



## **Travel Trade Activity Update** **December 2024 – February 2025**

The following report details Wiltshire travel trade activity for this period.

### **Wiltshire Travel Trade Group and Activity Plan 2025/2026**

We're delighted to report that we continue to have excellent support from businesses and destinations for the Wiltshire Travel Trade group as we transition into the 2025/2026 year.

We have reviewed our benefits, costs and priorities for this group, which can be seen [here](#). Please take a moment to review the [Wiltshire Travel Trade Tactical Activity Plan for 2025/2026](#) and the [2025 Travel Trade Opportunities](#). This will enhance visibility of Wiltshire tourism businesses and destinations to the trade via our trade activity and relationships. It includes exhibition and event opportunities and inclusion in communication and resources such as our It's Time for Wiltshire Travel Trade Guide.

### **Production and Distribution of Collateral**

The [It's Time for Wiltshire Travel Trade Guide](#) is being updated for 2025/2026 and due to be launched before Easter. This is the main resource for group travel organisers and operators to use to help plan their visits and develop Wiltshire itineraries.

All 2024/2025 Wiltshire trade group members are featured in editorial and advertising (which is included as part of their investment).

New elements include two new Wiltshire suggested itineraries JA250 and film/tv locations and a new arts and activities section.

A distribution plan for this publication will include:

- Promotion via VisitWiltshire website Travel Trade pages
- Solus newsletters to 2,000+ key trade contacts
- In follow-up communication with buyers from events/exhibitions/missions
- Via VisitBritain London and in-market reps for onward distribution to their trade databases
- Via targeted party trade associations, such as ETOA for distribution to members
- Via trade group partners distributing to their trade databases / via their trade newsletters and via other relevant B2B channels eg. LinkedIn

Since it was launched in May 2024 it has received over 6,000 views/downloads.

### **Digital Trade Communication & Databases**

The Wiltshire trade database consists of group travel organisers, domestic coach and tour operators, wholesalers, trade press and international tour operators.

[Latest Wiltshire Trade News - Highlights for 2025](#) trade newsletter was distributed on 22 November 2024 to 2,334 trade contacts. This received a 36.4% open rate and 2.2% click through rate.

A [Time for Wiltshire in 2025](#) trade newsletter was distributed on 7 February 2025 to 2,302 trade subscribers. This received a 37.3% open rate and 10.7 click through rate.

### **Events & Exhibitions**

Wiltshire has been represented at the following recent travel trade event:

## **Britain & Ireland Marketplace, London, Friday 24 January 2025**

We represented Wiltshire at the recent Britain & Ireland Marketplace event in London. This 1:1 meeting event was organised by ETOA and ran in partnership with VisitBritain who supported UK visits from 120 travel trade buyers. We met with 30+ key trade buyers, highlighting Jane Austen 250 and Stourhead House & Gardens. Many of these tour operators plan to develop new or review existing itineraries for 2025 and 2026.

### **Forthcoming missions and events**

Wiltshire will be represented at the following exhibitions:

- [British Tourism & Travel Show](#), **NEC Birmingham, 19 & 20 March 2025**. Domestic trade show for GTOs, coach and tour operators. We have a 4m x 2m stand booked with stand sharers including Wiltshire and Stourhead. If you would like to join our stand the cost is £1,000+VAT (excluding graphics) for the two days. Or literature distribution for only £170 + VAT.
- [Group Leisure & Travel Show](#) in **Milton Keynes, 2 October 2025**. Domestic trade show for GTOs, coach and tour operators. If you would like to join our stand the cost is £935+VAT (excluding graphics). Literature distribution for £155 + VAT.

Please contact [Flo](#) to book or register an interest in these trade events.

### **Trade Engagement**

This is a busy time for trade engagement with numerous conversations and correspondence with buyers about developing new programmes or reviewing existing ones. Many of the successes we're having with tour operators now are from conversations that started years ago.

We have been rolling out a programme of trade activity delivering webinars to a number of our UK based DMC contacts and their sales teams, focussing on Wiltshire trade product and destinations and ideas for new itinerary development. So far, we have delivered in-person webinars to over 50+ people from JAC Travel, Angela Shanley Associates and Tour Partner Group.

We have also been liaising with Great Rail Journeys for new Wiltshire programmes including the latest one - [Ancient Stones and Treasure of Wiltshire tour](#) in which many of the Wiltshire trade group partners feature in.

### **England's Heritage Cities - Salisbury**

We have secured another year of consultancy support for England's Historic Cities, which will continue to enhance the profile of Salisbury as a historic city, to the trade. As part of this activity there will be new suggested itinerary development and a review of product and content for the [England's Heritage Cities Travel Trade Guide](#). As a result, Salisbury trade-ready partners will be highlighted to the trade as part of this programme of activity.

### **Great West Way Travel Trade Activity**

Great West Way Connections meeting took place in February so you can get the latest Great West Way news and updates from the [Connections Meeting Notes](#) and [Activity Update October 2024 - February 2025](#).

### **Travel Trade Business Support**

If you are interested in growing your travel trade business, in addition to the Wiltshire Travel Trade group, we can also provide a more bespoke B2B consultancy and business representation service with one-to-one support. Please contact Flo to discuss your requirements.

**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.**