

Diwydiant Teithio.

Travel Trade.

Clare (Dwight)

Diffiniad o'r Diwydiant Teithio

Travel Trade definition

— Mae'r Diwydiant Teithio (neu'r Travel Trade yn Saesneg) yn **derm cyffredinol ar gyfer busnesau trefnu** fel cwmnïau teithio, **asiantwyr teithiau a chyfanwerthwyr sy'n gyswllt rhyngoch chi**, y diwydiant twristiaeth yng nghymru (h.y. darparwyr llety, atyniadau a darparwyr cludiant) **a'r defnyddiwr (h.y. y cwsmer)**.

— **Prynwyr a gwerthwyr eich cynnyrch** yw'r Diwydiant Teithio, sydd wedyn yn gwerthu teithiau, gwyliau a phrofiadau yn uniongyrchol i'r cwsmer neu brynwyr eraill.

— I lawer o bobl dramor sy'n dod ar wyliau, **mae'r Diwydiant Teithio'n chwarae rhan bwysig o ran darparu'r wybodaeth sydd ei hangen arnyn nhw** i allu cynllunio trip a gall gael dylanwad anferth ar ble maen nhw'n mynd ar wyliau.

— The Travel Trade is a **collective term for intermediaries** such as tour operators, travel agents and wholesalers **who can facilitate business between you**, the Wales tourism industry (i.e. accommodation providers, attractions and transport providers) **and the end user i.e. the customers/consumers**.

— The Travel Trade are basically **buyers and sellers of your product** that then sell tours, holidays and experiences direct to consumers or to other buyers.

— For many international holidaymakers **the Travel Trade plays a crucial role in providing the information potential customers need** to plan a trip and can even play a huge role in influencing a holiday destination.



Buddion Benefits

1. Ehangu'ch busnes
2. Cysylltu â chwsmeriaid Newydd
3. Mwy o archebion
4. Talu am ganlyniadau'n unig
5. Ffurio perthynas tymor hir
6. Llai o ffwdan!

1. Wider distribution
2. New customers reached
3. Boost your bookings
4. Pay only for results
5. Form lasting relationships
6. Less hassle all round!



Pwy sy'n cael gweithio gyda'r Diwydiant Teithio?

Who can work with the Travel Trade?

- Unrhyw un! Cyn belled â'ch bod chi'n gallu cynnig cyfraddau i weithredwyr!
- Mae'n fyth mai dim ond llety sydd â llawer o stafelloedd neu atyniadau sy'n gallu darparu ar gyfer grwpiau mawr sy'n gallu elwa ar y Diwydiant Teithio.

Grŵp v FIT

- Ystyr FIT yw 'Taith Gwbl Annibynnol' (Fully Independent Tour) neu 'Deithiwr Annibynnol Hyblyg (Flexible Independent Traveller) ac mae'n cynnwys unrhyw fath o deithiwr, fel unigolyn, pâr neu deulu ac ati, sy'n bwcio trwy asiant ond sydd ddim yn teithio fel grŵp.

- Anyone! As long as you are able to offer rates to operators.
- It is a common myth that only accommodation providers with a larger number of rooms, or attractions that caters for large groups are suitable for the Travel Trade.

Group v FIT

- FIT can mean 'Fully Independent Tour' or 'Flexible Independent Traveller' and consists of any type of traveller such as individuals, couples, families etc. who have booked via an agent/operator but are not travelling as part of a group.



Prif amcanion - tîm Diwydiant Teithio Croeso Cymru

Key aims – Visit Wales Travel Trade Team

—cynyddu nifer y cynnyrch a'r gwasanaethau o Gymru a gynhwysir yn y teithiau a'r rhaglenni a werthir i asiantwyr a chwmnïau teithio.

