



Salisbury Tourism Recovery Strategy & Marketing Activity Update 14 December 2018

This summary of activity gives an update on Salisbury recovery activity achieved with DEF and GREAT funding, plus other VisitWiltshire funded recovery activity since March 2018. It is regularly updated and available online at <https://www.visitwiltshire.co.uk/partners/news-and-events/salisbury-tourism-recovery>.

Press & PR

- Reactive press statement developed, regularly updated and distributed. Ongoing PR liaison activity focused on tourism.
- Significant press trips hosted by VisitWiltshire include:
 - Graham Taylor from The Express visited Salisbury for a 2-night short city break – 28 – 30 April. Feature now out in NEW! Magazine (issue 3 July).
 - Jane and Christopher Somerville visited the area 26 /27 April for A Good Walk feature for The Times. Awaiting coverage.
 - Paul Williams from Chiswick Gazette & Herald, Chiswick Magazine and Viestra Magazine visited Salisbury on a 2-night short city break - [here](#).
- As well as including Salisbury in wider Wiltshire and thematic press releases and media liaison activity we have issued the following Salisbury press releases/editorial:
 - [Salisbury - The Historic City in the Countryside](#)
 - [Amesbury - Historic Town and Home of Stonehenge](#)
 - [Spring into Summer in Salisbury](#)
 - It's time for Christmas in Salisbury
- Salisbury PR coverage achieved from VisitWiltshire media communication includes:
 - The Metro on 21 March – [Support Salisbury - 8 Reasons to Visit](#).
 - The Telegraph – [25 Wonders on your Doorstep](#) - including Be a Cowboy in Wiltshire (Salisbury Plain Safaris)
 - Inputted to [France Info](#) feature May 2018
 - Bent Magazine 4/4/18 – [Sexy Salisbury](#)
 - Manned Up 27/4/18 – [Journey Back through time](#)
 - PR coverage from the Tourism Minister visit on 30 May 2018 included [Salisbury Journal](#), [Spire FM](#), ITV News Meridian and BBC Wiltshire.
 - The Metro – currently holding until we're back in recovery
- Placed Salisbury content in a Pear Communication B2B campaign.
- Secured Salisbury Plain Safaris and Salisbury Gin Festival in VB/VE What's New media pitching programme.
- Hosted a US tour operator familiarisation visit, Indulgent Vacations as part of a wider Great West Way familiarisation visit, June 2018.

- Hosted 7 Influencers/bloggers with a direct reach of 250k for a Summer in Salisbury themed visit from 30 June to 1 July. Initial coverage achieved included the following Combined follower sizes (Twitter 43,046, Facebook 56,160, Instagram 145,196).
 - Solo Sophie blog- <https://www.solosophie.com/visit-salisbury/>
 - Ladies What Travel blog
 - - <http://www.ladieswhattravel.com/make-the-most-of-one-day-in-salisbury/>
 - <https://www.ladieswhattravel.com/a-long-weekend-in-salisbury/>
 - Snighda Parijat – <https://snigdhaparijat.com/2018/07/06/salisbury-city-guide/>
 - Explore with Ed - <http://www.explorewithed.co.uk/2018/07/top-things-to-do-in-wiltshire.html>
 - Beautifully Travelled- <https://www.beautifullytravelled.com/historic-weekend-salisbury/>
 - Le Corgi- <https://www.lecorgi.com/single-post/Summer2018-in-Salisbury>
 - Jaillan Yehia
 - East Kent Lifestyle Magazine- page [1](#), [2](#), [3](#), [4](#)
 - Savoir There Blog- <http://www.savoirthere.com/21239/things-to-do-in-salisbury-stonehenge-weekend/>
- Individual trips
 - Fiona Maclean from [London Unattached](#)
 - <https://www.london-unattached.com/salisbury-wiltshire-history/> excellent and positive comments including people wanting to visit example - *“Had no idea where Salisbury was, but knowing it’s only 2hr away by train makes it very convenient. Hope to go someday!”*
 - Karen Burns from [Lavendar and Lovage](#) from 21-23 September on a food and drink influencer visit
 - <https://www.lavenderandlovage.com/2018/10/a-shepherds-hut-and-fine-food-in-wiltshire.html>
 - <https://www.lavenderandlovage.com/2018/10/exploring-in-and-around-salisbury.html>
 - Claire from [Tin Box Traveller](#) visited in October
 - <https://tinboxtraveller.co.uk/salisbury-with-kids-short-break-october-half-term/>
 - <https://tinboxtraveller.co.uk/salisbury-with-kids-short-break-october-half-term/>
- Hosted 2 members of Telve Magazine, a Spanish lifestyle publication on 10/11 July.
- Salisbury Instameet with 27 Instagramers on Sunday 22 July combined follower size of 44.5k. Currently 70 social posts with more to report after photos developed – see <https://www.visitwiltshire.co.uk/blog/read/2018/07/a-salisbury-instameet-with-igerswiltshire-b312>, #igerswiltshiresalisbury for coverage. Or initial photo highlights on <https://twitter.com/VisitWiltshire/status/1021764566559191040>
- Worked with Exclusively British magazine on a Salisbury and Stonehenge feature to appear in Sept/Oct edition – including front cover image – see [here](#) or online at

