

Great West Way Stakeholder Engagement Conference
Thursday 30 March 2017
Grittleton House, Near Chippenham, SN14 6AP

9.30 – 10.00 **Registration and refreshments**

10.00 – 10.10 **The Discover England Fund Maintaining England's Competitiveness – Andrew Stokes – England Director, VisitBritain**
An introduction to the Discover England Fund (DEF) and its role in developing new product. Insight into how the DEF will increase tourism visits and spend for destinations and businesses outside London, growing international tourism and winning market share for England.

10.10 – 10.30 **Our Vision for the Great West Way - Creating One of The World's Premier Touring Routes - David Andrews, CEO - VisitWiltshire**
A review of the Great West Way's background, vision and objectives, including a summary of activity since November 2016 - Case Study and Impact Research, Product Development, Brand Positioning and Concept Testing.

The purpose of this session is to introduce the day and enable the audience to understand the size of the business opportunity for themselves, the route and the wider region.

10.30 – 11.00 **Case Study: Developing a 'Game-Changing' Proposition -Lessons from the Wild Atlantic Way - Josephine O'Driscoll, Failte Ireland.**
An introduction to the success of what has become one of the most talked about touring routes in the world, the Wild Atlantic Way. Josephine O'Driscoll will talk about Failte Ireland's experience through route creation, development and launch; and share key learnings related to brand marketing, industry engagement and route development.

11.00 – 11.30 **Launch of the Great West Way Proposition and Brand positioning - Roger Pride, Heavenly**
Based on insight and findings from the consultation and research programme, the project is brought to life in this session through the launch of the Great West Way route proposition and brand positioning. Messaging, key themes and our target 'epitome' visitor, 'the curious visitor' for the route will also be introduced.

11.30 – 11.50 **Coffee Break**

11.50 – 12.35 **Keynote Speaker – Rebecca Stephens MBE**
On 17 May 1993, Rebecca Stephens became the first British woman to climb Everest and was awarded an MBE for her achievement. The following year she went on to become the first British woman to scale the Seven Summits, the highest mountain on each of the seven continents.

Rebecca will share inspiring stories from her adventures around the world, talk about what, for her, makes a truly memorable travel experience and talk about her waterborne adventures on the Great West Way.

12.30 – 12.35 **Tracey Crouch MP, Parliamentary Under Secretary of State for Sport, Tourism and Heritage – *Championing the Visitor Economy***

12:35 – 13.15 **Panel Session Facilitated by Martine Ainsworth-Wells**

The purpose of this session is to broaden the discussion to get wider input from business and industry leaders. Any questions following the morning sessions can be tabled here. The panel will help prepare the workshop sessions by giving their insights into how businesses along and around the route can benefit. Topics are expected to include branding and marketing, product development, industry support, generating future growth and investment. Panel members:

- Aad van Duivenbode, House of Britain
- David Whiteford, North Coast 500
- James Gore, Bristol Airport
- Josephine O'Driscoll, Failte Ireland
- David Andrews, VisitWiltshire

13.15 – 14.00 **Lunch**

14.00 -15.30 **4 x Break-out Sessions of 45 Minutes Each** (led by industry members and DMO staff) with everyone attending having the chance to rotate around 2 out of the 4 workshops. The workshops will take place in smaller meeting rooms in the house. Each will be signposted and staff will be on hand on the day to direct delegates to their chosen session.

1. **Workshop: Bringing The Great West Way To Life**

Lead: Roger Pride, Heavenly and Julia White, Royal Borough of Windsor and Maidenhead

Session Content:

- How do we bring the Great West Way to life?
- What do businesses think we need to develop to help them bring the Great West Way to Life? E.g. Great West Way welcome scheme, ambassadors' programme, coach friendly scheme etc.
- Marketing / positioning – how can businesses/partners benefit and what toolkits do we need to create?
- Communications channels
- Developing inspirational content – do we need guidelines and parameters for content?

