



Travel Trade Group Activity Update

(October - December)

Thursday 18 January 2018

Group Visits and Travel Trade Guide 2017/2018

The new Travel Trade Guide is now available. 3,065 copies have been distributed to targeted trade contacts via Tourism South East database up to a 2-3 hours drive radius.

Exhibitions & Events

VIBE (VisitBritain's annual International Business Exchange) 10 October, London

VisitWiltshire met with market specialists from around the world, promoting Wiltshire/Great West Way to representatives from the relevant destinations, and networked with the VisitBritain team.

Showcase South West 27 - 29 November, Bristol

We recently ran a very successful Showcase South West travel trade event 27-29 November 2017 in Bristol. We promoted Wiltshire and the Great West Way to around 53 travel trade buyers and had 40 one-to-one meetings where we delivered our sales presentation - [2018 and Beyond: Time for Wiltshire and the Great West Way](#). Six buyers attended the VisitWiltshire educational familiarisation visit the following day.

A couple of quotes from event evaluation that tour operators who came on the Wiltshire fam trip completed included:

"We are uncertain of volume and value, but we are aiming for 10 groups of 50 students each. If accommodation can be secured in the South West, then the value could easily reach £10,000 in the first year."

"More travel and contacts = more knowledge. It makes it easier to put itineraries together and to include new products which were unknown before."

The overall level of satisfaction from the Wiltshire fam trip attendees was "Very satisfied".

Huge thanks to all Wiltshire supplier businesses who attended this event and supported our familiarization visit.

World Travel Market – 6 November, London

We attended World Travel Market on VisitBritain's stand, upstairs from UKInbound. We met with a number of travel trade operators and bloggers etc.

Vakantiebeurs – Tuesday 9 January, Utrecht, Netherlands. VisitWiltshire attended the trade day of this exhibition and met with 10 travel trade buyers for one to one appointments.

Familiarisation Visits

Showcase South West - 29 November – see above

Forthcoming Travel Trade Educational Visits

- **Explore GB** – Great West Way Trade fam visit will take place 25 Feb – 28 Feb. There will be 22 German and 2 Austrian trade buyers. There will be a dinner on Monday 26 February in which the

Wiltshire Travel Trade group will be invited to attend. The following day will include a visit to Merchant's House, Marlborough, Avebury, Bowood, Corsham and Bradford on Avon.

- **VisitWiltshire** – this spring fam visit will take place on 18 – 21 March and will include visits to a selection of the travel trade group partners and an opportunity for others to meet with the buyers.
- **AGTO** – This fam visit will take place on Friday 15 June 2018. It is expected that between 20– 40 group organisers will attend. They will be visiting Bradford on Avon and travel trade partners will receive an invitation to attend an informal networking event at Iford Manor and the Peto Garden from approximately 14.30 – 16.00.

E-Newsletters

- VisitWiltshire Travel Trade News – 20 December 2017
 - Coach Operators – 123 subscribers; 18.9% OR; 1.6% CTR – view [here](#).
 - Group Travel Organisers – 2144 subscribers; 17.8% OR; 2.1% CTR – view [here](#).
 - International & UK Tour Operators – 1115 subscribers; 22% OR; 2.1% CTR – view [here](#).

PR, Advertising, Editorial & Competitions

Editorial sent to trade includes:

- Highlights in Wiltshire for Summer 2018 – for Group Leisure – Oct 2017
- Must visit Gardens in Wiltshire for 2018 – for GTO Mag - Nov 2017
- New Bookable Wiltshire Tours – Nov 2017
- Film and TV locations in Wiltshire

VisitWiltshire and partners have received PR in the following Group Travel World (Winter 2018), GTO Mag (January) – Gardens Galore, Literature Film & TV and Travel GBI (January) Wiltshire shows the way to go at Showcase South West event.

The autumn/winter advertising plan has been rolled out. Full page adverts have appeared in Travel & Tourism World (Oct), Group Leisure (Oct), The Pass (Oct), Travel GBI (Nov) and GTO Mag (Jan), We also ran a three month online advert with Group Leisure (Nov – Jan) which so far has received 1,406 clicks.

Forthcoming activity with Travel GBI includes a solus newsletter at the end of January and a home page take over in March.

Great West Way

We have contracted Karen Roebuck to work with us to help develop the Great West Way travel trade programme.

She is working on the creation of the travel trade toolkit which involves surveying industry to ascertain how bookable their product is, whilst engaging with trade to ensure all aspects of what they require in this resource is considered.

Updates about the project can be found at www.visitwiltshire.co.uk/greatwestway