



VisitWiltshire Travel Trade Group Terms of Reference

Vision/Objective

To guide Wiltshire's visitor economy travel trade strategy and activity to increase visits & spend, increase overnight stays, and to raise the profile of Wiltshire among the travel trade and group organisers.

Governance

- Chair to be agreed by the group and approved by the VisitWiltshire Board.
- Members of the Travel Trade Group are expected to be active with the travel trade, and/or representing a sector with a strong interest in developing trade/groups business.
- Members to be invited onto the group by the Chair/VisitWiltshire.
- Group will report on progress to the VisitWiltshire Board and will be supported by VisitWiltshire executives.
- Group objectives to be aligned with the VisitWiltshire Business Plan.
- Group is expected to consist of 10-12 members.
- Group to meet 3-4 times a year.

Role of the Group

- To guide VisitWiltshire's travel trade/groups marketing strategy and activity.
- To identify initiatives for developing travel trade marketing activity.
- To be a focal point for ideas and initiatives.
- To identify, evaluate and review KPIs relating to the impact and effectiveness of travel trade marketing activity.
- To review current travel trade marketing initiatives and make recommendations for improvement.
- To represent the views of VisitWiltshire members and the wider Wiltshire tourism industry.
- To be ambassadors, feeding back to other members/prospective members.
- To share best practice
- To present a joined-up Wiltshire proposition to trade and group organisers
- To take a longer-term view, influencing group programme activity 18-24 months ahead.