

Growing Your Business with VisitWiltshire



Welcome to VisitWiltshire

VisitWiltshire's priority is to grow the county's Visitor Economy, which is currently worth in excess of £1.5billion attracting over 19.6 million visitors and supporting over 28,000 jobs. Our main aims are to raise awareness of Wiltshire and generate additional tourism visits and spend.

We provide services and expertise that supports the performance and growth of VisitWiltshire tourism partners from all sectors of the visitor economy across the whole of Wiltshire and beyond.

These include:

- Online and Off-line marketing
- National consumer campaigns
- Travel Trade engagement activity
- PR
- Business Support including:
 - Partner Business Consultancy Services
 - Industry updates and advice
 - Research and industry insights
 - Training opportunities and networking events

It's time to start working with VisitWiltshire. By joining our current partners, you will help create a single amplified voice that ensures our destination stands out in a very busy marketplace – working together we can all benefit from increased visitor numbers!

VisitWiltshire provides a partnership package that is designed around you. We've put together a few examples of our activity and information on partnership levels.

If you require any additional information please do not hesitate to get in touch with us. We look forward to working with you.

VisitWiltshire is the official Destination Management and Marketing Organisation for Wiltshire representing 400 partners.

Join VisitWiltshire and be part of our award winning marketing activity.

Extend your reach through our marketing channels.

2022 VisitWiltshire Marketing & Business Support



Social Media

69,200+ followers
3% yearly growth
10 partner takeovers
1.4 million reach

Business Support

Over 1k businesses supported
100+ tourism meetings
12 Partner newsletters distributed to over 2k
Supported 21 Wiltshire towns tourism plans



Digital Publications

Distributed via digital channels
Visitor Guide
Partnership Pack
Travel Trade Guide
Time for Wiltshire Visitor Map



Website

1.1 million unique visits
Top Referral Facebook with 10K+ referrals
Over 48K page views on Things to Do
Over 34k page views on What's On
37 Blogs uploaded
Over 9,500 events across the site
ROI 10 - 15% product page conversion



Total Reach

Annual Brand Reach in excess of 5.4 million



Content Distribution

Extending content reach via third parties such as Visit England, Visit Britain



Training

7 Partner Training sessions run across the year
VisitWiltshire Fam Passport with 20+ offers
over £450 worth of savings



Travel Trade

6 newsletters sent to 1,500+ trade contacts
37% average open rate
7,800 digital reach for annual competition
9 UK based trade events attended speaking to 325 trade contacts
80+ bookable programmes in 10 countries



Winter Escape the Everyday Campaign

1.75 million total reach
170+ social posts
225,000 impressions
4,800 social engagements
ROI 43:1 in additional spend



Autumn Campaign

1.1 million impressions
16,000+ total clicks

E-newsletters

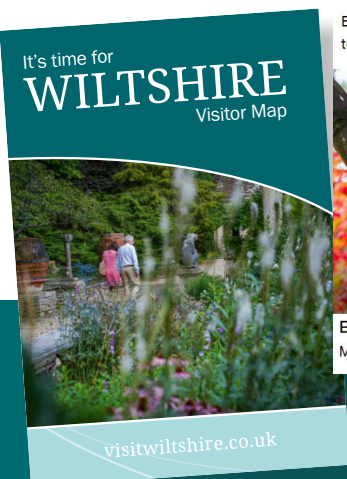
115,000 subscribers
14 newsletters sent
16% open rate
4 competitions
12.2k leads



We work closely with our partners and through our marketing we influence visitors to stay longer, explore further, and spend more.

Our marketing objectives are to:

- To work in collaboration with partners generating additional business, raising business profiles and providing sector specific business support programmes.
- Support the national tourism recovery plan.
- Focus on increasing overnight visits and spend, length of stay and seasonality.
- Drive immediacy of visit via festivals & events, arts & culture, food & drink.
- Maximise visitor economic growth via consistent use and adoption of Wiltshire and Great West Way positioning.
- Improve awareness and perception of Salisbury (repositioning).



