



VisitWest

Groups & Travel Trade Forum

WiFi

**Hilton Honors
bristol123**

- 10 June 2025

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Today's Agenda



Jon Chamberlain, Head of Marketing, Visit West

Visit West's strategy for travel trade and groups, including activity overview and what we need from you.

Laura Dixon, Regional Head of Contracting, JAC Travel (A Tour Partner Group Company)

How to maximise your business from a DMC



Jordan Whittington, Business Development Manager

Bókun, a TripAdvisor company

Online distribution – what and how.

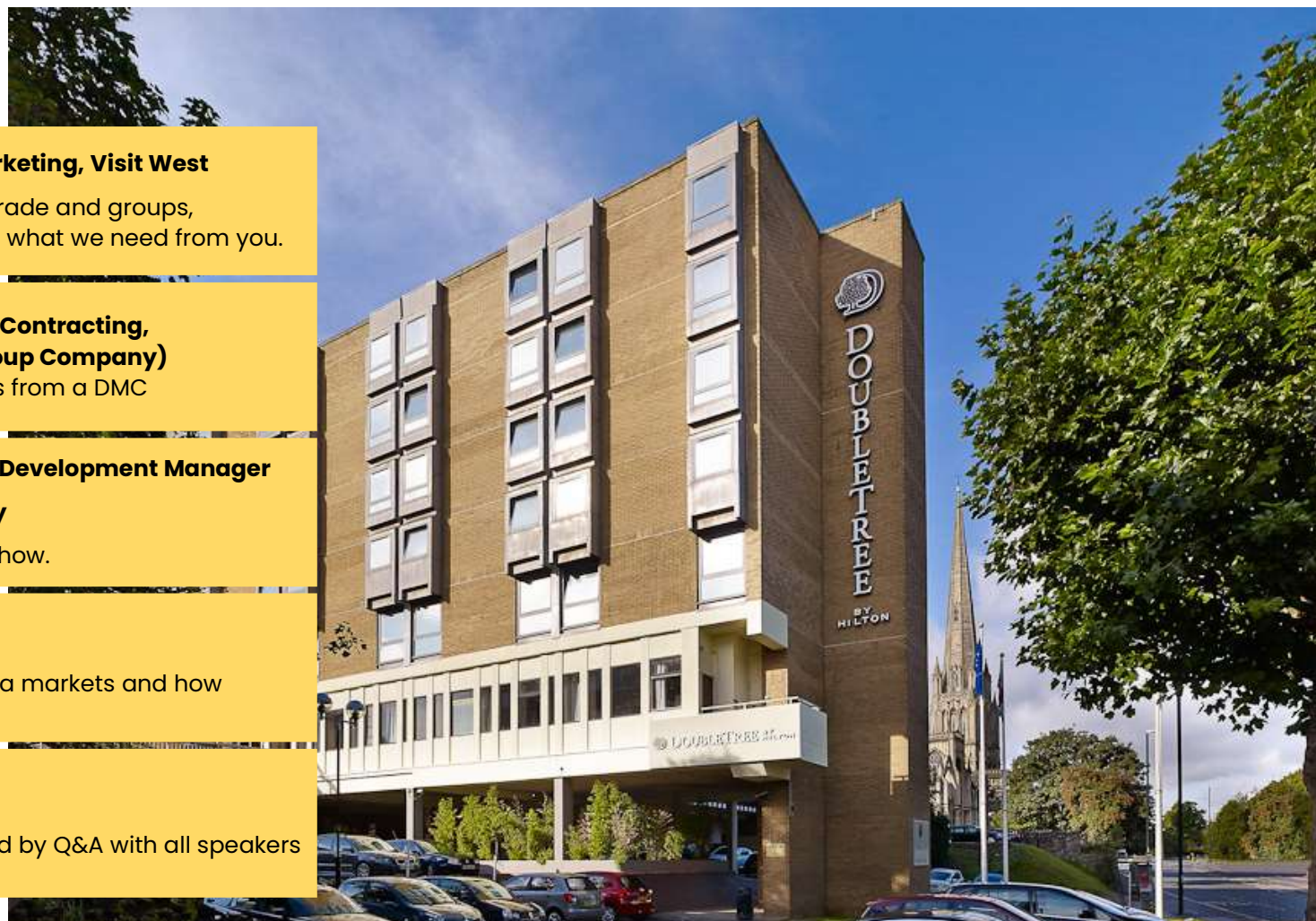
Marilyn Qin, Market Manager, Trip.com

How to work with the China/Asia markets and how Trip.com can help



Opportunities and Q&A

Opportunities overview followed by Q&A with all speakers



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Domestic Day Trips – West of England

