



Travel Trade Group Activity Update

(June - September)

Tuesday 18 September 2018

Print Production

Work has started on the 2019 Travel Trade Guide. There will be 6,000 A5 copies printed and distributed via exhibitions and events plus Tourism South East contacts via direct mail.

E-Newsletters / Databases

Post GDPR, the VisitWiltshire database now includes 1,502 email subscribers who are interested to hear from us. This is broken down as follows:

- 851 Group Travel Organiser
- 336 International Wholesalers
- 225 Tour Operators/Wholesalers UK
- 57 Coach Operators
- 43 Trade Press

The [Christmas in Wiltshire](#) newsletter was distributed to 1,523 trade contacts. It had a 34.8% Open Rate, 2.5% Click Through Rate.

It was also distributed via Travel GBI to 2,872 subscribers and achieved a 25.8% Open Rate and 2.2% Click Through Rate.

Forthcoming newsletters will include New for 2019 information and will be distributed this autumn. Contact Flo with content for this please.

Travel Trade Advertising

The Travel Trade Advertising campaign has now been secured and booked.

The Wiltshire trade print advertising will include the following:

- **Wiltshire**
 - Group Leisure & Travel – October & December
 - Coach Drivers Club – Yearbook and advert in CDC News – November & March
 - Travel GBI – November
 - Group Travel Organisers Magazine – January
 - Group Travel World – January

Following the Salisbury incidents earlier this year additional funds have been provided to enable us to deliver additional Salisbury travel trade activity. With these funds we have produced additional travel trade print adverts - Salisbury and Salisbury Christmas.

With these funds the following has also been booked.

- **Salisbury**
 - Coach Drivers Club News – December
 - Coach Tours UK – January
 - Travel GBI – February

These adverts have either recently been or will shortly be published.

- **Christmas in Salisbury** – Full page advert featuring Salisbury Christmas Market, Salisbury Cathedral and National Trust's Mompesson House. This appeared in:
 - Coach Tours UK - September
 - Travel GBI - September
 - Group Leisure & Travel - September
 - Group Travel Organiser Magazine - September
 - Discover Britain for Groups – October

PR / Editorial

Trade media coverage includes:

- Destination UK Trade Magazine - Food & Drink map [here](#).
- Group Leisure & Travel Magazine - GTO familiarisation visit available [here](#).
- Salisbury Life - GTO familiarisation visit available [here](#).
- Travel GBI - Christmas in Salisbury available [here](#).

It's time for Christmas in Salisbury editorial was issued at the beginning of July. This was featured in GTO Magazine - [here](#).

We have secured and are working on itineraries for two trade media journalist visits:

- Abbe Bates and family 20 – 22 October, Salisbury and surrounding area
- Samantha Mayling 30 Nov – 2 December, Salisbury, Devizes and Lacock

We will report on subsequent coverage when published post these visits.

Exhibitions & Events

Flo attended the Group Travel Business Forum, 1 June, run by Landor Publications and presented Wiltshire/Great West Way to an audience of tourism professionals.

Flo attended VisitBritain/VisitEngland's Discover England Fund Conference, 2 July where we presented Wiltshire/Great West Way to an audience of tourism professionals. At this event TEAM Tourism Consulting delivered an excellent Travel Trade Research – Key Learnings presentation. This can be downloaded [here](#).

We are working on arrangements for forthcoming trade shows – including opportunities for partners to stand share under the Great West Way umbrella:

- **World Travel Market 5-7 November**
- **Vakantiebeurs 8-13 January 2019**
- **ITB 5-10 March 2019.**

In addition, we shortly be opening the booking platform for the Great West Way Travel Trade Marketplace event Friday 23 November 2018. This is a superb opportunity for all Wiltshire trade focussed businesses to attend and meet with buyers who may be interested to contact your product.

Familiarisation Visits

There have been a number of travel trade visits taken place with a particular focus on Salisbury due to the incident and as part of the Salisbury Recovery project.

