

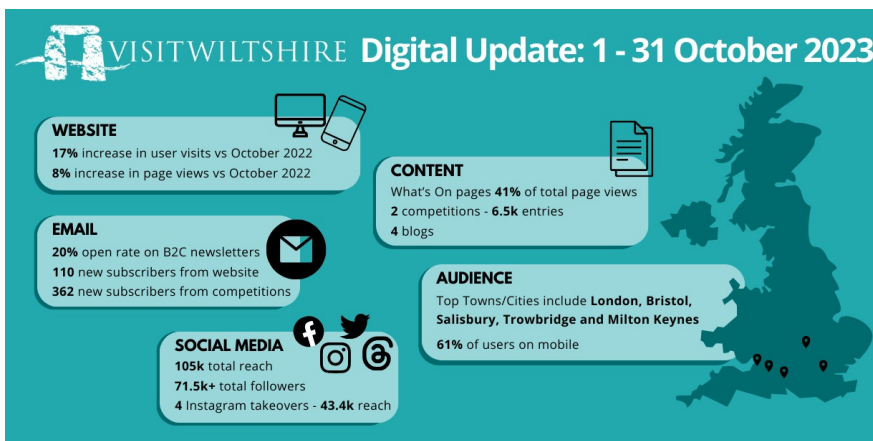
Time for...
Wiltshire



VisitWiltshire Update - November 2023

- [Website Updates](#)
- [New VisitWiltshire Partners](#)
- [Host a Partner Networking Event](#)
- [VisitWiltshire 2024 Publications](#)
- [Marketing Opportunities](#)
- [Call-Out for Content](#)
- [Competition Prizes](#)
- [Instagram Takeovers](#)
- [VisitWiltshire Training Programme](#)
- [Supplier Partner of the Month](#)
- [Travel Trade](#)
- [Great West Way](#)
- [Industry Research](#)

VISITWILTSHIRE NEWS



VisitWiltshire & VisitSalisbury Website Update

The VisitWiltshire website has continued to succeed with a 44%

increase in user visits since last month, particularly from Direct and Organic traffic. This has generated a strong focus towards our event pages with Firework Displays and Christmas achieving 11% of total page views this month. If you have any events you would like us to promote, please get in touch with **Katie**.

The VisitWiltshire socials are continuing to grow, with a 42% increase in reach across our channels since last month. Our followers have had a continued interest towards outdoor activities around current events, reflecting similar trends from our website.

We are currently writing content for the following:

- Festive Things to Do this Christmas
- New Year/Fireworks
- New for 2024
- Wellbeing in Wiltshire

If you would like to be featured in any of the above content, please get in touch with **Katie**.



New VisitWiltshire Partners

PGL Liddington - Formerly a hotel and conference centre, it has a more modern feel, offering a unique adventure centre experience. There are over 150 acres of grounds, to accommodate the latest and greatest range of activities! Plus, with a site that's this big, it's the perfect base for an action packed Multi Activity holiday.

Cottages at Orchard Leigh - Orchardleigh offers a selection of self catering accommodation able to book across the estate. Whether it's a romantic couples retreat at the exquisite Lakeside Palladium Boathouse or a family gathering at the traditional country garden house, the options are endless

A Little Place - A Grade II listed Georgian townhouse with 15 guest bedrooms. A Little Place in Amesbury is moments from Stonehenge and Salisbury.



2024 VisitWiltshire Publications

Visit Wiltshire has started work on our publications, both publications are a useful tool for visitors either planning their visit or to use during their visit and a great tool to help businesses extend reach and brand awareness. Further details below on each one;

Visitor Guide & Visitor Map - Our annual digital publications. The Visitor Guide is aimed at people from further afield planning a future trip or holiday to Wiltshire and the Visitor Map which is aimed at visitors who are already in the county or coming for a shorter day or weekend visit.

You can see more information and prices in the Media Pack below.

