

Traditional travel trade – action list

Name of business:

Date completed:

Actions – step 1: Get travel trade ready	To do	In progress	Completed	Notes
Review your products / experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>Are they bookable 12-18 months in advance? Are they suitable for FITs and / or groups? What are your terms & conditions?</i>
Review your pricing strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>Consider offering trade rates. Do you have enough margin to offer commission or net rates? Do you have prices available 12-18 months in advance?</i>
Review your availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>Finalise operational season / opening times for 2026, and ideally also for 2027.</i>
Identify your USPs and write short descriptions for your products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>What makes people want to book your product? Consider asking trade contacts or other customers for feedback.</i>
Source images and videos, and set up a folder for images	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>Review existing images and videos. Arrange more images and videos if required. Set up a folder online or on your PC / laptop with images you are free to share.</i>
Create (or update) a product information sheet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>To include rates, terms & conditions, opening times, how to book, how to pay, transport, access, languages, descriptions, images etc. See templates for a suggested list of contents.</i>
If unsure, talk to a local coach company about coach access and parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Actions – step 2: Sell to the travel trade	To do	In progress	Completed	Notes
Identify a list of travel trade targets to contact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>Identify your audience - review your source markets and if you want group or FIT bookings. Identify tour operators and DMCs who work in your markets and with groups and / or FITs.</i>
Set up LinkedIn for yourself	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>Set up a personal profile on LinkedIn.</i>
Set up LinkedIn for your business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>Set up a company profile on LinkedIn. Reach out to connect with travel trade contacts.</i>
Review trade associations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>Look into joining CTA, UKinbound, ETAG, BETA, ETOA for example.</i>
Review trade shows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>Review B2B trade show opportunities, for example through Visit Wales (WTM, BTTS).</i>
Review networking events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>Review networking opportunities, for example organised by Visit Wales, UKinbound, CTA, ETAG etc. Are there any networking opportunities in your area?</i>
Engage with Visit Wales, and add a listing to their travel trade website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>Add your free listing to Visit Wales's travel trade website – apply on the travel trade website. Get involved in fam trips, networking and other trade opportunities.</i>