



Travel Trade Activity Update **20 May 2021 – 31 August 2021**

The following report details trade activity from 20 May 2021 – 31 August 2021.

Digital Distribution of Collateral

We secured additional distribution for our It's Time for Wiltshire Travel trade Guide via a solus UKinbound Newsletter, part of our paid for trade advertising activity. This was sent to 1,300 members on 16 June 2021 and can be seen [here](#).

In addition, we also received additional distribution via Wewantgroups.com – see [here](#).

The [New Trade Guide and Fam Visit](#) newsletter that went out in May to 2,017 subscribers received 33.7% Open rate and a 3.3% click through rate.

Familiarisation Visits

Following the launch of our new self-drive familiarisation visits to Wiltshire, we are delighted to report, we have 10 x travel trade organisations booked and confirmed on visits this September. All bespoke itineraries have now been finalised and distributed.

Our media partners, Group Leisure & Travel promoted these earlier this year and also plan to visit and meet with some of the GTO's so they can produce a write up for the magazine.

The confirmed attendees are as follows:

- Jennie Milsom, Editor, Group Leisure & Travel Magazine, 6 & 7 September
- John Service, Trevnav Services, 6 & 7 September
- Pat Lawrence, Dorridge U3A, 6 & 7 September
- Carmel Elbro, Plymouth Brest Twinning Association, 13 & 14 September
- Sue Povey, Out and About with Sue, 13 & 14 September
- Dawn Redler, Janet Redler Travel & Tourism, 13, 14 & 15 September
- Jacky Oakley, Camberley & District U3A, 15 & 16 September
- Janis Stein, Bridge Computing, 22 & 23 September
- Paul Napier and Neil Edeson, Surrey Theatre Goers & Complete Pleasure Ltd, 22, 23 & 24 September
- Sue Poole, Wooburn Outings, 28 & 29 September

Thank you to all businesses and destinations who have assisted with confirming complimentary access, special tours and offers and thanks to Holiday Inn Salisbury Stonehenge for the reduced accommodation rate.

All of the partners who took part had at least one visit. Bowood proved the most popular with 8 visits, closely followed by Stonehenge with 7 visits; and The Bridge Tea Rooms, Iford Manor and Steam Museum having 6 visits each. Please follow up directly with all attendees and if you didn't take part this time, it would be worth considering for the future.

Exhibitions, Events and Opportunities

There have been no events attended at Wiltshire during this period, but it is worth noting that City Fair (ETOA event) was attended as England Originals and Salisbury was promoted to buyers in over 30 meetings.

The events schedule is still very fluid but we do plan to attend Excursions in Twickenham on 22 January under a Wiltshire and Great West Way umbrella. Please contact us if you would like to stand share at this in-person exhibition?

Further information and many other travel trade opportunities can be seen [here](#).

Activity Plans & Other News

We have adapted the Wiltshire Travel Trade Tactical Activity Plan into a Timeline calendar format so we can clearly see what activity takes place when. This can be viewed [here](#).

If you are considering attending any events or wish to discuss any of this activity for joining up with Wiltshire please contact us.

England Originals - Salisbury continues to be promoted to the trade as part of the ongoing support we are giving to this project. Salisbury is being featured in a forthcoming England Originals product sales training presentation to Jac Travel staff later this month.

Great West Way Travel Trade Top Line Update

Trade Engagement - During this period, we have continued our engagement with buyers, in particular DMC's, in order for Wiltshire to be front of mind for when international travel reopens.

Domestic Consumer Programmes - Whilst COVID has continued to make international travel uncertain, we have shifted our focus, working with our Official Tour Operator partners to develop a number of domestic consumer programmes which feature Wiltshire. These can be seen on our new Great West Way '[Book a Package Trip](#)' website page.

Product Sales Training - We have delivered Great West Way Product Sales Training to 23 Jac Travel staff in August. This presentation included a number of Wiltshire suppliers - Holiday Inn Salisbury Stonehenge, Whatley Manor Hotel & Spa and Salisbury Cathedral, who presented their travel trade products to the buyers.

For the full Great West Way Travel Trade update please refer to the Connections meeting Activity Update

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.