B2B Marketing Opportunities - Travel Trade and Business Events (meetings, incentives, conferences and events)

Working on B2B markets

Working with the B2B markets on Travel Trade and Business Events, provides a great opportunity to attract a wider global reach from new and existing markets to your tourism business.

By establishing effective relationships with key tour operators, travel agents, business event buyers, business event planners and agencies, and engaging a mix of distribution partners, you can find an effective route to market and reach your target audiences.

Find out more –
https://businesswales.gov.wales/tourism/working-together#guides-tabs--8
https://businesswales.gov.wales/tourism/cy/gweithio-gyda-croeso-cymru

A Travel Trade webinar – Reaching new audiences 4 May 2022

#MIW digital marketing

Website
- Make sure you are featured on the MeetInWales website by having a Business Events listing on the Tourism Product Database.
- Do you have a case study that you can share with us ? We can provide you with the template to complete and we'll share it on our MeetInWales platform.
- Have you reviewed your spotlight piece? Does it need updating? Is there anything new to add?
- Do you have any videos you can share? Or a piece to camera (talking heads)?
- Show us how great your product/ experience is for Business Events and help us improve content on the website and reach out to buyers directly through our channels resulting in us supporting your channels.

News
- Regular product / experience updates, what's new, what's different, what is your Business Events offer?
- Send your news stories well in advance to Productnews@gov.wales.
- Images - send relevant images that can be used on Business Events platforms promoting your product– engaging images that showcase how a client would be influenced by the image. (Don't forget to complete the copyright from: Dropbox - Cymru Wales Hawlfraint delweddau Image Copyright - Cym Eng V2.docx - Simplify your life)
- Press releases - share and we can adapt to meet the Business Events market.

Social Media
- Follow us @MeetInWales #MeetInWales.
    - https://twitter.com/meetinwales
    - https://www.instagram.com/meetinwales/
    - https://www.linkedin.com/showcase/meet-in-wales/
- Proactive promotion to your database for us to share & retweet - on a weekly /monthly basis of your product / experience.

#MeetInWales

#TravelTradeWales digital marketing

Website
- Make sure you are featured on the [Travel Trade website](#) by having a Travel Trade listing on the Tourism Product Database.
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- Where appropriate you can be featured on our website [news page](#), product updates that we put together for B2B events, e-newsletters, social media, presentations and webinars. We also share news with colleagues in other departments, our agencies and VisitBritain offices.

Social Media
- Follow us @VisitWalesTrade #TravelTradeWales
    - https://twitter.com/visitwalestrade
    - https://www.facebook.com/VisitWalesTravelTrade
    - https://www.linkedin.com/showcase/travel-trade-wales-cymru/
- Proactive promotion to your database for us to share & retweet - on a weekly /monthly basis of your product / experience

#TravelTradeWales

Wales Tourism Product Database

1. Check your Business Events and Travel Trade listings
2. Add engaging images and videos
3. Tailor your description to the audience
4. Check your detail is complete

o   The **Product Listing Database** has been set up for **industry to take advantage of free global marketing** to a diverse range of clients and consumers through the Visit Wales digital platforms – consumer, travel trade, Business/MICE.

o   From our social posts and content pieces interested clients can **click on the hyperlink which will take them directly to your TPD listing**. From here they **can get in touch with you directly** to book your products and services. You can also use the TXGB bookable link as your TPD 'Book Now' button.

o   Please ensure that you, your team member have **checked and updated your product listing to a complete and live listing** on MeetInWales.com, TravelTrade.VisitWales.com and VisitWales.com - **can list on all or just one,** depending on what markets you want to attract.

o   Guidance for both Travel Trade and Business Events product listing is available on VisitWales.com and provides a step by step guide how to obtain access with contacts for enabling access, upload information and top tips get the most of your listing. Our top tips helps you tailor your content to the relevant audiences.

For log in access or issues with the product listing platform: visitwaleshelp@nvg.net
For further support or information on how to list your product/services:
visitwalesopps@northwalestourism.com / visitwales@mwtcymru.co.uk

Tourism Exchange Great Britain (TXGB) is a business-to-business platform connecting tourism suppliers to a diverse range of domestic and international distributors.

