

Visit Wiltshire Groups & Travel Trade Meeting

Making the Most of your Travel Trade Product Offer

Presentation by Peter Stonham, Editorial Director, Landor Travel Publications
and Group Travel Business Forum



Group Travel Organiser Magazine

ISSUE 202 August 2020

30th anniversary year of

GO

THE NETWORK FOR GROUP TRAVEL PROFESSIONALS

COVER STORY

All set for Christmas

Celebrating cities in seasonal style

ALSO IN THIS ISSUE:

- GROUP EXPERIENCE** — Mike & Jenny's picture perfect trips
- DESTINATION IN FOCUS** — Brenda's Irish selection
- NEW FEATURE** — Abbe's family favourites

Plus Make a Date! Festive Events Special

FREE TO QUALIFYING GROUP TRAVEL ORGANISERS

See pages 41-65

INTERNATIONAL NEWS

American News

Dylan's depository
LEGENDARY singer-songwriter Bob Dylan will be the focus of a new attraction in the Arts and Crafts District of Oklahoma in the USA. Due to open in 2021, the Bob Dylan Center will house more than 100,000 artefacts relating to Dylan's life and music, including personal notes, photographs, videos and musical instruments and there will be a temporary exhibition programme. Plans include a central area with a cafe, a welcome desk, and an indoor garden.
For further information visit: www.bobdylancenter.com

Clear as a Bell
MINNESOTA'S Bell Museum has reopened in its new home on the University of Minnesota's St Paul Campus. The natural history museum was previously located on the Minneapolis campus and the move has involved over two years of building and redesigning (and conserving) the huge 75-year-old dinosaur. Visitors to the new look Bell will be able to see a life-size mammoth skeleton, a 120-seat planetarium, a Touch & Go! laboratory and a green roof and observation deck with nature paths, a spring exploration area and a solar observatory.
For further information telephone: 01 612 626 9660

Finland
Henrik's new art museum, Anne Rex, is due to open on 20th August. Housed in the refurbished Lapinlahti Building — a handicraft office building designed in the 1930s — in the centre of the Finnish capital, the gallery lies beneath the remodelled Lapinlahti Square, pictured above. Sculpted slightly clustered around the square's iconic tower will allow the exhibitions to be lit with natural light, and the exhibition hall connects to a modernist pavilion where there's a cinema-auditorium and restaurant. The museum's exhibition programme will extend from contemporary and 20th-century work to the art of ancient cultures, with an opening show from digital artworks team:AT, who specialise in immersive installations that simulate scenes within the artwork.
Groups planning a visit to Anne Rex can pre-book a guided tour.
For further information telephone: 09 08444633

Avoid the jams in Amsterdam
GROUPS visiting Amsterdam in the Netherlands will find it easier to cross the city thanks to the opening of the new Noord/Zuidlijn Metro line. Running from northern Amsterdam under the river IJ to Central Station, the line continues to Dam Square, and then via Rokin to Station Zuid/WTC in the south of the city.
GTOs visiting Amsterdam can purchase 'I Amsterdam' City Cards for their members for periods lasting from one to four days, and this allows travel on all public transport in the city (including buses, trams and ferries) and free or discounted access to 64 of the city's museums and attractions.
For further information visit: www.i-amsterdam.com

New hotel for old town
Vienna House, Austria's largest hotel group, has opened its 10th hotel in Germany. Designed in a contemporary style influenced by Viennese coffeehouse culture, Vienna House Easy Leipzig is in the centre of the city's historic old town. Centrally placed — an eight-minute walk from the market square — it is close to St Thomas's Church where 20 Bach once played and other heritage attractions. With 205 bedrooms there is ample capacity for group stays.
For further information visit: www.viennahouse.com

A View to a Thrill
Built into the summit of Gailshausen mountain in Austria and overlooking other Alpine peaks, the new James Bond-themed attraction 007 Elements even occupies a structure designed to resemble a Bond villain's lair. Only the entrance, with two windows and a viewing platform are visible from the outside of the building, which showcases props and behind-the-scenes footage from the films and celebrates the work of Bond set designer Ken Adam. Group rates are available for parties of 20 people or more.
For further information visit: 00 43 57 20 217

Inspiring itineraries for 2019
THREE TOUR OPERATORS have revealed their tour programmes for 2019. Arena Rail Holidays has expanded its rail holiday programme to include short breaks, resort based itineraries and multi-centre trips. Travelling to Europe from London by Eurostar and onwards by rail, amongst the new ideas are a six-day 'Alpine Rail Discovery' with visits to castles and excursions on mountain railways including the Wilderstein Train, and an 11-day tour exploring Prague and Budapest combined with a five-night cruise along the Danube taking in Bratislava and Vienna.
Abercrombie & Kent's Small Group Journeys provide insights into local culture. New featured tours are a 12-day journey through Vietnam, taking in Ho Chi Minh City, a cruise in less-frequented parts of Ha Long Bay, and a chance to meet the hill tribes of Mai Chau. In the nine-day 'Island Splendours of the Emerald Isle' itinerary, private tours of Jameson's Distillery, Harry's House and a behind-the-scenes tour of the Old Library at Dublin's Trinity College are included.
Historical Traces specialise in expert-led tours and new next year are itineraries with a macabre theme — including a 'Love & Death Tour' in France visiting chateaux along the River Loire where groups can learn about Catherine de Medici's fascination with the occult and more. 'Cana Nostra' explores places famously linked to the Mafia in Sicily and, to celebrate the 250th anniversary of his birth, there are two tours telling the story of Napoleon — one based in Italy and the other in France and Belgium. Tailored tours on a variety of historical topics can be arranged for private groups.
For further information: Arena Rail Holidays: Tel 01558 425446; Abercrombie & Kent: 01242 386 463; Historical Traces: 01722 731203

