



**Notes from the Wiltshire Association of Visitor Attractions Meeting
Tuesday 17 July at REME Museum**

Present:;

Melissa Barnett, Chippenham Museum; Hannah White, Longleat; Roz Mitchell, Salisbury Cathedral, Bethan Seymour, Bowood; Lyn Eden, Team Pursuits; Marianne Cartwright-Hignett + 1, Iford Manor; Theresa Hopwood, VisitWiltshire; Rachel Wheeler, Marlborough College Summer School

Welcome and Thank You: Roz welcomed everyone to the meeting and thanked Bowood for hosting.

Introductions and How's Business: Attendees introduced themselves and provided a brief update on 2018 performance to date. Business in the last few months has varied according to the type of business, and how the heat wave affected them. New developments, and longer opening hours in some attractions had led to an increase in numbers

Sharing of Market Intelligence

Background: At the October 2017 meeting it was agreed that WAVA would begin recording attraction visitor numbers monthly, as a % increase or decrease rather than actual numbers. To enable identification of trends and year on year comparisons, historical figures from 2015 would be included. External factors such as the weather would be noted to give context where relevant. Data would be top line, combining domestic, overseas, consumer and travel trade visitors. Reporting would be at the quarterly WAVA meetings.

Update: It was agreed that, due to the variance in ways of reporting, and the different types of business this was not workable and it was agreed to drop the idea.

Speakers and Open Discussions for WAVA Meetings

Roz highlighted that a good speaker is important for these meetings as it provides another reason to attend. Roz has started a Doodle Poll to find which subjects would be of most interest [here](#). One subject discussed was social media, it was thought it would be useful to have updates on the latest social media developments every 9 months or so. **ACTION:** ALL please complete [poll](#) by the end of October.

As there was no speaker for this meeting Roz initiated a discussion on how businesses work with partners eg DMO's. Businesses around the table work with other DMO's to suit their market eg Christmas Market publication, or Hen and Stag market. A short discussion also took place about online bookings.

It was agreed that "Focused Open Floor Discussions" should be included on the agenda particularly if there is no speaker **ACTION:** Billy, please add to agenda

Update on VisitWiltshire Activity from Theresa Hopwood

2019 Publications

Work is progressing well on our family of publications for 2019, but there is still just time to book an advert or entry within them. Prices start from just £72.50 in the Visitor Guide and £105 in the Visitor Map. See here for details and email Billy to book.

Information for Events Calendars

Attraction and Town partners are invited to submit up to 6 events for possible inclusion in the events calendars within our 2019 printed publications. Ideally we would like both the name of the event and

the exact 2019 date(s), but failing that please email the name of the event and the month in which it takes place to Jenny.

Salisbury Tourism Recovery Activity

After the second incident an additional £300k tourism funding has been announced for tourism recovery funding.

We are finalising marketing activity which will include National Press, Regional magazines, regional press and outdoor advertising, pushing events and Christmas.

VE/VB have been promoting events – did a radio campaign around the food and drink festival which took place 30 September and also have promoted the Salisbury literacy festival in national press.

Autumn Campaign

This is now live – activity includes a range of digital, social and PR. And will run until the end of October.

Photo Competition

This has now closed we had over 40 entrants with up to 8 images each. Newsquest and Castle Cameras are just reviewing the shortlist – the winner will be announced in the new couple of weeks.

Blogger Coverage:

We've received lots of coverage from our Salisbury trips:

- London Unattached- <https://www.london-unattached.com/salisbury-wiltshire-history/>
- Ladies What Travel
<https://www.ladieswhattravel.com/a-long-weekend-in-salisbury/>
- Snighda Parijat – <https://snigdhaparijat.com/2018/07/06/salisbury-city-guide/>
- Explore with Ed - <http://www.explorewithed.co.uk/2018/07/top-things-to-do-in-wiltshire.html>
- Beautifully Travelled- <https://www.beautifullytravelled.com/historic-weekend-salisbury/>
- Le Corgi- <https://www.lecorgi.com/single-post/Summer2018-in-Salisbury>
- Jaillan Yehia
 - East Kent Lifestyle Magazine- page [1](#), [2](#), [3](#), [4](#)
- Savoir There Blog- <http://www.savoirthere.com/21239/things-to-do-in-salisbury-stonehenge-weekend/>

Social Media

Twitter

As at the end of September 2018 we had over 24,348 followers on Twitter,

Facebook

As at the end of September 2018 we had over 18,424 likes on Facebook,

Instagram

As at the end of September 2018 we had over 9,214 followers on Instagram, We held an instameet at Buttle Farm which went very well – had 21 attend 43 post and a reach of over 23,000

VisitWiltshire Website

September had 98,342 visitors which was 19% up on last year.

Training

We are running a Photography for Social Media course this week, and are looking to do a Google Analytics course in November/December. Please let Theresa know if you have any particular

training requirements. The first Great West Way Discovery Course has taken place, the next one is scheduled for 27 November at the SS Great Britain.

Great West Way

The Ambassador scheme is now up and running with well over 100 businesses signed up. The press and trade launch will be at the World Travel Market, with a launch dinner, and Trade Showcase in Bath on 22/23 November. The website and social media will be going live shortly.

Any Other Business:

Dates of Next Meeting

TBA