



Travel Trade Activity Update

January 2021 – May 2021

The new [Travel Trade Tactical Activity Plan](#) for Wiltshire has been signed off by the group and therefore continues to be the trade activity focus for 2021/2022. This report details the trade activity from January 2021 to May 2021.

Collateral & Digital Distribution

The new digital [Wiltshire Travel Trade Guide](#) has now been finalised to help the trade plan their next group visit. This was distributed via our social media channels and the [New Trade Guide and Fam Visit](#) newsletter that went out to 2,017 subscribers on the VisitWiltshire database on 14 May. To date it has received 29.7 Open rate and a 2.5% click through rate.

Website Development

Further development on www.visitwiltshire.co.uk/groups now includes new travel trade product pages for key Wiltshire businesses and destinations keen to attract the trade. These will require reviewing annually to keep up-to-date, so please continue to advise any amends.

PR

Group Leisure and Travel Feature - [Group Leisure and Travel](#) have recently featured our new Great West Way video on their website, which heavily features Wiltshire. This will give the route and Wiltshire some great exposure to Group Travel Organisers who will be planning trips and tours for the future.

Group Travel Organiser featured the new Great West Way Guide to the Kennet and Avon Canal Map in their [Late May newsletter](#).

Group Leisure and Travel – have featured the Wiltshire on the Great West Way Reader offer plus front-page flash in their May/June 2021 edition. The online version can be seen [here](#).

Familiarisation Visits

The annual trade familiarisation visits have been impacted by COVID restrictions and the continued uncertainty of travel. Therefore, we have decided to run self-drive familiarisation visits only for 2021.

The Meridian Group Association of active group travel organisers have been keen to visit for a while and so we've now confirmed a self-drive fam visit programme for Sunday 27 and Monday 28 June. The programme includes access to a number of key attractions and one night accommodation on a dinner, B&B basis. Thank you to all the participating businesses for their support.

Group Leisure & Travel Reader Offer – postponed from 2020. This Wiltshire on the Great West Way programme has been put together as a self-drive familiarisation visit, valid from 6 – 30 September 2021 (excluding weekends). This new format will allow trade visitors to choose the dates and attractions they wish to recce with a view to bring their groups back to visit. Once again thank you to all the participating businesses and destinations for their support. Readers can register [here](#).

Flo will be in touch with relevant businesses and destinations about both of these fam visits in due course.

Targeted Trade Campaign

We ran a Facebook/Instagram targeted campaign from 22 February – 26 April 2021. The image carousel adverts focussed on two different audiences:

- UK wide travel organisers, coach drivers and travel and tourism page admins, promoting the wide range of offerings that Wiltshire has to offer.
- Mature Mainstream within 3 hours drivetime of Wiltshire. This reached users aged 50+ promoting the wide range of days out and attractions suited to a mature audience, targeting those with matching interests.

FACEBOOK AND INSTAGRAM			
TOTAL IMPRESSIONS	AVG. CPM	TOTAL CLICKS	AVG. CPC
666,388	£1.85	4,911	£0.25
	REACH	AVG. CTR	TOTAL REACTIONS
	257,233	0.74%	593

A total of 4,911 Clicks were secured. The Facebook and Instagram activity provided considerable awareness for VisitWiltshire, serving over 666,000 Impressions and reaching more than 257K unique Users - we anticipate this awareness-driving activity facilitated a number of booking enquiries.

The majority of clicks came via the Mature Mainstream audience (3,924). Looking further in to the Clicks from the Mature Mainstreamers, 73% were secured by Women (2,847) with those aged 65+ accounting for 1,480 Clicks.



The average CTR for the Travel and Hospitality sector on this channel is 0.90%, a figure met by Mature Mainstreamers - this indicates a keen interest to travel among this audience.

