



**Notes from the Online Salisbury Tourism Industry Meeting
Tuesday 13 October 2020**

Present;

David Andrews, VisitWiltshire; Fiona Errington, VisitWiltshire; Flo Wallace, VisitWiltshire; Tristan Holland, VisitWiltshire; Billy Grimes, VisitWiltshire; Kurt Janson, Tourism Alliance; Louise Tonkin, Allium; Hannah Grigson, Army Flying Museum; Simon Cox, Cholderton Rare Breeds Farm; Glenda Barber, Cosy Club; Fiona Lockyer, Marshwood Farm; Stuart Earp, Milford Hall Hotel; Tim Pollard, Old Rectory; Shane Brennan, Salisbury Cathedral; Roz Mitchell, Salisbury Cathedral; Lorna Matthews-Keel, Salisbury Chequered History Guides & Salisbury City Guides; Cindy Demain-Griffiths, Salisbury City Council; Fiona Spear, The Guild; Tom Hedges, The Guild; Jane Thomas, Stonehenge; Janet Roe, The Lodge Farmhouse; Jeff Bruce, Stonehenge Campsite and Glamping Pods; Tony Field, The Rifles; Lynn Harman, The Stones Hotel; Emily Knox, Tinga, Caboose and Deacons; Aimee Hancock, Tinga, Caboose and Deacons; Eleanor Burke, Wiltshire Creative; Emma McDonald, ABC Networking; Alex Makwana, Salisbury Reds

Welcome

David welcomed everybody to the meeting and thanked everyone for their attendance.

Kurt Janson, Director – Tourism Alliance

Please see presentation included with these notes.

Kurt Janson, the director of the [Tourism Alliance](#) introduced himself and explained the role of the Tourism Alliance. The Tourism Alliance seeks to establish and maintain a favourable operating environment for all businesses involved in the delivery of tourism, particularly in England. Their main purpose is to lobby government both in England and Brussels on the key strategic issues facing the industry.

Three Tier System.

The Tourism Alliance has 3 main questions surrounding this latest move and are awaiting answers and lobbying government on;

1. Support for Accommodation Businesses in Very High areas – currently support only promised for pubs/bars, restaurants that are going to be forced to close. However if people are being told to not visit the area then accommodation business cant remain open.
2. Support for Travel Businesses in Very High areas who send people out of the area e.g. Travel Agents and Coach operators - as if it's impossible for people to leave the area these businesses are effectively closed
3. Legal Situation for Accommodation Businesses who have bookings from people from the Very High areas. As currently, even though advised, it is not a legal requirement for people in

Very High areas to stay in that location. Trying to understand whether a business refuse to honour a booking from someone from the area or if someone from a Very High area cancels.

Other recent changes

- Rule of six exemptions;
 - o Tour Guides allowed to take up to 30, providing each individual party complies with the rule of six
 - o Coach Tours can allow groups up to 30, providing each individual party complies with the rule of six
 - o Meetings can still held for up to 30 people
- Staff who use screens don't need to wear a facemask
- Customers can unfinished drinks or meals in other public areas of a hotel after 10pm and room service can continue after 10pm
- QR code is required for any indoor &/or ticketed attraction or tourism attraction, even for self-catering and outdoor ticketed attraction

Government Support Packages

- VAT Reduction to continue until end of Financial Year – applies to accommodation, meals and visitor attractions – Tourism Alliance are pushing for this to be extended longer, to cover Easter Period at a minimum
- Extended Loan Scheme and longer payback period – up to 10 years on 'pay as you grow' basis
- Self-Employment scheme extended on similar terms
- New Job Support Schemed – employees must work at least 33% of hours, with Government and Employers each paying 1/3 remaining hours. Tourism Alliance has taken major issue with this – arguing that it is totally inappropriate for tourism businesses to pay 55% of a person's wage for only 33% of working hours.