https://issuu.com/exclusivelybritish/docs/exclusivelybritishmagazine_septembere?e=26571497/63941068.

- Guest blogger Elaine Massung from [miss-elanious](#) to produce a Salisbury article for our website in August/September.
- Blogger Emma Stokes exploring Salisbury via Fam Passport
 - <http://emmavictoriastokes.com/2018/09/a-weekend-trip-to-salisbury-with-visit-wiltshire/>
- VisitWiltshire hosted Salisbury press visit 14/15 November. All major national press titles were invited, plus selected freelance travel writers. Secured positive coverage in the Independent and Metro:
[Independent Travel piece - Salisbury Nov 2018](#)
[Metro Travel piece - Salisbury Nov 2018](#)
- Salisbury represented by VisitWiltshire and promoted to international media at World Travel Market 5-6 November 2018.
- Christmas in Salisbury press release circulated to all media contacts.

Travel Trade

- Trade PR
 - Coverage from our Salisbury travel trade update picked-up by [Inside Track](#) 2 May. This went out to 1,644 handpicked trade contacts.
 - Further coverage secured in this [Agents Perspectives](#) article for the 90,000 travel trade readers of Travel Research Online on 11 May.
 - Travel GBI – 28/3/18 – [Salisbury – Open for Business](#).
 - Coach Tours UK – [Travel Trade put the spotlight on Salisbury](#).
 - Travel GBI 2/5/18 – [Salisbury invites Travel Trade to Showcase event](#)
 - Coach Tours UK – [Spotlight on Salisbury Shines for tour operators](#)
 - It's time for Christmas in Salisbury editorial issued from May.
 - Ongoing PR coverage secured across all the key travel trade press, including a main feature in Travel GBI after the Amesbury incident.
 - 'Seasonal Salisbury is Special' Christmas feature in Travel GBI
- A Salisbury solus trade newsletter was issued – 1 May – which can be seen [here](#). This went out to 3,349 subscribers.
- Steve Reed Tourism sent out an enewsletter to his database of 890 GTO's and tourism professionals. This can be seen [here](#).
- Christmas e-newsletters with Salisbury a key focus was distributed via Travel GBI database of 3,000 week of 23 July and can be seen [here](#). Plus to the VisitWiltshire database of over 1,500 trade contacts, which can be seen [here](#).
- Travel Trade Fam/Sales visits:
 - VisitWiltshire welcomed 22 people from 14 different group travel organisations to a Spotlight on Salisbury on 21 May 2018 for a familiarisation visit to the city.
 - VisitWiltshire hosted 19 people from 12 companies to our Spotlight on Salisbury Tour Operators Familiarisation Visit on 29/30 June.
 - VisitWiltshire has coordinated a visit from Albatross Group to Salisbury, which will take place in January 2019 for 110 people from this organisation. They will be visiting Salisbury Cathedral and having lunch in the city.