2024 Media Pack

To book an advert, please email Billy on the link below

Additional Marketing Opportunities

Digital Bundles

If you are looking to boost your bookings and gain additional reach, book one of our Seasonal Digital Bundles for **£300**. This is a great activity to get additional exposure across our platforms and includes: A newsletter spotlight, 8 x dedicated social media posts, 1 month of banner ads, inclusion in our 'What's On' blogs and a homepage feature. Our digital bundles achieve an average of 150k reach across our website, social media and newsletters. If you are interested, please contact [Fiona](#).

Influencer Visits

If you're running events and would like some help with getting Influencers to attend we can help, please contact [Fiona](#) for more information.

Take a look at all our marketing opportunities [here](#). Contact [Fiona](#) to book

Call-Out for Content

We're keen to be kept up-to-date with your news and receive information about upcoming events and special offers.

To be included on our **What's On** pages on the VisitWiltshire website, please complete the [event form](#).

If you have anything that fits any of the above, that you are happy to share, please send information to [Katie](#).

Competition Prizes

If you have an accommodation, attraction, activity or food and drink offering that you would like to include within a competition prize bundle, please let [Katie](#) know. Contributing to a competition is a great way to get additional exposure; it will be included across our social media channels, on the website and in our email newsletter (sent to 110,000+ people).

Our last competition received a total of 2,414 page views and 1,756 responses, with 55.3% opting in to our consumer newsletter.



Instagram Takeovers for Partners

We are always looking for VisitWiltshire partners to take part in Instagram Takeovers on our [Instagram channel](#). This is a great opportunity to expand your reach and talk to new audiences with your content over a weekend at no extra cost. Recent takeovers have included Mompesson House (see above), Three Tuns and Longleat.

If you would like to be involved or find out more, please contact [Katie](#).

Host one of Partner Experiences and Networking events for VisitWiltshire Partners

Previous events have been held at Stonehenge, Cholderton Rare Breeds Farm, and Bluestone Vineyards.

We're eager to explore more opportunities throughout the year with any interested partners. These events typically last a few hours, featuring introductions, tours, activities, and a networking session over Tea, Coffee, and Cake.

Partners benefit from gaining in-depth product knowledge, enabling them to make more informed recommendations to guests and visitors. Additionally, it's a great opportunity for partners to connect with each other.

If you're interested in collaborating with us on these events, please reach out to [Billy](#), to discuss further.

PARTNER MEETING & TRAINING EVENTS

VisitWiltshire Training Programme

VisitWiltshire have been working hard to put together a variable programme of training courses for our partners over the coming months.

The courses either take place in person or online and the cost to attend ranges from £35-£120 per attendee.

You can see full details on all the sessions [here](#).

Our next training course is now available to book;

Facebook Refresher

Don't miss out on this invaluable opportunity to drive your Facebook sales success.

- Date: Thursday 7 December 2023
- Time: 2:00 pm - 4:00 pm
- Trainer: [Nicola Webster](#)
- Format: Online - in the comfort of your office or home
- Price: Only £35 + VAT

Who is this aimed at: anyone who manages your Facebook channel or

anyone interested in learning more about it

In this session, you will gain the insights and strategies needed to supercharge your Facebook presence.

Discover how to enhance your Facebook page
Leverage the power of Groups and Chats
Harness the potential of data insights to boost engagement
Master community management with a team of admins.

If you would like to take part in the sessions please contact Billy.

SUPPLIER PARTNER OF THE MONTH

Moore - Moore UK are accountants and business advisers comprising of ten member firms, with 40 offices and over 2,000 people, all sharing common values and goals. Each firm has a strong local presence, providing accounting and advisory services to businesses across the UK and globally from small businesses to mid-sized listed companies, the not for profit sector and private clients.

You'll have access to a range of core services, including audit, accounting, tax, outsourcing, corporate finance, restructuring, and wealth management.

