



Groups & Travel Trade Meeting

Thursday 26 March 2026, 2pm

AGENDA

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| 1. Welcome and introductions | David Lane |
| 2. How's business?
eg. top line trade visitor figures, forward bookings etc. | All |
| 3. Working with the Travel Trade – Top Tips for Tourism Businesses
By In & Beyond Bath | Jules Mittra |
| 4. VisitWiltshire and Great West Way Travel Trade update | Flo/Fiona |
| a. VisitWiltshire tactical activity plan & priorities for 2026/2027 including: | All |
| <ul style="list-style-type: none">• Product and distribution of collateral• Digital trade communication• Events & Exhibitions• Trade Engagement, marketing & distribution• Website development / trade product pages• PR, Editorial & Advertising• Familiarisation Visits<ul style="list-style-type: none">○ VisitBritain – fam visits – feedback and discussion○ Future Wiltshire fam visits• Industry memberships / partnerships | |
| b. Travel Trade Opportunities & 1:1 Support | Flo/Fiona |
| 5. Any Other Business | All |