Introducing a new regular feature...

Abbe's Family Favourites

GTO's Consultant Editor ABBE BATES new video series offers visitors with her young family. In this regular new feature she shares her tips and ideas of where visitors can enjoy a great day out with youngsters.

KEY TO SYMBOLS

- Cafe/Restaurant
- Monks allowed
- Relax
- Baby Change facilities
- Gift Shop
- Family Tickets available
- Audio Tour
- Free Parking

Castles keep kids happy!

WELCOME to my new page. With my sons Herbie (5½) and Gus (4½) and husband, Rich, I've visited a lot of castles over the last few months. We've found that they are a great way to encourage a love of history and Herbie has developed an enthusiastic interest in knights and battles! I hope we give you some ideas — you can read it online too.

In search of knights at Herstonmoult Castle

My wife and I visited Herstonmoult Castle in East Sussex for the 'Castle Connections' event — a small scale version of 'England's Medieval Festival', which takes place over the August bank holiday weekend. There was plenty to do including archery, jousting, jousting demonstrations, a living history village and takes on the armour and battle techniques of the time by costumed re-enactors. Gus had fun watching the jousts and Herbie was very into the jousting.

The castle itself can only be visited in a pre-booked guided tour but the grounds and gardens are expansive. There are seven formal gardens and 300 acres of managed woodland, so plenty of opportunities for picnicking and walking. A small visitor centre details the castle's turbulent history since the 15th century. The Royal Observatory Greenwich was based at Herstonmoult from the 1640s and the end of the 19th century, and you can still visit the observatory and see the telescope as part of a trip to the neighbouring Observatory Science Centre — great tickets are available. A seasonal pop-up hidden in the Sussex countryside.

Verdict: A peaceful gem hidden in the Sussex countryside. Children under 4 — free

On the trail of William the Conqueror

Living in Hastings, we have many connections to William the Conqueror in close proximity, the most well-known being Battle Abbey. As English Heritage (EH) members, we visit often and Herbie is well catered for at the site. It has been revamped in recent years to include an excellent wooden playground, a visitor centre with engaging exhibits and films, and displays in one of the main towers with views across the battlefield and beyond.

We visited in June during half term, when activities for kids included a bug hunt. The battlefield walk, which is partly accessible with a pushchair, is a particular highlight for Herbie, with its huge wooden intakes depicting Normans and Saxons as well as an immense arrow, making the spot where King Harold is said to have fallen during the Battle of Hastings. Audio guides are free to help you navigate the site and there's a pleasant cafe with outdoor seating. You can certainly spend a whole day there, taking your time to enjoy the scenery.

Close to Eastbourne is Pevensey Castle (2½) where William landed in 1066. Its history began as a Roman 'Saxon Shore' fort but it was developed into a full-scale Norman castle in the 11th century after the conquest. A mainly outdoor site, there is plenty to explore from dungeons and castle tunnels to interactive displays outlining the history including its use as a base for soldiers during the Second World War. Herbie was very impressed with the collection of old cannonballs piled up high! Also worth a visit is the local Pevensey Court House Museum and Gift Shop, just down the High Street. This small, free to enter attraction is run by local volunteers and includes the old dock and prison cells as well as a children's discovery trail. Herbie was able to stand in the dock and for a small donation was released with a certificate to commemorate his visit!

Verdict: Fascinating history but both lost on a fine day.

Battle Abbey:

Parking: — chargeable public car park. Discounted for EH members. Children under 5 grant under 10 with EH family membership — free

Pevensey Castle:

Parking: — public car park (charge). Children under 5 grant under 10 with EH family membership — free

Pevensey Court House Museum and Gift Shop:

Parking: — small (charge). Free entry. Public car park (with charge)

For more information visit: www.grouptravelorganiser.com

GROUP TRAVEL ORGANISER August 2019 19

Group EXPERIENCE



“An outstanding natural landscape is the Chudnite Mostove.”

PICTURE PERFECT TRIPS WITH MIKE & JENNY

Mike and Jenny Hillman reveal to Val Baynton how they plan trips for fellow members of the Windlesham and Camberley Camera Club.