Three Stage Plan for Tourism Recovery

Because the government packages don't go far enough to help the industry, Tourism Alliance has put together a plan to lobby government on at the moment

- Retained- protecting as many businesses as possible to survive the year
 - o Extend and reform the Business Rates Relief Scheme – waived for next year and extended to businesses who haven't benefitted up until now, e.g Coach Operators, English Language Schools and DMO's
 - o Replace the current Job Retention Scheme with a targeted Tourism Jobs Protection Scheme as what has been proposed is not fit for purpose. Proposal – if a business can employ someone for 50% of their hours, the government pay another 25%. This way someone can work 75% of their hours, but businesses only pay for 50%
 - o Extend the Rent Protection Scheme and sharing burden of costs on commercial rents between business and the landlord
- Rebuilt – enable businesses to generate as much revenue as possible

- Reduce regulations, especially the Package Travel Regulations to encourage businesses to work together and provide value added products
 - Further incentive schemes – Eat Out to Help Out 2, Stay Out to Help Out, Social Tourism Schemes (vouchers from government to incentivise people to go out and take a domestic break)
 - Introduce tax incentives to encourage investment into businesses that do go under, to be restarted and staff retained
 - Further resources for Domestic Marketing
- Resilient – improve ability of tourism sector to withstand any further crisis
 - Review Tourism Delivery Structures and Resource Allocation – have a standalone, well financed and well-resourced English Tourist Board
 - Develop English Tourism Strategy – currently no strategy for the growth of what is a £100 billion industry
 - Sustainable Funding Mechanism for DMOs – at time they are need the most to help support businesses, they are struggling themselves
 - Accommodation Registration Scheme – solve the problem of getting information down to SME’s such as rights and responsibilities, as well as funding

You can see the Tourism Alliances paper in more detail [here](#).

AirBnB

Currently appears that AirBnB don’t have to abide by the statutory regulations that normal B&B’s and self-catering properties do. Tourism Alliance has approached DMS about this with research on places to stay in Liverpool who have availability to stay with a host. This clearly needs addressing.

If you do have any queries for Kurt and the Tourism Alliance, please send them to VisitWiltshire and we will pass it up Tourism Alliance.

Update from Businesses

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

- Most business reported that the summer (mainly August) was mostly positive and good numbers and bookings were achieved. However, in the last few weeks numbers have started to decline quite sharply & forward bookings looking poor
- Christmas is looking quiet, especially in hospitality, as works parties etc. aren’t being booked
- Short bookings times are being reported, with people booking last minute
- Lots of evidence that German groups are still coming to Salisbury
- Group bookings have dried up, but interest for next year is there
- Some businesses have started consultations with staff for redundancies
- Businesses having to adapt continually and trying to positively plan for next year

Salisbury Visual Identity Update

Please see presentation included with these notes.

Following on from the last Salisbury meeting, where we presented the 4 different routes that were proposed for the visual identity, the notes and presentation from that meeting can be found [here](#).

It was agreed by the stakeholder group to move forward with Route 4, with some adjustments to make it more legible.

Re-cap on the 'Traditional. Original.' Brand Positioning, more detail on which you can find in the booklet [here](#).

Wiltshire College was used heavily in the designs, to give the opportunity to young, local designers to contribute to the visual identity.

The new visual identity and marque incorporates a pattern seen throughout the city. For example the 'Y' reflects the pillars and arches at the Cathedral. More examples can be seen on the slides provided.

The graphic elements are taken from the core marque and can be used to create patterns and put photos and copy inside them. Examples can be seen in the slides provided.

The Interactive Brand Guidelines are being signed off at the moment; once this has been done the visual identity will be able to be used throughout the city and by partners.

England Originals

England Originals is a Discover England Project that has been successful in receiving the next round of funding. Salisbury will benefit from this by being included in its national domestic campaign. Four areas that they are working on;

1. Product development – especially tour guide product
2. To promote England Originals to UK market through B2C campaigns. In the past it has predominantly to USA market and it targets more specifically Millennials. Instagram, Facebook and partner with a travel brand
3. Additional content creation
4. Trade work, which VisitWiltshire will be leading on. This will help us position Salisbury quite highly

Marketing Updates

Please see presentation included with these notes.

