

Travel Trade Activity Update

January 2022 – May 2022

The following report details trade activity from 14 January – 4 May 2022.

Following the Wiltshire Travel Trade Group meeting in January, chaired by David Lane, the group approved the [Wiltshire Travel Trade Group Benefits for 2022/2023](#) and [Wiltshire Travel Trade Tactical Activity Plan 2022/2023](#).

The following businesses and destinations are 2022/23 Travel Trade Group partners:

Wiltshire Places to Visit & Things to Do

- Bowood House & Gardens
- Cholderton Rare Breeds Farm
- Bluestone Vineyard
- Iford Manor Gardens, Bradford on Avon
- Longleat
- Lydiard House Museum
- Marlborough College Summer School
- Old Sarum
- Old Wardour Castle
- REME Museum
- Salisbury Cathedral
- Wessex Museums
 - Salisbury Museum
 - Wiltshire Museum
- STEAM Museum of the Great Western Railway
- Stonehenge
- Studley Grange Garden & Leisure Park

Wiltshire Trade Destinations

- Bradford on Avon
- Corsham
- Marlborough

Wiltshire Places to Stay

- Bowood Hotel & Spa
- Holiday Inn Salisbury-Stonehenge
- Legacy Rose & Crown, Salisbury
- The Old Bell Hotel, Malmesbury
- The Angel Hotel, Chippenham
- Stonehenge Campsite & Glamping Pods

Wiltshire Food & Drink

- Bridge Tea Rooms

Wiltshire Transport

- Salisbury, Stonehenge & Sarum Tours
- Mad Max Tours

Production & Distribution of Collateral

We have just finalised the new [It's Time for Wiltshire Groups Guide](#) in which all the travel trade partners are featured from last years investment.

This has been distributed to over 2,000 key trade contacts via the VisitWiltshire database, plus additional distribution via third parties.

We produced a Wiltshire travel trade postcard, which has been distributed at in-person events, meetings and future exhibitions. This is a visual call to action, making it easy for tour operators and group travel organisers to scan the QR code and be taken directly to the Wiltshire Travel Trade Guide.



Digital Trade Communication

The [New Wiltshire Travel Trade Guide](#) trade newsletter was distributed on 5 May 2022 to 2,030 key trade contacts including domestic and international tour operators/wholesalers, group travel organisers, coach operators and trade press.

As part of the bespoke support for some members of the group, we have issued the following travel trade newsletters:

[Book Now for Marlborough College Summer School](#), distributed on 13 January to over 2,000 subscribers with a 37.6% OR and 2.5% CTR.

[Bowood House & Gardens Fam Visit Opportunity](#), distributed on 7 February to over 2,000 subscribers with a 37.2% OR and 4.3% CTR.

Wiltshire and supporting partners were featured in the [Great West Way at Excursions](#) trade newsletter. This was distributed on 14 February to over 2,000 subscribers, with an 37.2% OR and 2.8% CTR.

Website Development

Following the publishing of the Its Time for Wiltshire Travel Trade Guide, the groups pages of the Wiltshire website are starting to be updated with the latest relevant content.

PR & Advertising



We have received the following relevant PR for Wiltshire during this period.

Coach Tours UK – January 2022 edition – page 8, [Wiltshire's new group tours](#) featuring Studley Grange, Bowood House & Gardens and Wessex Museums.

We will shortly be researching and making recommendations for an autumn digital advertising campaign with a view to drive traffic to www.visitwiltshire.co.uk. Further details in due course.

Events & Exhibitions

VisitWiltshire/Great West Way has attended and represented partners at the following travel trade events:

- **Excursions – 24 January (virtual)** – Delivered a presentation to 29 pax, together with Roman Baths and Bowood House & Gardens. This was followed with an [Excursions newsletter](#) distributed to the TSE database.
- **Britain & Ireland Marketplace – 28 January (in-person) & 1 February (virtual)** – We attended this hybrid event in-person in London, where it was great to meet buyers face to face after such a long time. Overall, we met with 39+ buyers and sent follow up information and added them to the database.
- **UKinbound AGM and networking event – 23 February (in-person), National Gallery, London** – informally networked with existing Official Tour Operators and industry contacts.
- **Excursions – 19 March, Twickenham Stadium**. This was an important in-person domestic exhibition for winning new trade business, where we distributed the new postcards. We were supported by Wiltshire trade group partners Marlborough, Bowood House & Gardens, Longleat, Wessex Museums, Corsham and Holiday Inn -Salisbury Stonehenge. Wider destination stand sharers included VisitWindsor, Visit Thames, Reading, Bath & Bristol with additional support from Thames Rivercruise and MERL It was a busy show with over 600 people attending and we obtained over 80 contacts that have been followed up with and added to database.
- **Explore GB (virtual) 21 – 24 March** we had over 30+ meetings with buyers and 7 VisitBritain meetings as part of VIBE. More positive responses from buyers who are now starting to see a recovery as they are getting busier with bookings.

Forthcoming Events

Following meetings with VisitBritain we understand that they will shortly be announcing details regarding a DBNA (Destination Britain North America) this autumn. If this goes ahead, we will be considering our attendance for Wiltshire/Great West Way and England Originals.

England Originals

VisitWiltshire has been appointed at the travel trade marketing agency for England's Historic Cities for another year with a contract up until 31 March 2023. This will be beneficial to Salisbury and surrounding areas for future trade activity.

Great West Way Travel Trade Activity

During this period, we have continued to secure significant Wiltshire coverage in Great West Way travel trade activity.

PR

Group Travel World – 18 January 2022 - [Excursions virtual Fam trip](#).

Group Leisure & Travel – January 2022 – [Stonehenge / British Museum exhibition opening](#).

Official Tour Operators

Great West Way has recently signed up three new Official Tour Operators who are committed to develop and distribute on-brand Great West Way programmes. These are [Alpine Travel](#), [Jones Holidays](#) and [Reiseburo Luttje Torn](#) from Germany.

New programme development is ongoing but recent ones featuring Salisbury, include [Avanti Destinations](#) and a revised [8-night Great West Way & London](#) tour from Authentic Vacations.

Travel Trade Directory

The Great West Way Travel Trade Directory is currently being updated, with a particular focus on the accommodation, attractions/activities and food and drink listings. Wiltshire will be taking out a full page advert in this directory. A draft version of the Travel Trade Directory will be circulated for comment by all Ambassadors next month.

COVID Impacts

Following the reports of pent-up demand from North America, Wiltshire suppliers are seeing increases in bookings and are starting to welcome international visitors.

Many operators are struggling to find time for new product development and distribution as they continue to recover from COVID. There are still staff shortages, many re-recruiting and others still have furlough in some international markets. They are busy reacting to bookings and a number are showing concerns regarding the impact of the war in Ukraine.

For the full Great West Way Travel Trade update please refer to the Connections meeting notes and activity update from April 2022.

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.