



PLYMOUTH GROUPS AND TRAVEL TRADE

Campaign for 2025/26

Over the past 2 years Destination Plymouth has been focusing on the Groups and Travel Trade market as part of the visitor offer for the city and surrounding area.

The team have attended Britain and Ireland Market Place on 3 occasions which has led to great success creating new relationships with key UK and international tour operators.

The team have also had a Plymouth stand at British Travel and Tourism Show at the NEC for two years running and this year we saw an increase in leads and entries to the competition.

New group travel itineraries have been created and work continues on developing the Groups and Travel Trade section of the Visit Plymouth website.

Our new **Groups and Travel Trade Guide** for 2025 has also been a success with the trade and we have had some great feedback on the content.

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For 2025 we have developed 3 campaign packages where we have combined the work we are doing in this key market sector.

We hope you will be able to support us and be part of this campaign.

For more information and to sign up, please contact Jo.Butler@destinationplymouth.org.uk



GROUPS AND TRAVEL TRADE CAMPAIGN BUY-IN RATES

Bronze - £199+VAT

- Basic website listing on the [Groups and Travel Trade](#) section on the Visit Plymouth website
- 1 x spotlight feature in Travel Trade Newsletter
- Free attendance at Understanding Group Travel and Travel Trade Workshop
- Discounted rates for advertising in the 2026 Plymouth Groups and Travel Trade Guide

Silver - £450+VAT

- All Bronze benefits
- Leaflet Partner at BTTS March 2026 – includes entry in follow up newsletter and access to competition prize database (Cost £150)
- Free attendance at Understanding Group Travel and Travel Trade Workshop
- Quarter page display advert in 2026 Plymouth Groups and Travel Trade Guide (Cost £150)
- 2 x spotlight feature in the Travel Trade newsletter
- Inclusion in all Trade Press Releases with Four PR

Gold - £999+VAT

- All Silver benefits
- Stand partner at BTTS March 2026 – includes 1 member of staff, pop up and print plus all leads and competition entries. (Cost £650)
- Half page display advert in the 2026 Plymouth Groups and Travel Trade Guide (Cost £250)
- Inclusion in relevant themed Group Travel Plymouth itineraries
- 4 x spotlight entries in Travel Trade Newsletters
- Enhanced website listing on the [Groups and Travel Trade](#) section on the [Visit Plymouth](#) website
- Discounted rates on additional Group and Travel Trade activity

