



**Notes from the  
Wiltshire Association of Visitor Attractions Meeting  
Thursday 12 May 2016 at Marlborough College**

**Present**

Alf Scrimgour (Confederation of Passenger Transport), Charlotte Toop (Stourhead), Claire Mann (Malmesbury TIC), Dave Gill (Treasure Trails), David Throup (Crofton Beam Engines), Florence Wallace (VisitWiltshire), James Arnold-Baker (Wilton Windmill), James Dwyer (Salisbury Plain Safaris), Jasmin Christie (Longleat), Jenny Butler (VisitWiltshire), Jo Bailey (Aerosaurus Balloons), John Blake (Marlborough College), Julie Cooper (Skydive Netheravon), Katja Ahola (Viator), Pam Weeks (Crofton Beam Engines), Rachel Wheeler (Marlborough College), Rebecca Clay (Roman Baths), Roz Mitchell (Salisbury Cathedral), Sam Pinkney (The Merchant's House), Sophie Costard (The Merchant's House), Theresa Hopwood (VisitWiltshire)

**Welcome**

Theresa Hopwood welcomed everyone and thanked Marlborough College for hosting the meeting.

**Introductions and How's Business**

Members of the group introduced themselves and gave a brief update on 2016 business. Whilst many reported significant increases in numbers compared to last year, others had been adversely affected by factors such as scaffolding or poor weather, resulting in a drop in visitors compared to 2015.

**Katja Ahola – Viator**

Katja's presentation gave an overview of Viator, part of the TripAdvisor group, highlighting ways in which they could work with VisitWiltshire partners. Viator is:

- The world's leading online seller of tours and activities
- Offers over 32k products, across 2k destinations, in over 165 countries
- Has the largest affiliate network in the industry
- Cross sells products through major travel brands
- Integrates with over 25 reservation systems
- Can offer booking buttons on your TripAdvisor page
- Plus direct booking on the TripAdvisor mobile app
- Webinars are available for training purposes – see invitation on our website here:  
<http://www.visitwiltshire.co.uk/partners/news-and-events/partners-meetingnotes>

Viator are keen to work with additional Wiltshire businesses – for further information contact Katya on [kahola@viator.com](mailto:kahola@viator.com) [www.viator.com](http://www.viator.com)

**Alf Scrimgour – Confederation of Passenger Transport**

Alf Scrimgour's presentation gave an overview of the Confederation of Passenger Transport and highlighted ways in which VisitWiltshire partners can benefit from working with them, including their Coach Friendly schemes for towns and, new this year, attractions. The CPT are keen to work with additional Wiltshire businesses, either towns or attractions. Alf's presentation can be found on our website here; <http://www.visitwiltshire.co.uk/partners/news-and-events/partners-meetingnotes> – for further information contact Alf on [Alfs@cpt-uk.org](mailto:Alfs@cpt-uk.org) [www.cpt-uk.org](http://www.cpt-uk.org)

**Update on VisitWiltshire Activity**

Jenny Butler and Theresa Hopwood gave an update on VisitWiltshire activity including:

- Late Spring advertising campaign – outline of online and offline activity
- Visitor Map 2017 – the group were invited to share their thoughts on possible developments to how the Map looks. Also on how WAVA might be presented within it. The Map is now at its maximum size, so the space available for advertising is limited – whilst priority can be given to WAVA members, an early response is highly recommended as it is likely to fill up quickly
- Groups Guide 2017 – completed information forms are due back by 31 May
- Reminder to update website entry, update photos, add events and special offers

- Website is currently having main pages translated. Partners wishing to have their own material translated advised that Etymax provide preferential rates for partners. Reminder of other money-saving offers on partner pages
- Trip Advisor will be added as default to VisitWiltshire product entries. Please advise Emma Kirkup by 31 May if you would prefer not to have them added

### **South West Tourism Growth Fund Activity**

Flo Wallace gave an update on SWTGF activity, including Travel Trade activity on which VisitWiltshire was leading. For further information about this activity please see the report on the Partner News pages of the website: <http://www.visitwiltshire.co.uk/partners/news-and-events>

### **Opportunities for Joint Ticketing Initiatives**

Flo Wallace highlighted opportunities for members of the group to work together by offering joint promotions. Doesn't have to be costly and could be as simple as reduced entry into one attraction when showing a receipt from another. Let VisitWiltshire know so we can promote this for you.

This is just one example of how the WAVA group can develop to benefit attraction partners. There are many others ideas which we can explore at further meetings eg. cross promotion of events, joint promotional activity, benchmarking (using %s), setting up and using a closed group platform for ideas, discussions and to facilitate networking amongst group members.

### **2016 / 2017 Marketing Opportunities**

Jenny Butler circulated a copy of the 2016/2017 Marketing Opportunities leaflet and highlighted a number of areas of potential interest to WAVA members, including:

- Special offers on website banner ads for WAVA members until the end of May
- Opportunities to feature in consumer e-newsletters
- Opportunities for print advertising in all three main guides

She also invited the group to submit suggestions for other activities of potential interest to the WAVA group, eg attendance at consumer exhibitions

### **VisitWiltshire Training Opportunities**

Theresa Hopwood asked for ideas on training relevant to WAVA members, and offers of suitable training venues.

### **Nominations for Chair of WAVA**

Members of the group were asked to let VisitWiltshire know whether they were interested in chairing the group, either as a one-off or on an ongoing basis.

### **Action Points – from this and the previous meeting:**

- Jenny Butler to update the email contact list and circulate around the group again
- All to let VisitWiltshire know what they want to achieve from being part of this WAVA group eg what benefits are you looking for? What initiatives would you like to implement in your business? What would you like to discuss with other members of the group?
- VisitWiltshire to look at setting up a GooglePlus / LinkedIn group for WAVA
- All to forward suggestions for the format of 2017 publications to Jenny Butler by Friday 10 June
- All to forward details of special offers to Emma Kirkup at VisitWiltshire
- All to forward suggestions for speakers or subjects to discuss at future events to Fiona Errington
- All to let VisitWiltshire know if they are able to host a future meeting

### **Date of Next Meeting**

Thursday 15 September, 2-4pm  
Venue tbc