- VisitWiltshire spoke at the Group Travel Business Forum event, updating operators on Salisbury activity and encouraging new product development.
- A programme of ongoing reassurance communications to a wide range of tour operators, DMCs, coach operators, Group Travel Organisers that has secured travel trade business for the city
- Followed-up by phone and email with the 22 GTOs and 19 tour operators we hosted in May/June. All of them have confirmed that their planned or new programmes have not been impacted by the Salisbury incidents.
- Salisbury and Salisbury tourism businesses promoted by VisitWiltshire as part of core Great West Way travel trade activity including at Destination Britain USA and VIBE in October, and World Travel Market in November.
- We have secured Salisbury in a number of new Great West Way tour operator itineraries including Abbey Ireland & UK tours (one of the UK's main DMCs/wholesalers).
- Hosted a group of international and domestic travel trade buyers for an overnight in Salisbury on a Great West Way familiarisation visit.
- Salisbury Trade advertising campaign includes the following:
 - Group Leisure & Travel – It's time for Salisbury this Christmas full page advert
 - Group Leisure & Travel, Oct/Nov – Reader Offer promotion for fam visit
 - Coach Drivers Club – Dec
 - Coach Tours UK – Jan
 - Travel GBI – Feb
 - Group Travel Organiser Magazine – March
- Enhanced programme of travel trade educational familiarisation activity:
 - GTO Magazine, 20 – 22 October 2018
 - Travel GBI, 30 Nov – 2 Dec 2018
- Secured the following high profile Travel Trade events for Salisbury:
 - South West Group Travel Show pre event fam Fri 15 Feb 2019
 - UKInbound Discover Salisbury Tues 12 and Wed 13 March 2019
 - Group Leisure Reader Trip Fri 29 – Sat 30 March 2019 – Twenty-six Group Travel Organisers will be visiting the city to learn about the group travel offer.
 - Association of Group Travel Organisers – October 2019

Consumer

- Visitsalisbury.co.uk activity (jointly managed by VisitWiltshire and the BID) is the main response mechanism for all DEF and GREAT activity.
- Full and half-page national media advertising appeared in the Guardian, Times and Telegraph from Saturday, 7 July.
- Over 2,000 entries to our Sept Salisbury competition.
- Full page in SCC's Summer in Salisbury events guide, themed as 'Ten Top Reasons to visit Salisbury'
- 3 x Salisbury station posters secured at Salisbury railway station.
- Extended Salisbury content in the new Wiltshire Towns Map (100,000 copies) and campaign, launched June 2018.

- Extended Salisbury content in the new Wiltshire Food & Drink Map (100,000 copies) and campaign.
- Salisbury specific blogs published including:
 - 10 top reason to visit Salisbury online blog
<https://www.visitwiltshire.co.uk/blog/read/2018/04/10-top-reasons-to-visit-salisbury-b298> – 200 views
 - Waitrose Cookery School
 - Stonemason workshop Salisbury Cathedral
- Salisbury in April & June e-newsletter to 121k prospects.
- 1/03/18 – 1/05/18 Social posts for Salisbury on VisitWiltshire channels- Twitter (23,000 impressions) Facebook (32,500 reach) Instagram (13,000 reach)
- Salisbury Cathedral Les Colombes Art Installation Facebook post on 11 May was the top post of the year 57,156 reached, 3,720 reactions comments/shares, 2500 likes
- Salisbury Residents Week campaign, 17-25 March. 800 download tickets; 2,700 page views and positive PR
- Ongoing addition of new Salisbury featured content, events and blogs on visitWiltshire.co.uk and visitsalisbury.co.uk including: -
 - New imagery on home page
 - Win a break to Salisbury added to home page and new content page
<https://www.visitwiltshire.co.uk/salisbury/ideas-and-inspiration/competitions>
 - Independent Shops in Salisbury added to main carousel
 - New featured items added to home page including links to specific Salisbury events, Places to eat and drink in Salisbury, Activities in Salisbury, Shopping in Salisbury and Markets in Salisbury.
- Secured Salisbury in GWR's new Great West Way Discover ticket being launched in January 2019. This will be the largest integrated rail & bus pass of its kind in the country.
- VisitWiltshire are funding a £30k Salisbury city campaign in early 2019.
- Working with VB/VE we have had a proposal from the Rail Delivery Group for a Salisbury campaign. The proposal was shared at with Salisbury businesses in September. Take-up has been slow, 4 businesses have signed up so far.
- 24-hours in Salisbury blog on visitengland.com home page
<https://www.visitengland.com/24-hours-salisbury>
- VB/VE completed GREAT video campaign filming end June. Featured product includes Roly's Fudge, Salisbury Cathedral, Salisbury City Guides, Fisherton Mill, Charter market and other supporting content around the city. Other Salisbury films being produced include Meet the Locals, and Instagrammable Places.
 - Videos can be found [here](#). Food and Drink video went live 14/09/2018 at <https://www.youtube.com/watch?v=xzK19Qc-SLk> , Roly's Fudge went live 24/10/2018 at <https://www.youtube.com/watch?v=cFToFCWUVp4>
 - Instagrammable places in Salisbury went live on 11 December - <https://www.youtube.com/watch?v=3M8zhOLC7q8>
- £30k GREAT funding confirmed for a radio campaign focused on the Salisbury Food & Drink festival, to include a supporting foodie competition promoting wider South Wiltshire product. The campaign went live 14

