

Salisbury Tourism Meeting

Tuesday 24 September 2019 at Salisbury Museum

Attendance: Susi Mason, Casa Fina; Tony Field, Rifles Museum; Paula Portier, Rolleston Manor; Roz Mitchell, Salisbury Cathedral; David Hutchinson, Salisbury City Guides; Barry & Lorna Matthews-Keel, Salisbury's Chequered History Guides; Kevin Inglis, St Thomas' Church; Helen Trim, Text Quest; Adam Batchelor, The Chapel; Cindy Demain-Griffiths, Salisbury Information Centre; Robert Newman, VisitWiltshire Board; Steven Jones, Rolys Fudge; Louise Tunnard, Salisbury Museum; Naomi Matthews, Old Sarum; Tim Croall, Wiltshire Creative; David Hancock & Aimee Ullah, Caboose, Chicklade Old Rectory VisitWiltshire - David Andrews, Fiona Errington, Jan Hull & Holly Windsor Mel Sensicle, England Originals (Guest Speaker);

Topic	Action	Who
<p>How's Business</p> <p>International picture – international visitors and spend down month-on-month. Long-haul visits doing well but EU markets down. German visitors falling away and travel trade not booking. Concerned and upset by Brexit and similar sentiment in Belgium and Netherlands. VisitBritain concerned about perceptions of Britain.</p> <p>Domestic picture –first few months of 2019 up 1% with holiday tourism really strong. Tailed off a bit during summer. Last year was flat and slightly down. Accommodation across the board is doing well in Salisbury and on a national level, but Air BnB has doubled in last 2 years.</p> <p>Local Businesses - reports from partners were mixed but the majority agreed business levels had recovered though travel trade are not delivering as they took Salisbury out of their itineraries. They have seen the effect of Brexit on European visitors but long haul markets are more stable.</p>	Relevant tourism research and stats to be circulated	All
<p>Accommodation Survey</p> <p>VisitWiltshire is working with Hotel Solutions who are requesting information from accommodation partners on how business is this year, compared to 2018 and 2017.</p>	Please participate in the survey	Accomm partners
<p>Visitor Survey</p> <p>David Andrews reported that a visitor survey is likely to be carried out and funded by Wiltshire Council.</p>	Updates will be provided	DA
<p>Brand Positioning</p> <p>VisitWiltshire held an event in July on the development of brand positioning. VisitWiltshire will be interviewing 5 agencies in October for the tender for visual identity and brand guidelines, etc</p>	Contact FE if you would like information	All
<p>VisitWiltshire Marketing Update</p> <p>Salisbury Recovery Activity</p> <p>Evaluation carried out by VisitEngland on the Salisbury Recovery Plan showed perception has improved and Salisbury is regarded as 'safe' and 70% said they were likely to consider the city for a holiday having seen the campaign. A number of videos that can be used by VisitWiltshire partners for marketing purposes. For copies of videos, contact Fiona Errington or Helen Dalton.</p> <p>Annual Salisbury City Campaign</p> <p>The new folded map has been very popular and most of the 100,000 print run</p>	Contact FE or HD for videos	All

<p>has been distributed. Plan to redo this in 2020. Digital activity generated 32,000 clicks and 43m impressions.</p> <p>Website</p> <ul style="list-style-type: none"> • Year on year, traffic is up 18% across VisitWiltshire and VisitSalisbury combined, making this the best month ever for traffic. • Salisbury site was 20% up on August 2018 had 30,653 unique visitors compared to 25,257, year to date the website is 22% up. Top cities viewing website are London, Salisbury, Bristol, Southampton, Basingstoke, Andover, Bournemouth and Portsmouth. • We are creating new pages for events – we have what’s on in Salisbury this week and this weekend we will also create monthly event calendar – we already have this for Wiltshire and it seems to work well. • We are working closely with Salisbury Cathedral on 2020 events and branding on the Salisbury website and we are updating the events calendar to show daily events. • We ran the Visit Salisbury social channels from autumn last year to the end of August this year had increased traffic with Instagram up 84%, Facebook + 10% and Twitter + 19% – future of these are pending match funding from the BID <p>Travel Trade ABTO Western Branch fam visit 28-29 Sept at the Red Lion in Salisbury. Great West Way now has over 60 tour operators, some of these include Salisbury in their itineraries.</p> <p>Exhibitions & Events World Travel Market (6 November) one day stand share at a cost of £875 Vakantiebeurs, Netherlands (15-19 January), two-day stand share for £445 Britain and Ireland Marketplace (BIM) in late January (one-to-one meetings) ITB in Germany (4-8 March) and stand sharing option available. VisitWiltshire hasn’t booked a stand at British Travel Trade Show in the NEC Birmingham, but if this of interest please do contact Flo Wallace. Great West Way Marketplace, Windsor on 22 November, bookings opened 6 September. Buyers also invited take part in a fam visit on the Great West Way.</p>	<p>Contact Flo Wallace if interested</p>	<p>All</p>
<p>England Originals – Guest speaker, Melanie Sensicle England’s Historic Cities developed this DEF project which includes Salisbury. Have developed five new itineraries with travel by rail (using BritRail passes). Trade focussed project so ground handlers, tour operators and travel agents are invited to promote the itineraries. Business is coming through with \$36,000 received in July 2019. Promotion is aimed at millennials so using technology such as an augmented reality app, including state-of-the-art table-top city tours. Also have pages on the VisitLondon website as accept that visitors will include London. There have been 12,000 app installs and 64,000 users of their website.</p>		
<p>Salisbury 2020 – Roz Mitchell Salisbury Cathedral ‘Moving a population, founding a city’ - celebrating the 800th anniversary of the cathedral and city. Working with partners across the city on a programme of events throughout the year including 5 main events at the cathedral</p> <ul style="list-style-type: none"> • Light and Sound spectacle – February • Art and Sculpture exhibition, including works by Henry Moore and Grayson Perry – April to October 		

<ul style="list-style-type: none"> · Music Outreach project to local schools – April · Flower Festival – September · Fireworks – November 		
<p>Any Other Business Salisbury City Council involved in Cathedral 2020, and will be refurbishing the toilets at the Coach Park. The Christmas Market will take place in December and the city has announced a Climate Change Emergency.</p>		