



Travel Trade Group Activity Update

Jan – March 2016

For meeting on Thursday 21 April 2016

Group Visits and Travel Trade Guide 2016

The 2016 Group Visits and Travel Trade Guide plus VisitWiltshire's Visitor Guide and Map have been distributed at many UK and overseas exhibitions that we have attended plus other SWTGF events. Please see exhibitions and events section for both Wiltshire and SWTGF.

Exhibitions & Events

Since the last meeting VisitWiltshire has attended the following exhibitions and obtained the following number of contacts:

The 2016 VisitWiltshire exhibitions:

- Excursions, London, (23 Jan 16) – stand sharers were Bowood, Longleat, Salisbury, Salisbury Cathedral, Bradford on Avon, Fleet Air Arm and Wadworth Brewery.
230 bags distributed / 186 valid email contacts with 54% being new GTO contacts.
- South West Travel Trade Show, Bristol, (6 Feb) - stand sharers were Longleat, Salisbury Cathedral, Wiltshire/Salisbury Museum and Corsham (additional buy in for this was required)
75 bags distributed / 43 contacts of which 79% were new GTO and tour operator contacts
- Explore GB, Liverpool (3 & 4 March 16) Flo represented the trade group by having one to one meetings delivering the Wiltshire sales presentation to 43 travel trade contacts, 84% of which are new international trade operator contacts.
- British Tourism & Travel Show, Birmingham (16 & 17 March 16) – 125 bags distributed / 95 valid email contacts with 47% new GTO & tour operator contacts, 17% new press contacts, 6% new international operators.

VisitWiltshire will be exhibiting at Great for Groups, Kempton Park Racecourse, Wednesday 27 April 2016. Stand sharers will be Wiltshire/Salisbury Museum, Longleat, Bradford on Avon, Salisbury, Salisbury Cathedral, The Cathedral Hotel, Wadsworth Brewery, Bowood and Stonehenge Inn and Carvery.

Familiarisation Visits

VisitWiltshire have hosted 93 representatives from international tour operators on familiarization visits to Wiltshire.

We are delighted that one of our contacts – Katja from Viator, attended our Wiltshire familiarisation visit and met with Wiltshire Museum and Wadworths. From this introduction, both businesses are now selling tickets/packages and actively being promoted on the Viator website.

<http://www.viator.com/tours/South-West-England/Walking-the-Dead-Exploring-the-Stonehenge-Ceremonial-Landscape/d23059-30981P1>

<http://www.viator.com/tours/South-West-England/Wiltshire-Cask-Ale-and-Brewery-Tour/d23059-31427P1>

Databases, E-Newsletters, Sales

The trade e-newsletter issued on 11 January to 3,194 subscribers obtained an open rate of 25.4% and click through rate of 2.9 %. This is in line with our objective of achieving an open rate of 25% and click through rate of over 2.5%

We have updated the Wiltshire sales presentation to include all VisitWiltshire trade group contacts – so everyone is featured. This has been delivered to over 43 contacts so far this year.

Contacts in database now 3,217 with the following breakdown:

- 2,454 Group Travel Organisers
- 724 UK based Tour/coach operators
- 541 International Tour operators
- 59 Press

Partnerships

We now have ETOA membership.

VisitWiltshire have been extensively working with ETOA, B2me, UKinbound, VB, VE over the last few months.

VisitWiltshire are driving a new SW Trade group and we will therefore continue to liaise/ partner with many SW destinations to continue a programme of international trade activity as a legacy to SWTGF project.

We have been in discussion with a number of new partner businesses regarding joining the travel trade group. From January 2016 – to date, we have 6 investors, 9 sponsors and 7 partners.

Website

The VisitWiltshire website www.visitwiltshire.co.uk has been voted by GTO readers as a finalist in the **2016 Group Travel Awards**, category **Best Information Product for Groups Website or Printed**.

The VisitWiltshire group pages of the website totalled over 3590 unique page views from January – December 2015.

The VisitWiltshire group pages of the website totalled over 726 unique page views from January – March 2016.

