



**Notes from the Online Wiltshire Association of Visitor Attractions Meeting  
Tuesday 28 September 2021**

**Present;**

Fiona Errington, VisitWiltshire; Billy Grimes, VisitWiltshire; Rick Henderson, REME Museum (Chair); Robin Tjolle, VisitBritain; Hedge Haiden, Salisbury Escape Room; Maisie Anderson, Salisbury Escape Room; Christina Gane, Amesbury History Centre; Pam Weeks, Crofton Beam Engines; Nikki Rowe, Vintage Classics; Yvonne Ward, Malmesbury TIC; Hannah Grigson, Army Flying Museum; Rachel Wheeler, Marlborough College Summer School; Katie Ponsford, Bradford on Avon; Sarah-Jayne Beasley, English Heritage; Liz, DOCA; Chris Kerr, Wilton Windmill; John McDonald, Rein and Shine; Jozie Postles, Swindon Designer Outlet; Mark Edwards, Calne; Heather Perry, Wiltshire Museums; Kate Barker, Salisbury Museum

**Introductions & Apologies**

Chair Rick Henderson welcomed everyone to the meeting, and introduced Robin Tjolle from VisitBritain as guest speaker.

**Update from Businesses**

After going around the room for an update from attendees, here are the key points;

- Business over the summer months seemed to be generally good and busy
- More events are now being held and have been well attended over all – more events planned for autumn/winter and Christmas
- Business since September slowed a little – but to be expected
- Digital and social media remains very important for marketing
- A couple of partners are looking to expand
- 2022 enquiries and bookings are starting to pick up
- Still short lead times for bookings

**Robin Tjolle, VisitBritain**

Update on the 2020 Attraction Survey – you can see Robin’s presentation [here](#)

Full Survey results [here](#).

- 3 ‘Paid For’ attractions in the Top 20 – Westonbirt Arboretum, Stonehenge and Longleat
- No ‘Free’ attractions in Top 20 from Wiltshire

## National Lottery Voucher Scheme

- A new multi-million pound advertising campaign by Camelot
- Hundreds of thousands of £25 vouchers will be available to National Lottery players to redeem at participating attractions
- Have to be bookable through TXGB
- Can find out more by contacting [daysoutcampaign@visitbritain.co.uk](mailto:daysoutcampaign@visitbritain.co.uk)
- More details [here](#).

VisitEngland have set up a programme of free training courses on how to best reach and attract international visitors. You can join these through the Great West Way, more information [here](#).

[Inbound Insights and Research](#) is readily available. There is a free Webinar that can provide practical insight and valuable information from within VisitBritain/VisitEngland and across the wider travel industry to help on the road to recovery and identify where the growth will be coming. The next one is taking place on [Wednesday 13 October](#)

There is the opportunity to share news, events and updates to be featured by VisitBritain. You can see what themes they are looking for [here](#). The best way to do this, is to send VisitWiltshire the details and we will forward them on to VisitBritain.

VisitEngland has commissioned a tracking survey to understand domestic intent to take short breaks and holidays both within the U.K. and abroad, with particular focus around the current barriers and concerns around travel and how these will evolve over time. You can see the latest one [here](#), and they are also shared in the VisitWiltshire partner newsletters.

The [Business Advice Hub](#) remains a great resource to find out the latest information and support available.

Currently looking at the next marketing plan to replace 'Escape the Everyday' to target both domestic and international markets. This campaign will run from January onwards.

## **Update on VisitWiltshire/Great West Way Activity**

### ***Training***

- VisitWiltshire have started work on their Autumn/Winter training programme. There are currently two courses available to book, if you would like to attend either if them please let [Billy](#) know;

### ***Understanding LinkedIn (Online Course) with Naturally Social***

***Tuesday 19 October - 2-4pm £20+VAT per attendee***

*LinkedIn is a crucial platform in 2021 for talent attraction and business to business marketing. In a candidate led market, are you getting the most out of your LinkedIn activity? In this session we will cover the LinkedIn Checklist:*

- *Making sure your profile is up to date and optimised to maximise results*
  - *Understanding the platform lay out and it's features*
  - *What content to create and other best practices*

## **Sources of Insight and Data (Online Course) with Scattered Clouds**

**Thursday 14 October - 2-4pm £20+VAT per attendee**

*This course will signpost delegates to a wide array of data sources with relevance to the tourism industry, exploring where to look, what to look for and how to use the information. This will be achieved by illustrating what can be gleaned from each source to boost understanding of existing or potential markets.*

*In addition to covering sources of data about tourism itself the session will cover where to find data that helps explain what drives visitor demand and behaviour, be that economic, demographic or technological.*

*Data on its own is not insight; insight comes through interpretation and the course will highlight ways in which this can be achieved or accessed from existing sources.*

- We are also looking at setting up courses around; Sustainability, Accessibility, Brand Development and Creating Video Content.
- If you have any subjects that you would like us to cover in our training programme, please let [Billy](#) know.

### **Marketing**

- Escape the Everyday Summer Campaign – achieved reach of 530k and generated spend of around £1.3million estimated spend. You can see the full report of the campaign [here](#).
- Working on an Autumn/Winter Escape the Everyday Campaign to be launched in mid-October. You can see full details of the campaign [here](#) or contact [Fiona](#)

### **Website and Digital**

- Website have performed really well over the summer – consistently up on 2019. What's On pages, which have been the slowest to recover, are now picking up quickly. If you have any events for Halloween, half-term, bonfire/fireworks or Christmas please upload them to the website via the online [event form](#).
- Consumer newsletter database currently at 117k
- Have managed to run a couple of competition which have proven very successful – the last one had over 6k entries. If you are interested in offering a prize please let Fiona or [Helen](#) know.

### **Groups and Travel Trade**

- In January we will be attending Excursions at Twickenham – if anyone is interested in sharing with us, please let [Fiona](#) know.
- Great West Way Travel Trade training programme is now available to book. You can see the full programme and how to book [here](#).

### **VisitWiltshire Visitor Map**

- VisitWiltshire are currently reviewing what to do in regards to their 2022 publications. In 2021 the decision was taken to keep both publications as digital only.
- VisitWiltshire would like to know from attractions whether there has still been an appetite from visitors for printed material, and whether they have had any requests for

VisitWiltshire print since re-opening. If you have any thoughts on this please let [Fiona](#) know.

- If you could also let us know your policy on print and print advertising that would be great too.

#### **Any Other Business**

- VisitWiltshire have had a number of reports recently that companies have had a trouble with working with OTA's. We want know;
  - o Are you selling tickets through affiliates? If so, who?
  - o Is it working?
  - o Are customers happy with it?
  - o Any feedback – positive or negative?
- If you have anything to add on this please let [Fiona](#) know.
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