



Groups & Travel Trade Meeting

Thursday 14 July 2016, 2-4pm

Venue: Studley Grange Butterfly World & Craft Village

Meeting Notes

Attendees

Florence Wallace, VisitWiltshire; Fiona Errington, VisitWiltshire; David Andrews, VisitWiltshire; Jackie Guscott, Studley Grange Butterfly World & Craft Village; Laura James, Wyvern Theatre; Louella Curtis, Bradford on Avon; Phillippa Armstrong, Hilton Swindon; Laurence Davies, Oldbury Tours; Charlotte Toop, Stourhead; Anna Walton, Longleat; Nick Williams, McArthurGlen Designer Outlet Swindon; David Lane, Holiday Inn Salisbury-Stonehenge

1. **Welcome, apologies, introductions and actions from 21 April meeting** DA
Round the table introductions
2. **Review of activity / how's business** All

Overall most businesses report either being on par with last year or slightly up on groups. Some of the hotels reported slight increase in international tourism. People reported drops in business as a result of immediate announcement of Brexit. Discussed concerns regarding visitor security, change in shift in types of groups visiting, late bookings etc.

Action: We are keen to know how Brexit is affecting business – please advise Flo on any business changes which could be attributed to this.

3. **Groups & Travel Trade Package & Objectives Activity 2016 / 2017** FW / All
 - Objectives
 - Print
 - Website
 - Advertising Plan
 - Databases / Sales
 - Exhibitions
 - Familiarisation Visits
 - International
 - Other

The document was circulated and Flo highlighted the elements of the strategy in red that were amendments to last year's activity. Discussed promoting geographic regional regions as part of the itinerary programme around the county.

Action: If anyone is keen to lead on developing new itineraries for their region and would be interested to work with Flo on this please get in touch.

A copy of the travel trade opportunities and trade event spreadsheet was circulated. The event spreadsheet details the types of trade events that are available in the industry which business may

want to consider attending. The travel trade opportunities are available to all partners who may be interested to 'buy in' to additional activity. Copies of these are attached to the meeting notes.

Action: If anyone wishes to attend any of these events as part of a stand share opportunity with VisitWiltshire or wishes to discuss any other additional activity, please get in touch with Flo.

AW was concerned about the data protection issues regarding collected data from exhibitions and legalities for its use. VisitWiltshire believes that there are stricter data controls for B2C data than there are for B2B data. However, for 2017, we will ensure that all stand sharers are listed on any data forms and for Excursions where data pens are used, a sign will be erected on the stand to communicate the stand sharers who will have access to their data.

The Advertising Plan was circulated as a separate document.

Action: If Travel Trade partners have any further suggestions or amendments on the draft Groups & Travel Trade Package and Objective 2017 document or advertising plan, please advise Flo before Friday 29 July. After this date this strategy will be made final and exhibitions, adverts etc. will be booked.

4. Forthcoming Fam Visit – draft itinerary / one to one meetings

FW

Flo summarised the plan for the forthcoming Oct fam visit, with Sunday 2 October being a Salisbury afternoon including Salisbury Cathedral, Arundells, other close attractions, plus evening and overnight in the city. On Monday 3 Oct – visits may include Old Sarum, Longleat, Bowood and a NT property, plus McArthur Glen Swindon hosting dinner plus shopping extravaganza. Hotels for Monday night near Swindon are still tbc.

It is likely that Tuesday 4 October am will be the date that we run the B2B one to one sessions and would therefore like all partners interested in promoting themselves to the trade to keep this date free. We are still looking for a mid county venue.

Action: If anyone can offer a venue for this one to one event please contact Flo.

We are hoping to run an optional itinerary in the afternoon to Stonehenge.

This fam visit has had an initial response from e-newsletter earlier this year but will get further promotion once we have finalised the itinerary.

Action: Please advise Flo if you have any trade contacts you would like us to invite on this fam visit.

Action: Please advise if you can help with lunch mid county on Monday 3 October or accommodation near Swindon on Monday 3 October?

Please note we are planning on charging a nominal fee for trade wishing to attend this fam visit. Flo will waive fees on an ad hoc basis for large wholesalers. Itinerary will be issued in due course.

5. South West Tourism Growth Fund 2015/2016 activity and 2017 plans

DA

As part of the legacy of the South West Tourism Growth Fund project we are continuing to work with other South West England destinations for future travel trade activity. There are opportunities for partners to access photography and film which we have recently obtained and a new travel trade research project undertaken by ETOA will shortly be available to industry. We will inform partners of any other forthcoming trade opportunities e.g. for industry attendance at 2017 exhibitions such as ITB and Vakantiebeurs etc. We also plan to run another Showcase South West event in November 2017 focused on International and is also likely to include domestic travel trade.

Action: If you have any suitable Wiltshire venue options for the Showcase South West event please advise Flo.

6. Partnership Renewals

DA

Action: If any travel trade partner, sponsor or investor wishes to change their current investment package for 2017 please let Flo know before 29 July, after this time it will be assumed you are on board for 2017 and activity will be booked accordingly. Invoicing for 2017 will take place from October onwards.

7. Any Other Business

All

New for 2017 will be required by end of the summer for Flo to continue to keep trade PR informed.

Action: Please supply new for 2017 info to Flo as soon as possible but before 31 August.

8. Date of Next Meeting

Thursday 20 October 2pm – 4pm. Venue to be confirmed.

Action: Please advise Flo if any travel trade partner is keen to host. Attendees or apologies welcome in advance for this meeting date.