

VISITWILTSHIRE UNVEILS NEW VIDEO TO ENCOURAGE STAYCATIONS

Wiltshire video promotes VisitBritain and VisitEngland's 'Know Before You Go' campaign and industry's new 'We're Good to Go' status

[VisitWiltshire](#), the county's Destination Management Organisation, has unveiled a new video to invite visitors to Wiltshire following the easing of lockdown and to reassure them that it's safe to do so.

The video can be viewed here: <https://youtu.be/evDdE-RbqGO>

The one-minute video is also available to view on VisitWiltshire's website and showcases what the county has to offer those seeking staycations, including the World Heritage site, Stonehenge; Salisbury Cathedral, which features the tallest Cathedral spire in the UK; the world-famous garden at Stourhead; Old Sarum, the Iron Age hill fort and original location of Salisbury Cathedral; Wiltshire's iconic White Horses; the Kennet & Avon Canal and Caen Hill Lock, a flight of 29 locks, one of the longest continuous locks in the country, among other attractions.

In recent months, VisitBritain and VisitEngland have launched a 'Know Before You Go' campaign that VisitWiltshire has adopted and promoted on its website, social media and in this new video. The campaign has been created to empower consumers to inform themselves before booking a trip and to travel responsibly. Within the video, VisitWiltshire also references 'We're Good to Go', the new industry standard and consumer mark launched by VisitEngland, informing visitors which businesses have made the necessary changes to comply with social distancing measures, in order to provide reassurance.

Fiona Errington, Head of Marketing at VisitWiltshire, said: "We're very proud of what Wiltshire has to offer visitors, and of this video, that we feel showcases our county beautifully. Now is the right time to visit Wiltshire and we want to assure those seeking out staycations, that they are welcome to explore our county and they will be met by metaphorical open arms. We hope that visitors will be reassured by the 'Time to Enjoy Wiltshire' page on the

VisitWiltshire website, which includes all the necessary information on the ‘Know Before You Go’ campaign, as well as the number of businesses that have achieved the ‘We’re Good to Go’ status.”

The new VisitWiltshire video will be promoted on its website, all its social media channels supported by a digital campaign, as well as being shared in its B2C and B2B e-newsletters.

VisitWiltshire has been working closely with VisitBritain and VisitEngland during the Covid-19 pandemic and feeding back information gathered from Wiltshire businesses in order to assist the government in their approach to tourism, as well as suggesting ways they can support them. Prior to the easing of lockdown on 4 July, and the reopening of some hospitality, leisure and tourism businesses in Wiltshire, VisitWiltshire surveyed 70 businesses. The survey revealed that only 40 per cent of businesses that were able to open following government guidance, could do so profitably.

VisitWiltshire is urging the government to look at offering further financial support as well as additional schemes that will support businesses in this sector long-term, which will help to see them through spring/summer 2021.

Fiona, added: “VisitWiltshire is very supportive of the campaigns and schemes VisitEngland and the government have introduced to support tourism businesses. However, we are concerned with the results of our most recent survey that revealed that from the businesses that were able to open in Wiltshire earlier this month, less than half could do so profitably. We will continue to work with VisitBritain and Visit England, and do what we can to support business in Wiltshire that rely on tourism.”

For more information, and to visit the Time to Enjoy Wiltshire page, visit: <https://www.visitwiltshire.co.uk/plan-your-visit/visiting-wiltshire-responsibly>

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NOTES TO EDITORS

The results of the survey were accurate as of July 4. 70 businesses in Wiltshire responded to the survey.

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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