



**Notes from the Wiltshire Association of Visitor Attractions Meeting  
Thursday 26 April 2018 at Trowbridge Museum**

**Present:** Amy Nutland, Bowood; Beth Roper, Crofton Beam Engines; Clare Lyall, Trowbridge Museum; Fed Pereira, Pear Communications; Fiona Errington, VisitWiltshire; Georgia Aubrey, Pear Communications; Gordie Howsego, Salisbury Escape Rooms; Hannah Lyddy, Trowbridge Museum; Hannah White, Longleat; Jenny Butler, VisitWiltshire; Jo Atkins, National Trust; Marianne Cartwright-Hignett, Iford Manor; Mike Holden, Trowbridge Information Centre; Pamela Weeks, Crofton Beam Engines; Penny Taylor, Trowbridge Information Centre; Peter Turvey, Crofton Beam Engines; Rachel Wheeler, Marlborough College Summer School; Roz Mitchell, Salisbury Cathedral & Magna Carta.

**Welcome and Thank You:** WAVA Chairman, Roz Mitchell, welcomed everyone to the meeting and thanked Trowbridge Museum for hosting it.

**Introductions and How's Business:** Attendees introduced themselves and provided a brief update on 2018 performance to date. Once again, the picture was mixed. In Salisbury, one partner had been significantly affected by the 4 March event, while another had hardly noticed any difference at all. Elsewhere, some partners had been adversely affected by the snow earlier in the year and footfall had suffered. Conversely, others had benefited from the bad weather. Easter had been good for some and poor for others. Generally, however, numbers were now starting to pick up. VisitWiltshire is collating information on the effect of the Salisbury event.

**Pear Communications Presentation:** The group was very pleased to welcome to the meeting Fed Pereira and Georgia Aubrey from Pear Communications. Fed's presentation, focusing on best practice with regards to distribution, will be added to the partner section of our website shortly.

**Crofton Beam Engines Presentation:** Following their successful bid for HLF funding, Peter Turvey and Beth Roper updated the group on Crofton Beam Engines' plans for the future and progress to date. Again, their presentation will be added to the partner section of our website shortly.

### **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:** Many partners had struggled to supply figures in this way and only a handful of replies had been received. The responses differed enormously and it had not been possible to identify trends from them. It was agreed to send out a template for people to fill in and keep the topic on the agenda for the next meeting, but with a question mark over how useful it actually was and whether it was worth persevering with.

**Update on VisitWiltshire Activity** from Jenny Butler and Fiona Errington:

- **2017 Annual Marketing Roundup** highlighted the following: ROI of 43:1 for 2017 marketing activity, which influenced spend of approximately £10.8m in the county. 258k copies of 2017 brochures distributed. Almost 3m website page views received. Social media numbers up 27% to over 48k. Consumer database up 45% to over 116k names. 4 short timeless-themed aerial films released. 4 marketing campaigns linked to timeless branding undertaken. 11 UK and

overseas travel trade exhibitions, shows and events attended. Record-breaking photo competition.

- **2018 Publications:** Over 300k copies of Visitor Guide, Visitor Map and Travel Trade Guide to be distributed during the year. 100k copies of new Food and Drink Map produced for 2018. [Online copies](#) of all are available to download from the VisitWiltshire website. Bulk supplies can be obtained from VisitWiltshire's distributors – email [Jenny](#) for details. 2018 Fam Passport has more offers and record potential savings. New Wiltshire Towns map coming soon.
- **2018 Food and Drink Campaign:** Ran for 2 months from February. As well as the Map it included a wide range of digital activity. Final results as follows: 2,628 link clicks, 94,347 reach, average click through rate of 1.6%, 644 reactions and page likes.
- **Residents' Week:** Trialled in Salisbury during English Tourism Week from 17-25 March. 30 partners took part. Almost 800 tickets sold. VisitWiltshire hopes to expand it for 2019.
- **Online shop:** Now up and running. Salisbury Information Centre now using it. Contact [Fiona](#) to sell tickets for your own business on it.
- **VisitWiltshire Website:** Received over 82k unique visits during March 2018 – up 9% on March 2017.
- **Social Media:** Continues to go from strength to strength. Comparing March 2018 with March 2017, Twitter up 16%, Facebook and Instagram up 33.5%.
- **PR:** All businesses encouraged to upload their events to the VisitWiltshire website using the online [events form](#). This is where information is sourced for press releases etc. VisitWiltshire is currently looking for summer events and special offers. Two press visits at end of March from The Times and The Express.
- **Travel Trade:** VisitWiltshire has been following up with contacts made over last few months. Great West Way Official Tour Operator Scheme launched. Now have 20+ tour operators / wholesalers interested in selling the Great West Way for 2019. Working with them to develop new itineraries. Working on a trade newsletter to over 3k contacts.
- **Photo library:** Please make the most of this additional resource to promote partner businesses.
- **Marketing Updates:** Sent out to partners once a month. Back copies available on website.
- **Salisbury Situation:** VisitWiltshire is collating details of how businesses across the county have been affected (or not) by the 4 March event.
- **VisitEngland/VisitBritain Update:** The latest report on room occupancy in England for January 2018 showed an increase of 1% to 65% compared to January 2017. Bed space occupancy also increased by 1% to 45%. Read the report [here](#).
- **Great West Way Update:** Excellent progress made over the last few months – see separate pdf attachment for details and find out more [here](#).
- **Update on Training Opportunities:** Held over until the July meeting.

**Any Other Business:** Attendees were invited to let VisitWiltshire have any suggestions for agenda items or speakers for future meetings.

**Action:** All to email [Fiona](#) detailing any effects on business resulting from Salisbury 4 March event.

**Action:** All to return a completed visitor numbers template to [Jenny](#) as outlined under Sharing of Market Intelligence above.

**Action:** All to email [Jenny](#) if you would like to order bulk supplies of 2018 guides from distributors.

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

**Action:** All to contact [Louisa](#) with details of special offers.

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

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

**Action:** All to feed back to [Jenny](#) with suggestions for speakers and/or items of interest for inclusion on future meeting agendas.

### Dates of Next Meetings

Tuesday 17 July 2018 from 2-4pm – REME Museum, Lyneham

Thursday 11 October 2018 from 2-4pm – Bowood