



**Notes from the Wiltshire Association of Visitor Attractions Meeting
Thursday 24 January 2019**

Present;

Beth Seymour, Bowood House; Anne Curtis, Edington Festival; Rachel Wheeler, Marlborough College Summer School; Rick Henderson, REME; Julie Cooper, Skydive Netheravon; Simon Wright, Royal Artillery Museum; Roz Mitchell, Salisbury Cathedral; Lesley Andrews, Friends of the Garden Trust; Annabelle Green, Wiltshire Music Centre; Fiona Errington, VisitWiltshire; Billy Grimes, VisitWiltshire

Guest Speaker; Anthony Rawlings, Digital Visitor

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

Introductions and How's Business: Attendees introduced themselves and provided a brief update and overview on 2018 performance and plans for 2019. Business last year in general varied according to the type of business, and how the weather had affected them with snow in early March, and early and wet Easter and the summer heatwave impacting numbers at otherwise busy times of year. On the whole it appears that numbers levelled out on a par with or slightly better than previous year. Particular events and exhibitions appeared popular across the board. Uncertainty of the political situation makes 2019/20 unpredictable as people may be cautious with booking and spending.

Digital Visitor Presentation: Anthony Rawlings gave a very enlightening presentation on email marketing. He highlighted the number of ways of both acquiring email addresses from interested parties and then using that data effectively. Attendees were engaged with the presentation and had many questions on how they could best utilise email marketing for their specific attraction. A link to the presentation is included in the email along with this document.

Action: VisitWiltshire to organise a guest speaker on the subject of Social Media for the next meeting

Action: RM suggested that for future meeting discussions should revolve around a specific subject rather than a general 'how's business' discussion. The subject selected was distribution and will be added to the agenda for the next meeting. In preparation for this the two companies that VisitWiltshire use for distribution are;

- Pear Distribution - <http://www.pearcommunication.co.uk/>
01446 776950
info@pearcommunications.co.uk
- Take One Media - <https://www.takeonemedia.co.uk/>
0800 389 6636
select-one@takeonemedia.co.uk

Update on VisitWiltshire Activity from Fiona Errington

2019 Publications

The VisitWiltshire Visitor Map, Visitor Guide and Travel Trade have now been printed and are ready for distribution (see links above). Hard copies were distributed at the meeting.

Update pages and events

As we are starting a new year, now is a good time to update your product pages on visitwiltshire.co.uk and upload upcoming events for 2019 to the 'what's on' page.

Action: ALL to send any updates, changes and new photos for your product pages to [Billy](#).

Action: ALL complete the [Event Form](#) with any upcoming events.

2019 Wiltshire Residents Week

Due to the success of the trial in Salisbury last year, a Wiltshire Residents Week will take place in line with English Tourism Week (30 March – 7 April). This gives residents of the county an opportunity to visit local attractions for free or a reduced rate. More information will follow in the coming weeks.

Salisbury Tourism Recovery Activity

- New z-card maps are now being produced for Salisbury and will have a print of 100,000 to be distributed.
- New video has been released on social media by VisitBritain/VisitEngland, focusing on 'meet the locals'.
- Advertising campaigns will continue into the spring.
- Salisbury tourism activity is ongoing, and you can see the latest activity report [here](#).

Social Media

Twitter

As at the end of December 2018 we had over 24,600 followers on Twitter,

Facebook

As at the end of December 2018 we had over 18,750 likes on Facebook,

Instagram

As at the end of December 2018 we had over 9,900 followers on Instagram, this is our fastest growing social media platform. We have a number of Instagram takeovers in the coming weeks, this helps open us up to a new audience and gain more followers. We will also be planning a number of Instameets for this year, which anyone is welcome to get involved in.

VisitWiltshire Website

December had 32,300 visitors with 79% of them being new visitors.

Travel Trade

VisitWiltshire and the Great West Way are attending a number of exhibitions in the coming months including;

UKInbound Convention, Glasgow - 6-8 February

South West Group Travel Show, Longleat - 16 February

ITB, Berlin – 5-10 March - stand share opportunity

UKInbound Discover Event, Salisbury - 12 - 13 March

Explore GB, Harrogate, Yorkshire 8-10 May

AGTO Western Branch AGM, Salisbury, 27 - 29 September

Training

We are running a 'Creating a Successful Social Media Strategy' course on 14, unfortunately it is now full but we are always looking at scheduling other courses. Please let Theresa know if you have any particular training requirements. The Great West Way Discovery Courses are now being rolled out, with the next one scheduled at The Royal Oak in Yattendon, on 8 February. If you would like to attend, complete the [booking form](#) and return to [Theresa](#).

Great West Way

Great West Way officially launched on 22 November with an event in Bath. We have over 170 Ambassadors and 41 Official Tour Operators with the numbers increasing all the time. The website and social media channels are now live and we have produced printed visitor maps which are now ready for distribution, along with a Great West Way film that is now online.

Any Other Business:**Dates of Next Meeting:**

Thursday 25 April at Langford Lakes, Wiltshire Wildlife Trust.