domestic and international travel trade opportunities.
- Continue to position Wiltshire along the Great West Way to maximise its reach and appeal for international markets and support from industry partners.

If you're interested in working collaboratively with VisitWiltshire to target the travel trade, you can join the Wiltshire Travel Trade group from as little as £310+ VAT per annum. Pro-rata rates are available on request. Please take a look at [Growing your Travel Trade Business](#) where you can see the Wiltshire Trade Group Benefits and the Travel Trade Tactical Activity Timeline 2025/2026.

**For further details on Travel Trade opportunities, please contact:  
Florence Wallace | [flowallace@visitwiltshire.co.uk](mailto:flowallace@visitwiltshire.co.uk) | 07436 588860**

# TRAVEL TRADE DIGITAL OPPORTUNITIES

All Travel Trade Group members have the opportunity to submit content for an additional travel trade product page on the VisitWiltshire website. This enables buyers to access the latest trade rates and information about your business.

Please contact [flowallace@visitwiltshire.co.uk](mailto:flowallace@visitwiltshire.co.uk) to request a template form.

**Free of charge for Travel Trade Group Members**

## TRAVEL TRADE WEBSITE ADVERTS

Advertise your business or destination with a banner advert on the **travel trade portal page** of the VisitWiltshire website

**From £70 plus VAT per month.**

## TRAVEL TRADE E-NEWSLETTERS

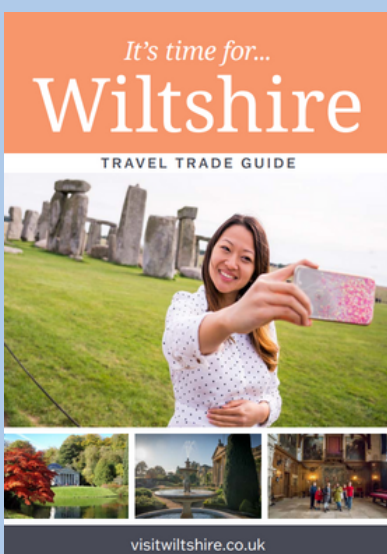
Feature in the VisitWiltshire Travel Trade e-newsletters, distributed to a targeted trade database to over 2,000+ domestic and international key trade contacts. Scheduled for Spring 2025, Summer 2025, Winter 2025/2026\*.

**Sponsored section £125 plus VAT**

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

Solus Travel Trade e-newsletter, distributed to the VisitWiltshire database of 2,000+ or to your chosen segment eg. Group Travel Organisers, UK tour operators/wholesalers, Coach Operators, Trade Press, International tour operators.

**Partner rate of £305 plus VAT**



## ADVERTISE IN THE DIGITAL TRAVEL TRADE GROUPS GUIDE 2025/2026

Increase your visibility by advertising in the VisitWiltshire Travel Trade Groups Guide 2025/2026. Targeted digital distribution via VisitWiltshire and third-party channels.

- Full page back cover **£820**
- Full page inside back cover **£580**
- Double page inside spread **£570**
- Full page inside pages **£290**
- Half page inside pages **£140**
- Quarter page inside pages **£70**

**All Prices exclude VAT. Book before 31 March for distribution April 2025.**

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VisitWiltshire annually attend a number of international and domestic travel trade events and exhibitions. The following 2025/2026 travel trade exhibitions are excellent opportunities for trade partners to invest and target specific markets and trade buyers.

**Britain & Ireland Marketplace, 24 January 2025, London.** VisitWiltshire will be attending this one-to-one meeting event organised by ETOA and in partnership with VisitBritain. We're representing Wiltshire trade businesses with the aim to grow travel trade business to the county. If you would like your business/destination specifically featured at this event and distribution of your key trade messaging and relevant email introductions **costs are from £285 +VAT.**

**British Tourism & Travel Show, NEC Birmingham, 19 & 20 March 2025.** This is a domestic trade show popular for coach and tour operators as well as active GTOs. It is suitable for any business/destination wanting to develop their coach or tour group business for 2025/2026 and beyond. Data will be captured on the stand and provided to all stand sharers. If you would like to join us the **stand cost is £1000+VAT (excluding graphics) for the two days.** Literature distribution for **£170 + VAT.**

**Group Leisure & Travel Show, Milton Keynes 2 October 2025.** This trade show is popular for GTOs, coach and tour operators. It is suitable for any business/destination looking to grow your domestic trade group business. We have a large stand space allocated in a prime position and have historically had an excellent Wiltshire presence. If you would like to join us the **stand cost is £935+VAT (excluding graphics).** Literature distribution for **£155 + VAT.**

**Destination Britain Americas, October 2025.** Representation opportunity with VisitWiltshire/ England's Great West Way at this VisitBritain event for international trade-ready businesses. Please register your interest and enquire for pricing.