September with radio ads being placed across a wide network. Video can be seen [here](#). This has been distributed via VE/VE social channels and added to the home page of the visitsalisbury website. Total entries 2,534.

- A print advertising campaign focused on the literary festival as a lead into wider Salisbury product is being finalised for a September launch, with a Christmas in Salisbury print/radio/digital/social marketing campaign launching on 21 Sept with national ads in Saturday's Guardian, Sunday Observer, Saturday's Telegraph & Sunday's Telegraph.
- VE blog post 6 things to eat in Salisbury right now featuring, Pythouse Kitchen Garden, Fisherton Mill, Cosy Club, Haunch of Venison <https://beta.visitengland.com/six-things-eat-salisbury-right-now>
- VE blog post 12 Fantastically Festive Places for a Christmas break <https://www.visitengland.com/12-fantastically-festive-places-christmas-break>
- DEF funded media advertising throughout November - December 2018. The campaign includes national press, regional press, regional lifestyle titles and train panel advertising. Messaging will be Christmas in Salisbury, including promoting the Christmas market, Christmas activities and free travel services.
- VisitWiltshire are now running visit Salisbury social media channels and are delivering activity across Facebook, Twitter and Instagram. The aim is to increase engagement with both visitor and resident consumers and increase footfall to the city and to events in the city.
- We have agreed a promotional campaign with Tripadvisor to run a premium destination page for Salisbury focusing on Nov/Dec. This includes additional video and feature content.
- Radio campaign in December to promote Christmas market regionally.
- £180k GREAT campaign to launch Feb 2019 across national/regional media.
- DEF funded Visiting Friends and Relatives campaign to launch February 2019 – encouraging resident population to invite their friends and relatives to the city in 2019. Local media focus.
- Upweighted Salisbury content in VisitWiltshire and Great West Way collateral
- Worked with VisitBritain / VisitEngland to secure additional Salisbury coverage across their marketing channels.

General Recovery Activity, Strategy & Planning

- Strategic tourism recovery proposal submitted to DCMS on 27 March, which has developed into the framework to guide DEF and GREAT recovery activity.
- Ongoing monitoring and reporting on impacts to tourism. From July this function has been incorporated into the RCG's economy group's wider business tourism survey.
- Developed an integrated Salisbury tourism tactical marketing plan, in consultation with Salisbury tourism businesses and partners and VB/VE.
- Secured and hosted 3 visits from the Tourism Minister and one from the DCMS Secretary of State.
- Activated the Tourism Industry Emergency Response group (TIER) for a third time to get updates on impacts from international and domestic markets; and to spread reassurance messages to key intermediaries. Latest TIER report 12 July supports previous feedback that despite some reported cancellations, international visits to Salisbury and Wiltshire are not expected to be impacted.

- VisitWiltshire core funding of £3k to help secure Salisbury's umbrellas project.
- Ongoing business support and reassurance to local and wider industry
- VisitWiltshire core £10k funding has secured Salisbury in the England's Heritage Cities US marketing campaign as part of a new Salisbury-Bath-Truro programme in partnership with London & Partners.

Brand Positioning

- VisitWiltshire have contributed £30k cash funding, and are leading on, developing a brand positioning for Salisbury. Salisbury City Council, Salisbury BID and the Discover England Fund (£10k) are also contributing cash funding. Worked with a range of partner organisations to develop the brief and assess proposals. RfPs were sent out in June, 4 agencies were interviewed on 11 July, and Heavenly were appointed in August.
- Consultation took place from September to November with 1:1 interviews, group meetings and workshops. Over 100 people consulted with via interviews and workshops and 1,000 responses to the online survey.
- Three positionings are being developed and tested in Dec/Jan.