



## **Travel Trade Group Activity Update**

**(January - May)**

**Thursday 17 May 2018**

### **Exhibitions & Events**

We recently attended the following events during this period:

- **Excursions, London, Saturday 27 January**  
VisitWiltshire and stand partners - Longleat, Bowood, Salisbury Cathedral, Salisbury BID, McArthurGlen Designer Outlet Swindon and Marlborough College Summer School attended. We gave away 175 bags of Wiltshire literature and received 68 contacts (40 new).
- **Britain & Ireland Marketplace (BIM), London - Tuesday 30 January**  
VisitWiltshire and several trade group partners attended this one -to-one speed networking event. VisitWiltshire had 31 meetings and has followed up accordingly.
- **South West Group Travel Show, Bristol - Saturday 3 February**  
VisitWiltshire and stand sharers Longleat, Bowood, Salisbury Cathedral, Salisbury BID and Wyvern Theatre exhibited. A total of 60 bags of Wiltshire literature were distributed and a number of contacts have been added to the database.
- **Explore GB – Thursday 1 & Friday 2 March, Newcastle.** Attended VisitBritain's annual biggest trade event 50 one-to-one meetings with tour operators.
- **ITB – Wednesday 7, Thursday 8 & Friday 9 March, Berlin, Germany.** VisitWiltshire attended the world's leading travel trade show on the VisitBritain's stand; meeting around 30 buyers and key contacts promoting Wiltshire and the Great West Way.

### **Familiarisation Visits**

**Explore GB Familiarisation Visit** - We developed and managed the first ever Great West Way Travel Trade Educational Familiarisation visit on 25–28 February with 11 German and 2 Austrian buyers. Marlborough, Calne, Corsham, Bradford, Devizes were all featured on the trip and other partners were invited to meet the group during their visit.

We had planned to run a group VisitWiltshire Spring familiarisation visit on 18 – 21 March. However, this did not run as a group visit but instead a number of self-drive fam visits were organised. These were for Tenon Tours, Medway Trefoil Guild (GTO) and Skinners of Oxted (coach operator). Skinners of Oxted cancelled last minute, Trefoil Guild did visit but refused to include Salisbury as featured on the itinerary (Salisbury incident was on 4 March). Tenon Tours visited on a Great West Way itinerary.

### **Forthcoming Travel Trade Educational Visits**

There are a number of forthcoming trade visits currently being worked on. Due to the Salisbury incident and as part of the Salisbury Recovery Plan a number of these are focussed specifically on Salisbury:

- **Spotlight on Salisbury – Monday 21 May 2018** – GTOs and domestic coach and local tour operators are being invited to visit Salisbury for the day. Photo opportunity with the Tourism Minister at Salisbury Cathedral. So far 12 organisations and 20 people have confirmed.
- **Spotlight on Salisbury – Friday 29 – Saturday 30 June 2018** – International / London based tour operators and wholesalers are being invited to visit Salisbury to consider contracting product or familiarising sales staff with product already being sold.
- **Indulgent Vacations – Friday 1 – Thursday 7 June 2018 – Great West Way itinerary.** This tour operator from USA – is visiting with her husband to experience Wiltshire and the Great West Way with a view to return and sell this itinerary to her customers.
- **AGTO – Friday 15 June 2018** - It is expected that between 20– 40 group organisers will attend. They will be visiting Bradford on Avon and travel trade partners will receive an invitation to attend an informal networking event at Iford Manor and the Peto Garden from approximately 14.30 – 16.00.

### **E-Newsletters / Databases**

The following newsletters have been issued during this period:

**Latest Trade News from VisitWiltshire – 2 February 2018** – 3,308 recipients – 18.5% OR, 2.1% CTR. This can be viewed [here](#).

**Spotlight on Salisbury... Business as Usual – 1 May 2018** - 3,349 subscribers – 19.6% OR, 0.9% CTR. This can be viewed [here](#).

**Travel Trade GDPR Newsletters – 14 May 2018** – these have been sent as two newsletters (conditions to the database lists have been applied). We are estimating that we could experience a loss of up to 615 contacts – leaving our database at around 2,734.

### **Forthcoming Newsletters:**

I am drafting a Travel Trade Summer Newsletter – which will need to feature Christmas. Let me know if you have any exciting content for this.

### **PR, Advertising, Editorial & Competitions**

**PR/Editorial** - In Jan the PR coverage included - Showcase South West review in GTO Mag, plus editorial on film and tv locations and gardens for GTO Mag, plus Great West Way coverage in Group Travel World and Travel GBI. In February GTO mag featured our new towns map press release and in April Travel GBI featured Salisbury open for business.

**Advertising** – The Group Leisure online campaign ran for 3 months (Nov 2017 – January 2018) and received 1,482 clicks throughs to our website.