**Great West Way Marketplace, October 2025** – This hugely successful event is VisitWiltshire's /Great West Way's annual flagship B2B one-to-one networking meeting event and a great opportunity for Wiltshire trade group partners to showcase their products/ destinations. It includes a virtual meeting event, in-person networking opportunity and discovery visits for buyers. Further details tbc.

**Global European Marketplace, October/ November 2025 (date tbc) London.** ETOA's annual member-only trade event. VisitWiltshire are offering trade group partners a representation opportunity at this buyer: supplier meeting event. Costs from **£315+VAT.**

**World Travel Market, Excel London, Tuesday 4 – Thursday 6 November 2025.** Meet buyers from around the world at this London-based event. VisitWiltshire are offering trade group partners consultancy support to attend or be represented at this event. This could include setting up and arranging meetings with a selection of Official Tour Operators and industry contacts or stand sharing. Please register your interest and enquire for pricing.

**Vakantiebeurs, Utrecht, Netherlands, January 2026.** Stand share and literature distribution opportunity with VisitWiltshire/England's Great West Way. Please register your interest and enquire for pricing.

**Britain & Ireland Marketplace, January 2026 (date tbc), London.** This event is organised by ETOA in partnership with UKinbound and VisitBritain. VisitWiltshire are offering trade group partners a representation opportunity at this buyer: supplier meeting event. Costs from **£315+VAT**

**Excursions – January/February 2026.** Domestic trade show with stand share and literature distribution opportunity with VisitWiltshire/Great West Way. Please register your interest and enquire for pricing.

**Nordic Workshop, Sweden or Denmark, February 2026.** Representation opportunity with VisitWiltshire/ England's Great West Way at this VisitBritain event for international trade-ready businesses. Please register your interest and enquire for pricing.

**ITB Berlin, Germany, March 2026.** Stand share opportunity with VisitWiltshire/England's Great West Way at the largest trade fair in the world, to showcase the best of Britain to German and global buyers. Please register your interest and enquire for pricing.

# TERMS AND CONDITIONS FOR TRAVEL TRADE EXHIBITIONS & EVENTS



## **\*Please note the following information in relation to travel trade exhibitions & events**

- This annual programme of events and exhibitions is always 'subject to change' and these events may or may not be booked and attended.
- This list is not exhaustive. Additional events/exhibitions can be considered/added throughout the year.
- All costs are exclusive of VAT. From prices are detailed but additional rates may apply as this is often dependent on the number of businesses confirming.
- The meeting event representation fee can include the following:
  - During the one-to-one meetings, we will ensure that buyers are familiar with your tourism product/destination, with a view to include in future itineraries and contracting.
  - Following the event, we will follow up via email with all buyers with whom we met and this follow up information can include your digital brochure (if supplied) or link to online key trade information.
  - Following the event, we may also make relevant email introductions as requested by buyers.
  - Following the event, we will provide a short report highlighting 'hot leads' of buyer businesses for you to action your own follow up.

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# TRAVEL TRADE ENGAGEMENT & MARKETING SERVICES



Supplier Industry Support and trade engagement services are available to tourism businesses and destinations.

We have years of experience and an award-winning travel trade team, with excellent trade relationships who can support and deliver B2B leisure trade visitors through your door. So, whether you're looking for additional visitors to attend your events, or to increase footfall to your shopping centre, attraction, accommodation or destination, we can help. We offer:

- Trade Marketing & Sales Strategy Development
- Tactical Activity Plans
- Trade Engagement, Sales and Distribution
- Trade Events & Exhibition representation
- Itinerary Development
- Strategic Destination Partnership Activity
- Content distribution
- Trade product development
- Development of travel trade resources

With trade databases targeting group travel organisers, coach and tour operators, wholesalers, trade press, destination management companies (DMCs) and a whole host of international trade contacts, we are extremely well placed to support all your B2B needs.

Grow trade sales for frequent independent travellers (FIT), coach or mini-bus sized groups or target specialist tours for lunch stops – the choice is yours.

B2B leisure business is an important part of the marketing mix and with a good lead time can help increase occupancy and bookings during quieter days and shoulder season months.

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All advertising options are subject to change. Rates are plus VAT.  
Terms and conditions apply.**