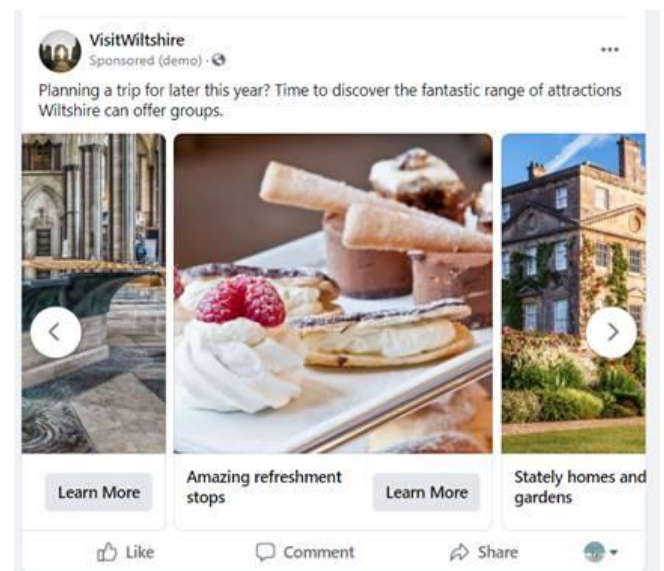
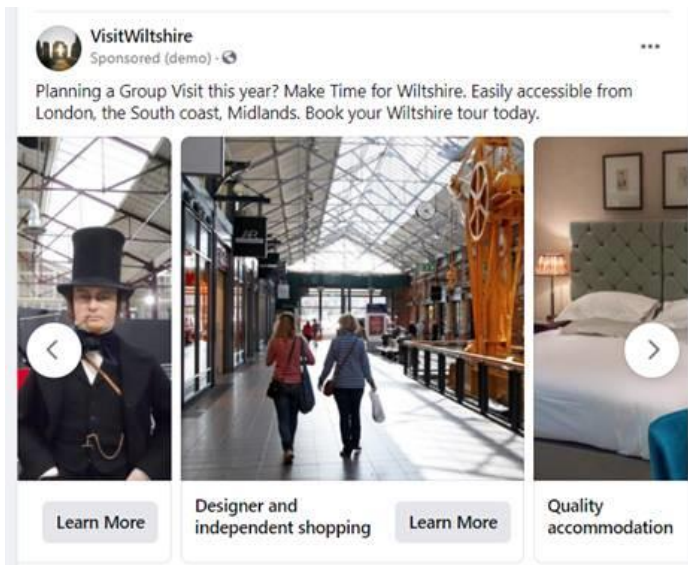
CPC was low, averaging at £0.25 - the average CPC for this industry on this channel is £ 0.45.

CPM of £1.85 was low considering the increase in demand space we have seen on this channel due to the pandemic.

The Frequency of the ads prevented 'creative fatigue' and ensured they did not lose impact - we aim for a Frequency of 5 or less.

We would have liked to have seen some new Page Likes gained however 30 Shares enabled the ads to reach a much larger pool of Users at no additional cost.

CAMPAIGN PERFORMANCE								
Ad ID with image	Clicks	CPC	CTR	Impressions	CPM	Reach	Frequency	
 Group Travel Mature Mainstream - Carousel (id : 23846924320540092)	3,924	£0.19	0.90%	438,046	£1.75	213,777	2.05	
 Group Travel Companies/Organisers - Carousel (id : 23846917816310092)	987	£0.47	0.43%	228,347	£2.05	44,946	5.08	



Recommendations - the two main 'takeaways' from this campaign are:

- Consider refining the targeting to reflect the older demographic – we can see Users aged 65+ were most likely to engage with the ads so focusing on this age will drive higher interaction as the results suggest these Users had a keen interest in travelling.
- Implement a booking/enquiry form on the website to assist with the evaluation /tracking. This will help us gain greater insight into visitor behaviour with more in-depth reporting and better campaign optimisation

Please note the following:

- Refining the targeting, as recommended for the older demographic is a cross over with consumer marketing campaigns.
- To build on the success seen via the Mainstreamers audience, we could consider implementing Google Display ads which will enable us to drive wide-scale awareness at low cost.
- If we continue targeting the Travel Companies/Organisers it is worth noting that the targeting options available are not as refined.

Virtual Exhibitions and Events

We have attended a number of virtual events this year to promote Wiltshire for future trade visits.

These include:

- [Excursions 2021](#) – 25 - 30 January 2021. We delivered a '[Wiltshire on the Great West Way presentation](#)' on Thursday 28 January to approx. 60 group travel organisers, tour operators and trade professionals. Included in this presentation was Marlborough Town, Iford Manor Gardens, The Old Bell Hotel and The Bridge Tea Rooms. A Wiltshire newsletter was distributed to 2,530 subscribers.
- [Britain and Ireland Marketplace](#) – Tuesday 26 January 2021. We attended this virtual ETOA event and had one-to-one meeting with 26 international/domestic tour operators/wholesalers to discuss how we can work in partnership to influence their programmes to include Wiltshire product.
- [Explore GB](#) 1- 4 March 2021 – We had 30 pre-scheduled one-to-one appointments with trade buyers and VisitBritain in-market specialists.

