



## **Travel Trade Group Activity Update**

**Tuesday 7 February 2017**

### **Group Visits and Travel Trade Guide 2017**

The 2017 Travel Trade Guide for 2017 is now available with 8,000 of these having been printed. These will be distributed via direct mail to contacts on our database and at trade fairs throughout the year.

### **Exhibitions & Events**

VisitWiltshire has recently exhibited at the following:

- ETOA's British and Irish Marketplace on 24 January with 6 partners, one to one 30+ meetings with travel trade wholesalers
- Excursions at Alexandra Palace on 28 January with 8 stand sharers, 132 bags distributed, total 107 contacts (86 GTO's / 21 Operators) (64% new contacts to VisitWiltshire database). Excursions reported 48% first time visitors to the event.
- 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)

Other planned VisitWiltshire 2017 exhibitions include:

- VisitBritain's Explore GB in Brighton on 2-3 March – 52 one to one appointments for VisitWiltshire
- Great for Groups South at Kempton Park on 26 April with 10+ stand sharers

We are always open to attending other exhibitions with partners as VisitWiltshire, assuming there is enough financial partner support to make this viable.

### **Familiarisation Visits**

We ran a pan Wiltshire familiarisation visit on 2 - 4 October with 13 travel trade attendees. For the first time we introduced one to one meetings at Marlborough College with 22 supplier partners attending. Initial feedback suggests this event will generate over £250,000 to Wiltshire in additional direct visitor spend.

7 of the operators and group travel organisers we hosted in 2015/16 have reported having already made bookings worth nearly £50,000 to Wiltshire's visitor economy as a result of coming on our familiarisation visits. The total value of our annual visits programme will be significantly higher than this.

We have been working on these three Explore GB familiarisation visits with VisitBritain for March 2017.

- 30 Spanish, Italian & Mexican trade delegates on 5 and 6 March – Salisbury Cathedral, Milford Hall Hotel, Market Inn
- 32 Hong Kong and South China trade delegates on 8 March – Hilton Swindon
- 18 Canadian trade delegates on 5 and 6 March – Salisbury Cathedral, Stonehenge, Chapter House and Mercure White Hart Hotel

We are running Wiltshire's Secret's Familiarisation on Sat 18 – Mon 20 March. We aiming to welcome approximately 15-20 Group Travel Organisers. We are keen to package up and secure their bookings by the end of the day on Monday 20 March. Keep this date free so you can attend the supplier buyer one to one meeting session in Devizes (venue tbc).

## **Databases, E-Newsletters, Sales**

E-newsletters have been issued to our database of approximately 3,000 subscribers, promoting What's New for 2017 (14 Nov), New Travel Trade Guide (9 Dec), Wiltshire's Secrets Familiarisation Visit (xx Feb), Average open rate is 25.3% and average click through rate is 2.7%.

We currently have 3,225 travel trade email contacts in our VisitWiltshire groups database.

## **Partnerships**

We continue to lead and drive forward the South West DMOs travel trade group to grow trade business as part of the wider South West offer. All SWE destinations (except Dorset) are funding the continued programme of core activity.

From this activity South West England (including Wiltshire) was recently represented at Vakantiebeurs in Netherlands.

VisitWiltshire is leading the South West England group and will be attending ITB Berlin 8 – 12 March. We have two counter pods and meetings tables on the VisitBritain stand and will be sharing this space with Bath, Bristol, Cornwall, Plymouth, Devon, Somerset, Norman Allen Travel and South West Coast Path.

Forthcoming activity will include a Showcase South West Event in November 2017 for suppliers to meet with buyers and a Wiltshire familiarisation visit will follow. Travel Trade partners should look out for further information on this when it becomes available.

We continue to build on our recruitment of partners for our travel trade group. Most recent additions include: American Museum in Britain, Sarum College, Iford Manor, Stonehenge Campsite and Glamping Pods, REME Museum, Britford Farm Shop, Cholderton Farm Park & Vineyard and Grittleton House. We currently have 5 investors, 11 sponsors and 15 partner businesses working with us with many others interested to invest on an ad hoc basis for particular activities/events.

We continue to work closely with VisitBritain and VisitEngland and other trade organisations.

Group Travel Organiser have developed a new Discover Britain's Towns website - [www.discoverbritainstowns.co.uk](http://www.discoverbritainstowns.co.uk) and we are working with them to feature all our town information releases.

## **PR, Advertising & Editorial**

Online Banner adverts – new for this year:

- Our banner on [www.groupleisure.com](http://www.groupleisure.com) went live on 1 November and expired on 31 January. This had 87 Total clicks and 71 Unique clicks.
- Banner ad on group travel world - [www.grouptravelworld.com](http://www.grouptravelworld.com) went live in January – results to follow.

Wiltshire advertisements ran in December/January editions of GTO Magazine, The Pass Magazine (due to change its name to Great for Groups) and Group Travel World.

Editorial - New for 2017 trade press release issued in October and picked up by a number of trade publications such as The Pass and Group Travel World. It was also distributed by VisitBritain to B2B's in France, Germany, Netherlands, Spain, Italy, USA and Canada.

Group Travel Organiser Magazine ran an expert view feature on Florence Wallace.

## **VisitBritain Travel Trade Update**

[Destination Britain China](#) and [Destination North America](#) events are now on sale. There are still a few places left for the [Destination Britain South East Asia](#) event in May.

Reminder for partners to add their product to the supplier directory - <http://trade.visitbritain.com/en/directory>.

The Decisions and Influencers report December 2016 is the latest intermediary VisitBritain research. This is one section in this report - [Holiday Research and Planning section](#) which illustrates that a considerable proportion of travellers continue to use traditional tour operators to book their holidays.

There's a DEF trade research project being undertaken by VisitBritain at the moment and we will issue further details and results from this in a few months, when it is available.

For information on 2017 Inbound Tourism Forecast see [www.visitbritain.org/forecast](http://www.visitbritain.org/forecast) and latest inbound tourism trends report - [www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/inbound\\_tourism\\_trends\\_q3\\_2016.pdf](http://www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/inbound_tourism_trends_q3_2016.pdf)

## **Great West Way**

VisitWiltshire is leading on developing a new long distance touring route which will join up many of England's iconic destinations and attractions along a corridor west of London through to Bristol. This is one of a number of successful projects made possible by HM Government's £40m Discover England Fund, administered by VisitEngland ([www.discoverenglandfund.org](http://www.discoverenglandfund.org)).

**The Great West Way** project is focused on creating a world class tourism experience, winning new business and market share for Britain, growing the visitor economy and transforming the visitor experience along and around the route. The touring route will be suitable for visitors to travel by car, coach, rail, cycling, walking or even canal boating. A range of themed itineraries and trails, including heritage, food and drink, countryside, film tourism and GREAT moments, will allow visitors to explore the route in depth and aims to rival any of the great touring routes in the world.

VisitWiltshire has been working on concept testing this project to trade in the UK, USA and Germany. We have also been selected to submit a phase two funding bid to win £1m - £2m, so this project can be rolled out as bookable product.