

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

