



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.

Governance & Structure

- Chair to be agreed by the group, for a two-year term.
- 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.
- VisitWiltshire will report on performance against objectives regularly to the Travel Trade group.
- Group objectives and priorities to be reflected in the VisitWiltshire Business Plan and aligned where possible with VB/VE and other national strategies
- Group is expected to consist of a range of partner businesses representing all sectors.
- Group to meet 3-4 times a year.

Role of the Group

- To guide VisitWiltshire's travel trade/groups marketing strategy and activity.
- To develop and agree a Travel Trade Strategy and annual travel trade action plan.
- 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 generate short-term business while also taking longer-term view by influencing group programme activity 18-24 months ahead.