Session Output:

Examples of areas for feedback could include:

- a) Business development ideas and tools, e.g. quality / welcome schemes. A list of brand related tools that need to be produced e.g. image bank; brand guidelines including logo pack and usage guidelines, colours, fonts, text and copy, tone of voice.
- b) Feedback about marketing tools such as a website
- c) Ideas about the best communications channels for the Great West Way.
- d) Ideas about the creation of content

2. Workshop: What Makes A Great West Way Experience

Lead: Geraint Thomas, Heavenly and Fiona Errington, VisitWiltshire

Session Content:

- What makes the Great West Way experience different to a normal tourism itinerary – explain what the difference is and what it is perceived to be
- How do we joinup the experience along the route, visually and virtually?
- What will visitors expect before, during and after their visit?
- How should we inspire travel now?
- What product do we need to develop, e.g. bespoke welcome scheme, an ambassadors' scheme, quality, coach friendly, certificate of completion to help create and maintain a sense of 'experience'?

Session Output:

Examples of areas for feedback could include:

- a) List of key attributes for the Great West Way including its USP and differentiators.
- b) Ideas from businesses about how they think the Great West Way should be joined up.
- c) Input from businesses about the ultimate visitor experience. What does this include? This should include thoughts about pre-travel communications; arrival; sense of welcome and consistency of information, signage and excitement about the Great West Way at all touch points; merchandise and brand extension ideas.
- d) Feedback from business about the need to create training schemes to deliver their ideas.
- e) Ideas to ensure that the Great West Way is presented as a 'must do now' experience.

3. Workshop: Getting the Great West Way Talked About

Leads: Kathryn Davis, Destination Bristol and David Whiteford, North Coast 500

Session Content:

- How do businesses and partners think that they will use the positioning/messaging? On their own materials and website? In their destination, property, attraction?
- Links to other strategies/agendas, and broadening our reach via non-traditional tourism partners? What are they?
- What tools do industry/partners need to help them talk about the Great West Way? Social media training? PR support/knowledge?
- What opportunities will partners invest in and at what level?
- What are the best ways to create and maintain momentum?
- Managing Great West Way usage and brand guidelines.
- Generating social capital e.g. certificate of completion.

Session Output:

Examples of areas for feedback could include:

- a) Feedback from businesses about how, where and when they would use the positioning.
- b) What other programmes are in action in the region (or at national level) that could offer the Great West Way a platform? What opportunities do they present?
- c) What tools do businesses need to help them talk about the Great West Way? Social media? PR?
- d) What is the appetite for investing in this project?
- e) How should the project be managed/policed? How do we create consistency and maintain momentum and quality?

4. Workshop: Taking the Great West Way To Market

Leads Nigel Smith, Tourism South East and Linda Haydon European Tour Operators Association (ETOA)

Session Content:

- Share key insights about how the international markets behave and what motivates them to travel to places like England.
- Explain the implications of our target 'curious visitor' and what it means for product development and businesses along the route.
- How the Great West Way will help generate new international business.
- What does a 'Great West Way product' that is market-ready look like?
- Share insights on how to work with the travel trade/increasing bookable product – the need for training courses?
- Discuss ideas about optimum product development: itineraries, passes, discount card, fam passport
- How should we welcome Great West Way visitors? (Language, cultural etiquette etc.)
- How could we maximise the potential of VisitBritain's marketing channels in international markets?

Session Output:

Examples of areas for feedback could include:

- a) Feedback from businesses about the international market – do they feel ready to welcome international visitors? Do they think they have the right product or do they need help to adapt their product a little to ensure it is appropriate? (Language, translation etc.)
- b) Who works with the travel trade and attends workshops, exhibitions and events? Do we need a showcase event to international trade and media just about the Great West Way?
- c) Do businesses think they have the resources to enable them to attend such events? What help do they need?
- d) Are businesses aware of the VisitBritain network of overseas offices and the platform they offer?

14.45-15.30 Choice to attend second workshop session.

15.30-16.00 Workshop feedback, actions, next steps and departures.