Mike and Jenny Hillman are joint organisers of holidays and day trips for the Surrey-based Windlesham and Camberley Camera Club. (W&CCC). The club meets weekly between early September and late May, and the 70 members enjoy a programme of talks and demonstrations about photography, and thus it is usually during the summer months that an annual holiday and a series of day and evening trips to a variety of venues and attractions take place.

Above: Visiting the Chudnite Mostove in Bulgaria.
Right: Mike and Jenny Hillman.
Left: Photographers in action in Prague!



Mike has been a member of the club since the early 1970s and has taken his turn in all the committee roles, including that of Chairman, but since 2007, along with his wife Jenny, he has organised holidays and day trips for the members. The first holiday, to Bulgaria, took place after Mike and Jenny showed pictures of two private holidays they had enjoyed in the country at one of the club meetings. The interest in their trips was so great that they were persuaded to organise a return visit to the country specifically for the members of the club. The break was very much enjoyed and from then on they have organised an overseas holiday every year as well as day trips. Although membership of the club is capped at 70 people, the holidays and outings are open to spouses. Mike adds, “We welcome close friends of members along on the holidays but Jenny and I find there is a hard core of around 20 members who come along each year.”

DESTINATION PLANNING

The destination for each year's main holiday is jointly agreed by the club members although Mike adds, “Jenny and I make a suggestion of where we should go next, and it is this idea that, so far, has been taken up by the club. What influences our recommendation is that we are looking for a country or a region that members may not

have visited and that's off the normal tourist trail and, within that destination, we want subject matter to keep all photographers within our club happy. We look for varied landscapes and striking views, unusual wildlife including birds and flowers, historic buildings and local culture. We are always very happy to have recommendations from others about where we go.” A list of countries the club has enjoyed visiting to date is shown on page 24.

With the destination country in mind, Jenny takes to the library to borrow guide books, and researches ideas from tour operators' itineraries and the internet to build up a programme for the seven-day trip. With an idea of what is possible, Mike looks at the distances involved and creates a draft timetable, factoring in plenty of stops for photography. This proposal is discussed by fellow members and, if all are agreed, Jenny contacts a tour operator to get some dates and prices. She notes, “I used to be happy to organise the trips totally myself, but now we always use an ATOL or ABTA-registered tour operator as they can supply the correct insurances and essential back up, should it be required.”

“We are looking for a country or a region that's off the normal tourist trail.”

For some holidays, such as a two city-centre holiday in 2014 to Prague and Vienna, Mike opted for the excursions as suggested by their tour operator, Riviera Travel, but usually Mike prefers to book a coach and guide for the group to follow a unique itinerary of their own. Mike explains, “We do this so Jenny and I can be sure we go to a range of photogenic locations and we can also stop spontaneously en-route, do U-turns or otherwise take advantage of unexpected, passing scenery, wildlife or local culture!” Jenny has found that most tour operators are happy to tailor a trip in this way, and some companies such as Saga, Jules Verne and Thompsons will assist with booking the local coaches and guides. Otherwise, Mike will pre-book a coach and guide himself – such as the Bechini Bus the group used on the trip to Tuscany in 2013, when they stayed in Montecatini. And Vorderer Reisen for the tours around Zell am See in Austria in 2016. They also like to use local buses or trains as this can provide many insights into the locality that might not otherwise be possible. Jenny adds, “We took good advantage of public transport on the trip to Slovenia in 2012, for example, including a local bus from Bled to Lake Bohinj, a cable car to the Vogel Ski Centre and back, followed by a boat trip along Lake Bohinj before returning to Bled by bus. On the same holiday we also visited the capital city, Ljubljana, by bus.”



Above: Sampling the wine in Šipčani Wine Cellar in Montenegro.

THE FEATURE THAT SHARES YOUR JOURNEYS

This month: MIKE & JENNY HILLMAN of W&C CAMERA CLUB

About Mike & Jenny



MIKE HILLMAN

Mike enjoyed a long career working in Air Cargo operations, but his hobby has always been photography and he joined the Windlesham and Camberley Camera Club in the early 1970s. His favourite subjects are birds and wildlife, but he also covers local community events. As well as organising outings and holidays for the club, Mike is Chairman of the Surrey Heath Museum Action Group, which has operated a Heritage Gallery in Camberley for the last nine years and Surrey Heath Museum has recently moved in to share the space.



JENNY HILLMAN

After many years of carrying Mike's camera gear, in 2001 Jenny decided to join the Camera Club herself – Mike now has to carry his own bags! Jenny jointly organises the trips for the Camera Club, spending many hours researching destinations in the quest for creating unusual itineraries for the members. She is also treasurer of the Camberley Natural History Society, which has a programme combining monthly talks about the natural environment, with walks and outings to nearby reserves and other sites with a natural history connection. Unsurprisingly, Jenny loves to photograph natural history subjects!

