



## **Groups & Travel Trade Meeting**

**Tuesday 7 February 2017, 2-4pm**

**Venue: Manger Barn at Lacock**

### **Attendees:**

Florence Wallace, VisitWiltshire; Fiona Errington, VisitWiltshire, Jo Atkins, National Trust; Siobhan Harrison, English Heritage, Laura Gibbs, English Heritage; Kirsty Stretton-Cox, Stonehenge Campsite & Glamping Pods, William Fox Grant, Stonehenge Campsite & Glamping Pods; John Blake, Marlborough College Summer School; David Lane, Holiday Inn Salisbury Stonehenge; Daryl Ryall, Bradford on Avon; Suzanne Lank, Best Western Plus Angel Hotel; Anna Walton, Longleat/Cheddar; Heena Mistry, REME Museum; Sarah Parker, Churches Conservation Trust; Amy Nutland, Bowood; James Sullivan-Tailyour, The Swan Inn. David Dawson, Wiltshire/Salisbury Museum.

### **AGENDA**

- 1. Welcome, introductions and actions from last meeting** **Jo Atkins**
- 2. Review of activity / new itineraries or packages / how's business** **All**

General positive feedback. Most businesses are reporting forward bookings are either on par or up on 2016. Increased group bookings for Christmas events including Longleat, National Trust and Salisbury Christmas Market.

JA asked the group to think about 'How can we add value to these meetings?'

- 3. Wiltshire Trade Marketing Activity Update** **VisitWiltshire**  
**See Activity Update for more detailed information.**

**a. New Print**

FW introduced everyone to all the new 2017 print – Visitor Guide, Travel Trade Guide and Visitor Map. Copies for people to take away.

**b. Exhibitions – review BIM, Excursions and SW Group Travel Show; planned and extra opportunities**

Review of recent exhibitions:

- British & Irish Marketplace (ETOA) - There was very positive feedback about this event with Bowood confirming they would be keen to do this again in 2018 and BOA following up on two good leads.
- Excursions - Positive feedback with quality over quantity stated. Good number of new contacts may have something to do with AGTO holding their AGM. Marlborough College confirmed they would be interested in standing sharing at this event again.
- South West Group Travel Show at Cheltenham Racecourse on 4 February with 6 stand sharers, 51 bags distributed, total 23 contacts (70% new contacts to VisitWiltshire database). Positive feedback for this from Stonehenge Campsite & Glamping pods.

Forthcoming Events and Exhibitions:

- VisitBritain's Explore GB in Brighton on 2-3 March – 52 one to one appointments for VisitWiltshire

**NOTE/ACTION: If you are not a signed up member of the Travel Trade Group you will not be featured on the Sales presentation which will be given to all 52 buyers at this event. If you want to be represented please contact Flo before 20 February to discuss a pro-rata'd trade partnership from 1 March – 31 December 2017 from as little as £200 plus VAT.**

- Great for Groups South at Kempton Park on 26 April with 10+ stand sharers.

**ACTION: Please contact Flo if you haven't already booked on this as a stand sharer - deadline for booking is 20 February.**

c. Familiarisation Visits – forthcoming 18 – 20 March  
Itinerary coming together – Flo is in touch if you are included.

**ACTION: Keep Monday 20 March free as supplier and buyer one to ones will take place in Devizes Town Hall from 1pm – 4pm (buyers arrive at 2pm)**

d. Advertising / PR

New online advertising with groupleisure.com and grouptravelworld.com. We thought results from these were quite good but we have nothing to compare them with.

**ACTION: Anna from Longleat and Siobhan from English Heritage to advise what stats they have had from their own online banner ads etc.**

e. Other

All

#### **4. The Great West Way update**

**VisitWiltshire**

Fiona explained the project in brief. Work undertaken in this phase includes brand positioning, economic and environmental impact research. There are 3 concepts for brand positioning going out to Germany and USA markets – trade and consumer.

We are nearing the end of phase 1 but have been invited to put a bid in for round 2 funding – which could be up to £2 million. The Business plan needs to be finished by April and we will know by June 2017.

We are holding a Great West Way conference 30 March – there will be a small fee to attend.

**ACTION: If you would like to book your place at the Great West Way conference it will cost £15 plus VAT - please click [here](#) to book. Further information on the Great West Way project is available [here](#). If you want to be added onto the Great West Way database please email [fionaerrington@visitwiltshire.co.uk](mailto:fionaerrington@visitwiltshire.co.uk)**

#### **5. South West England international trade marketing update**

**VisitWiltshire**

Flo explained about the legacy project for South West England post the South West Tourism Growth Fund last year. Some of activity taking place in 2017 includes attendance at ITB 8 – 12 March in which VisitWiltshire are leading and attending to represent South West England, Wiltshire and the Travel Trade group.

The other project we are leading on is the Showcase South West event which will take place 27 – 29 November, the venue will shortly be confirmed.

**ACTION: Please note the one to one meeting day with operators will be Tuesday 28 November and we would suggest you make a note in your diaries now so you can take advantage of attending this. A small fee is likely to apply.**

**ACTION: If you have fantastic trade product (Christmas or otherwise) that you would like to welcome tour operators to from the Showcase South West, Wiltshire familiarisation visit on 29 November please let Flo know.**

#### **6. Any Other Business**

**All**

In answer to the question 'How can we add value to these meetings?' the following was mentioned:

- Invite guest speakers to our meetings:
  - Tour operators – particularly with the European markets. Perhaps Lisa from Trafalgar?
  - VisitBritain – stats and research
  - Industry professionals to communicate what they do that works and sharing best practice
  - Training on how to attract more group business? Perhaps an ETOA representative or proactive GTO such as Sylvia Saxon? Understanding FIT or other specialist markets?
- Produce a trade video of travel trade partners – charges will apply. Consider filming our fam trips or have footage sent to us from businesses who have filmed their own.

**ACTION: Please let Flo know if you have any other ideas as to how we can get the most out of the VisitWiltshire Travel Trade Group meetings and activity. What do you need that we are not already doing?**

Other Exhibitions were discussed and it was decided that we will send spies to report back to the group regarding some of the other exhibitions that we have not planned to exhibit at.

- [Go Travel Show](#) – Sat 25 February 2017, Olympic Park, London – Sarah Parker from CCT attending and will report back at next meeting.
- [British Tourism & Travel Show](#) – 22 & 23 March 2017, NEC Birmingham - Siobhan Harrison from English Heritage attending and will report back at next meeting.
- [Group Leisure](#) – 12 October 2017, NEC Birmingham – Flo has it in the diary to attend and report back on.

**ACTION: If you want to attend or be represented at the Steve Reed Group Buyer Forum in RHS Wisley on Monday 3 April please let Flo know Tuesday 14 February. Total cost £350 to be split buy those wanting to attend/send literature.**

Next meeting date – Thursday 25 May – venue tbc.