



Travel Trade Activity Update **September 2020 – January 2021**

This report details the trade activity from September 2020 to January 2021.

Virtual Exhibitions and Events

GEM – 30 October 2020

We attended a virtual Global European Marketplace (GEM) event on 30 October, where we met with 36 travel trade buyers. Half of these are existing Official Tours Operators and the other half are being targeted to package and distribute the route in the future.

UKinbound Destination Update and Virtual Fam Visit – 19 November 2020

VisitWiltshire hosted a Destination Update and Virtual Fam Visit to 34 travel trade buyers. This event was ran in conjunction with UKinbound and a Wiltshire quiz presented by the VisitWiltshire team and Lorna Matthews Keel from [Salisbury Chequered History Guides](#). The winner Anderson Tours will receive the Wiltshire goody bag with prizes kindly donated by Longleat and Salisbury Cathedral. The standard of all entries was high which illustrates great Wiltshire knowledge from buyers. The Destination Update presentation including link to the quiz is available [here](#).

Recovery 21 – 9 December 2020

We attended a Recovery 21 ETOA event on 9 December and met with 16 trade buyers to discuss marketing, packaging and distributing Wiltshire and the Great West Way.

Excursions 2021 – 25 – 30 January 2021. We have confirmed our involvement in Excursions confirming package C for Wiltshire which includes the following:

- Printed Directory - Entries for Wiltshire and 5 Wiltshire partners
- Online Directory - Entries for Wiltshire and 5 Wiltshire partners
- Webinar scheduled for Tuesday 26 January 1.30-2.30pm – showcase Wiltshire product. Details tbc. Will be recorded and available online and distributed via social channels etc.
- Solus E-news - Wiltshire on the Great West Way – timings tbc. Distributed via Tourism South East database.

Britain and Ireland Marketplace – 26 January 2021. This virtual event has been subsidized by VisitEngland and is available as a non-member rate at £299 plus VAT. ETOA and/or UKinbound members can attend for £249 plus VAT. This has been booked for Wiltshire/Great West Way and 20 appointments have been requested.

Explore GB - 1- 5 March 2021 – This new virtual event is now FREE for suppliers. We have registered for appointment schedules for Wiltshire and Great West Way. Please do consider registering your own business/destination to attend this. You don't have to attend all 5 days but this system will allow you to target the key buyers in markets that are important to you and you can block your diary when you are unavailable.

Advertising, PR and E-newsletters

The [What's New in Wiltshire for 2021 and beyond](#) trade newsletter was issued on 8 December to 2,019 subscribers. It had an Open Rate of 27.7% and a Click Through Rate of 2.3%.

New for 2021 editorial has been written and distributed to media.

A new trade advert has been produced and will appear in Group Leisure & Travel Magazine's January 2021 edition as part of their Top Picks & Ideas for 2021 feature.

The trade advertising Facebook campaign has been delayed due to COVID – we will continue to review this in light of COVID restrictions for spring 2021. This will target travel organisers, coach drivers, travel and tourism page admins and users aged 55+, promoting the wide range of days out and attractions suited to a mature audience, targeting those with group travel responsibility matching group/leisure interests (including suggested groups).

VisitWiltshire has recently featured in an addition of Group Leisure Travel magazine, showcasing our recent award of Best UK Destination at the Group Travel Awards. You can see the piece [HERE](#).

Awards

Best UK Destination

VisitWiltshire were delighted to collect the Best UK Destination at the Group Travel Awards on 7 October 2020. The awards aim to shine a spotlight on the best destinations, attractions and people. We would like to thank all our partners who help to make Wiltshire such a great destinations for groups. You can read the press release [HERE](#).

Website update

We have been updating the VisitWiltshire trade website pages – take a look at www.VisitWiltshire.co.uk/groups. These now include new information to help the trade such as a travel trade toolkit containing all our printed guides and suggested itineraries and Key trade product information.

Travel Trade Survey

In order for us to determine the interest in targeting the trade from businesses and destinations we sent out a trade survey to Wiltshire and the wider Great West Way region. 42 respondents completed the survey from a variety of sectors. The majority plan to promote their trade offer via their own website, social media and digital activity over the next 12 months. It also identified a focus to target domestic and FIT/smaller groups and only a third plan to attend / take part in any event or virtual exhibition.

Following the results of this survey, we have decided against running a large-scale Marketplace event in the spring 2021, but it is more likely we will plan for an in-person event for autumn 2021.

Fam Visits

Due to COVID -19 our fam trips have now been rescheduled as follows:

- Meridian fam trip – provisionally 27 & 28 June 2021
- Group Leisure Reader Trip fam visit – provisionally September 2021 (itinerary to be confirmed by 21 April).

Travel Trade Guide 2021

We are currently updating our Travel Trade Guide as a digital edition for 2021. If you have any highlights, key events, special interest tours etc that you would like included please get in touch.

Great West Way

International Travel Trade Distribution for 2021/2022 programmes - Great West Way has recently been distributed via a number of VisitBritain international offices including Australia (1,013), USA (4,200), Italy (1,544) and Scandinavia. These have included links to the new Great

West Way Travel Magazine and new Trade Itineraries. This current trade activity is aimed at Tour Operators who are now in their planning stages for 2021/22 and beyond.

Travel Trade Directory - We are currently updating our Travel Trade Directory as a digital edition for 2021. If you have any latest news, events or changes to your existing listing please get in touch.

Enewsletters – We've issued [What's New in 2021 and beyond](#) to our trade database. This went out to over 1,500 subscribers on 17 November 2020. It received 24.1% OR and 2% CTR.

Trade Engagement & Sales Training – We have been engaging frequently and increasingly with trade buyers influencing inclusion of Wiltshire and Great West Way trade product and destinations into fixed and suggested programmes for 2021/2022 and beyond.

We have scheduled a series of virtual product training sessions for sales teams and/or clients. The Abbey Ireland & UK one will be take place on 14 January and will include Salisbury Cathedral, Iford Manor Gardens and Longleat. There'll be another one covering the East of the route on 20 January. Additional virtual training sessions are being discussed and will be scheduled accordingly. If you would like to get involved please get in touch.

We are now working closely with 82 Great West Way Official Tour Operators - new additions include Archaeomuse and Promenades Travel.

If you have any queries or would like to get involved in the Travel Trade activity for Wiltshire and/or Great West Way please contact Flo to discuss.