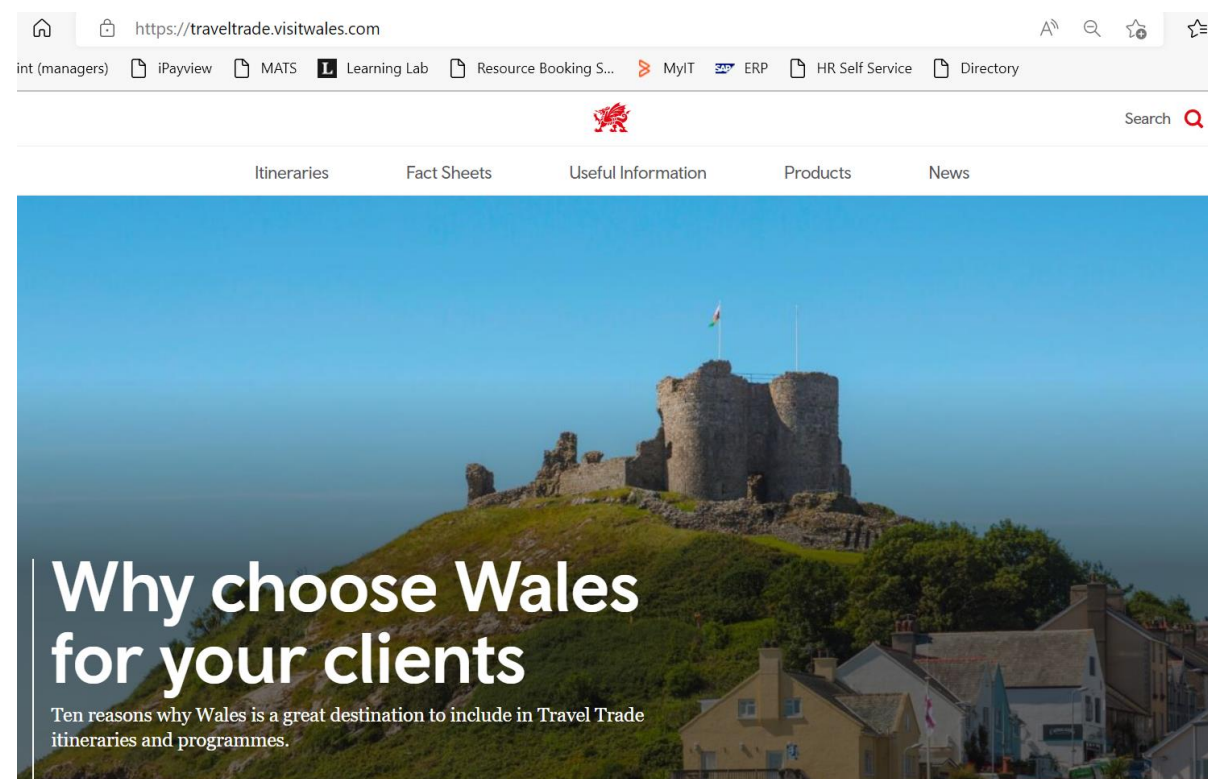
—gwella'r rhwydwaith dosbarthu trwy weithio â chyfanwerthwyr a chwmnïau gwyliau.

—cynyddu'r ymwybod am Gymru fel cyrchfan i dwristiaid er mwyn annog y Diwydiant Teithio i ddewis Cymru dros gyrchfannau eraill mewn marchnad gystadleuol.

—to increase the Wales products and services included in tours and programmes sold by agents and operators.

—to improve the distribution network by working with wholesalers and tour operators.

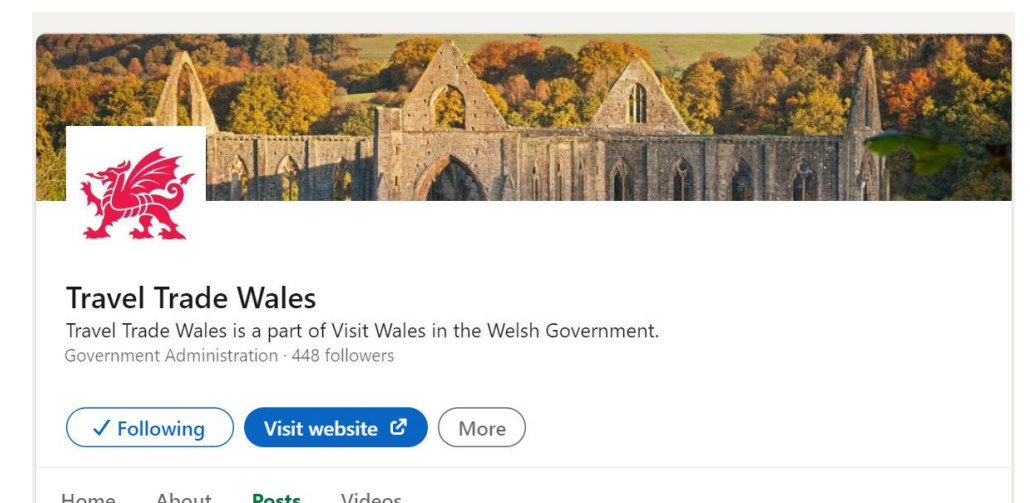
—to increase the awareness of Wales as a tourist destination in order to encourage the Travel Trade to include Wales over other destinations in a competitive market.



