



Groups & Travel Trade Meeting

Tuesday 25 November 2025, 2pm

AGENDA

- | | |
|--|------------------|
| 1. Welcome | David Lane |
| 2. How's business? eg. top line trade visitor figures, forward bookings
& is the pattern of group travel changing in your business? | All |
| 3. An Inbound Perspective, International Market Requirements & Update
from Tour Partner Group | Vera Lett |
| 4. Review of Recent Trade Activity Discussion | Fiona / Flo/ All |
| <ul style="list-style-type: none">• Wiltshire Familiarisation Visit & Showcase Wiltshire• Marketplace event• Group Leisure & Travel Show | |
| 5. VisitWiltshire and Great West Way Travel Trade update | |
| <ul style="list-style-type: none">• VisitWiltshire LVEP Update• Tactical Activity & Priorities for 2026• Travel Trade Opportunities | |
| 6. Any Other Business | All |