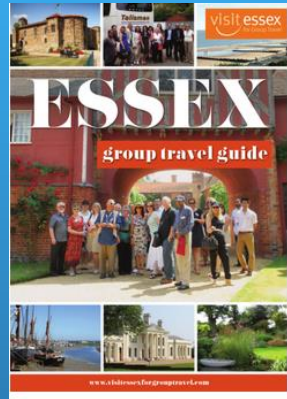
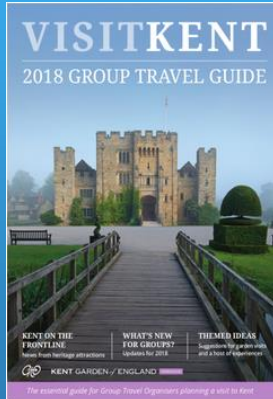
Time for photography has, of course, to be built in to each day's itinerary – whether it's to access a specific place, or for members to set up equipment and prepare their shot. The time has to be flexible, as the group may stop to take in a view and then find picture-worthy flowers or an insect in the grass! Importantly, Jenny also checks in advance whether any special permissions are required. For example during this year's holiday to Montenegro, the group visited Lipa Cave, which has striking formations of stalactite and stalagmite in the underground network of tunnels. Jenny ensured that the booking team there knew that the group would be taking pictures, but she agreed that flash would not be used.

As far as accommodation is concerned, Mike says, “Nowadays, our members prefer to stay in one hotel for the whole holiday, so our base needs to be central to the area we are exploring. We opt for at least half board as we prefer to eat together in the evening.” He adds, “Free time is built into the itinerary as well, so members can go off and explore the local town or relax by a pool or on the beach.” Other elements Jenny includes in the itineraries are wine tastings such as on this year's holiday to Montenegro, where the group enjoyed learning about and sampling the wines in Šipčani Wine Cellar – which is 30 metres underground in a former secret aircraft hangar operated by the Yugoslav People's Army.

Single rooms for some members are a factor Jenny considers at the planning stage, and she adds, “Since these can be in short supply it pays to book up early – for this reason we are already planning our

