



## **Travel Trade Activity Update** **February 2020 - September 2020**

This report details the trade activity from February – September 2020.

### **Advertising, PR and E-newsletters**

VisitWiltshire e-newsletters to GTOs, UK Based tour operators, coach operators and trade press:

- 6 March 2020 – [What's Hot in Wiltshire this Summer](#) sent to 1,361 subscribers. It received a 31.8% Open Rate and 1.9% Click Through Rate.
- 26 August 2020 – [Trade News this Summer from Wiltshire](#) sent to 1,343 subscribers. It received a 28.1% Open Rate and 2.3% Click Through Rate

Advertising – a programme of activity for 2020/2021 has been drafted for discussion and agreement at the 15 September 2020 meeting.

Trade PR during this period has included:

#### Wiltshire

- UKinbound (27 July 2020) [VisitWiltshire uncovers new video to encourage staycations](#)
- Group Leisure & Travel (30 July 2020) [VisitWiltshire unveils new video to invite visitors back as lockdown eases](#)

#### Great West Way

- UKinbound (15 February 2020) [England's Great West Way launches new Food and Drink map](#)
- UKinbound (9 March) [Great West Way unveils new aerial video](#)
- UKinbound (9 April 2020) [Great West way publishes new digital travel magazine](#)
- UKinbound (11 June 2020) – [Great West Way targets responsible travellers](#)
- Group Leisure & Travel (13 August 2020) – [TV & Film Locations to visit on the Great West Way](#)
- Breaking Travel News (22 August 2020) – [Great West Way makes play for American Audience](#)
- Travel Industry Today (17 August 2020) [Get a birds eye view of England's Great West Way](#)

### **Online Events/Activity**

Group Travel Organiser Magazine invited Flo as a speaker on their *Future of Group Travel Seminar* on Wednesday 29 July 2020. Flo presented a Destination Perspective from VisitWiltshire. The whole seminar can be viewed [here](#) (Flo's presentation from 45.52 – 55.15). There was an audience of 72 pax consisting on GTOs, coach operators, tour operators and trade focused businesses.

*Celebrate Group Travel Day* was a new trade focused online broadcast from Group Travel Organiser Magazine. It went out live on Thursday 3 September 2020. We decided together with our travel trade partners – Longleat, Salisbury Cathedral and Bowood House – that we would support this new broadcast to penetrate the domestic trade audience as part of our 2020/2021 Wiltshire programme of advertising. The whole 4.45 hour programme can be viewed [here](#). The following segment timings may be useful for viewing purposes:

- Wiltshire (We're Good to Go) and Flo's interview – 21:00–26:14
- Salisbury Cathedral and Marie's interview – 26:35–29.25
- Bowood House with Jen's interview – 1:18.27–1:21:00
- Longleat (VisitWiltshire stills) – 1:54:32–1:55:10
- Great West Way footage and Flo's interview – 2:08:55–2:12:10

## **Awards**

*Wiltshire announced as Finalist in Group Leisure & Travel Awards*

We are delighted to have been nominated as finalists in the Best UK Destination category of the Group Leisure & Travel Awards, by readers of the magazine. Other finalists include Birmingham, Bristol, Devon, Isle of Wight and London. We look forward to 7 October when the winner will be announced.

## **Fam Visits**

The following familiarisation visits were arranged for this year but unfortunately have had to be cancelled:

- New Meridian fam visit - originally 20/21 September then rescheduled to 11/12 October. Now provisionally 14/15 June 2020.
- Group Leisure Reader Trip fam visit - originally 2/3/ April provisionally rescheduled to 10/11 September. This has approx. 20 pax booked on it.

There is GTO demand for Wiltshire and once we are able to run these again, I am confident we will get a good take up. We have a list of contacts who have registered their interest for future fam visits who we will continue to liaise with accordingly.

Group Leisure have now confirmed that they will re-run the Reader Offer as this was a paid for activity from 2019/2020 but was not delivered due to Covid. They have confirmed the following:

*Group Leisure & Travel Reader Club Trip Service: 'Wiltshire on the Great West Way'*

Promo: GLT December 2020 Edition

Trip to take place: April 2021

Review: GLT May 2021 Edition

Revised itinerary deadline: 1<sup>st</sup> November 2019

The promotion will include a double page spread within the December 2020 edition of Group Leisure & Travel magazine.

## **Website**

The VisitWiltshire website trade pages are being reviewed and amended to make them more user friendly for the audience. We hope that this will be live later this autumn when they can be viewed at [www.visitwiltshire.co.uk/groups](http://www.visitwiltshire.co.uk/groups)

## **Great West Way**

We are currently launching a series of 26 new travel itineraries (11 trade and 15 consumer) focusing on rural Wiltshire, as well as a number of vox pops. The new itineraries and supporting digital content is the result of funding awarded to Great West Way by the LEADER project.

We will shortly be updating our Travel Trade Directory and planning the Travel Trade Marketplace event (provisionally now for Feb 2021), which will be beneficial to all Wiltshire Travel Trade partners. Please note that all 2020 Wiltshire Travel Trade partners will be able to attend free of charge as your investment included this event as part of your package. More details on this event will follow in due course.

We've engaged with our trade contacts via e-newsletters and this includes the following:

- 17 February 2020 - [Great West Way Forward for the Travel Trade this Winter](#) – sent to 1,622 subscribers. It received a 28.7% OR and 2.4% CTR.
- 27 July 2020 - [Way Forward for the Trade this Summer](#) sent to 1,600 subscribers. This received a 26.1% OR and 1.8% CTR

At the beginning of August we delivered sales training to over 40 people - based in many different countries - from Europe Incoming - a tour operator who is in the process of developing Great West Way programmes for distribution into 2021 and beyond. There are opportunities for tourism businesses and destinations to attend these sales training events with Flo.

We are now working closely with 79 Great West Way [Official Tour Operators](#) - new additions include Henrietta Ferguson, Hidden History Travel and Ardour Tours. There are approximately 70+ individual [Bookable Programmes](#). Work is ongoing for us to influence itineraries and input where possible to their marketing and communication plans.

We have audited the bookable programmes against travel trade product so we can give businesses and destinations a breakdown of who is selling you in which programmes.

**If you have any queries or would like to get involved in the Travel Trade activity for Wiltshire and/or Great West Way please contact [Flo](#) to discuss.**