

DRAFT

Wiltshire Fam Visit & Wiltshire Showcase Proposition

October 2025

Media partner: Group Travel World

Distribution to: Group travel organisers, tour operators/coach operators/ wholesalers etc. GTW database 1,000 + 64 GTW Club members. Plus VisitWiltshire domestic database (approx. 2,300 trade contacts).

Proposed Dates: Sunday 12 & Monday 13 October – 2 days 1 night

Fam Visit: Open to 15 - 20 GTO's and coach operators.

Draft Fam Visit itinerary (based on responses):

Sunday

10.00 – 10.30	Meet in Warminster – Old Bell Hotel for coffee on arrival (parking for 10 cars) (10 miles/22 mins)
11.00– 12.30	Stourhead (33mins / 19.4 miles)
13.00– 14.00	The Bridge Tea Rooms, Bradford on Avon for lunch (18 mins / 7.9 miles)
14.30 – 15.00	Corsham (30 mins / 15.3 miles)
15.30 – 16.30	REME Museum or Bowood? (approx.. 1 hr 13 mins / 39.4 miles)
17.45	Salisbury

Overnight hotels:

- Legacy Rose & Crown x 3 rooms
- Stones Hotel x 5 rooms
- Holiday Inn Salisbury Stonehenge x 5 rooms

Monday

09.30– 10.30	Stonehenge (20 mins / 15 miles)
11.00 – 13.00	Hawk Conservancy with light sandwich lunch (47 mins / 35 miles)
14.00 – 17.00	Longleat for Wiltshire Showcase in The Longhouse

Wiltshire Showcase: Open to additional GTO's/TOs/Coach operators as day visit and free charge. Estimated numbers 15 - 20 buyers and 15 -20 Wiltshire tourism businesses and destinations. Approx. 40- 50 pax for exhibition style event, with ad hoc 1:1 meetings, ½ day event at Longleat with House Tour.

Partnership and Promotion: GTW will charge VisitWiltshire, but will coordinate buyer registration etc. GTW editor to attend fam visit and showcase. GTW to deliver pre-event editorial to promote fam visit and showcase via GTW mag and Facebook/ social channels. VisitWiltshire and partners to distribute via databases (include deadline for registrations etc)

GTW to deliver post event editorial feature to promote Wiltshire – double page spread in magazine and social channels. Feedback survey.

VisitWiltshire to reach out to Wiltshire trade partners to secure support. The following is a proposed plan and financials for delivery.

Trade Group Sponsors

(Bowood, EH, Old Bell - Warminster, Stourhead, McArthurGlen Designer Outlet Swindon, Longleat foc)

- Priority inclusion in fam visit in return for free attraction admissions, lunch/tea/dinner etc.
- Invited to attend Showcase Wiltshire for discounted rate of **£70 + VAT, based on a min of 3 paying.**

Trade Group Partners

(Salisbury Cathedral, Studley Grange, REME, Cholderton, Hawk Conservancy, Wiltshire Creative, Corsham, BOA, Marlborough, Holiday Inn Salisbury Stonehenge, Stones Hotel, Legacy Rose & Crown, Angel Hotel Chippenham, Milford Hall Hotel, Bridge Tea Rooms, Old Bell Hotel-Malmesbury)

- Inclusion in fam visit in return for complimentary entry, accommodation, lunch/tea/dinner.
- Considered for venue showcase Wiltshire (complimentary)
- Invited to attend Showcase Wiltshire for **£100 +VAT (based on a min of 8).**

Other Wiltshire partners

Inclusion in fam visit in return for complimentary transport, accommodation, food and drink

- Invited to attend Showcase Wiltshire for **£130 + VAT (based on a min of 4).**