

VISITWILTSHIRE APPEALS TO BUSINESSES TO APPLY FOR 'WE'RE GOOD TO GO' CONSUMER MARK

Tourism and hospitality businesses can apply for free mark to prove they are COVID-19 compliant

VisitWiltshire is appealing to tourism and hospitality businesses across Wiltshire to apply for free *We're Good to Go* industry standard and consumer mark, in order to provide reassurance to visitors and local residents.

The new *We're Good to Go* industry standard and consumer mark launched in June and is available to businesses, attractions and destinations in the UK, to provide reassurance to visitors as well as local residents, that they have put clear processes in place and adhered to current government guidelines. Businesses that receive the certification are able to use the consumer mark at its premises, on its website and social media.

VisitWiltshire has a dedicated page on its website that lists tourism businesses it has partnered with that have achieved *We're Good to Go* status to date. Visitors and local residents can access the website which can help to plan staycations and day trips, as well as information on a wide range of places to eat and drink, to go shopping, attractions to visit, plus much more. To view the VisitWiltshire *We're Good to Go* webpage, visit: [visitwiltshire.co.uk/things-to-do/were-good-to-go](https://www.visitwiltshire.co.uk/things-to-do/were-good-to-go)

Fiona Errington, Head of Marketing at VisitWiltshire, said: "The new *We're Good to Go* mark has been very beneficial in reassuring visitors and local residents which businesses in Wiltshire are compliant with current government guidelines. Although many more businesses have put the appropriate measures in place, we want to encourage them to apply for this free mark so that visitors feel at ease wherever they are visiting Wiltshire, and can easily plan their trip in advance.

“It’s very important that as a county and a community we pull together to make visitors feel welcome and comfortable when in Wiltshire. Many businesses rely on tourism and it’s crucial to their survival that we all do what we can.”

VisitWiltshire has been sending regular updates to businesses in Wiltshire since the start of the pandemic to ensure that they receive the most up-to-date information and government guidelines.

Earlier this month, VisitWiltshire launched a new video to invite visitors to Wiltshire following the easing of lockdown and to reassure them that it was safe to do so. The one-minute video uses the *We’re Good to Go* mark, and showcases businesses that have received the certification. The video can be viewed here: youtu.be/evDdE-RbqG0

To receive the consumer mark, businesses must complete a self-assessment that includes a check-list confirming they have adhered to government guidance and put the necessary processes in place.

To apply for the new, *We’re Good to Go* industry standard and consumer mark, visit: goodtogo.visitbritain.com/

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NOTES TO EDITORS

For more information visit: <https://www.visitbritain.org/visitengland-partners-national-tourist-organisations-launch-industry-standard-uk-tourism>

About VisitWiltshire

VisitWiltshire is the official Destination Management & Marketing Organisation for Wiltshire representing 500 partners. It is a public/private sector membership organisation. VisitWiltshire's priority is to grow the county's Visitor Economy by raising awareness of the

destination and generating additional tourism visits and spend. Wiltshire's Visitor Economy currently generates an estimated £1.5billion and supports over 28,000 jobs.

Social Media

Instagram - [@VisitWiltshire](#)

Facebook - [@VisitWiltshireLtd](#)

Twitter - [@VisitWiltshire](#)

Images

If you are looking for images to support your news stories and features, VisitWiltshire has an extensive photo library of images featuring the vast array of product on offer around the county. Over 1,200 images organised into 135 albums have been uploaded onto Flickr and are available free of charge to press. To view the full list of VisitWiltshire albums, click this [LINK](#).

To request access to files, please contact: Hollywindsor@visitwiltshire.co.uk

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