Supporting Activities

Guides



Group Travel Awards

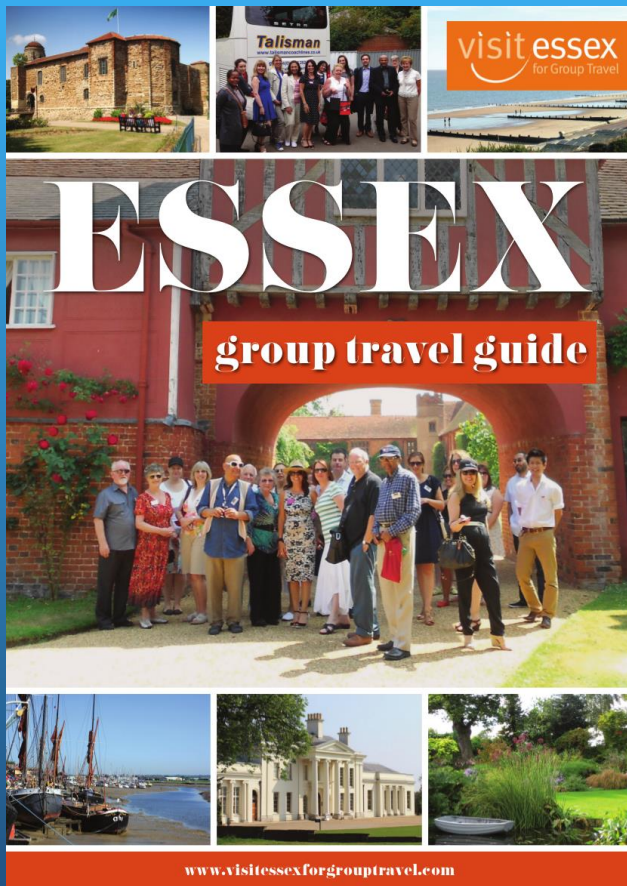


GO Travel Show



South West Group Travel Show





VISITKENT

2018 GROUP TRAVEL GUIDE



The essential guide for Group Travel Organisers planning a visit to Kent

BRISTOL AEROSPACE MUSEUM, FEBRUARY 2018



THE
South
West
GROUP
TRAVEL
SHOW

NEXT YEAR'S SHOW: LONGLEAT, 16TH FEBRUARY 2019

GO TRAVEL SHOW LONDON



NEXT SHOW: KEMPTON PARK,
LONDON, 16th APRIL 2019

A Developing Online Offer

www.discoveranimals.co.uk



www.gotravelpassport.com



www.discoverbritaintowns.co.uk



Group Travel Grapevine Newsletter

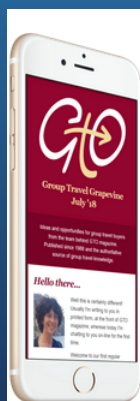
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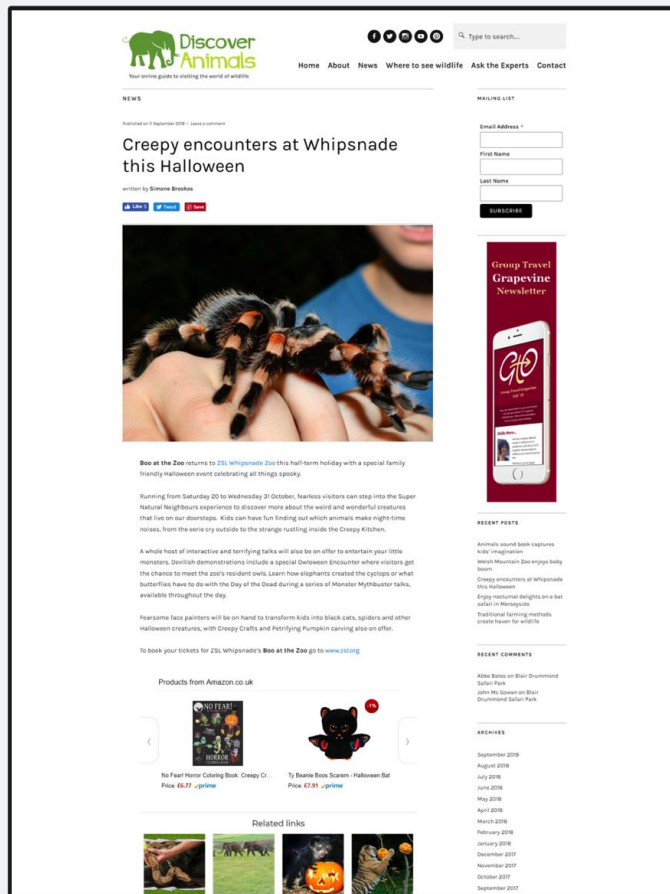
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Discover Animals

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Print



ANIMAL BIRD & SEALIFE NEWS

LONGLEAT

...ESCAPE TO THE LAND OF ADVENTURE...

Paradise Wildlife Park opens Amazon & Beyond



Steve Backshall opens Amazon & Beyond

AN EXCITING new exhibit has opened in Hertfordshire featuring the UK's biggest anaconda, the mighty Optimus Prime! Amazon & Beyond at Paradise Wildlife Park was opened in August by TV wildlife presenter and naturalist, Steve Backshall, and has been designed to allow visitors to get really close to its inhabitants.

As well as massive Amazonian snakes, the new facility also houses many other creatures indigenous to South America including piranha, lemur leaf frogs, a false water cobra and a beaded lizard.

For further information telephone 01992 470490 or visit www.pwpark.com.

The website for animal news

Discover Animals is an extensive online guide to attractions and wildlife experiences. It covers animal collections in both Britain and Europe, global wildlife and conservation holidays, plus information on how visitors can get involved with conservation, volunteering, membership schemes and adoptions.

Discover Animals offers weekly news, reviews and recommendations and is a great resource for wildlife enthusiasts, educational groups, travellers and explorers alike. To find out more go to www.discoveranimals.co.uk, or follow us on Facebook - @discoveranimals, and Twitter and Instagram - @discvanimals.

Simone Brookes, Content Editor, Discover Animals
Web: www.discoveranimals.co.uk



Red panda cub arrives at Longleat

LONGLEAT in Wiltshire welcomed the birth of an endangered red panda cub in August – the fourth new arrival at the park in the last three years.

The male cub, named Turner, is particularly welcome as he plays a very important role in a worldwide captive breeding programme, which Longleat are part of. Native to Nepal and China, red pandas but are under threat in the wild and are currently listed as an endangered species.

Red pandas are solitary animals and spend much of their time in trees, sleeping and feeding on bamboo, which makes up about two thirds of their food intake. However, bamboo is not the most nutritious of foods so Turner will need to eat quite a lot of it to keep going! See more news of latest arrivals over the page!

For further information telephone 01985 844400 or visit www.longleat.co.uk.



Colchester Zoo expands Chimpanzee Lookout

COLCHESTER ZOO has just completed work on a £2 million redevelopment of Chimpanzee Lookout, giving an exciting new environment for its chimps to enjoy.

With the outside area now expanded to include a good combination of vertical and floor space, the zoo's apes have amazing new heights to explore within their sustainably built new home.

A high number of ropes, platforms, swing structures and drumming panels have also been added, designed to stimulate a range of natural behaviours including play, particularly important for the younger chimps.

For further information telephone 01206 331292 or visit www.colchesterzoo.org.



The new Chimpanzee Lookout at Colchester Zoo.

Fantastic Group Discounts

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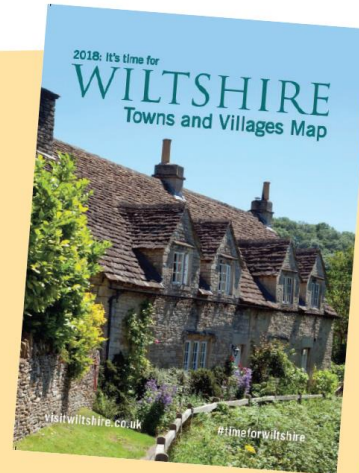
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Wiltshire puts its towns on the map

A new illustrated map showcasing more than 20 of the county's towns and villages is now available from Visit Wiltshire. Pocket sized, the map highlights the towns and villages in the county to encourage visitors to explore more widely. GTOs will find the map and the destinations it features such as Malmesbury, Devizes and the Vale of Pewsey useful in planning future visits as it highlights things to see and do, places to stay, eateries including restaurants, cafes and pubs plus a year-round calendar of events, fairs, festivals and markets.

