

PR & Media Relations Agency/Freelancer Appointment Brief September 2026

1. The Opportunity

VisitWiltshire is seeking a creative, highly connected PR agency or freelancer to deliver a high-impact programme of press and media relations.

The opportunity is to put Wiltshire firmly back on the national and international tourism map — generating compelling stories, securing high-value coverage and inspiring audiences to visit, stay longer and spend more.

VisitWiltshire has an established track record in destination marketing, with national awards recognising work across digital, website, social media, branding, travel trade and tourism marketing. PR will form part of a wider programme of destination management, business engagement, marketing and corporate activity to strengthen Wiltshire's visitor economy.

We are looking for a PR agency or freelancer who combining strategic thinking, creativity, outstanding media relationships and proven tourism expertise, with a strong track record of securing high-profile domestic and international coverage.

2. Our Ambition

The agency/freelancer will help us develop and deliver a proactive PR and media programme aligned with VisitWiltshire's destination and corporate strategy, designed to:

- Raise the profile and desirability of Wiltshire as a visitor destination.
- Generate high-quality regional, national and international coverage.
- Drive awareness, consideration, visits and visitor spend.
- Re-establish a consistent, proactive programme of PR and media relations.
- Raise the profile of VisitWiltshire as Wiltshire's nationally accredited Local Visitor Economy Partnership (LVEP).
- Support the Destination Management Plan (DMP) and annual business plan.
- Strengthen relationships with journalists, editors, broadcasters, influencers and content creators.
- Exploit opportunities through VisitEngland, VisitBritain and other strategic partners.

Activity should focus on quality, relevance, creativity and measurable impact.

3. Scope of Activity

The appointed agency will work closely with the VisitWiltshire team to develop and deliver an integrated programme including:

Strategic PR & Media Relations

- Reinstatement of a structured, proactive PR programme and action plan.
- Build a pipeline of distinctive, timely and newsworthy stories.
- Lead targeted media outreach with compelling press materials, ideas, imagery and content.
- Build and maintain relationships with priority journalists, editors, producers and creators.

- Secure positive regional and national coverage across print, digital, broadcast, specialist and travel media.
- Generate additional Partner income to support PR activity and events.

Press Trips & Experiences

- Secure and manage 6–10 high-quality media visits in 2026/27
- Develop creative itineraries showcasing the breadth and distinctiveness of Wiltshire.
- Target journalists and creators by agreed themes, audiences and markets.
- Work with VisitWiltshire and local partners to maximise potential and impact.

Content Creators & Social Influence

- Identify and secure relevant, high-quality creators for Wiltshire instameets and other activity.
- Develop creator-led storytelling that complements traditional media.
- Prioritise audience relevance, engagement and content quality over follower numbers alone.

Industry & Partner Opportunities

- Maximise opportunities through VisitEngland, VisitBritain and other strategic partners.
- Attend VisitBritain's Meet the Media event in January 2027, building relationships and securing opportunities for Wiltshire.
- Lead recruitment of high-quality media and creators for a major Meet the Media event in Wiltshire.

Corporate PR

- Deliver positive corporate PR locally, regionally and nationally for VisitWiltshire
- Secure positive coverage that raises the profile of VisitWiltshire's leadership, expertise, partnerships, achievements and contribution to the visitor economy.
- Develop and support corporate news stories to raise awareness of VisitWiltshire's role in generating growth, destination management, business support and industry development.

4. Key Themes

Key themes and consumer interests include:

- Experiential and meaningful travel
- Regenerative and accessible tourism
- Value for money
- Blended leisure and business travel
- Cultural immersion
- Bespoke and unique experiences
- Culture, history and heritage
- Film and TV locations
- Countryside and landscapes
- Distinctive places, experiences and stories that cannot easily be replicated elsewhere

The agency/freelancer should bring its own insight into changing media and consumer trends, identifying fresh angles, narratives and reasons to visit Wiltshire.

5. Contribution to Wider Performance

The PR programme will contribute to organisational KPIs, including:

- Regain lost market share and outperform national tourism growth by 3% per annum, with benchmarks and targets established through the DMP.
- Generate £150,000 in cash and in-kind match funding.
- Reinstatement marketing campaigns generating £15 million in additional visitor spend.
- Increase businesses engaged with from 300 to 750 annually.
- Deliver business support and engagement events targeting 400 attendees.

- Increase travel trade reach from 30 to 70, with 10 additional Wiltshire programmes/products placed.
- Achieve 100 million reach from PR and social media campaign activity.
- Develop and distribute new town content, including five new itineraries.
- Roll out business support using resources and toolkits available exclusively to LVEPs.
- Update and optimise the VisitWiltshire website, increasing GEO reach by 30%.

The agency will agree appropriate PR KPIs and reporting measures with VisitWiltshire at the outset, covering not only outputs and reach but, where practical, quality, engagement, relevance, influence and contribution to destination and business objectives.

6. What We Are Looking For

We are seeking an agency/freelancer with:

- Strong, current tourism and destination PR experience.
- A proven record of securing high-profile domestic and international coverage.
- Excellent travel, lifestyle, national, regional and specialist media relationships.
- The creativity to generate genuinely distinctive stories.
- Strong influencer and content creator networks.
- Strategic thinking combined with excellent hands-on media relations.
- Experience delivering successful press trips and media events.
- The ability to work proactively with VisitEngland, VisitBritain and destination partners.
- Strong measurement, evaluation and reporting capabilities.
- A collaborative approach, working as an extension of the VisitWiltshire team.
- A passion for places, people and experiences — and the ambition to make Wiltshire impossible for the media to ignore.

We particularly welcome evidence of ideas that have changed perceptions, generated significant earned media value or delivered measurable visitor-economy impact.

7. Working Partnership

VisitWiltshire will provide operational support, local knowledge, destination contacts, assets and access to businesses and attractions.

The agency will bring the strategic PR expertise, media relationships, creative thinking and proactive energy needed to turn these assets into compelling stories and high-impact coverage.

8. Budget

Up to £10,000 for an initial 12 month contract.

9. How to Apply

Agencies/freelancers should send an initial response to this Brief by 10 September 2026 to davidandrews@visitwiltshire.co.uk setting-out how they would approach the opportunity, including:

1. Proposed strategic approach for a 12-month programme.
2. Relevant destination/tourism experience and case studies.
3. Examples of high-profile domestic and international coverage secured.
4. Approach to media relationships, press trips and content creators.
5. Approach to identifying and exploiting reactive and proactive PR opportunities.
6. Recruitment strategy for a 2027 Meet the Media event.
7. Approach to corporate PR for VisitWiltshire.
8. Proposed KPIs, measurement and reporting.
9. Proposed team structure and key personnel.
10. Fee proposal and assumptions.