Total day trips	28,067,000
Total day trip spend	£1.409bn

NOTE: Of all day trips to the West of England, 79% are urban visits, 13% are coastal, and 8% are rural

Estimated number of day trips by region (*domestic only)

Bath & NE Somerset	4.3m (15%)	£214.8m (15.2%)
City of Bristol	11.7m (42%)	£620.4m (44%)
North Somerset	6.2m (22%)	£274.4m (19.5%)
South Gloucestershire	6m (21%)	£300.3m (21.3%)

The 2023 stats

- WoE as a whole saw over 28m day visits.
- Day visitor spend is more than £1.4bn, or 57% of total visitor spend

Estimated number of DOMESTIC overnight staying trips by region

Bath & NE Somerset	742,000	£130m
City of Bristol	1,515,000	£300m
North Somerset	341,000	£63m
South Gloucestershire	258,000	£42m
TOTAL	2,856,000	£535m

Estimated number of INTERNATIONAL staying trips by region

Bath & NE Somerset	313,000	£128m
City of Bristol	569,000	£291m
North Somerset	66,000	£22m
South Gloucestershire	9,000	£4.4m
TOTAL	957,000	£445.4m

The 2023 stats

- WoE region total staying visitors 3,816,000
- 25% of number, but 45% of staying visitor spend is international

Top inbound markets 2023

Bristol			Bath	
France	69,836	1	USA	57,619
Spain	55,788	2	Germany	28,817
Germany	49,323	3	Canada	27,604
Ireland	47,637	4	France	23,942
Netherlands	39,627	5	Australia	20,715
USA	34,293	6	Spain	18,653
Switzerland	27,159	7	Italy	16,832
Italy	22,457	8	Netherlands	11,611
Poland	22,384	9	Irish Republic	9,138
Australia	16,793	10	Denmark	8,791
Canada	14,915		Poland	7,989
Norway	11,819		Belguim	7,968
Sweden	5,220		Switzerland	7,830



Why we work with travel trade....

- International make up 25% of visitors but 45% of spend
- International visitors spend more and stay longer
 - Spend on retail is more than double domestic visitors
- International visitors come 'out of season' too
- Different markets work in different ways, but international visitors are MUCH more likely to use the travel trade to book their trip and pre-book experiences
- Individually, businesses can struggle to penetrate this market



