

Travel Trade Activity Update

January – May 2019

We have been actively promoting Salisbury, Wiltshire and England's Great West Way to the travel trade over the last few months. This activity has included the following.

Travel Trade Exhibitions and Events 2019:

Vakantiebeurs, Utrecht, Netherlands - Wednesday 9 - Sunday 13 January. This event was both a trade and consumer show. We were joined by Alison Howell's Foot Trails on our Great West Way stand. We launched England's Great West Way to over 30 press and bloggers who attended the press call on our stand and showcased the new Dutch video and map.

Excursions, London - Saturday 26 January. This event was busier than in previous years with many GTO's and tour operators interested in VisitWiltshire. Our stand sharers included Longleat, Bowood & Marlborough College Summer School. We collected 91 contacts from this show and distributed over 150 bags. 77 new contact email addresses were added to the database.

Britain & Ireland Marketplace, London - Tuesday 29 January. This one-to-one event coordinated by VisitWiltshire enabled the following partners/Ambassadors to attend - Visit Salisbury, Great West Way, Around & About Bath, Bowood House & Gardens, Longleat & Cheddar Gorge, Salisbury Cathedral & Magna Carta and The Stonehenge Pub Group. There were approximately 30 meetings per appointment schedule throughout the day. 58 contacts were added to the database.

UKinbound Convention, Glasgow - Wednesday 6 - Thursday 7 February. This was UKinbound's annual member only AGM and one-to-one meeting event. 20 x Great West Way meetings took place with tour operators plus there were seminars and additional networking opportunities.

South West Group Travel Show, Longleat – Saturday 16 February - VisitWiltshire stand sharers were Corsham and Bowood, plus McArthur Glen Designer Outlet Swindon and The Red Lion Salisbury were also represented. There was lots of interest from GTOs and positive feedback from the Salisbury fam visit the day before. 60 bags were distributed at this event.

Discover England Fund Event – The Netherlands – Thursday 21 February – Great West Way was represented at The Hague by Faye Batchelor, Destination Bristol and Lesley Wood from Malmesbury. This was a networking event with 42 trade and media in attendance.

ITB, Berlin – Wednesday 6 – Sunday 10 March - Great West Way stand sharers included SS Great Britain and Around and About Bath. Over the three trade days we had 23 booked trade appointments with other ad hoc meetings taking place.

Explore GB – Harrogate Thursday 9 - Friday 10 May. England's Great West Way attended VisitBritain's flagship annual trade event, where we met over 45 travel trade buyers over the two days. Buyers were keen to hear about the amazing destinations and businesses along the route with a view to package and sell future itineraries and others are Official Tour Operators, keen to update us where they are at with their programmes and sales.

Travel Trade Familiarisation visits:

South West Group Travel Show Familiarisation Visit, Salisbury – Friday 15 February. VisitWiltshire hosted 19 Group Travel Organisers and tour operators from 11 organisations. It showcased Salisbury and all it has to offer.

UKinbound Discover event – Tuesday 12 – Wednesday 13 March. VisitWiltshire facilitated a one-to-one speed networking event and fam visit with 15 buyers and 20 suppliers from across the county.

Group Leisure Reader Trip – Friday 29-30 March. VisitWiltshire hosted 31 group travel organisers and tour operators from 18 organisations showcasing Salisbury and Wiltshire.

Great West Way Official Tour Operators

We now have 55 Great West Way Official Tour Operators. The full list can be seen [here](#).

Programmes currently on sale can be found at www.greatwestway.co.uk/traveltrade/bookable-product. There is ongoing liaising with official tour operators not only regarding their programmes but their marketing activity to promote these. A good example of this is a leaflet produced by Abbey Ireland & UK which can be seen [here](#).

We are starting to be able to report on volume and value of business to the region following reported sales from official tour operators. Two UK Official Tour Operator have reported sales of £8,700 worth of bookings for 2019 – totalling 270+ pax. We also know that one accommodation provider secure over £20,000 worth of business following the Great West Way Marketplace event in 2018.

Forthcoming Trade Activity includes:

AGTO Western Branch AGM - Friday 27–Sunday 29 September

Travel Trade Marketplace - Friday 22 November

We have now surveyed partners of VisitWiltshire and Great West Way to help us be better informed about developing and implementing a new travel trade tactical activity plan for 2019/2020.

Advertising and PR

We are now using Coverage Book to showcase the latest PR and Advertisements we have secured in the trade press. This includes coverage for [Salisbury](#), [Wiltshire](#) and [Great West Way](#).

Print Production and Distribution

The new It's Time for Wiltshire Travel Trade Guide has been printed (6,000 copies) and has been distributed to just over 3,000 group travel organisers, tour operators and tourism professionals in the UK via Tourism South East's database. It has also been distributed at events and exhibitions and a digital distribution to the VisitWiltshire database of 1,668 subscribers on 8 January.

The Great West Way Travel Trade Directory has been printed and is in the process of being distributed to UK and international tour operators, at exhibitions and events and digitally via third party newsletters. Overall approximately 16,000 copies will be distributed throughout this year.

E-Newsletters / Databases

The VisitWiltshire database now stands at 1,714 subscribers and a new Great West Way database including domestic and international tour operator and wholesalers contacts is now at 762 subscribers.

A New for 2019 newsletter was issued to the VisitWiltshire database on 8 January which can be seen [here](#). This achieved a 36.9% Open rate and a 3.9% click through rate.

The Great West Way Travel Trade Directory newsletter was issued to the Great West Way database on 29 January which can be seen [here](#). This achieved a 39.4% open rate and a 5.6% click through rate.

A Great West Way Travel Trade Update newsletter was issued on 4 April 2019 which can be seen [here](#). This went out to 817 subscribers and achieved a 38.1% open rate and a 5.4% click through rate.

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.