Partner Benefits

VisitWiltshire Website Detailed entry on visitwiltshire.co.uk, our award-winning website which is top in Google listings for many Wiltshire holiday phrases. Seen globally by over 1.2million potential visitors annually, the site has a responsive design for PCs, tablets and mobiles and incorporates our current brand positioning	Silver comprehensive description, up to 6 images, full contact details plus availability updates	Gold comprehensive description, up to 10 images, full contact details plus availability updates
Product will be listed on all relevant content pages and will appear on a "What's Nearby" listing for other products in your area	✓	✓
Businesses located in Salisbury will also be listed and referenced within the content on channel site VisitSalisbury – essentially receiving two listings for the price of one	✓	✓
Priority ranking for your business from searches on visitwiltshire.co.uk	2nd Priority	1st Priority
Opportunity to embed your own video on entry on visitwiltshire.co.uk	not available	✓
Inclusion of your social media feed on your page at visitwiltshire.co.uk	not available	✓
Option to display your last five TripAdvisor reviews on your entry on visitwiltshire.co.uk	✓	✓
Enquiries direct to your own booking service or online travel agent with no VisitWiltshire commission charges	✓	✓
Listing on visitwiltshire.co.uk's interactive map	✓	Enhanced
Free listing of your events which can be uploaded at anytime via the easy to complete event form. These will appear on both your product page and 'What's On' pages	✓	Priority
Opportunity to add Special Offers – to feature on both your product page and Special Offers pages	✓	Priority
Opportunity for a discounted partnership or free basic listing for other parts of your business e.g. food and drink listing for a hotel with restaurant	✓	✓

On-line Social Media Inclusion* in relevant social media activity with over 68k followers	Silver ✓	Gold Priority
Opportunity to request social media posts for upcoming events, newsworthy items, special offers, or just general coverage	✓	✓
Inclusion in our blogs*	✓	Priority
Opportunity for a staff/team member to feature in a 'Spotlight On' blog to promote your business and highlight favourite things about Wiltshire	✓	✓

Publications Inclusion in the editorial* and photography* within our publications which signposts readers to visitwiltshire.co.uk	Silver ✓	Gold Enhanced
Option to purchase advertising in Time for Wiltshire publications (currently digital only).	✓	✓
Opportunity to get involved in other targeted publications as they develop - recent examples include; Food and Drink Map and Salisbury City Map	✓	✓

Consumer Marketing Benefit from our core SEO including content strategy, keyword growth and trends to increase and maintain our rankings	Silver ✓	Gold ✓
Option to offer competition prizes for increased presence - average of 3k entries per competition	✓	Priority
Opportunities to feature in monthly consumer e-newsletter sent to a database of over 120,000 readers with a competition or low cost paid promotion*	✓	Priority
Opportunity to buy into targeted campaigns. These usually include seasonal, city or food & drink campaigns. You can see more details of campaigns in the Marketing Opportunities document.	✓	✓

*where appropriate

Group and Travel Trade Editorial coverage* in the Group Visits and Travel Trade Guide and inclusion of images* of your business Inclusion in Familiarisation Trips and Itineraries* Opportunity to host Travel Trade journalists and related PR* Opportunity to buy into trade engagement services	Silver	Gold
	✓	✓
	✓	✓
	✓	Priority
	✓	✓
Press and PR Inclusion in press releases and features* accessing an audience reach of over 208 million Opportunity to host journalists and inclusion in itineraries* Opportunity to buy into Press and PR services.	Silver	Gold
	✓	✓
	✓	Priority
	✓	✓
Photo Library Gain access to the VisitWiltshire Flickr photo library and use the images in your promotions. Add your own high-quality images in albums on the account so others can use your images	Silver	Gold
	✓	✓
Familiarisation Passport Free or reduced entry for all staff and volunteers to a selection attractions and activities in Wiltshire via our Familiarisation Passport. Perfect to get to know what's around you	Silver	Gold
	✓	✓
Networking Opportunities Regular industry events & meetings, hosted at partner venues or online. These are usually attended by guest speakers from the tourism industry, and gives partners a chance to meet each other, and hear the latest from VisitWiltshire too. These include the Wiltshire Association of Visitor Attractions (WAVA) and Accommodation Group which meets quarterly	Silver	Gold
	✓	✓
Training Opportunities Low-cost, expertly led training opportunities on key popular topics including Social Media, Marketing, Customer Service, Tax and Finance and much more.	Silver	Gold
	✓	✓
Business Benefits and Support Receive regular Partner Newsletters that provide updates on what VisitWiltshire is currently working on, opportunities and latest industry news and research Access to 1:1 business support. If you need any help or advice on planning, funding or marketing the VisitWiltshire team would be more than happy to help Help and advice on Brown and White Tourism Signs application We are regularly in touch with other tourism authorities such as DCMS, Tourism Alliance, Wiltshire Council, SWLEP and VisitBritain and will be more than happy to pass your concerns on if necessary Access a range of business benefits from our Supplier Partners including, Etymax Translation Services and Worsley First Aid Training Reduced rates for consultancy service for bespoke marketing services	Silver	Gold
	✓	✓
	✓	✓
	✓	✓
	✓	✓
	✓	✓
	✓	✓