The Time For Wiltshire Town and Village map is part of a series of publications produced by Visit Wiltshire, which also includes a Visitor Guide and Food and Drink Map. The new map is widely available from the county's Tourist Information Centres, accommodation providers and attractions and at other locations and can also be downloaded by visiting www.visitwiltshire.co.uk/plan-your-visit/maps-and-guides.

■ For further information visit www.visitwiltshire.co.uk



Travel Club for GTOs

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What Passport Club members are excited about



Explore Impressive Heritage at Blenheim Palace and Waddesdon Manor

The group teams from Blenheim Palace in Oxfordshire and Waddesdon Manor in Buckinghamshire have joined together with GTO Magazine to invite you on a special readers' day to explore these two historic houses.



Strictly Ballroom the Musical was a sequinned spectacular!

Encore invited GTO readers to see a production of Strictly Ballroom The Musical. Taking place at London's Piccadilly Theatre, Jessie Whitehead reports back on the fun night out.



Locate your missing belongings whilst on your travels

Jonathan Ingram offers his solution to locating your missing belongings whilst on your travels.

Readers' Visit Report

READERS' DAY REVIEW



GTO's latest Readers' Day explored the varied landscape of the UNESCO World Heritage Site of **Royal Greenwich** in south London, travelling by **MBNA Thames Clippers** along the river. **Abbe Bates** reports back.

On a warm June day, nearly 25 readers and their guests were met at Westminster Pier in central London by **Bobby Szente, Sales Manager at MBNA Thames Clippers**, to take the speedy riverboat service to Greenwich Pier. It was an easy boarding process, and everyone had their own return ticket, which could be used on any service, with the option to disembark at a choice of piers on the way back. Hop-on, hop-off options are also available, and Oyster cards are valid too. En route we passed the Houses of Parliament, Tower Bridge and Canary Wharf - an app can be downloaded to a smart phone and this provides a free audio commentary and more in-depth information on the sights. Tea, coffee and snacks are available on-board and services run from the early morning to nearly midnight in central London. Coaches can park at The O2 for free and groups then use the river service to get in and out of the capital.

After disembarking at Greenwich Pier, where we were met by **Katie Weller** and

Andrew MacPherson from the travel trade team at **Royal Museums Greenwich**, a walk through Greenwich Park took us to the **Royal Observatory**, with its amazing views across London. For those less able, it is hoped that a minibus service can be developed to assist with the climb.

Once at the Royal Observatory, we explored the many exhibits at our own leisure and could use an audio guide. **Framed House** is a highlight, with its Wren-designed Octagon Room dating from 1675 and the **Time and Longitude Gallery**, exploring the challenge of developing accurate time-keeping at sea. There is also the famous **Meridian Line**, the **Great Equatorial Telescope** and a range of **planetarium** shows to enjoy. Pre-booking is essential for groups with fast-track entry as standard. Expert guided tours are available at an extra charge. Nearby, two other museums in the group are free - the **National Maritime Museum** with four new galleries due to open soon - and **The Queen's**

House full of impressive art.

We lunched 'freestyle' in Greenwich village with many of us sampling the authentic cuisine of **Greenwich Market**, including a wide array of vegan food.

Then it was on to **Cutty Sark**, also part of Royal Museums Greenwich, which re-opened six years ago after a devastating fire in 2007. Luckily, 90% of the hull still dates back to when it was built in 1869 for the China tea trade, as the wood was away being restored at the time of the fire. The ship features an informative film about its history, interactive exhibits and engaging costumed interpreters.

After exploring Cutty Sark we were served afternoon tea in the special cafe under the ship, where there is also a wonderful collection of historic merchant-ship figureheads including the ship's original - Nannie. After a packed day out experiencing just a taste of what Greenwich has to offer groups it was time to say our goodbyes and relax on-board the return MBNA Thames Clippers service to central London.

The day was much enjoyed and here's a selection of comments from the letters and emails we received.

"We thoroughly enjoyed the MBNA Thames Clippers trip down the River Thames, with some amazing sights on a first-class vessel, and the interesting visit to the Royal Observatory. Our viewing of Cutty Sark was superb, and the cream tea served on-board went down well to finish off our day."

Brian
BEXARA, Kent

"It was a pleasure to be included in this visit. I'm sure that my group would enjoy a cream tea on Cutty Sark as we did!"