Our schedule for recovery planning is at stage 2 of 4;

1. Immediate window Easing – May – July - virtual journeys – social media / plan your visit
2. **July – December – opening - reassurance / open space**
3. 2021 - looking ahead will depend how the next few months go
4. 2020 Survival - 2021 Recovery- 2022 Growth

- Our content and marketing is well into recovery stage with all our messaging around responsible tourism 'Find Space Find Time - Time to Enjoy Wiltshire' and now moving into the autumn we are using the [Escape the Everyday](#), aligning with [VisitEngland's £5m campaign](#). Our activity includes a website landing page, social media, e-newsletter and PR. Please do send us any relevant Autumn-themed content including breaks, special offers, activities, half term and Halloween events to [Helen](#) and [Holly](#). The campaign is running in 2 bursts pre-Christmas and then in the New Year.
- Our staycation messaging around the 'We're Good to Go' and 'Know Before You Go' showcasing partners who have been awarded Visit England's "We're Good to Go" mark as well as those participating in the "Eat Out to Help Out" scheme, featured nearly 150 partners and was very popular.
- We created a [reassurance video](#) which has had over 700k views. If you would like to use the video then please do.
- We're continuing to run our Monthly consumer newsletters to our mailing list of 120k and now using the recovery content. Please do send us any newsworthy content for inclusion.

Website and Digital - Salisbury Website

- Our overall web traffic has recovered from being; -81% in April; -64% May; -49% June; -31% July; -10% August and September.
- Local residents were the top users of the [VisitSalisbury](#) site in May, but Londoners were the top users from June onwards, which is in-line with national sentiment research that shows that people in London are looking at taking trips again, with Salisbury coming second.
- Over the last two months we've seen the type of content that is most popular on the site change. In June and July, there was a lot of interest in content to do with being outdoors e.g. [walking](#), picnics, [cycling](#) etc.
- In August and into September, we have seen content for [attractions](#), [food/drink](#), [accommodation](#) start to perform better. Obviously this is connected with the changing weather, but it is also promising that the pages that have traditionally performed well on the site (ie before covid) are starting to do well again.
- Traffic has actually completely recovered on some sections of the site, and some areas were actually up year-on-year since June.
- [Things to do](#), [plan your visit](#), [explore](#) & [the blog](#) are all around about (or above) where they were this time last year in terms of traffic.
- Interestingly the 'Homepage' has not been the most popular page since lockdown
- It is still primarily the "[what's on](#)" pages which are behind the drop in traffic, with round 70% less traffic year-on-year. This could be because people are less interested in "what's on" content, as they're not planning ahead much and, we have much less "what's on" content for people to interact with, because there are less events taking place. As a comparison, in August 2019 we had 242 event products live on the Wiltshire website. In August 2020, we only had 124
- The benefits of the Salisbury website are listed in the slides included with these notes.
- Blogs are a really good way of getting your product seen and increased exposure. If you have any content that you think would be suitable, or would like to do a 'Spotlight On' blog please get in touch with [Helen](#)

- If you have not already let us know your plans for reopening, please send us details and dates so that we can update the website and promote via social media. Please send information to [Billy](#) or [Helen](#). Likewise, if you have been awarded the "We're Good to Go" mark, please let us know so we can add it to your product page.

Visit Salisbury Top Content Pages	Sep-20	Users
Things to do		6287
Home		5327
Top ten places to walk in Salisbury		1876
Attractions		1615
Food and drink		1614
Shopping		1380
Car parking and car parks		1320
What's on		1148
Activities		1143
Pubs and Inns		862

Future plans for Visit Salisbury website

As many of you will be aware Salisbury BID, the cathedral and city council are in the process of developing a new Salisbury website. Our understanding is that the intention isn't for this to replace our website activity or duplicate content from the VisitSalisbury.co.uk, but will be in addition to this.