- **Spotlight on Salisbury – Monday 21 May 2018** – 22 people from 14 different group travel organisations were welcomed to Salisbury for a familiarisation visit to the city.
- **Spotlight on Salisbury – Friday 29 – Saturday 30 June 2018** – 19 people from 12 tour operator companies visited Salisbury to consider contracting product or familiarising sales staff with product already being sold. Salisbury Journal and Spire FM also attended to obtain images and interviews.
- **Indulgent Vacations – Friday 1 – Thursday 7 June 2018 – Great West Way itinerary.** This tour operator from USA visited Wiltshire and the Great West Way. They have now signed up as one of our Great West Way Official Tour Operators and are committed to selling the route to their customers.
- **Association of Group Travel Organisers (AGTO) – Friday 15 June 2018** – We welcomed 26 members of the AGTO Western Branch to Bradford on Avon. This included an informal networking event at Iford Manor and the Peto Garden with the opportunity to meet the VisitWiltshire Travel Trade group.

Forthcoming Familiarisation Visits

We have secured the following high-profile Travel Trade events.

- **South West Group Travel Show** – pre-event fam in Salisbury, Fri 15 February 2019. The event will take place at Longleat on Sat 16 February.
- **UKinbound Discover Salisbury** event – Tues 12 and Wed 13 March
- **Group Leisure Reader Trip** – Fr 29 – Sat 30 March, Salisbury plus Longleat and Bowood.
- **Association of Group Travel Organisers (AGTO)** annual meeting 4-6 October 2019 (tbc) Salisbury plus Longleat and Bowood.

Great West Way

Great West Way Official Tour Operators

We now have 20 confirmed Great West Way Official Tour Operators who are committed to selling new Great West Way programmes and are keen to work in partnership with us. These include UK, Germany, Netherlands and USA tour operators/ Destination Management Companies (DMC's). There is an ongoing focus to secure additional partnerships to benefit all Great West Way Ambassadors.

Travel Trade Directory

The Travel Trade Directory is a comprehensive resource for trade buyers and will be printed and distributed (approx 20,000) in the UK, USA, Germany and Netherlands - both digital and hard copy formats. Trade focussed businesses are being given a free listing but there is also the opportunity to advertise – if you're quick. The first edition will be printed ready for Destination Britain North America (DBNA) beginning of October and WTM - November. The final printed publication will be ready for the official launch at Great West Way Marketplace 23 November.

Great West Way Travel Trade Marketplace & Discovery Visits

Friday 23 - Sunday 25 November

The Great West Way Travel Trade Marketplace event will take place at the Assembly Rooms in Bath on Friday 23 November. This workshop will bring together tour operators and wholesalers with products and services that feature on the route, including attractions, hotels, transport, ground handlers and other sectors of the route's tourism infrastructure. The aim of the workshop is to enable supplier products to meet with tour operators who are interested in contracting products and selling them to their customers. It will be suitable for trade focused businesses who can offer wholesale rates to buyers for both groups and independent travellers. Registration will open w/b 24 September. There will be a nominal charge for suppliers to attend.

The Great West Way Official launch event will take place the evening prior to this event Thursday 22 November at the Roman Baths & Pump Rooms. Ambassadors will be invited to this event free of charge.

Great West Way Events and Exhibitions

We are working on arrangements for forthcoming trade shows – including opportunities for partners to stand share under the Great West Way / Wiltshire umbrella. The following events will be attended and Ambassadors will have the opportunity to attend/advertise and be represented where possible.

Destination Britain North America, Austin Texas 14 - 17 October, followed by
USA Sales Mission to New York/New Jersey 18-19 October
Global European Marketplace, London, 2 November
World Travel Market, London 5-7 November - book now for stand share opportunity - limited space available - find out more [here](#)
Great West Way Travel Trade Marketplace, Bath, 23 November - Save the date!
Vakantiebeurs, Netherlands, 9-13 January - stand share/advertising opportunity
Britain & Ireland Marketplace (BIM), London - 29 January
ITB, Berlin – 5-10 March - stand share opportunity
Explore GB, Harrogate, Yorkshire 8-10 May

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

Upcoming VisitBritain/VisitEngland events:

For details on VisitEngland/VisitBritain's forthcoming events please visit <https://trade.visitbritain.com/promotional-opportunities/trade-events/>

To register your product on the VisitBritain/VisitEngland supplier directory please visit <https://trade.visitbritain.com/supplier-directory/>