**Cyrraedd
cwsmeriaid newydd.**



**Reach new
customers.**



Sut y gallwch fanteisio ar y cyfleoedd

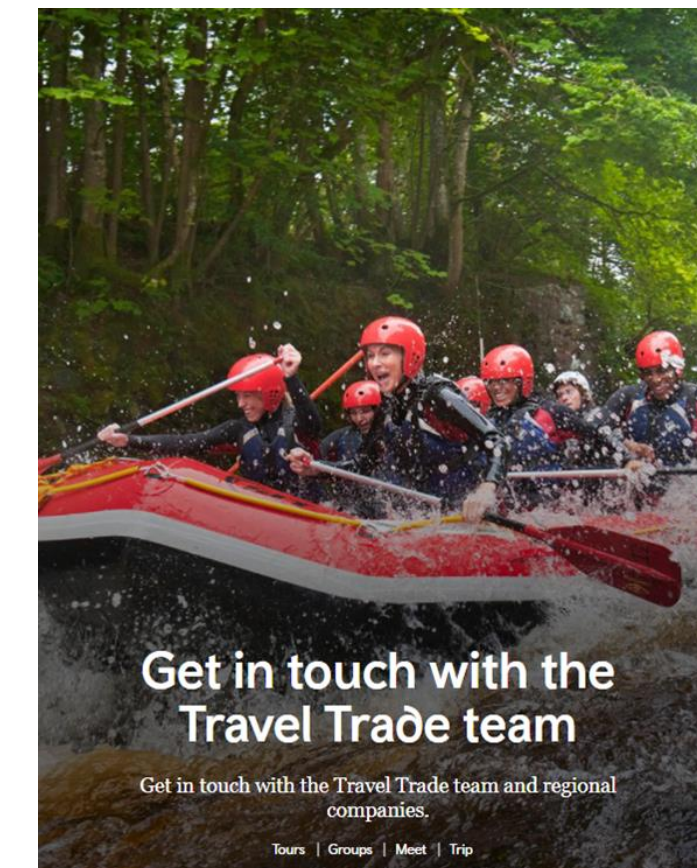
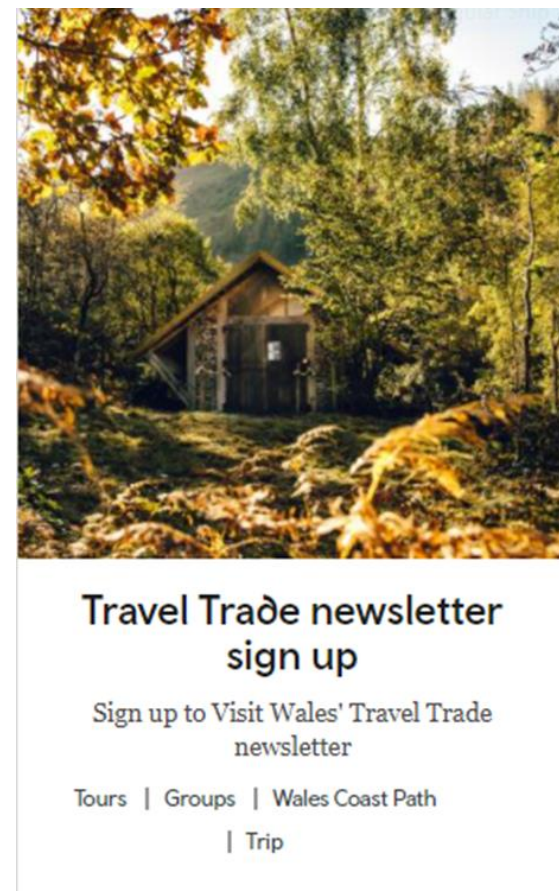
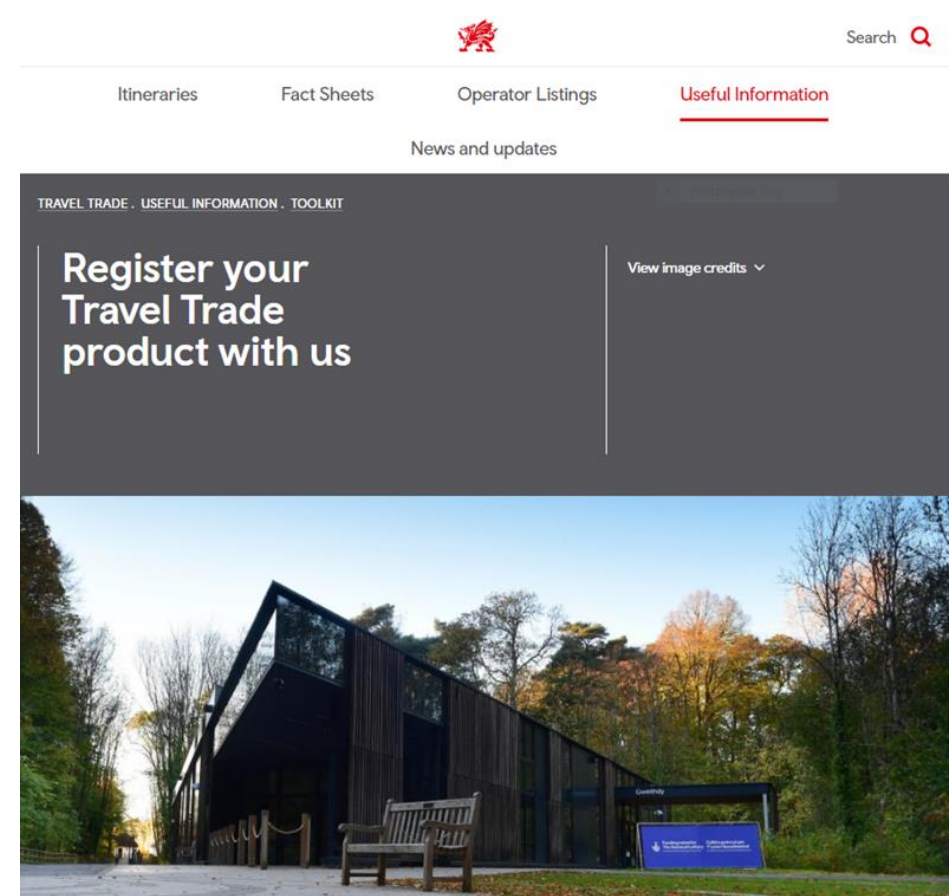
How you can tap into the opportunities

Sicrhewch eich bod wedi teilwra eich rhestr o gynnyrch ar gyfer defnyddwyr, y diwydiant teithio a digwyddiadau busnes ar Gronfa Ddata Cynnyrch Twristiaeth Croeso Cymru: i wneud y gorau o'ch rhestr lawrlwythwch ein canllaw diwydiant 'Awgrymiadau da ar gyfer rhestru epig' (defnyddiwr) a Awgrymiadau da ar gyfer rhestr epig (Diwydiant Teithio/MeetInWales).

Dilynwch @croesocymrubus a darllenwch e-gylchlythyr y diwydiant i glywed am gyfleoedd marchnata a digwyddiadau masnach y gallwch gymryd rhan ynddynt.

Ensure you have tailored your product listing for consumers, the travel trade and business events on the Visit Wales Tourism Product Database: to make the most of your listing download our industry guide 'Top tips for an epic listing' (consumer) and Top tips for an epic listing (Travel Trade/MeetInWales).

Follow @visitwalesbiz and read the industry e-newsletter to hear of marketing opportunities and trade events you can participate in.



Diolch.
Thank you.