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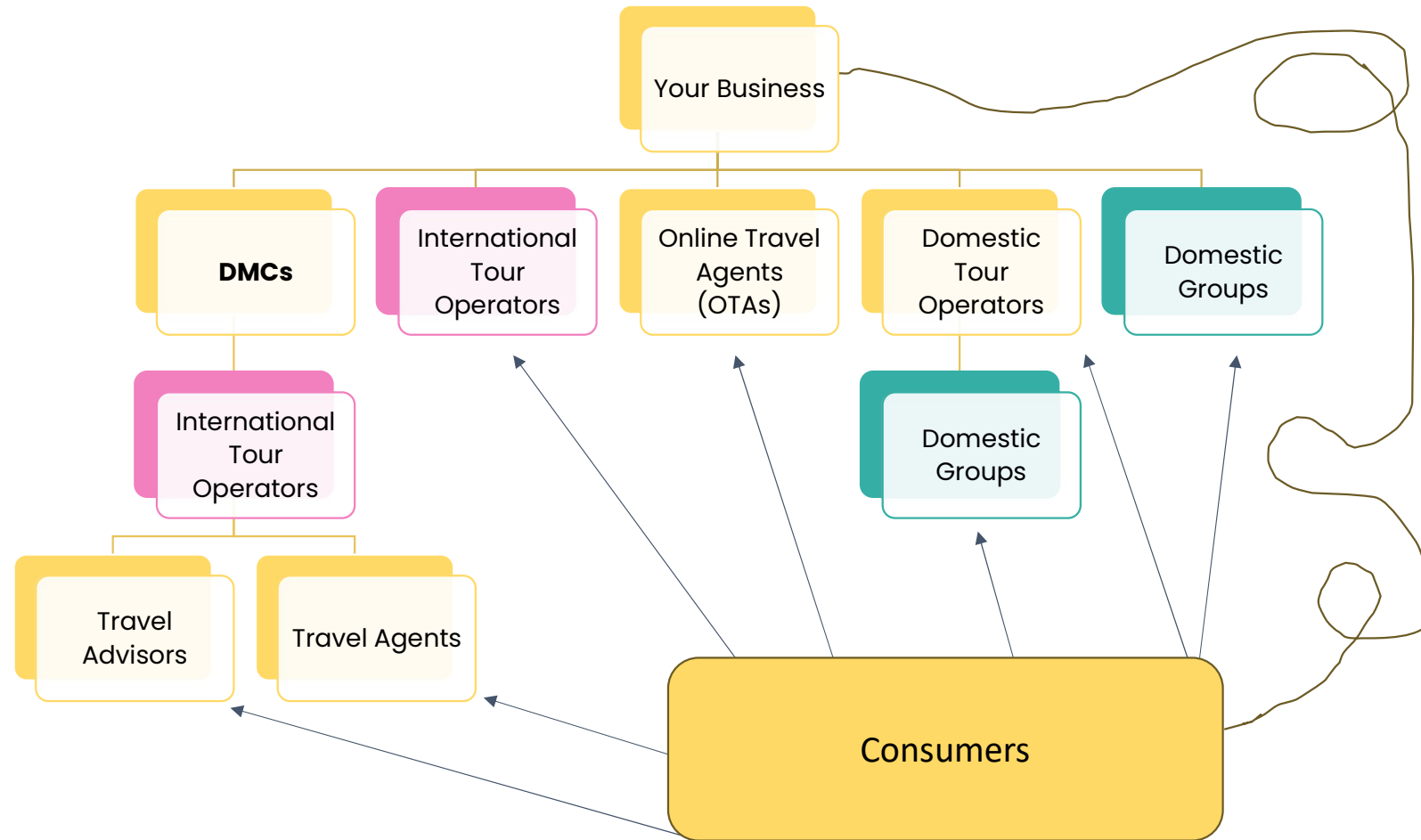
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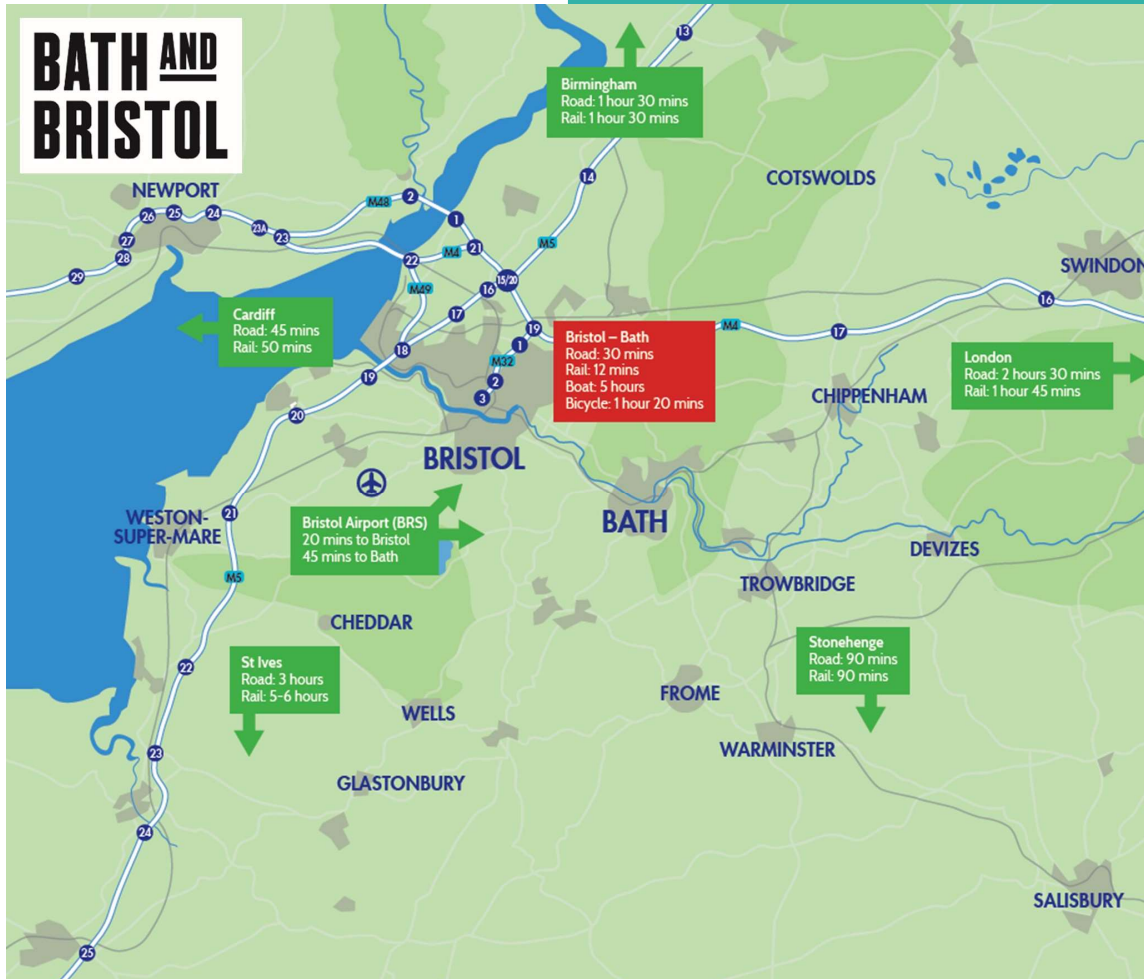
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What the travel trade looks like....