Tourism **Suppliers**

Connected **Booking system**

Diverse **Distribution**
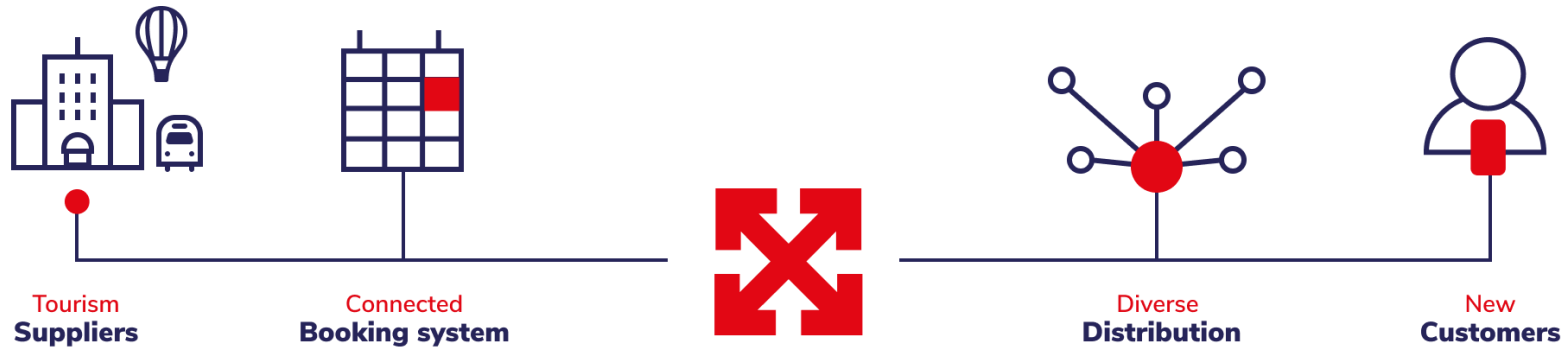
New **Customers**

- Using the Tourism Exchange can provide an easy way of working with more channels without increasing admin, in order to reach more customers, grow sales, reduce dependency on a single sales channel and reduce commission costs.

- TXGB can provide access to more distribution channels and to make by- products bookable in national and regional destination marketing campaigns

- Contact - visitwalesopps@northwalestourism.com / visitwales@mwtcymru.co.uk to discuss your product needs and we'll work with you and the TXGB team to find solutions.

https://www.txgb.co.uk/

Suppliers can connect to TXGB with an existing booking system, a property management system, a channel manager or through the free inventory loading tool. If changes to your business are made TXGB will update to all chosen supply channels

TXGB enables suppliers and distributors not trading online to start doing so quickly and easily, or if you don't have a website, link to online booking pages from your social media channels or e-newsletters.

Access to data through the dashboard on booking data for all TXGB distribution channels and travel trends will be available to understand customers and manage bookings more effectively

Choice to opt into specific campaigns for free alongside established global brands. - It was used as the platform for selling and buying of tourism products around the Rugby League World Cup 2021, and to supply attraction products for The National Lottery Days Out campaign being delivered with VisitBritain.

Due to the investment from Welsh Government it is **free to link Wales tourism businesses to the TXGB platform**. Suppliers will pay a 2.5% commission fee plus the commission of your chosen distributor.

[TXGB promotional video Welsh](#)
[TXGB promotional video English](#)

Assets to support industry

✓ **Wales MICE destination presentation**
https://www.meetinwales.com/support-and-resource/presentations-wales-destination-business-events

✓ **Regional knowledge - sample itineraries and fact sheets**
https://www.meetinwales.com/plan-your-visit
https://traveltrade.visitwales.com/itineraries
https://traveltrade.visitwales.com/fact-sheets

✓ **Images & film library**
https://www.meetinwales.com/support-and-resource/images-and-films-business-events-wales
https://traveltrade.visitwales.com/useful-information/toolkit/images-and-films

✓ **Industry News sign up**
Cymraeg: https://public.govdelivery.com/accounts/UKWALES_CY/subscriber/new
English: https://public.govdelivery.com/accounts/UKWALES/subscriber/new