City and Town Partner Benefits

Receive all the benefits of a Gold partnership plus these other tailored benefits

Economic Growth

Derive additional benefit from Wiltshire's visitor economy, generating £1.5bn p/a and supporting 28,000 jobs (2019)



Strategic Development

Working in partnership to stimulate and encourage visitor economy growth and development



Working in partnership with Wiltshire's official DMO, benefitting from their access to DCMS, VisitBritain/VisitEngland, Tourism Alliance and other key tourism agencies and influencers



Access to tourism strategy and marketing delivery advice and support



Ability to influence Wiltshire destination marketing and development activity



Market intelligence and insight



Access to a range of bespoke marketing services, match funding and subsidised marketing opportunities



Online – website

Additional destination editorial, photography and messaging on relevant pages on visitwiltshire.co.uk and associated sites



Distribution of destination content, eg as a destination experience on VisitEngland.com and where appropriate on England Originals and Great West Way



Referrals and enquiries direct to your local town tourism lead



Promotion of local visitor-focused destination collateral via visitwiltshire.co.uk



Free basic listings for town approved Food & Drink establishments, subject to VisitWiltshire conditions



Online – Newsletters and Blogs

Opportunities for inclusion in regular Destination blogs & in consumer newsletters (117k subscribers)



Wiltshire Publications

Enhanced destination content in our main Digital Wiltshire Visitor Guide



Featured in the VisitWiltshire Towns and Villages Map – widely distributed



Consumer Marketing

Benefit from our core marketing activity including national marketing campaigns, PPC, Online Display



Benefit from our destination content distribution, including VisitBritain overseas and VisitEngland domestic marketing, England's Historic Cities activity and other 3rd party promotions, eg Stonehenge digital boards



Increased town presence via partnering on destination focused competitions



Accommodation Information Boards

Opportunity to host destination information board



Groups and Travel Trade

Inclusion in Wiltshire Travel Trade Guide



Opportunity to join the Wiltshire Travel Trade Group giving access to an agreed programme of travel trade activity



Press & PR

Opportunities to have destination press releases sent to regional, national and international media



Photo Library

Dedicated destination folder in the Wiltshire photo library, accessed by press, travel trade, industry and other partners



2023 Partner fees

Accommodation Providers

Serviced No. of Bedrooms	Self Catering No. of Units	Camping/Caravan Sites No. of pitches	Silver	Gold
1-3	1-3	1-25	£177	£314
4-6	4-6	26-50	£219	£356
7-10	7-10	51-75	£261	£3988
11-20	11-20	76-125	£324	£460
21-35	21+	126-200	£408	£555
36-50		201+	£502	£648
51+			£585	£732

Attractions and Destination Retail Centres, Sport and Leisure Facilities

No. of visitors per year (3 year rolling average)	Silver	Gold
1- 5,000	£177	£345
5001-10,000	£408	£575
10,001-25,000	£523	£690
25,001-50,000	£617	£784
50,001-100,000	£732	£899
100,001-200,000	£993	£1,160
200,001-500,000	£1,464	£1,631
500,000+	£2,091	£2,268