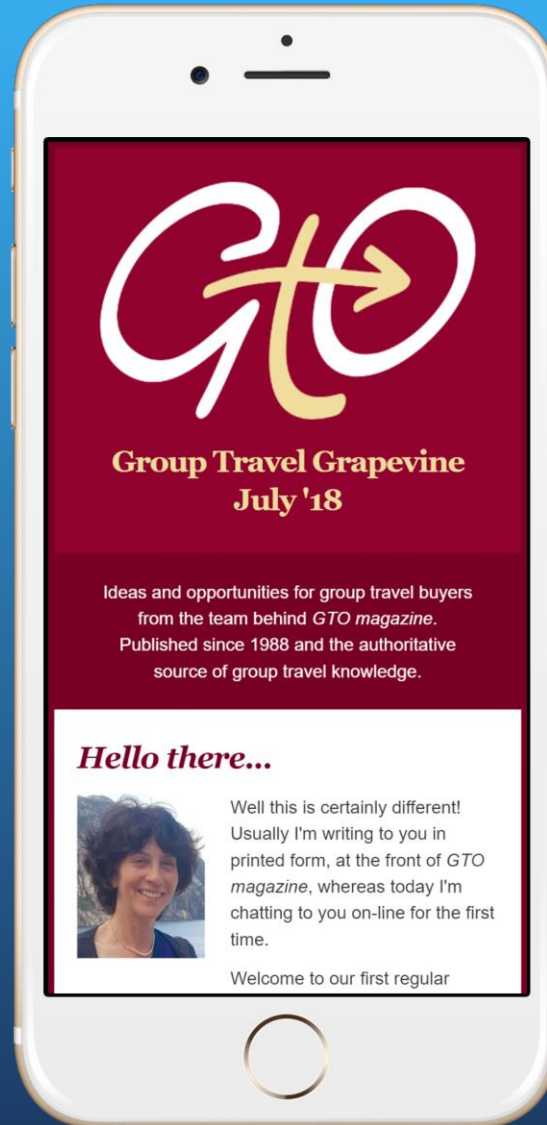
Sandra, Pitsford Thursday Club
Northampton

FOR FURTHER INFORMATION

MBNA Thames Clippers offer discounts for groups of 10 or more.
www.thamesclippers.com

Royal Museums Greenwich has itineraries ranging from 3.5 to 6 hours for GTOs to help plan visits and the Groups and Travel Trade team is on hand to discuss any individual needs.
www.rmg.co.uk
020 8312 6608
bookings@rmg.co.uk

Group Travel Grapevine e-newsletter



TODAY'S TOPICS

- Thoughts on development in the British Domestic Tourism market, and the opportunities available to those targeting group business.
- Understanding emerging demographic and consumer behavioural changes, and how industry can best respond.
- Offering specialist insight into group visitor audiences (from home and overseas).

A number of trends within group tourism actually echo and amplify what is happening in individual visitor behaviour.

Leisure Choices - the Customer Perspective

- In the age of information-rich online resources, consumers are faced with ever-expanding choices.
- Factors such as digital sharing and collective commentary on trending topics therefore have an impact on consumer behaviour.



ELEMENTS THAT INFLUENCE CONSUMERS' CHOICES & BEHAVIOUR

- Discovery
- Validation
- Preparation
- Experience
- Sharing
- Storytelling
- Endorsement
- Re-engagement



Product Delivery and Monetisation

- Ever-changing consumer tastes provide opportunities for suppliers within the tourism sector to enhance their core offer, and increase supplementary sales.



USEFUL CONCEPTS:

- Get them to do it now
- Make it memorable
- Something special to experience
- ‘As seen on TV, online, in the media’
- ‘Not many people know this’
- Only available to the cognoscenti
- Personal connections
- Making new friends
- Repeat with variance

Collaboration and Creative Routes to Market

- There are new possibilities for positioning and promoting leisure and tourism products in new ways



These include:

- Targeting niches through their own channels.
- Identifying and presenting USPs for different audiences ie groups.
- Connecting with speciality passions, interests and affiliations.
- Working with the dedicated group's media and their interaction with group buyers in an increasing range of ways.

Novichok: Problem or Opportunity?



HOW THE HORRIFYING EVENTS UNFOLDED

1 FRIDAY

Dawn Sturgess and Charles Rowley spend several hours in Salisbury, calling at a chemist, an off-licence and a charity shop.

Then they relax in Queen Elizabeth Gardens near where the Skripals were found collapsed in March

2 FRIDAY EVENING

Mrs Sturgess returns to her flat near Zizzi restaurant, where the Skripals had eaten

3 SATURDAY

After spending the night in Salisbury, Mrs Sturgess travels to her boyfriend's newly built housing association home in Muggleton Road

4 SATURDAY 11AM

The couple walk to a Baptist Church. Mrs Sturgess feels unwell and returns to her boyfriend's home. An ambulance is called to take her to hospital

5 SATURDAY AFTERNOON

Mr Rowley visits Boots chemist, before returning home to collect clothes for Mrs Sturgess in hospital



6 SATURDAY EVENING

Paramedics are called after Mr Rowley becomes ill and is taken to hospital in a serious condition.