<https://www.moore.co.uk/>

TRAVEL TRADE



Great West Way Marketplace

The Great West Way Marketplace event which ran from 15 - 19 November, with an online meeting event, in-person networking day hosted by Longleat and two educational Discovery Visits along the route. The event was attended by over 50 leisure trade buyers and 60

tourism suppliers of which over 20% were Wiltshire businesses. You can read the press release - [Successful Industry Event set to Grow Tourism in the Region.](#)

Travel Trade Call Out for Content New for 2024

We will shortly be distributing a Wiltshire Travel Trade Enewsletter to our trade database of over 2,000 key contacts including Group Travel Organisers, Coach and tour operators, DMCs and international contacts.

Do you have any 'New for 2024' trade information that could be included?

E.g. any new specialist tours, catering packages, newly refurbished areas, anniversaries, exhibitions and events. Deadline Monday 4 December.

Travel Trade Event Opportunities

Britain & Ireland Marketplace 2024 - Friday 26 January 2024, London. VisitWiltshire Representation fee - £285+ VAT. Deadline for booking 30 November 2023. Limited representation spaces available.

VisitBritain are supporting this event by flying in many international buyers - meaning they have over 120 buyers attending. See buyer attendees [here](#).

The representation fee will include the following:

- During the one-to-one meetings, VisitWiltshire will ensure that buyers are familiar with your attraction/accommodation/guiding company, with a view to include in future itineraries and contracting.
- Following the event, we will follow up via email with all buyers with whom we met and this follow up can include your digital brochure (if supplied) or link to online key trade information.
- Following the event, VisitWiltshire may also make relevant email introductions as requested by buyers.

Excursions Show 2024 - Saturday 27 January 2024, Wembley. Literature Distribution fee £130 +VAT. Deadline 5 January 2024.

VisitWiltshire will be exhibiting at Excursions with a number of stand sharers including Bowood, Longleat, DoubleTree by Hilton Swindon and The Old Bell, Warminster. The stand is full, but we can distribute your brochures to the domestic group travel organisers and coach and tour operators.

British Tourism & Travel Show, 20 & 21 March 2024, NEC Birmingham. Stand Share Opportunity £1,115 (only £557.50 per day). Deadline 15 December 2023

This exhibition has not yet been booked as we require a minimum of 4 stand sharers to attend. The fee will include 1m space on the Wiltshire/Great West Way stand for the two days.

Contact Flowallace@visitwiltshire.co.uk to book any of the above.

Date of next Wiltshire Travel Trade meeting

GREAT WEST WAY

Green Travel Campaign

VisitWiltshire have secured coverage and activity for the county in the Great West Way autumn and winter **green travel campaign** which is now live. As part of this we are working with British Travel Journal and they have published two blogs **Green Travel along the Great West Way** and **Win a Green Travel inspired overnight stay in a luxury 5-star hotel on the Great West Way**. Great West Way have also worked with the Rough Guide on two blogs and paid for digital and social advertising activity has also gone live. Within our own channels we will be publishing a e-newsletter, blogs and social media posts.

INDUSTRY NEWS

Kings Speech 2023

As you know, the King opened the new session of Parliament recently with a range of new Government bills announced in three broad areas:

Growing the Economy, Strengthening Society, and Keeping People Safe.

Three relevant points for Tourism can be seen on the link below

Kings Speech 2023

Chancellor's Autumn Statement

The chancellor recently made his Autumn Statement and there were a number of points that are relative to tourism businesses. You can see them on the link below;

Autumn Statement

Industry Research

The latest **Consumer Sentiment Tracker** from VisitBritain is available.

Accommodation Occupancy Report - **September 2023**

The Office for National Statistics have released the latest provisional IPS results covering Q2 2023 data. This includes the individual months (Apr, May and Jun) and the overall quarterly results.

UK level data

Nations and Regions level data



VisitWiltshire

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