

Cyflwyniad i Farchnata B2B (Busnes i Fusnes)

Mae gweithio gyda marchnadoedd B2B ar Ddigwyddiadau y Diwydiant Teithio a Busnes, yn gyfle gwych i sicrhau llwybr effeithiol i farchnadoedd byd-eang a chyrraedd cynulleidfaoedd targed i'ch busnes twristiaeth.

Cynulleidfaoedd

Y Diwydiant Teithio - Teithio hamdden i ddatblygu rhaglenni teithio a theithiau hamdden byr a hir.

Cwmnïau Teithio, Asiantaethau Teithio Ar-lein, Cwmnïau Rheoli Cyrchfannau, **Unigolyn/Teithiwr Cwbl Annibynnol, teithiau grŵp.**

Digwyddiadau Busnes - Teithiau busnes corfforaethol ar gyfer cyfarfodydd, cymhellion, cynadleddau, digwyddiadau/arddangosfeydd a digwyddiadau adeiladu tîm.

Perchnogion a threfnwyr digwyddiadau Cymdeithasau, Corfforaethol, Cymhelliant ac asiantaethau a Chwmnïau Rheoli Cyrchfannau **Teithiau Busnes Grŵp**

An introduction to B2B (Business to Business) Marketing

Working with the B2B markets on Travel Trade and Business Events, provides a great opportunity to leverage an effective route to global markets and reach target audiences to your tourism business.

Audiences

Travel Trade – **Leisure travel** for holiday products, programmes and itineraries for short and longer trips.

Tour operators, independent travel agents, DMCs (Destination Management Companies), OTAs (Online Travel Agents). **Individual/FIT (Fully Independent Travel), group travel.**

Business Events - **Corporate business travel** for meetings, incentives, conferences, events/exhibitions and team building events.

Association, Corporate, Incentive event owners and planners, agencies and DMCs (Destination Management Companies). **Group Business Travel**



Y Diwydiant Teithio – Gwyliau Teithio Hamdden

Angen

Cyfraddau net / cyfraddau grŵp / cyfraddau â chomisiwn, amserlenni teithio enghreifftiol, cwmnïau trefnu lleol / Cwmnïau Rheoli Cyrchfan / Sefydliadau Rheoli Cyrchfan

Darparu

Rhaglenni, teithiau, profiadau, amserlenni teithio wedi'u teilwra

Digwyddiadau Busnes – Teithio busnes corfforaethol

Angen

Cyfraddau archebu gorau ar gael, capasiti lleoliadau, Trefnwyr lleol / Cwmnïau Rheoli Cyrchfan/ Sefydliadau Rheoli Cyrchfan, cynnyrch a pheccynnau

Darparu

Cynadleddau, Cyngresau, arddangosfeydd, cyfarfodydd, Lansio Cynnyrch, ciniawau mawreddog, cymhellion, digwyddiadau adeiladu tîm

Travel Trade - Leisure Travel stays

Need

Net rates / group rates / commissionable rates, sample itineraries, products and packages, ground handlers / DMCs / DMO

Deliver

Programmes, tours, experiences, custom-made itineraries

Business Events - Corporate business travel

Need

Best available booking rates, venue capacities, ground handlers / DMCs/ DMOs, products and packages

Deliver

Conferences, congress, exhibitions, meetings, product launches, gala dinners, incentives, team building events



Cymeryd Rhan

Gwefannau:

Newyddion cynnyrch, astudiaethau achos, delweddau

Cyfryngau Cymdeithasol:

Twitter, facebook, Instagram, LinkedIn

Cronfa Ddata Cynnyrch Twristiaeth Cymru

Rhestrau B2B - Digwyddiadau Busnes a y Diwydiant Teithio

TXGB

Cyrraedd mwy o sianeli dosbarthu a chynyddu gwerthiant

Ymweliadau / Arddangosfeydd / Gweithdai

Datblygu a chreu cysylltiadau newydd gyda phrynwyr allweddol byd-eang e.e. WTM, The Meetings Show. Arddangos eich cynnyrch.

Get Involved

Websites:

Product news, case studies, images

Social Media:

Twitter, facebook, Instagram, LinkedIn

Wales Tourism Product Database

Business Events and Travel Trade B2B listings

TXGB

Reach more distribution channels and increase sales

FAM Visits / Exhibitions / Workshops

Develop new and build existing relationships with key global buyers e.g WTM, The Meetings Show. Showcase your product.



Cymeryd Rhan

Gwefannau:

<https://traveltrade.visitwales.com>
<https://www.meetinwales.com/>

Y Cyfryngau Cymdeithasol:

<https://twitter.com/visitwalestrade>
<https://www.facebook.com/VisitWalesTravelTrade>
<https://www.linkedin.com/showcase/travel-trade-wales-cymru/>

<https://twitter.com/meetinwales>
<https://www.instagram.com/meetinwales/>
<https://www.linkedin.com/showcase/meet-in-wales/>

TXGB

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

Cysylltwch i ddod i wybod mwy:

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visitwales@mwtcymru.co.uk

Get Involved

Websites:

<https://traveltrade.visitwales.com/>
<https://www.meetinwales.com/>

Social Media:

<https://twitter.com/visitwalestrade>
<https://www.facebook.com/VisitWalesTravelTrade>
<https://www.linkedin.com/showcase/travel-trade-wales-cymru/>

<https://twitter.com/meetinwales>
<https://www.instagram.com/meetinwales/>
<https://www.linkedin.com/showcase/meet-in-wales/>

TXGB

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