All our Salisbury partners will continue to benefit from an entry on the visitsalisbury.co.uk website and VisitWiltshire's strategy will be to continue to promote this channel to our target audiences, including local, national and international visitors. It is our understanding that the new website is targeting the local community and visitors once they get to the city.

We will review and adjust our website and digital strategy and content if needed.

Our website is in a very strong position as it has been in existence for over 5 years, and has a good google domain authority.

If anyone has any concerns or queries on this, please don't hesitate to contact [Fiona](#).

Social media

Our Social Media channels continue to perform very well with just under 38k followers. The channels drive over 2,000 visits to the website each month and the reach is in excess of 200,000k. If you have any content you would like us to push out via Social Media, or would like to organise a 'takeover' of one of our accounts, please contact [Helen](#).

Brochure & Print Distribution

As the industry opened up, we restarted our domestic distribution program. Alongside this we distributed some new posters (including a Salisbury one) which are sitting alongside our various print publications in various outlets. They contain our latest recovery messaging. Opportunity-To-See figure was 7.6 million people just for these. You can see examples of the posters in the presentation included with these note.

The [2020 Salisbury Map](#) has been very popular and distribution is going well especially in Supermarkets, Motorway Service Areas, and Garden Centres.

The Salisbury Out of Hours information board has been reviewed and amended with COVID related and 'Good To Go' messaging has been added. This is now up outside the information centre.

We are revisiting the 2020 Fam passport which was ready for launch just as COVID hit, we plan to issue shortly with revised offers. Please let [Billy](#) know if you are happy to continue with your offer or send in a revised offer

Plans for 2021 publications – we are currently reviewing our publications, and are looking at options to either produce digital publications or possibly just one smaller Wiltshire visitor publication with a small print run that pushes people to website and digital. This would include our Salisbury map which we usually do a part of an overall Salisbury campaign. If you have any thoughts on print publications, or would be keen to get involved, please don't hesitate to get in touch.

Training events

We are looking to put together a training programme throughout the autumn and winter. More details to follow. If you have any specific areas of training you would like us to offer, please contact [Tristan](#).

Online Photo Library.

If you would like access to photos for your own promotional material, email [Helen](#) with details of what you are looking for and he will send you links to relevant albums.

A list of albums can be found [here](#).

Great West Way

We have secured DEF funding for Great West Way marketing and product development activity primarily aimed at the domestic market to end March 2021. Wiltshire will feature heavily in the upcoming activity.

Our new updated digital version of our [Great West Way Travel Magazine](#) is now available. It has been adapted to more reflect the new normal. Salisbury & Wiltshire are featured throughout. The magazine will be distributed through the consumer newsletter and our social media channels, as well as Yumpu and Issuu travel promotions with distribution in excess of 25,000. Ambassadors can feel free to add the magazine to their website, and share via their newsletters etc.

Wiltshire Residents Week

Our second Wiltshire Residents was going to take place this spring, but had to be put on hold. VisitWiltshire are planning to hold another Residents Week with details and dares currently under discussion.

Travel Trade

Just been awarded the Trade Engagement Information from England Originals, which means Flo will be engaging with even more trade moving forward. This increases the chance for Salisbury to be included in programmes for both the England Originals Project and Great West Way.

VisitWiltshire were delighted to collect the Best UK Destination at the Group Travel Awards. The awards aim to shine a spotlight on the best destinations, attractions and people. We would like to thank all our partners who help to make Wiltshire such a great destination for groups.

There is still a lot of engagement with the Travel Trade through digital events and meeting, so contact with buyers remains strong.

We are currently putting together plans and strategy together for 2021 and beyond. You can see the notes and updates from the latest Travel Trade meeting [here](#).

Please do contact [Flo](#), if you are interested with working with the trade in the future.