Neighbours are told there may have been a gas leak

7 MONDAY

Police issue an urgent warning to drug users with a detective saying the couple may have taken a contaminated batch of drugs

8 YESTERDAY

Police declare a major incident amid fears the couple are the victims of nerve agent poisoning. They remain critically ill in hospital. Queen Elizabeth Gardens, Amesbury Baptist Church, Boots and the couple's homes are sealed off

Russian Television Video



UK Coverage

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The Papers

Newspaper headlines: Russia's 'insult' and Carney's warning

By BBC News Staff

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Friday 14 September 2018

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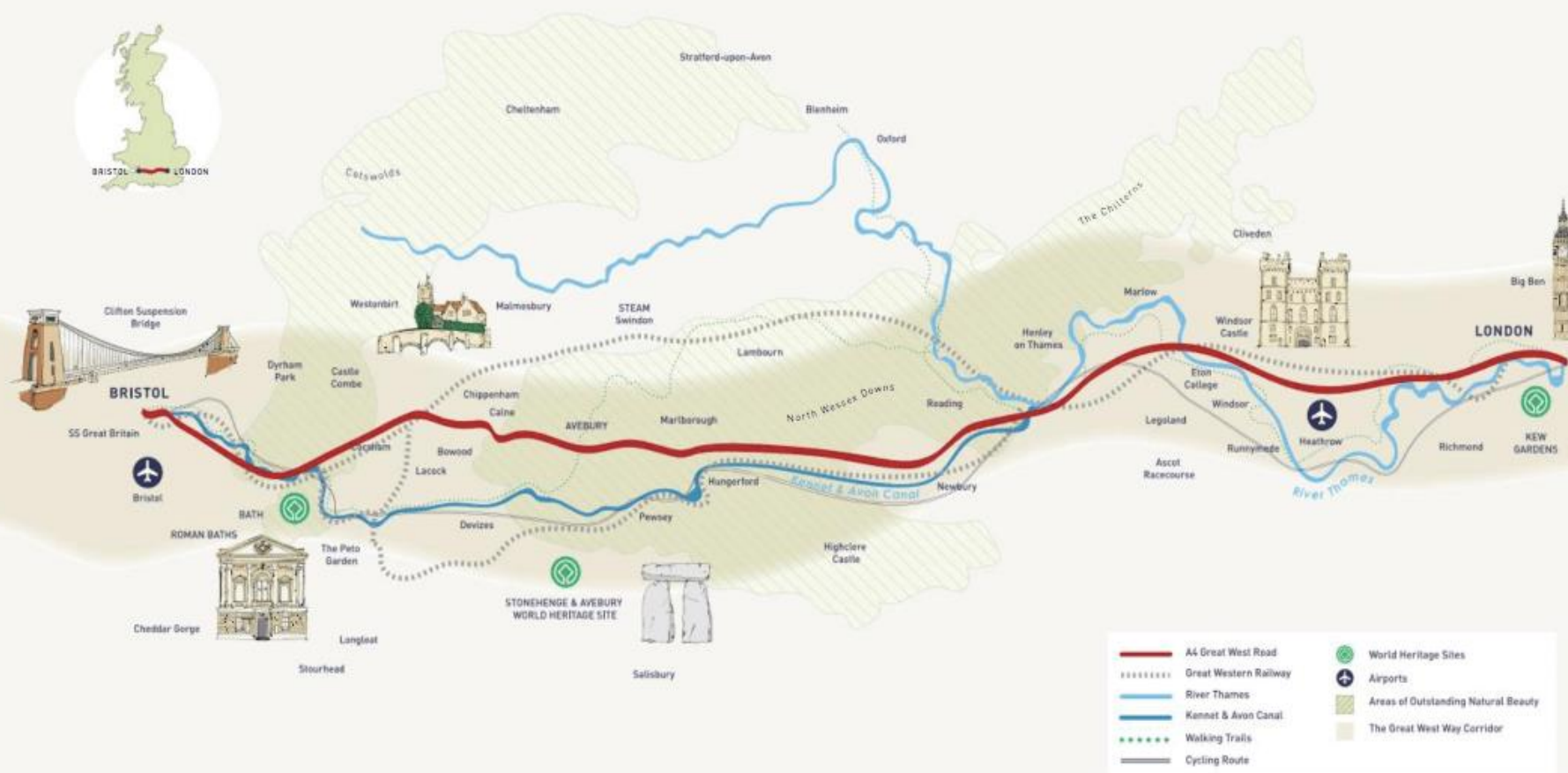




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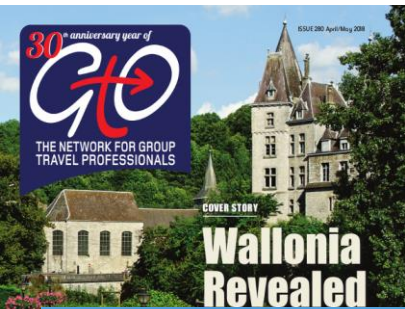
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Trends and new themes

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Thank you - any questions?

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