



Travel Trade Activity Update **October 2022 – January 2023**

The following report details trade activity from October 2022 – January 2023.

Productions & Distribution of Collateral

The VisitWiltshire Travel Trade Guide produced and distributed in May shows 6,768 Yumpu views to date.

Win a Weekend Break to Wiltshire Competition

As part of our annual trade advertising activity, we launched a lead generation campaign - 'Win a Weekend Break to Wiltshire' competition, which includes prizes from our trade partners. The website page can be seen [here](#).

This was launched via our domestic database on 22 November to 1,470 domestic Group Travel Organisers, coach and tour operators and trade press. This enewsletter can be seen [here](#).

Third party distribution included the following:

- **Tourism South East** – database to 900 Coach and tour operators, plus 1,500 GTO contacts. This solus newsletter went out on 23 November and can be seen [here](#).
- **Steve Reed Tourism** - database of 595 active GTOS and 340 coach and tour operators. This email from Steve went out on 28 November.
- **Group Leisure & Travel** – Email broadcast to the Group Leisure & Travel database (4,000), plus coverage in magazine which is read by thousands of people, either online or via posted print copies, organising all types of days out, theatre trips, short breaks and holidays for groups of people in the UK, Europe and to long haul destinations. This went out on 7 December and can be seen [here](#).

As of 9Jan we have had 470 entrants to the competition. The closing date is 28 February, and we will be in touch with winners after this date for visiting between 1 April – 1 November 2023.

PR

Wiltshire received exposure in the October/November 2022 edition of Group Leisure & Travel Magazine following attendance at the exhibition and awards dinner, with Longleat and Cheddar Gorge and Caves. We were pipped at the post regarding winning the award for Best UK Destination by York, but were delighted to be voted Finalists by readers in the top 5 destinations in the country, alongside, Bournemouth, Devon, London and Staffordshire.

Events & Exhibitions

- **Group Leisure & Travel Show – Milton Keynes, 6 October.** Wiltshire attended this exhibition with 12 stand sharers, including Bowood House & Gardens, Longleat, Cheddar Gorge & Caves, DoubleTree by Hilton Swindon, The Manor House and Bishopstrow. The 12m x 3m Great West Way stand was the largest and most impressive presence at the show. We met with approx. 100 domestic tour operators and group travel organisers and 85% of the data collected were new contacts. As part of this event Great West Way sponsored an award at the dinner so received additional exposure as part of this.
- **World Travel Market, 7-9 November** - we attended as visitors this year and met with a variety of trade buyers to discuss future partnership working.
- **Great West Way Marketplace, 16-20 November** – Wiltshire partners equated to 34% of businesses attending virtual Marketplace and 29% of businesses attending the networking

day at Ascot Racecourse. They received amazing exposure to over 35 buyers as part of our Great West Way Marketplace event. VisitWiltshire undertook 14 one-to-one meetings at the virtual event and continue to engage with buyers for inclusion in programmes.

Forthcoming Events

Forthcoming exhibitions and events in 2023 include:

- **Britain & Ireland Marketplace, London, Friday 27 January**, Wiltshire will be represented at this event during one-to-one meetings with buyers
- **Excursions, Twickenham, Saturday 28 January** with Wiltshire and stand sharers Bowood House & Gardens as well as others as part of the wider Great West Way offer.
- **VisitBritain Nordics Workshop, Copenhagen 15 & 16 February**. Great West Way / Wiltshire table to engage with approximately 60 buyers from Denmark, Norway and Sweden.
- **Explore GB, 27 February – 3 March**, Wiltshire will be represented at this virtual event with in-market VisitBritain teams and trade buyers from all over the world.

Wiltshire will also be represented at VisitBritain's Showcase Britain Destination product update which is taking place in London on Thursday 26 January, where there will be opportunities to network with over 100+ trade buyers that have been flown to the UK from all over the world.

Familiarisation Visits

As part of VisitBritain's Showcase Britain event, we are helping to coordinate a Canadian fam trip with approx. 13 buyers and Canadian VB rep. The group will be visiting Wiltshire on the Great West Way, including accommodation at The Old Bell, Malmesbury.

The autumn/winter [self-drive Wiltshire fam visits](#) will remain open until 31 March and after this time we can review accordingly.

England Originals

As the travel trade marketing agency for England's Historic Cities, we have been able to promote Salisbury and surrounding areas throughout 2022. An annual report summary of trade activity, can be seen below:

- Travel Trade Engagement - one-to-one meetings with over 100+ buyers
- England Originals / EHC represented at 3 key travel trade events and Exhibitions
- Recruited 3 (+ 1 strong prospect tbc) new Travel Trade Partners who are committed to develop and distribute England Originals programmes
- Secured 6 new programmes from 2 travel trade partners
- Developed a new travel trade resource and distributed it to over 1,200 key trade contacts

See <https://englandoriginals.com/travel-trade/> for further information.

Great West Way Travel Trade Activity

Great West Way Marketplace was a huge success - with a virtual meeting day on Wednesday 16 November, a networking day at Ascot Racecourse on Friday 18 November and a series of Discovery Visits for buyers taking place over the weekend of Saturday 19 and Sunday 20 November. Great West Way has received positive feedback from both the buyers and suppliers who attended. You can see our Press Release on the event [here](#). We are aiming to run another Marketplace event in autumn/winter 2023.

Official Tour Operators – We now have over 100 Official Tour Operators and are continuing our programme of trade engagement throughout 2023. Take a look at the UK and international [Official Tour Operators](#) that we are currently working with and their associated [bookable programmes](#). The latest new Official Tour Operators include GT Experiences from USA, Vololine from Italy and Beautiful Britain from Belgium.

We're working with buyers on webinars for sales training for staff and agents in addition to helping them update and influence programme development for 2023/2024.

If you are putting together your trade strategies for 2023/2024, we'd suggest you consider targeting those we are already working to ensure your business/destination is included. If you are working with any we have not signed up yet, you may want to discuss how they can broaden their programmes to incorporate other tourism businesses along the Great West Way or put them in touch with [Flo](#).

For a full Great West Way Travel Trade update please register to attend the next Connections meeting on Thursday 16 March [here](#).

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.