



Tactical Activity Travel Trade Plan 1 Jan – 31 Dec 2018

Background:

VisitWiltshire established the Travel Trade Group in September 2012. Five years on and the group continues to grow and diversify offering a wide range of trade activity and supporting the needs of partner businesses from many different sectors. The support of partners has grown from 14 trade businesses in 2014; 20 in 2015; 25 in 2016 and 32 businesses in 2017. The Wiltshire Travel Trade strategy was agreed by the group.

Key strategic objectives:

- To promote Wiltshire as a joined up inspirational destination for groups and travel trade to win new business. Maximise potential for raising awareness, growing visits and spend, whilst encouraging Wiltshire as a base and extending stays in the county.
- To continue to build a cohesive, collaborative approach, working with travel trade partners under a Wiltshire umbrella.
- To agree and undertake a programme of B2B activity to maximise opportunities for growing travel trade business for Wiltshire and VisitWiltshire partners
- To gain maximum leverage from Wiltshire's tourism assets to the benefit of all
- To develop and improve the travel trade product available through key trade outlets and encourage development of new bookable trade product
- To develop B2B online and offline collateral through development of itineraries, digital content and packages and integrate with consumer activity and messaging wherever possible.
- To develop an international trade programme of activity, working with industry associations and destinations. Extend the amount of Wiltshire product being promoted to the international markets and assist businesses to become 'international visit ready'.

Key Target Markets:

- UK based tour operators and wholesale markets selling to customers travelling independently and in groups
- International wholesale markets selling to customers travelling independently and in groups, in line with work carried out with South West Trade Group and Great West Way project:
 - Germany
 - Netherlands
 - North America
- Group travel organisers (primarily age 50+)
- Coach operators

Trade press are also a key channel for communication regarding the groups' trade activity.

Travel Trade Activity Package for 2018:

Tactical marketing activity described in this document is for the period Jan – Dec 2018. KPI objectives for 2018 may be subject to change and will be reviewed annually. It is expected that marketing activity will continue to evolve as agreed with VisitWiltshire's sector group.

Participation in activity described in this document is subject to availability and deadlines. Please note that some activity can only take place with the support and information from group partners. Any additional income from partners received through this model will be ring-fenced and ploughed back into groups/trade activity. VisitWiltshire's Travel Trade & PR Manager, Florence Wallace will be working on travel trade group activity for 2 days a week as agreed.

Aims for Jan – Dec 2018:

- To continue to maintain the number of businesses supporting the VisitWiltshire travel trade group whilst ensuring a diverse mix from sectors and including the key trade product offer in the county.
- To continue collaborate working, creating bookable packages between partners to make it easier for trade buyers to sell.
- To review and develop new activity in consultation with partners to ensure we offer a range of domestic and international travel trade opportunities.
- Drive traffic to our online collateral and develop the online resource messaging accordingly.
- Add value to the travel trade meetings by inviting a range of industry speakers to present to the group.

Activity and performance will be reported to the travel trade group quarterly and activity will be reviewed on an ongoing basis.

Please note that the tactical activity detailed is not exhaustive and additional travel trade opportunities may become available at additional costs. We welcome partners from any package level to buy-in to additional activity, these opportunities will be detailed in the latest Marketing Opportunities document.

VisitWiltshire can provide a more bespoke B2B consultancy and business representation service, so if you would like further support such as developing a travel trade strategy, representation at international events or more targeted activity, please contact Flo for details.

Overall Objective:

To develop and implement the groups and travel trade marketing strategy as agreed by VisitWiltshire and Travel Trade Group Partners

Breakdown of Activity & Proposed KPI Objectives, Jan-Dec 2018 (pro-rata or rolling-year options are available)

