

Curriculum Vitae



Name & Position:

Florence Wallace
Travel Trade & PR Manager
VisitWiltshire

Background:

Marketing professional with over 20 years' experience in Leisure & Tourism management particularly within the visitor attraction sector.

Age:

Over 21!

Place of birth:

Kingston-upon-Thames

Lives:

On the Wiltshire/Somerset border near Longleat!

Education:

Varied including - St Marylebone CE School and Sparsholt College Hampshire. Qualifications include a range GCSE's and Higher National

Diploma in Animal Science
Earliest childhood memory:
Having fun on the family farm in Hertfordshire.

First record/CD bought:

Bon Jovi's Slippery When Wet album. Rock chick at heart!

What was your first job and starting salary:

As part of my HND in Animal Science at Sparsholt I undertook an animal behavioural dissertation at New Forest Nature Quest, Ashurst, Southampton (a British wildlife attraction being run by the Merlin Entertainments group). I sat in an enclosure for 6 weeks watching the foraging behaviour of Polecats and recorded what they did every 30 seconds! After this project, I was employed by New Forest Nature Quest to deliver talks to the public about British Wildlife. It was seasonal work so I was laid off every winter for 3 years and I continued to return every spring for minimum wage - approx. £3 an hour from memory!

Which professional achievement/s means most to you?

Most recently (in the last 6 months), my work at VisitWiltshire leading on the South West Tourism Growth Fund Travel Trade project. The VisitWiltshire team has worked in conjunction with other SW destinations and delivered an extensive programme of international travel trade

activity. This has included exhibiting at many of the key international exhibitions such as Vakantiebeurs, Salon De Vacances and ITB. Hosting 170 international operators on fam trips to South West England. Creating two toolkits one for operators on the SW position themselves as internationally trade ready.

A series of workshops for businesses to attend have been rolled out throughout South West England and a large Showcase event which brought international buyers and suppliers for 1,250 1:1 business meetings and together proved a huge success.

Who in life do you most admire and why?:

David Attenborough – an amazing man who has spent his whole career highlighting the conservation plight of so many species and environmental issues. By bringing these into our living rooms and to the attention of the public he enables everyone to make a difference to our precious planet, enjoying nature at its best for many years to come.

Favourite holiday destination/s:

L'Estartit in Spain – we have some friends who live there and thoroughly enjoy spending time in this beautiful coastal region.



Getting to know you.....

hobbies, likes and dislikes:

When I am not working, I love spending time with my dogs – my 12 year old Patterdale Terrier and my 1 year old Labrador. Dog walking with my 10 year old twin boys is high on my agenda. I also love to swim, wildlife watch and horse ride.

Industry outlook

Our role within VisitWiltshire's is to grow the county's Visitor Economy by raising awareness of the destination and generating additional tourism visits and spend. Wiltshire's Visitor Economy currently generates an estimated £1.5billion and supports over 28,000 jobs.

We work closely with group travel organisers and tour operators and represent over 30 Wiltshire based product partners who are keen to promote their businesses to the travel Familiarisation visits can be arranged and specialist group packages are now available to book via www.discoverwiltshire.com. For further information please visit www.visitwiltshire.co.uk/groups or groups@visitwiltshire.co.uk or call me on 01722 341309.