- [ITB Berlin](#) 9-12 March 2021 – we had a handful of meetings with our key in market contacts and our profile will be visible on the platform until the end May.

Additional Wiltshire/Great West Way opportunities are being maximised from the England Originals trade engagement contract. These include further engagement with North American trade buyers at Explore GB (27 meetings) and ETOA's North American Marketplace event (19 meetings). This reinforces the support we can provide for the trade and strengthens relationships.

Great West Way / Wiltshire International Activity

Trade Engagement - The international and domestic travel trade are focussing on new programme development for autumn 2021, 2022 and beyond. They continue to require detailed reassurance about supplier products and one-to-one engagement with buyers has never been busier. In order to retain and win future travel trade business for Wiltshire, there has been a strategic focus on engagement with UK based Destination Management Companies (DMC's) so as to broaden our reach as and when different international markets open and to reinforce our relationships with these key intermediaries.

Product Sales Training - During this period, we have been delivering virtual travel trade product training sessions to sales teams and agents who are keen to broaden their Wiltshire / Great West Way product knowledge. It's been important to match the right suppliers with the right buyers so some presentations have included a number of key trade focussed suppliers, and for others we have represented Wiltshire/Great West Way through imagery and script inclusion. The following presentations have taken place:

- **Abbey Ireland & UK (West)** - Jan 2021 - 25 attendees, co-hosted with Visit Bath/ Destination Bristol, with speakers from Longleat, Salisbury Cathedral, Iford Manor Gardens and SS Great Britain.
- **Abbey Ireland & UK (East)** - Feb 2021 - 21 attendees, co-hosted with Visit Thames, with speakers from Hampton Court Palace, Tours2Order and French Brothers
- **UKinbound Destination Update** - Feb 2021 - 29 attendees, co-hosted with TSE, with speakers from Bowood, Aerospace, The Queens Arms and Bombay Sapphire Distillery.
- **E-Voyages** - Feb 2021 - 15 attendees (clients) with speakers from Roman Baths, REME Museum, MERL, Clifton Suspension Bridge, Strawberry Hill House and Best Britain's Heritage Tours. This presentation was recorded and will be distributed to E-Voyages clients. A further E-voyages presentation to their French clients is taking place on 25 May.
- **Tour Partner Group** - Feb 2021 - 28 attendees, co-hosted with destinations Visit Bath/Destination Bristol and Uncover the Cotswolds.
- **Scancoming** – April 2021 – 52 Finnish Agents, co-hosted with Cotswolds Tourism and suppliers presenting included English Heritage, The Queen's Arms, Bowood House & Gardens, Sally Narrowboats and Tour & Explore.

England Originals - Salisbury continues to be promoted to the trade as part of the ongoing support we are giving to this project. On 13 May 2021 Salisbury was featured in an England Originals product sales training presentation delivered to 20 staff from Abbey Ireland & UK.

North American Sales Mission - We have been working closely with other DEF projects and the VisitBritain USA team to deliver presentations to a range of USA buyers. These have taken place with Tour Partner Group, Senior Discovery Tours, Europe Express, Tenon Tours, Britain By Choice, Avanti, GCS, Crystal Travel and Kensington Tours.

We are now working closely with 86 [Great West Way Official Tour Operators](#). New Great West Way programmes have recently been developed from Archaeomuse, Ardour Tours, Tenon Tours, The Carter Company, Henrietta Ferguson, Europe Incoming and Wanderlust Camper Tours. These can be seen on [Bookable Programmes](#).

Great West Way Trade News

Travel Trade Directory – We are at the final stages of producing a new digital Great West Way Travel Trade Directory. If you have not already been in touch about updating your listing or telling us your news for 2021/2022 – please contact us asap. We are aiming for this to be signed off and distributed at the end of May.

DMO Government Review submission – David Lane has submitted a DMO review on behalf of the Wiltshire Travel Trade Group as part of the government consultation.

Great West Way Marketplace 2021 – We hope to be able to run a Marketplace event in November 2021. However, due to ongoing uncertainty around COVID restrictions, this is likely to be a virtual event.

Great West Way Connections – We are launching a new Great West Way Travel Trade group called Great West Way Connections. The first meeting will take place on Thursday 27 May at 2pm and we would welcome any Ambassadors interested in targeting the travel trade to attend.

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.