- We try to reach as many parts of the industry as possible.
- DMC relationships are key
- Travel trade relations are vital to reach international consumers





Trade strategy

- Industry engagement
- How the LVEP can add value for the benefit of members and destinations
- Increase routes to market via international PR and travel trade work
- Present the cities and the region, but also what is nearby



Who.....

- Tour operators, DMCs, Wholesalers
- Travel agents/advisors in certain markets
- Online Travel Agents
- Domestic Groups

How.....

- VisitBritain relationship
- Event attendance
- FAM trips
- Media trips
- UKInbound, ETOA and BETA membership
- Collaborations
- Hub and spoke itineraries
- Local 'supplier' development and education
- Dedicated comms, including website:
www.VisitWest.co.uk/Trade

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Trade activity

- DMC Presentations
 - Nine online/in person team presentations in 2025, jointly with Meet Bristol & Bath
- Domestic groups engagement
 - Stand shares at Group Leisure & BTTS
 - Speaking slot at BTTS in 2025
 - Itinerary article in Group Leisure Magazine
- Present opportunities for members, especially around online distribution
 - Get Your Guide campaign 2024
 - Bokun / Trip.com today 😊
- Continue collaborations
 - Great West Way
 - England's Heritage Cities / England Originals (Bath)
 - Cotswolds Plus LVEP
 - Airport / Airlines / GWR



Trade activity

- FAM Trips hosted
 - France
 - South Korea
 - Group organiser trip with Hampton by Hilton Bath City
 - Supported location manager FAM trip with Hilton
- Major DMC whole team event in November 2025
- Collaboration with 'House of Britain' in Netherlands
 - Multiple page editorial and package feature in Great Britain magazine

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Trade activity

- Keeping in touch
 - 'Bath & Bristol Travel Trade' LinkedIn page – 742 followers
 - New CRM enabling easier updates to key contacts and regular touch-points, easier follow up
 - Enews database
- Maintain and engage with memberships
 - UKInbound
 - ✓ Networking event planned for Autumn 2025
 - ETOA
 - BETA
- Continue trade events attendance.....



Where....

- Britain & Ireland Marketplace – Jan
 - Inc FAM trips from South Korea and France
 - ITB Berlin – March
 - British Tourism & Travel Show – March
 - Visit West Groups & Trade Forum – June
-
- Destination Britain North America – September
 - Spain Roadshow Sales Mission – September
 - UKInbound Workshop – September
 - Group Leisure & Travel Show – October
 - BETA Summit – October
 - Great West Way Marketplace – October
 - World Travel Market – November
 - China & NE Asia Mission – November
 - Britain & Ireland Marketplace – January 2026
 - UKInbound Convention – February 2026
 - Nordic Sales Mission – February 2026
 - ITB Berlin – March 2025
 - British Tourism & Travel Show – March 2026





Trade activity

- Joella Ronchetti – Marketing & Events Executive (B2B)
- New role – January 2025
- Working across Travel Trade and Meet Bristol & Bath Convention Bureau activity



Trends

- Group sizes are generally smaller post-pandemic
- Multi-gen travel is booming
- USA remains top market regionally, but with some potential disruption
- Opportunity with luxury
- Booking windows are shorter
 - Getting on programmes is still long-lead
- Travel trade cannot work with dynamic pricing
 - Offer 'group' rates for 'FIT' with DMCs – the business WILL come but may take time



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Travel Trade opportunities for your business

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Dashboard Profile Logout



Dashboard Profile Logout



Dashboard Profile Logout

What is Your Type of Business?

