



Notes from the Wiltshire Association of Visitor Attractions Meeting Thursday 13 July 2017 at The Merchant's House, Marlborough

Present

James Arnold-Baker, Wilton Windmill; Lizzie Brinkworth, 11th Hour Escape Rooms; Jenny Butler, VisitWiltshire; Debby Edwards, Bowood House; David George, Barbury Horse Trials; Roz Hannam, Longleat; Rick Henderson, REME; Tim Henley, 11th Hour Escape Rooms; Roz Mitchell, Salisbury Cathedral & Magna Carta; Donna Mountford, City Hall Salisbury; Loz Samuels, DOCA Devizes; Roger Smith, Royal Wootton Bassett Museum; David Throup, Crofton Beam Engines; Charlotte Toop, Stourhead; Peter Turvey, Crofton Beam Engines; Florence Wallace, VisitWiltshire; Rachel Wheeler, Marlborough College Summer School.

Welcome and Introductions

WAVA Chairman, Roz Mitchell, welcomed everyone to the meeting and thanked The Merchant's House for hosting it.

Presentations

There then followed presentations on topics of interest to the group:

Volunteer Makers (www.volunteermakers.org): John Brunsdon from Tickbox Marketing outlined what the organisation does and highlighted opportunities for collaborative working with WAVA members

National Trust (www.nationaltrust.org.uk): Charlotte Toop, from the Visitor and Volunteering Experience Department at Stourhead, explained the Trust's approach to marketing and communications

REME (www.rememuseum.org.uk): Rick Henderson, Museum Director at REME, gave an update on the new museum which opened recently

Copies of all three presentations can be found on the partners' section of the VisitWiltshire website here: www.visitwiltshire.co.uk/partners/news-and-events/partners-meetingnotes

Action: Anybody interested in their business being considered for inclusion in a Wiltshire Volunteer Makers platform to contact [Fiona](#) or [Jenny](#)

How's Business – Update on 2017 to Date

Whilst for some partners numbers were either flat or slightly down on 2016, with the warm weather felt to have had a negative impact in some cases, others reported excellent levels of business for the year to date. One partner described advance bookings for Christmas as 'storming'. At another, education had 'grown massively' in the year.

Update on VisitWiltshire Activity

Jenny Butler gave an update on VisitWiltshire's marketing activity highlighting:

- VisitWiltshire's online shop went live at the start of July and features 11 businesses with 3 more to be added shortly. A number of bookings have already been received
- A digital campaign is being run to promote the digital shop, pushing days out in Wiltshire, activities etc via social media, pay per click, Facebook lead generation including data collection, and re-marketing via Facebook
- The Late Spring marketing campaign has now finished, with lifetime results as follows: paid search drove over 3.3k unique visitors to our website; Facebook and Instagram activity generated over 33.5k clicks and almost 2.5million ad impressions across both channels; Facebook/Instagram video generated almost 25k video views; pre-roll generated over 33k video views; a Wiltshire-themed e-newsletter was sent to over 94k people on our own database; the lead generation campaign achieved the target of 6,000 leads via a digital flier plus an email broadcast to 250k people

- Details of the Autumn marketing campaign will be available shortly - keep an eye on our partner newsletters and marketing updates for news
- There is still time to book advertising in VisitWiltshire's 2018 publications – prices from £60 in the Travel Trade Guide, £72.50 in the Visitor Guide or £105 in the Visitor Map
- VisitWiltshire's annual photo competition launched in June – see the VisitWiltshire website for details
- VisitWiltshire's online photo library is a free resource allowing partners to supply images to third parties such as journalists, or source images for use in their own marketing

Action: All to contact [Jenny](#) by Friday 11 August if you would like to advertise in 2018 publications

Action: All to contact [Emma](#) or [Fiona](#) if you are interested in selling tickets via our new online shop

Action: All to contact [Jenny](#) to request or supply photos for the online photo library

Action: All to encourage their visitors to enter the 2017 photo competition

Action: All to look out for details of the Autumn Marketing Campaign and contact [Fiona](#) if you would like to take part

Due to limited time Florence Wallace suggested partners keep their eye on the Partner Newsletters for PR and Travel Trade news and opportunities and the Marketing Update. You will notice these have been re-designed to align with our website and branding.

Action: Please ensure you have filled out the Event Form – www.visitwiltshire.co.uk/event-form so that we can promote your events to visitors, and make sure [Emma](#) and [Flo](#) have details of any special offers you are running. Providing us with this information ensures that you will be considered for inclusion in press releases.

The Showcase South West Travel Trade event on 28 November 2017 is now open for bookings from suppliers interested in promoting their businesses to tour operators and wholesale buyers. The event will take place in Bristol and will be a one-to-one networking meeting. At £125 + VAT the cost to suppliers is incredibly good value.

Action: Interested suppliers should book by registering on www.etoa.org/showcasesouthwest

Discussion on Future Collaborative Activity

Due to time constraints this discussion was rather brief, but will be picked up again at the October meeting.

Action: All to email [Jenny](#) with details of any market intelligence you currently collect that could be made available to the group

Action: All to come to the next meeting prepared to share strategies for dealing with the changing data protection laws, including how to retain data following the changes

Action: VisitWiltshire to re-circulate the presentations from the National Attractions Marketing Conference with the minutes of the July WAVA meeting

Action: VisitWiltshire to organise a speaker on Data Protection for the October meeting

Flo made the group aware of a marketing opportunity with SAGA Magazine that could be beneficial to attractions who are trying to target this 50+ market. The opportunity would be online:

<http://www.saga.co.uk/magazine>. They currently have 900k unique users a month and 90k newsletter subscribers (for most relevant database for us to target). For a collective investment of £1k we could book a campaign (at a time to suit all partners) which includes one editorial online article featuring the contributing businesses (eg <http://www.saga.co.uk/magazine/travel/city-guides/uk/things-to-do-in-cardiff>); promotion in an e-newsletter to 90k people; social media push; and vertical lightbox for one month on the entertainment page:

<http://www.saga.co.uk/magazine/entertainment>

Action: Contact Fiona by Friday 18 August if you are interested in taking part in this campaign.

Dates of Next Meetings

Tuesday 10 October 2017 from 2-4pm at The Museum of Army Flying, Middle Wallop

Tuesday 23 January 2018 from 2-4pm – venue tbc (please let [Jenny](#) know if you would like to host)