Travel GBI campaigns:

Home page take over in February 2018  
 Wallpaper: 1,084 impressions, 14 clicks  
 MPU: 1,463 impressions, 0 clicks  
 Leaderboard: 1,478 impressions, 0 clicks

2018 Solus Enewsletter – January 2018  
 Delivered: 3,108

Total HTML opened: 1,070 / HTML open rate: 21.20%

Total clicks: 55

**Competitions** - The Travel Trade Guide was distributed in January 2018 to around 3,000 targeted trade contacts via Tourism South East together with a competition to win a VIP Behind the Scenes Tour of Longleat House, plus 3 runner up prizes to Stonehenge, Arundells and Marlborough College Summer School. There were 89 entries to this competition which gave us 22 new contacts for our database.

### **Great West Way**

There are many developments on this project a few key ones are listed below:

- We've got a new Great West Way visual identity, brand toolkit and marque
- We've recently launched the new Ambassador Network to industry
- We're continuing to talk to industry about content for the travel trade toolkit and directory
- We've launched a new Official Tour Operators programme to trade

If you would like to find out more check out the [Great West Way March Update](#) and [www.visitwiltshire.co.uk/greatwestway](http://www.visitwiltshire.co.uk/greatwestway)

If you are interested in a joint stand share opportunity to promote your business under a 'Great West Way' umbrella at any of the following events, please let us know:

**5-7 November 2018 - World Travel Market, London Excel, UK**

**9-13 January 2019 - Vakantiebeurs, Utrecht, Netherlands**

**8-10 March 2019 - ITB, Berlin, Germany**

### **VisitBritain/ VisitEngland Update**

#### **Upcoming events:**

For details on VisitEngland/VisitBritain's forthcoming events please visit

<https://trade.visitbritain.com/promotional-opportunities/trade-events/>

#### **Showcasing DEF itineraries through DMC/trade partners:**

In quarter four of our last financial year, we partnered with Destination Management Companies (DMCs) for the first time to promote more of England's tourism products overseas. Bringing the new Discover England Fund (DEF) projects into the distribution pipeline and enhancing their reach over the travel trade landscape.

The partnerships with six DMCs including: Abbey Tours, AC Tours, Angela Shanley Associates, E-Voyages, Hotels & More and JacTravel, ran from January-March 2018 and have boosted the distribution of the 21 DEF year one pilot projects.

In total, 42 new DEF itineraries have been produced by the DMCs relating to DEF, by creating and packaging the products using their in-house teams. In turn these DMCs work with key intermediaries globally to bring the new itineraries and product to the consumer.

Key highlights of the activity included:

- building DEF product into existing and new portfolios through the DMCs
- developing internal (DMC staff) and external (intermediaries staff) training programmes

- setting targets via their in-house teams to deliver programmes to key intermediaries
- educational to the new DEF products
- promotion through local trade press and events.
- sales collateral and marketing via B2B and B2C channels.

We are currently starting planning for some similar activity over the coming year.

### **Discover England Fund**

We are now in the third and final year of the Discover England Fund. The three-year, £40 million Discover England Fund has been managed by VisitEngland since its inception in 2016 with the aim of building England's tourism product. The Fund seeks to drive inbound visits to the UK and support the domestic market by delivering world-class bookable tourism products, while meeting market opportunities and consumer needs.

To date, the Fund has awarded 40 initiatives: 28 pilot projects with funding up to £500,000 and 12 large-scale projects with funding up to £1million.

The Discover England Fund is currently reviewing applications for Year 3 projects as a new round of funding became available from the Discover England Fund for bids worth up to £250,000. We are looking for projects that respond to identified market gaps and opportunities that are not being explored by current projects, as well as amplifying existing Discover England Fund activities where value added and sustainability beyond March 2019 can be clearly demonstrated. This additional funding will support a limited number of projects that can move quickly from development to delivery, i.e. achieve outputs and agreed expenditure by 31 March 2019.

We are delighted to confirm that we now have filled all the vacancies for the five in-market Product Development & Distribution Managers.

Our complete team then is:

Kathleen Heiland – based in Germany (covering projects within Germany and other selected European markets)

Nanda Willekes – based in the Netherlands (covering projects within Netherlands and other selected European markets)

Kirk McDonald – based in Dubai (covering projects within APMEA region)

Charlene Zhang – based in China (covering projects in China)

Tara Didi – based in US (covering products in the US markets)

The main objective of this role is to provide advice and support to relevant DEF projects across product development, product distribution, trade education and training and trade engagement. Each of these new in market product development managers bring with them superb and relevant commercial experience to help guide projects with their in-market activity.

### **Trade website**

The new VB trade website offers clear navigation and has been developed in a responsive design which can be viewed on all devices. We recognise the importance of providing information in local languages so the site has been translated into 7 languages; French, Spanish, Italian, German, Russian, China & Japanese.