



News release

VisitWiltshire to host key group travel conference

15 January 2014

[VisitWiltshire](#) will this week be host to the Group Travel Organiser's Association (GTOA) Annual Conference, from 17-19 January 2014 at the Hilton Hotel, Swindon.

The 'Annual Showcase Exhibition & AGM Weekend' will showcase Wiltshire to a national network of 200 of the UK's most influential group travel organisers, coach companies and tour operators. Attendees will be able to meet up to twenty VisitWiltshire tourism partners and local businesses at a Meet the Trade event on Saturday 18th January, as well as having the opportunity to attend one of five planned familiarisation trips – taking in attractions across Wiltshire – to learn more about the county first hand.

With GTOA being one of the leading group operator associations in the country, the event is the first time Wiltshire has secured a travel trade conference of this size and stature, and is a result of VisitWiltshire's ongoing commitment to establishing the county as a premier destination for group travel.

For more information on group travel in Wiltshire, see VisitWiltshire's 2014 Group Visits & Travel Trade Guide – which includes new suggested itineraries for this year:

<http://www.visitwiltshire.co.uk/dbimgs/visitwiltshire-groups-guide.pdf>

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VisitWiltshire

VisitWiltshire Ltd was established in August 2011 and is the official Tourist Board for Wiltshire. It is a private sector membership organisation representing 530 members. VisitWiltshire's priority is to grow the county's Visitor Economy by raising awareness of the destination and generating additional tourism visits and spend. Wiltshire's Visitor Economy currently generates an estimated £1billion and supports over 21,000 jobs.