

## Building Business Together

VisitWiltshire is the Destination Marketing Organisation for Wiltshire and represents 500+ tourism businesses across the county. We attract 20 million visitors a year, and Wiltshire's visitor economy currently generates c.£1.5bn and supports over 29,000 jobs<sup>1</sup>. VisitWiltshire's priority is to grow our visitor economy by raising awareness of the destination and generating additional visits and spend.

In 2017, VisitWiltshire secured £1m funding from the Discover England Fund to create a new long distance route from London to Bristol - **Great West Way**<sup>®</sup>. Because of Wiltshire's key location the county plays a pivotal role in Great West Way activity so VisitWiltshire's partners are gaining real benefit from the extra profile and coverage the Great West Way is receiving.

Your business can be part of this additional interest and there's never been a better time to work with us. In challenging times there is strength in numbers and working together increases returns. As one of our partners you will help create a single amplified voice that ensures Wiltshire continues to stand out in a busy marketplace.

**By working together we can all benefit from increased visitor numbers and spend**

### Why you should become a VisitWiltshire partner

- Benefit from a wide range of opportunities which are unobtainable for a business working alone
- Two levels of partnership (Silver and Gold) to suit your budget
- Detailed entry on our website [visitwiltshire.co.uk](http://visitwiltshire.co.uk) which receives 1.2 million visitors p.a.
- All enquiries from [visitwiltshire.co.uk](http://visitwiltshire.co.uk) direct to your website or booking service
- The opportunity to sell tickets using our booking feature on [visitwiltshire.co.uk](http://visitwiltshire.co.uk)
- Promotion in relevant social media posts - VisitWiltshire has over 25,000 followers on Twitter, 20,000 on Facebook and 12,000 on Instagram
- Possible editorial coverage in the Wiltshire Visitor Guide (50,000) and Time for Wiltshire Visitor Map (200,000) and opportunities to buy additional advertising
- Promotion of your events at the right time and to the right people
- High profile PR and press coverage and participation in press visits
- Partnerships with key travel trade and the opportunity to take part in active campaigns to leading tour operators and travel agents in the UK and our key overseas markets (Germany, the Netherlands & USA)
- Benefit from the funding for the Great West Way<sup>®</sup> and its marketing to domestic and overseas visitors with opportunities to be involved at discounted rates
- Opportunities to meet and work with your fellow partners at events
- Low cost, sector specific training in subjects such as finance, social media, etc
- Benefit from the Familiarisation Passport - we believe that by knowing first-hand what is available locally we can all work together to help our visitors make the most of their stay
- Opportunity to form alliances for business development with transport providers and regional and national agencies including VisitBritain

**Joining VisitWiltshire is a business partnership – we all benefit by working together**

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<sup>1</sup> Economic Impact of Wiltshire's Visitor Economy 2017, South West Research Company