



Groups & Travel Trade Meeting

Thursday 26 March 2026, 2pm

[VIRTUAL MEETING LINK](#)

(link expires 24 July 2026)

Meeting Notes

Attendees:

Florence Wallace, Fiona Errington – VisitWiltshire; Amiee Thomas – Longleat; Jules Mittra – In & Beyond Bath; Harriett Peacock – Corsham; David Lane – BGAM; Jason Thorley – Holiday Inn Salisbury Stonehenge; Viviane Rocha – The Stones Hotel; Anna Temple – Milford Hall Hotel; Steve Horner – Milford Hall Hotel; Jane Booth – Salisbury Museum; Sofie Westlake – Stone & Heritage Tours; Leire Alba Fernandez – Wagamama; Louisa Reeves – National Trust; Rick Henderson – REME Museum.

1. Welcome by David Lane

2. Working with the Travel Trade – Top Tips for Tourism Businesses By Jules Mittra from In & Beyond Bath

Jules Mittra from In and Beyond Bath outlined his company and services, presenting his four core trade priorities - trade-friendly pricing and collateral, digital booking with affiliate/dashboard features, streamlined payments, and relationship-building with DMC's and overseas operators. To help build supplier relationships, he requested six practical commitments e.g. relationship building, flexible booking, free entry for guides, clear cancellation and payment terms, prompt food service, and parking considerations. He identified North America as his primary market skewing to affluent, 50+ travellers. The presentation can be seen [here](#).

3. How's business? eg. top line trade visitor figures, forward bookings etc.

Overall, businesses are reporting better than forecasted visitor number growth. A large attraction with a strong events programme is seeing trade visit forward bookings very promising for the remainder of the year. This attraction has seen increases due to new operational approaches such as new booking system streamlining post-invoicing. Accommodation providers are reporting steady growth in visitors, with one looking at 6% growth in line with targets and consistent with last year's trends.

It continues to be challenging to secure pre-booked coach business as many are smaller group tours and businesses are keen to fill the calendar in shoulder months. However, overall, the trajectory is stable and encouraging, with further opportunities identified through targeted sales activity and collaboration to drive volume growth.

4. VisitWiltshire and Great West Way Travel Trade update

Flo referenced the recently issued [Activity Update November 2025 - March 2026](#) and the move into the new 2026/2027 year for the Wiltshire Travel Trade Group. She thanked everyone for their continued support and to get in touch to discuss your specific trade activity & priorities.

Priorities on the Wiltshire tactical activity plan for 2026/2027 includes:

- **Production & Distribution of collateral** - The New [It's Time for Wiltshire Trade Guide](#) is in a final draft stage. This has now been issued to trade group for review/checking, prior to signing off and distributing prior to Easter. Distribution will be to 2,300 key trade contacts on the database and will be used to help trade include Wiltshire's amazing product offer in future domestic and international itineraries.

ACTION: Please feed back on the new Wiltshire Travel Trade Guide by 12pm on Tuesday 31 March, if you haven't already.

- **Digital trade communication** – Always keen for latest news from Wiltshire trade group partners so these can be communicated to buyers through regular newsletters, emails and conversations at events. Please keep sending info to VisitWiltshire. All trade partners are included in at least one newsletter annually.
- **Trade Engagement, marketing & distribution** – This is ongoing throughout 2026/2027. Recently launched a new Distribution partnership scheme in addition to the Official Tour Operator scheme. Buyers now have the ability to become Great West Way Official Tour Operator & Distribution Partners, so having VisitWiltshire's latest news and product information, communicated regularly is key to influence itinerary development and distribution of partner products.
- **PR, Editorial & Advertising** – VisitWiltshire have excellent relationships with trade press and continue to keep them updated about Wiltshire trade products and latest news, specialist tours etc. Please send VisitWiltshire info with a lead time eg. Christmas info in the summer and New for 2027 – as soon as possible.

ACTION: Please ensure you send Flo your latest trade news, editorial, new trade brochures, specialist tours, or any new seasonal product offerings that you want distributed to the trade.

- **Website development / trade product pages** – The VisitWiltshire website continues to develop in line with latest information and industry requirements. The trade portal at www.visitwiltshire.co.uk/groups will be updated once the new trade guide goes live.

ACTION: Please ensure your latest product information is detailed on your trade product pages and advise if any amends to [Katie](#) as required.

- **Familiarisation Visits** – there was a consensus that hosting Wiltshire fam visits were very worthwhile and Longleat confirmed that the previous ones have led to future trade group bookings. As the Wiltshire LVEP we are well positioned to receive future requests for fam visits from VisitBritain / Visit England. Longleat has kindly offered to host a new Wiltshire fam visit and Showcase event in Autumn 2026. If VisitWiltshire can secure enough support from all trade partners again, it's possible this can take place.

ACTION: Please advise if you are able to support an Autumn 2026 fam visit with complimentary accommodation, attraction entry, transport etc.

- **Industry Support** – As the Wiltshire LVEP, VisitWiltshire has excellent relationships and distribution support from VisitEngland and VisitBritain and is working closely with ETOA. Some events are LVEP only and therefore, VisitWiltshire is keen to represent Wiltshire tourism businesses at these where possible.

ACTION: To maximise your reach through the national tourist board and VisitWiltshire's international relationships – please get in touch with Flo.

- **Events & Exhibitions** – Recent attendance [British Tourism & Travel Show](#), NEC Birmingham on 19 March went well, with over 100 contacts added to databases. Thanks to all stand sharers and literature distribution partners – it was a great team effort to cross sell and maximise business for all.

Forthcoming Event/Exhibition Opportunities:

Great West Way Marketplace 2026 – SAVE THE DATES: Tuesday 22 September – 1:1 Virtual Meeting appointments for buyers and suppliers. **Friday 25 September** – In-person networking Event at Brunel's SS Great Britain, Bristol. Ambassador & Non-Ambassador rates will apply. Further details about prices and how to book will be released in due course. Please note fam trips pre and post these dates will be offered to buyers.

ACTION: If you are an accommodation provider, transport company, attraction or tour provider, and can offer complimentary hosted visits, please contact Flo to discuss an in-kind sponsorship opportunity.

[Group Leisure & Travel Show](#), Milton Keynes, Thursday 8 October 2026. Domestic trade show for GTOs, coach and tour operators. Stand sharing opportunity from **£985 + VAT**. Literature distribution available for **£155 + VAT**.

Global European Marketplace (GEM), London, Monday 2 November 2026. ETOA's annual member-only trade 1:1 meeting event. There is a representation opportunity at this buyer: supplier meeting event. Cost is tbc as ETOA have not yet released details.

ACTION: Please contact Flo to book Group Leisure or register an interest for Wiltshire / Great West Way representation at GEM.

1:1 Meeting & Support from VisitWiltshire

David Lane highlighted that Flo and Fiona are available for 1:1 meetings with businesses to discuss trade (and consumer) support for your business. A recent meeting with Flo and the newly appointed General Managers and Sales team from BGAM's Holiday Inn Salisbury Stonehenge and The Stones Hotel, helped them understand the trade sector and identify what the market is looking for and how they can tailor their strategy accordingly.

Please take a look at [Travel Trade Group Business Benefits](#) which include the trade engagement, marketing & distribution support VisitWiltshire/Great West Way can provide.

ACTION: Please contact Flo if you'd like to schedule a meeting to discuss your sales and marketing strategy for 2026/2027.

5. Any Other Business

None

6. **Next meeting date** – tbc. A date will be released in due course. All members of the Wiltshire Travel Trade Group will be invited to attend and these meetings are open to all VisitWiltshire partners.