Objective	Activity	Performance Measure (KPI) 2018	Investor £3,300	Sponsor £1,100	Partner £305
Print Production Develop and distribute Group Travel Trade literature ensuring timely execution	Distribution of 2018/2019 guide (December 2017 – distributed via third party channel tbc.) Design and produce Group Visits & Travel Trade Guide 2018/2019 (format to be discussed, reviewed and agreed annually)	6,000 A5 printed & distributed to key UK contacts	Coverage equivalent to full page advertisement plus enhanced information	Coverage equivalent to inside half page advertisement plus enhanced information	Coverage equivalent to inside quarter page advertisement.
Website Develop the VisitWiltshire Group Travel Trade web pages by way of relevant content and ensure pages are optimised	Review current website pages, research other destination websites and make recommendations for amends and developments Continue to develop the 'Book a Wiltshire Tour' page by adding new travel trade itineraries to package and sell.	Ensure all relevant information for groups market is featured on website. Aim for 4,500 unique page views. Work closely with partners to suggest and advise ideas for new 'bookable' joint packages. Promote accordingly when ready for market.	Hero image on relevant pages; inclusion in themed itineraries; links to product pages	Inclusion in themed itineraries	Inclusion in themed itineraries where possible
PR / Advertising / Photo library Increase exposure for VisitWiltshire and partners in travel trade publications	Secure corporate PR, inclusion in editorial features Secure trade advertising for the group (distribution channels to be discussed and agreed) Develop the VisitWiltshire photo library ensuring a good spread of product images and video accessible to group travel trade	Issue at least 4 editorial press releases to media annually. Create advertising plan for 2017/2018 and communicate advertising/editorial opportunities Continue to obtain new group photography from fam visits and partners accordingly and upload to VisitWiltshire's Flickr photo gallery and communicate to market	Inclusion in trade adverts as per trade advertising plan and priority inclusion in editorial/trade PR activity, liaison and events. Product images featured in product specific album and others where appropriate. Links communicated as required	Inclusion in editorial/trade PR activity, liaison and events where appropriate. Product images featured in appropriate albums. Links communicated as required	Inclusion in editorial/trade PR activity, liaison and events where possible. Product images featured in appropriate albums. Links communicated as required.
Databases / Enews/ Sales Maximise communication	Manage and develop VisitWiltshire group travel trade master database,	Grow the email database with new contacts annually. Aim for a minimum of 40% new contacts from a total number			

<p>with TT contacts to ensure up-to-date with VisitWiltshire's product offer and can sell it on accordingly</p>	<p>ensuring we adhere to the new data protection regulations for 2018. Integrating data into the new VisitWiltshire CRM system and segmenting where possible. Investigate ways we can penetrate other businesses databases that target key markets and action accordingly</p>	<p>of contacts gained from each exhibition/event.</p>	<p>Considered as a priority in the first instance</p>	<p>Included as required</p>	<p>Highlighted as required</p>
	<p>Design and produce Travel Trade E-newsletters and distribute to the VisitWiltshire database Meet with key travel trade contacts to communicate Wiltshire product offer – with particular focus on bookability. Offer sales service to partners for bespoke meetings with or without partner businesses.</p>	<p>Execute a minimum of 3 newsletters per year and aim for an open rate of 25% and click through rate of over 2.5% Continue to develop sales tools (available online) and make personal contact with over 50 key travel trade contacts annually.</p>	<p>Inclusion in all editions Product information highlighted in sales tools and communicated Additional costs will apply for targeted sales meetings</p>	<p>Inclusion in a minimum of one edition Product information included in sales tools. Additional costs will apply for targeted sales meetings</p>	<p>Highlighted in a minimum of one edition Product information included in sales tools and communicated where relevant. Additional costs will apply for targeted sales meetings</p>
<p>Exhibitions Ensure an industry presence under a Wiltshire umbrella at the key Travel Trade Exhibitions</p>	<p>Represent partners at exhibitions/trade fairs/ speed networking events etc.</p>	<p>The following events/exhibitions will be attended: Excursions – Sat 27 Jan 2018, London British & Irish Marketplace (BIM) – Tuesday 30 Jan 2018, London – one to one meeting. South West Group Travel Show on Sat 3 Feb 2018 at Aerospace, Bristol – Other optional UK exhibitions/events include, Showcase South West, BTTS, WTM, VIBE, Group Leisure. VisitWiltshire will attend and represent all trade partners at: Explore GB, 1 & 2 March, Newcastle plus other events Follow up contacts from shows and deliver leads to partners from 2018 exhibitions and events. Aim for a minimum of 45 total quality contact leads from each exhibition, maximising new contacts.</p>	<p>Stand share / attendance at all confirmed exhibitions/events: Excursions, British & Irish Marketplace (BIM) (Pre-scheduled appointments for one representative to attend) and South West Group Travel Show Priority in follow up information</p>	<p>Stand share at either South West Group Travel Show OR Excursions Literature distribution at the exhibition that is not attended. Stand representation of your product by VisitWiltshire at all shows. Included where appropriate in follow up information.</p>	<p>Stand representation of your product by VisitWiltshire at all shows. Literature distribution at either South West Group Travel Show or Excursions. Included where appropriate in follow up information.</p>

