

Travel Trade Update Nov 2021 to Nov 22

Trade Shows attended

WTM Live 1-3 November 21 - Excel London

Pre Show marketing – newsletter went out to 1162 contacts in the Solomon Database inviting them to come and visit us on the UKInbound stand.

81 leads in total taken over the 3 days.

Which includes the following:

- 15 tour operators/DMC
- 22 press/bloggers/media

A follow up email to all 81 leads has been sent out and will be further followed up over the coming weeks.

WTM Virtual - 8/9 November 21

29 meeting invitations sent out (Max 40) to DMC's/tour operators in France, Spain, Germany, UK Canada, US and Sweden. 5 meetings confirmed over the 2 days.

All the above have had 121 follow up and I have also sent them the new 360 video and Mayflower digital brochures and links to US connections website.

BIM – 28th January 22 - Intercontinental London

22 Appointments and follow up included Mayflower product. Lots of interest in NMP and Mayflower

BIM Virtual - 1st Feb 22 – online 121 appointments

10 appointments .Great interest in Mayflower product and all itineraries have been sent in the follow up. The main line of interest seems to be in the Genealogy tourism and connections with family heritage to the Mayflower and UK as a whole. New tourism products like The Box which reflects on the Mayflower Connections was also popular plus the other Mayflower Destinations.

Excursions – Jan 28th 22 at Twickenham.

Took a stand partner option with Visit Devon, alongside Visit Exeter, English Riviera and Visit South Devon

Mayflower product was distributed to UK GTO's and lots of interest in creating legacy tours now.

We sponsored the VIP Buyers lounge and showcased local Devon food produce. Database collated was approx. 300

Explore GB - March 22

Virtual event this year over 4 days. We had 65 appointments with US, Spanish, French, German and Dutch markets. The US market are still very much interested in Mayflower and Maritime Heritage plus Faith Tourism.

Group Leisure Show – October 2022

Attended Group Leisure Show at Milton Keynes as part of the Devon Tops Attraction Stand – met GTO's and buyers who are interested in whats new in Plymouth. 300 new contacts collected

WTM – Nov 22

Attended WTM as a guest this year and met with 9 new contacts. Follow up underway and will invite them to Plymouth for Fam Visit. New NMP Travel Trade flyer has been sent as follow up.

Additional Travel Trade Activity

- New Travel Trade area on www.visitplymouth.co.uk has been created with Mayflower and US Connection product information. We are using this new area – www.visitplymouth.co.uk/traveltrade to refer our trade contacts for more information on group visits to Plymouth.
- Travel trade contact database. Quarterly newsletters are sent out
- New travel trade guide has been designed and added to the Travel Trade website - [Plymouth Group Travel Guide.pdf \(visitplymouth.co.uk\)](#)

Launching a new Destination Plymouth Travel Trade Campaign for businesses in the city and surrounding areas to buy into our 2023 activity

- Developed a new itinerary for the Travel Trade in line with the National Marine Park – a collection of bookable experiences which are commissionable to the travel trade.
- Continue to work on developing the new travel trade area on the Visit Plymouth website [Travel Trade - Visit Plymouth](#)
- Travel Trade newsletters are sent out bi monthly to our database showcasing the groups offer of Plymouth. Working on the next newsletter which will include the new NMP Collection and whats new for 2023
- Joined CTA in March 2022 – looking at what events we can get involved with plus we have full access to the members database. Dedicated Newsletter to be sent out to these contact by Xmas

DP Travel Trade (sessions unavailable as it's a page on VP compared to CP microsite) Webpage went live this summer [Travel Trade - Visit Plymouth](#)

Page views: 1,350

Top pages:

- 1) Homepage – 503
- 2) Coach Groups – 399
- 3) Travel Trade and Groups – 107
- 4) Group Attractions – 77
- 5) Group accommodation – 70

Conference Plymouth Update November 2021 to November 2022

Trade shows attended

MeetGB Virtual – February 2022

We scheduled to have approx. 40 appointments over 2 days and have been given access to the full delegate list and follow up has been sent to them and they are all added to our database. Interested in new incentive ideas and new venues.

MIA Agents Connect Day at Sandy Park – August 2022 New contact for the large booking conference agents. Very worthwhile event. Looking at attending future Agent Days.

Plymouth and Devon Chamber Business Show - September 2022

Exhibited at a stand at the Plymouth & Devon Chamber Business Show in September with The Box and Duke of Cornwall as stand partners. We showcased Xmas parties and venue hire

Additional Marketing Activity

- Christmas newsletter has been sent out to the CP database which is approx. 2000 contacts of corporate buyers, agents and associations. The newsletter focused on Christmas for corporates and news for 2023
- National Marine Park Experience Collection has been added to the CP website and included with ongoing marketing as a new incentive offering to buyers.
- Collating content for the next CP newsletter focusing on Teambuilding and Incentives.
- Joined MIA – Meetings Industry Association as a Destination Partner – first destination meeting in December 22
- We have recently tendered to host the MIA Destination Summit in March 2023 but unfortunately we have been unsuccessful
- We have launched a new membership scheme for Conference Plymouth this month to help increase income and to also deliver more marketing activity. We have had a 25% uptake so far.
- Working with our venues to supply content and blogs in line with our Content Plan
- Establishing a new Plymouth/South West PA Network in partnership with the previous Bristol PA Network Chair – looking at branding and venues to host.
- Working Visit Britain/Meet England to ensure we have representation at a National Level.
- Presented to EMA for a destination feature in partnership with MeetEngland
- Working with Loganair to get them onboard as a member and to look at hosting a joint fam trip with them for agents and buyers connecting up the Aberdeen and Norwich routes to Exeter.

Conference Plymouth Website Stats – 22 Nov 2021 to 22 Nov 2022

- Users: 2,575
- New Users: 2,568
- Sessions: 2,972
- No. of sessions per user: 1.15
- Page views: 6,495

Top pages visited on website

1. Homepage – 855
2. Venues and Suppliers, Venues – 785
3. Devonport Guildhall – 211
4. Crowne Plaza – 201
5. Unique Venues