We are developing the VisitWiltshire website by adding a new 'Book a Wiltshire Tour' page and 'Useful Trade Contacts' pages. This will mean that bookable packages can be promoted with customers clicking through to book via the relevant operator. The tour operators can either promote to wholesalers/GTO's via our B2B channels or have a product page promoting to consumers. Some tour operators may want to promote to both which we can also accommodate.

We are currently working on these new developments and will keep you informed of the progress.

PR, Advertising & Editorial

We were delighted that we achieved some good PR coverage in many trade publications promoting our New for 2016 information in the pre-exhibition editorial. Please do continue to keep VisitWiltshire informed as to what is new and upcoming in your businesses – as early as possible – so we can continue to maximise this coverage.

VisitBritain Travel Trade Update

The following is a recent report from VisitBritain:

Kevin Jones is looking after all B2B trade engagement at VisitBritain - the VisitBritain dating agency. Effectively introducing UK suppliers to relevant buyers. Hopefully ending up with some nice marriage proposals.

Matt Cuckston looks after the speed dating events. The likes of ExploreGB and VIBE in Britain and the sales missions overseas. www.visitbritain.org/opportunities

The VIBE event (meet the VisitBritain overseas teams) this year will be three centre – London, Glasgow and Cardiff, provisionally the 11th, 12th and 14th October respectively.

Rafaella Esposito will be joining the VisitBritain team on 8th June to specifically look after trade fam visits as there will be a series of fams for key overseas buyers attending WTM.

Cheryl Bristow looks after VisitBritain's online dating – the global trade websites (<http://trade.visitbritain.com>), BritAgent agent training (www.britagent.com), Trade Toolkit www.visitbritainimages.com/en/pages/newtraveltradetoolkit.html and B2BCRM system. The trade website holds a self-managed supplier listing that overseas buyers can access.

ACTION: Please can the Wiltshire trade group create your own business listing – [HERE](#) – as this will translate to the most relevant languages and then feature on local market trade sites.

Jo Leslie, leads on the China Welcome programme. VisitBritain are currently exploring ways on how this model can be used in other markets eg. a GREAT Marhaba programme for the Middle East.

ACTION: Please can the Wiltshire trade group sign up to receive the VisitBritain travel trade newsletter www.visitbritain.org/sign-our-news so you can keep abreast of opportunities and updates as they happen.

South West Tourism Growth Fund Activity Update

Summary

The VisitWiltshire team has been working in conjunction with other SW destinations, leading on the Travel Trade strand of the £5 South West Tourism Growth Fund action plan. We have delivered an extensive programme of international travel trade activity.

This has included exhibiting at many of the key international exhibitions, hosting over 180 representatives from international tour operators on familiarization visits to South West England. This included 50 operators who attended a large Showcase South West event, bringing international buyers and suppliers together for one to one business meetings, with over 1,250 meetings taking place in total.

We created two new resources – the first ever South West Travel Trade Directory for international travel trade and A Guide for Working with the International Travel Trade for South West Businesses. In addition we ran a series of business development workshops across the South West.

There has been research into the international travel trade of which findings will give direction for destinations and SW suppliers on working with the international travel trade in future.

With over 1,200 new contacts Team South West have developed a new CRM system which will ensure the efficiency of further communication with the travel trade in the future.

South West England Exhibitions and Events

The 2015/2016 South West England exhibitions and events with VisitWiltshire representation include:

- Destination Britain Americas, 18 – 21 September 2015; 57 contacts
- WTM 2015, London, 2 – 5 November; 177 contacts (28 trade)
- Destination Britain Nordics, 2 – 4 December 2015; 23 contacts
- Vakantiebeurs, Netherlands, 12 – 17 January 2016; 112 contacts
- Dublin Holiday World, 22 – 24 January 2016; 29 contacts
- BIM, London, 26 January 2016; 32 contacts
- Salon De Vacances, Belgium, 4 – 8 February 2016; 39 contacts
- UK Inbound Convention, 11 – 13 February 2016; 18 contacts
- Explore GB, Liverpool, 3 & 4 March 2016, 49 contacts

- Showcase Event, Torquay, 23 February 2016; 52 contacts
- ITB, Berlin, Germany, 9 – 13 March 2016; 112 contacts

South West England Familiarisation Visits 2015/2016

The following trade organisations visited many destinations in the South West. There was a total of 131 people visiting on familiarisation visits with 93 of those visiting Wiltshire.