Events, Festivals, Activities, Art, Wedding and Entertainment Venues

No. of visitors per year (3 year rolling average)	Silver	Gold
1- 5,000	£177	£345
5001-10,000	£408	£575
10,001-25,000	£523	£690
25,001-50,000	£617	£784
50,001-100,000	£732	£899
100,000+	£993	£1,160

Transport and Guiding Operators

	Silver	Gold
Taxi Operator	£177	£345
Coach Operator	£177	£345
Transport Operator	£585	£752
Guiding Services	£177	£345

Tourism Industry Suppliers

Supplier Partner	£293
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Community Leisure Centres

	Silver	Gold
Large	£398	£565
Small	£173	£345

Food and Drink

	Silver	Gold
Local Retail Centres	£732	£909
Individual Businesses	£177	£345

Town, Village and Parish Partners

	Silver	Gold
Town Partner (Over 6000 population)	n/a	£794
Village/Parish Partner (Less than 6000 population)	n/a	£450

These are a selection of our Partner packages and can be tailored to meet your business needs.

All the fees quoted are subject to VAT, which will be shown on your invoice.

Become a partner today

Contact: Billy Grimes, Partnership & Marketing Executive
Tel: 01722 323036 Mob: 07436 588331
Email: billygrimes@visitwiltshire.co.uk

Growing your Travel Trade Business

In addition to becoming a VisitWiltshire partner, there is an option for us to help support your travel trade strategy, activity and trade engagement programme. We operate a Wiltshire Travel Trade group and can also provide a more bespoke B2B consultancy and business representation service.

Wiltshire Travel Trade Group

This consists of 20+ businesses/destinations who work collectively to develop and implement a Wiltshire travel trade marketing strategy and programme of activity, as agreed by the group.

Aims for 2023/2024 include:

- Maintain support and encourage new product development from key trade focussed businesses destinations in the county ensuring a compelling Wiltshire trade offer for buyers.
- Continue a level of one-to-one business support for bespoke trade activity with a view to maximise returns for members of the group.
- Develop online and offline resources ensuring key trade Wiltshire product information is up-to-date and distributed to key trade contacts.
- Review and develop trade activity in consultation with the group to ensure we offer a range of domestic and international travel trade opportunities.
- Continue to position Wiltshire along the Great West Way to maximise its reach and appeal for international markets and industry partners such as UKinbound, ETOA and VisitBritain/Visit England.

If you're interested in working collaboratively with VisitWiltshire to target the travel trade, you may like to consider joining our Wiltshire Travel Trade group. Travel Trade Group rates from 1 April 2023 – 31 March 2024 have been agreed as follows:

- Partner £250 per annum
- Sponsor £755 per annum
- Investor £2,300 per annum

Please note pro-rata or rolling year options are available on request.

Please take a look at the Wiltshire Travel Trade Group Benefits 2023/2024 and the The Travel Trade Tactical Activity Timeline 2023/2024.

See here - <https://www.visitwiltshire.co.uk/partners/partner-business-benefits/travel-trade-group>

Supplier Industry Support & Trade Engagement Services

Supplier Industry Support and trade engagement services are available as an added extra to the travel trade group. The award winning, VisitWiltshire / Great West Way travel trade team are nationally recognised DMO leaders for travel trade engagement. With over 25 years' experience and a dedicated travel trade resource we are well positioned to offer trade engagement and consultancy services to businesses or destinations who are keen to distribute product to increase trade visitors. This could include the following services:

- Travel trade strategy development
- New product development, scoping and trade sales
- One-to-one buyer engagement
- Sales presentations to DMC's, tour operators/wholesales
- Event representation
- Itinerary development services
- Manage and deliver buyer/supplier Marketplace events
- Content distribution via newsletters or direct email comms
- Identifying and developing products. Looking at ways to encourage and enhance overnight stays, shoulder season business etc. Building packages and itineraries.
- Introducing destinations and products to the travel trade
- Developing relationships with new tour companies

Please contact flowallace@visitwiltshire.co.uk for a specific bespoke proposal.