Please select the most appropriate category for your business and then select the type of buyer that you would like to assess your product's TravelTrade readiness against.

Jargon Buster

ATTRACTION

ACCOMMODATION

TOUR GUIDE

RESTAURANT/PUB

EVENTS/EXPERIENCES



TRAVEL TRADE READY

MENU

Dashboard

Take Audit

OTHERS

Settings

Account

Overview



Take an audit

Learn More

Open



My Audit Results

Learn More

Open



My Templates

Learn More



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Travel Trade Ready

- Free to Visit West members
- Provides a combination of learning through video and jargon buster
- Rate your business against criteria that buyers want/need
- Ability to build trade-friendly marketing materials directly on the platform to share with buyers, use at events, upload to website/s, etc.
- Search for buyers / be found by buyers



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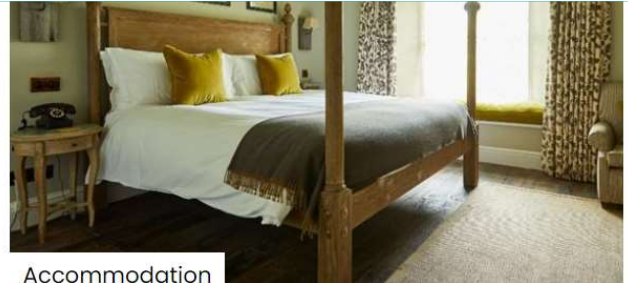


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Bath & Bristol travel trade website

- B2B website
- >10,250 views so far in 2025
- Listings can be targeted at the audience
 - Coach parking
 - Rooms inventory
 - Travel Trade Ready 'Instant Expert' PDF
- Dedicated trade-friendly content
- The England You Already Know.....But Better!
- <https://www.visitwest.co.uk/trade>



Accommodation



Visiting Bristol and Bath



Browse our Resources for Trade...



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- VisitEngland's '**Taking England to the World**' programme offers a full day in-person experience and extensive online resources, completely free.
 - <https://www.visitbritain.org/training-and-events/taking-england-world-trade-education-programme>
- VisitBritain also have a **market snapshot** and deep dive for all key markets
 - Identify your target markets and get the latest insights

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Market	Date
USA and Canada	Friday 20 June
Brazil	Wednesday 2 July
China, Japan and South Korea	Wednesday 9 July
India	Tuesday 2 September
Australia and New Zealand	Monday 15 September
Germany and Nordics	Wednesday 17 September
Spain and Italy	Tuesday 30 September
GCC	Wednesday 22 October
France and Netherlands	Wednesday 12 November

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- Webinars through the year
- Overseas sales missions open to individual businesses as well as destinations.
 - Choose your events
 - Consider sharing with another business

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Memberships

- UKInbound, ETOA, BETA, Coach Touring Association
- Opportunity to meet international buyers and gain contacts, particularly key DMCs
- Regular networking opportunities
- Events such as World Travel Market, Britain & Ireland Marketplace, Destination Exchange
 - UK-based and overseas events available
- Great West Way – consumer and trade

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Stand-share with us

DOMESTIC GROUPS

- Group Leisure & Travel Show – Milton Keynes, October
- British Tourism & Travel Show – NEC, March 2026

MICE

- The Meetings Show – London, June
- CHS – Birmingham, October

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Stand-share with us



Hi, I'm Jon Chamberlain

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Work with us

- Host FAM trips
 - The ultimate opportunity to show off your business to key buyers
- Media trips
 - Gain international coverage of your business
- Consider overseas sales missions for a joined-up destination show of strength
 - Meet directly with the buyers in-market
- Let us know future plans as early as possible
 - The long-lead travel trade market can be tee'd up to ensure you hit the ground running



Your checklist

- Check your listings on travel trade website
 - Send us updates
- Identify target markets
- Sign up for free training and check out resources
 - Travel Trade Ready, Taking England To The World, VisitBritain resources/webinars
- Review your welcome & processes
- Consider stand-share opportunities
- Consider trade memberships
- Get full team buy-in
 - it's a marathon, not a ~~snickers~~ sprint
- Host FAM trips
- Expand your digital distribution to help fill the gaps





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Thank you

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