<p>Familiarisation Visits & Evaluation Create a series of familiarisation visits to showcase the Wiltshire product offer in order to increase group visitors and generate additional spend in the county</p>	<p>Proactively run domestic fam visit itineraries, contact relevant partners and promote to key travel trade contacts. Ensure smooth running of event on the day & include networking opportunities where and when possible.</p> <p>Develop familiarisation visits to include one to one pre-scheduled meetings maximising potential for more supplier partners to meet buyers to do business</p>	<p>2018 – Run at least two VisitWiltshire fam visits (Spring and Autumn), delivering leads post event. Aim for a mix of operators, GTO's, press. Target 30 annual attendees. Aim for 400 meetings to take place between buyers/suppliers</p>	<p>Priority to host/feature in VW familiarisation visits. Opportunity to attend majority of lunches /dinner to maximise the networking opportunities</p>	<p>Opportunity to be included in familiarisation visits and attend lunches /dinner where possible</p>	<p>Inclusion in itineraries where possible and attend lunches/dinner where possible</p>
	<p>Deliver on third party familiarisation visits for international or domestic operators. (e.g VB/VE, AGTO, CTC etc.) Evaluate all fam visit activity, focusing on number of day visitors & staying visitors returning to county on group visits and evaluating the visitor spend using the standard industry research figures</p>	<p>2018 – Ensure efficient response to enquiries and deliver leads post event accordingly. Aim for an additional 30 group travel trade visitors.</p> <p>2018 – Follow up questionnaires to be sent to all those attending fam visits and analysis in house to give an immediate indication of success of visit.</p>			
<p>International Work in conjunction with other DMO's e.g. South West England & Great West Way projects plus VisitEngland/ VisitBritain to grow international tourism to Wiltshire via a programme of groups and travel trade activity. Key primary markets include North America, the Netherlands and Germany.</p>	<p>The VisitWiltshire travel trade group are well positioned to take advantage of the ongoing international trade opportunities as part of South West England and Great West Way. This activity may include the hosting of familiarisation visits, showcase event and international exhibitions. Additional costs for participation are likely to apply.</p>	<p>2018 – Continue to lead on aspects of the South West England Travel Trade group and Great West Way project to the benefit of VisitWiltshire group travel trade partners.</p> <p>Manage/attend key exhibitions and events as agreed by SWE trade group and as detailed on the Great West Way business plan.</p> <p>Review and provide wider opportunities for partners via SWE trade group and Great West Way project where possible.</p>	<p>Priority opportunity to participate in any overseas events/missions.</p> <p>Priority inclusion where possible in communication and representation to international markets, at trade missions and events</p>	<p>Opportunity to participate in any overseas events/missions</p> <p>Inclusion, where possible, in communication and representation to international markets at trade missions and events.</p>	<p>Opportunity to participate in any overseas events/missions if product relevant</p> <p>Inclusion, where possible, in communication and representation to international markets at trade missions and events.</p>

<p>Partnerships Maximise partnership opportunities to ensure Wiltshire is an attractive destination to group visitors</p>	<p>Develop partnerships and ensure VisitWiltshire is associated with all relevant organisations eg. VB, VE, CTC, UKInbound, AGTO, Meridian, ETOA etc.</p>	<p>2018 – Continue to build on key relationships and meet with organisations to discuss joint partnership benefits.</p> <p>Communicate and facilitate opportunities for the trade group to meet with visiting trade buyers and organisations such as VisitBritain/VisitEngland when possible.</p> <p>Communicate research and intelligence on market trends and insights etc.</p> <p>Attend regular travel trade meetings and invite relevant industry speakers etc.</p>	<p>Priority representation and inclusion via VisitWiltshire's association membership and activity</p>	<p>Opportunity to be included in VisitWiltshire's association membership and activity</p>	<p>Inclusion where possible in association activity</p>
	<p>Maximise ad hoc tactical marketing opportunities</p>	<p>2018 - Ensure efficient response to reactive enquiries</p>	<p>Priority advance warning of opportunities for additional inclusion</p>	<p>Inclusion in opportunities as appropriate</p>	<p>Inclusion in opportunities where possible</p>
	<p>Make recommendations for new product fit and secure new group travel trade partners accordingly at the right levels for their business</p>	<p>2018 - Maintain the number of businesses supporting the VisitWiltshire travel trade group whilst ensuring a diverse mix from sectors and including the key trade product offer in the county.</p>			