Germany

- Wikinger Reisen. 15 - 18 March including Wiltshire, 2 people
- Troll Tours, 14 – 19 March, 1 person
- Dertour, 17 – 22 March, 1 person
- Prima Reisen, 21 – 24 October 2015 including Wiltshire, 7 people
- Terranova Touristik, 14 – 20 March, 2 people
- Gebecco, 15 – 21 March including Wiltshire, 1 person
- AT Reisen, 17 – 20 March including Wiltshire, 2 people

USA

- CIE Tours, 29 Feb – 4 March including Wiltshire, 12 people
- Backroads Touring, 7 – 13 March, 9 people
- Rabbies, 27 February – 2 March, 5 people
- Explore GB, 4 – 9 March including Wiltshire, 10 people

Belgium

- Diederik, 29 Feb- 4 March including Wiltshire, 14 people

Scandinavia

- TEMA, Verdensrejser, Fogt Studie- & Grupperejser, 11 – 14 March including Wiltshire, 3 people

Australia

- Helloworld and Tempo Holidays, 15 – 22 April including Wiltshire, 9 people

New Zealand

- House of Travel, 10 – 16 March including Wiltshire, 10 people

Ireland

- Egle Budina, Adams & Butler, 1 person

Netherlands

- BuroScan, Sept 2015, 12 people
- Explore GB, 4 – 7 March, 10 people
- Reisbureau At Home, 5 – 8 March including Wiltshire, 12 people
- Reisbureau At Home, 26 – 29 March including Wiltshire, 8 people

40 Wiltshire partners benefitted from these familiarisation visits.

South West Travel Trade Directory

A South West England Travel Trade Directory has been produced with the help of many South West businesses who are keen to promote themselves in international markets.

The directory is a really important resource for international or UK based tour operators who are interested to know more about South West England to enable them to contract and sell more SWE product to their customers.

The South West England Travel Trade Directory includes:

- South West Trade Map with drive times and distances
- Key Towns and Cities, Culture and Heritage, Active and Countryside and Inspirational places to visit in the South West
- Accommodation and attraction listings
- Itineraries including garden highlights, Film and Literature Filming locations, Food and Drink
- Useful information and contacts

A Guide to Working with the International Travel Trade for South West Tourism Businesses.

A Guide to Working with the International Travel Trade has been developed to provide tourism businesses in South West England the information and intelligence that will enable deeper business development into the international sector. It is hoped that this will increase business and ensure that long-term partnerships between suppliers and the international travel trade can be brokered.

This guide also enables South West England to improve understanding of its offer to the travel trade and ensures consistency in brand creative and messaging.

In-Market Travel Trade Activity

VisitWiltshire contracted Grafenstein to manage a programme of overseas travel trade activity in German speaking markets and Benelux.

The results of which were as follows:

- 20.000 travel professionals regularly contacted with 450 potential tour operators personally contacted about South West England.
- 32 personal meetings during the roadshow in Frankfurt, Munich and Cologne in which the South West England presentation was delivered
- Set up and attended over 20 personal meetings at ITB
- 18 operators are keen to develop or extend their programs
- 5 people from 3 trade organisations were accommodated on the SWE familiarisation visits
- The distribution of more than 4.500 Travel Trade Manuals

There were joint funded trade campaigns in Netherlands with DFDS and House of Britain, in Germany with Tui and a travel trade supplement in Australia.

CRM/Database system

A new SW CRM system with database management for 20 destination organisations is currently being implemented. This is being built, based on the specifications from the VisitBritain/VisitEngland CRM systems. The contacts being inputted into this system are primarily international travel trade but a number of press and consumer contacts have been included. These contacts include Exhibitions 551, Grafenstein 450, Showcase 53, Familiarisation visit 181 = 1235