✓ **Event Wales Business Events subvention support**
https://www.meetinwales.com/support-and-resource/support-and-services-available-meet-wales

Assets to support industry

5 tips to working with Visit Wales **(includes consumer marketing)**

This document includes:
- Register to use the free Cymru Wales Brand Assets site
- Get quality assured and maximise use of your VW website listings
- Sign up to consumer newsletter and social channels
- Work with VW to share news and product updates
- Sign up to industry newsletter and follow on social

Working with us

B2B Trade shows and familiarisation visits

- The B2B team attend a number of trade shows such as World Travel Market, British Tourism & Travel Show, IMEX, The Meetings Show, IBTM and Meet the Buyer Workshops throughout the year. Many of these provide partner opportunities. See:
  https://businesswales.gov.wales/tourism/travel-trade-events
  Business Events | Business Wales (gov.wales)
  Any opportunities will also be communicated via our industry e-newsletters.

- Familiarisation visits – the B2B team occasionally organise familiarisation visits for key global buyers to sample what Wales has to offer for leisure and business travel. Getting involved in familiarisation visits will enable you to meet buyers and showcase your product. To be involved you will need to demonstrate that you actively work with the B2B market and you have a product listings featured on the Travel Trade and/or MeetinWales website.

Other Business Events Opportunities:

- The CHS Show – Leeds & Birmingham
- Micebook events
- C&IT events
- M&IT events and awards
- m&i forums
- PCMA
- ICCA Chapters and Congress
- GIS
- mia
- Confex

Wales will continue to present opportunities for Wales industry, but will not pursue on behalf of Wales trade due to budget, resourcing and event outcome. Wales industry to collaborate and exploit/ enhance such opportunities direct.

LLYSGENNAD CYMRU
AMBASSADOR WALES

MeetInWales is working at pace to develop a pan Wales Ambassador Conference Programme called Ambassador Wales | Llysgennad Cymru. The aim is to bring Universities, Academics and business leaders to a common understanding and goal to identify, propose, pitch and bid for suitable events into Wales that fit with our Programme for Government programme and across our sectoral work. Ambassadors volunteer their time to help bid for conferences to bring economic growth and value to a destination. These events also need to suit and work for Wales, be purposeful, responsible and of benefit to Welsh suppliers, destinations and communities.
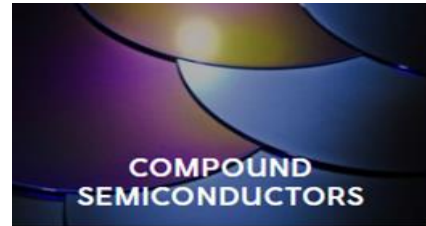
@Ambassador_Wales
@Llysgennad_Cymru

#MeetInWales

University Academic Links to sectors:

Advanced Materials and Manufacturing
— Materials Physics – Aberystwyth University
— Engineering Research – Bangor University
— Cardiff Catalysis Institute – Cardiff University
— Steel Innovation – Swansea University
— Smart Manufacturing – Swansea University

Creative Industries
— Digital Creative Economy – Aberystwyth University
— Culture, Communications and Heritage – Swansea University
— Creative Industries and Digital Economy Research Group

Energy and Environment
— Climate and Environment – Aberystwyth University
— Environmental sciences Research – Bangor University
— Energy Systems Research Institute – Cardiff University
— Sustainable Places Research Institute – Cardiff University
— Water Research Institute – Cardiff University
— Sustainable Futures, Energy and the Environment – Swansea University
— Sustainable Environment Research Group – USW

Life Sciences
— Human Sciences Research – Bangor University
— European Cancer Stem Cell Research Institute – Cardiff University
— Neuroscience and Mental Health Research Institute – Cardiff University
— Systems Immunity Research Institute – Cardiff University
— Health Innovation – Swansea University
— Health and Wellbeing research group – USW

Tech
— Digital Economy and ICT – Aberystwyth University
— Data Innovation Research Institute – Cardiff University
— Digital Futures – Swansea University

Food and Drink
— Agri-Science and Food – Aberystwyth University

@Ambassador_Wales
@Llysgennad_Cymru

#MeetInWales