



Travel Trade Activity Update **September 2019 – February 2020**

This report details the trade activity from September 2019 – February 2020.

VisitWiltshire Travel Trade Guide

- Our new [VisitWiltshire Travel Trade Guide](#) has now been printed and distributed to 4,000 group organisers and domestic tour operators within a two hour drivetime.
- The digital version has been distributed to over 2,000 key international and domestic trade contacts via our New for 2020 enewsletter, which can be seen [here](#).
- It has been distributed at all the exhibitions attended – see below.

Advertising, PR and Enewsletters

- The digital version of the Travel Trade guide has been distributed to over 2,000 key international and domestic trade contacts via our New for 2020 enewsletter, which can be seen [here](#). 35.5% OR and 3.3% CTR. Additional distribution via Travel Trade group e.g. at events and link in trade comms.
- The Wiltshire programme of advertising as part of the travel trade group started with adverts appearing in December edition of Group Leisure & Travel Magazine. In January adverts appeared in Group Travel Organiser Magazine, Coach Tours UK and Group Travel World. There has been good reader responses from this.
- Trade media were sent the New for 2020 editorial to feature. Group Travel World ran a full page editorial feature titled 'A haven of Discovery – from gardens to vineyards there has never been a better time to explore Wiltshire.'
- UKinbound have put out a solus – New for 2020 - newsletter which can be seen [here](#).
- The Wiltshire group familiarization visit in the spring has been promoted via Group Leisure and Travel Magazine in the December edition (as part of advertising programme of activity). Details can be seen [here](#). The visit will take place on 2-3 April 2020. More info to follow.

Events & Exhibitions

- Since the last meeting, we have attended a number of events and have been promoting Wiltshire to the domestic and international travel trade:
 - VisitBritain's International Business Exchange (VIBE), 7 October 2019
 - UKInbound's business workshop, 22 October 2019
 - ETOA's Global European Marketplace (GEM), 1 November 2019
 - World Travel Market (WTM), 4-6 November 2019
 - Great West Way Travel Trade Marketplace, 21 – 24 November 2019
 - Destination Britain North America Virtual Expo – 9 January 2020
 - Vakantiebeurs, Netherlands, 15 – 19 January 2020
 - Excursions, 25 January 2020
 - Britain & Ireland Marketplace (BIM), 28 January 2020
 - UKinbound Convention, Bristol, 5 – 7 February 2020
- Follow up is ongoing from these events. Key points to note:
 - Two Official Tour Operators (OTOs) were signed up following the USA virtual expo which included over 800 US retail agents.

- Excursions was the first domestic exhibition where Wiltshire exhibited with a wider Great West Way umbrella, maximising opportunities for us to be included in programmes west of London. The Wiltshire part of the stand was supported by Longleat, Bowood, Marlborough College Summer School. We also had a feature area and delivered timed talks to approx. 100 GTOs about our businesses and destinations. [Wiltshire on the Great West Way](#) presentation and [accompanying script](#) was delivered and featured all Travel Trade partners.
- We've noticed that there are more 'home based' agents now operating in market and one Netherlands OTO has reported an 80% increase in agent growth to their business in the last year.
- VisitBritain's in-market representatives have extended their distribution of England's Great West Way to other markets such as Scandinavia, Italy, Russia, Spain, Australia and New Zealand in addition to USA, Canada, Netherlands and Germany.

Wiltshire Familiarisation Visits

- The Association of Group Travel Organisers (AGTO)'s Western Branch meeting and familiarisation visit took place 28 - 29 September 2019. 15 people from 8 group organisations visited Salisbury attractions plus Longleat and Bowood.

Forthcoming Events and Fam Visits

- We will be exhibiting/attending:
 - ITB Berlin, 4-8 March 2020, with stand sharers Bombay Sapphire Distillery and OTO E-Voyages.
 - Explore GB, Belfast 18 – 20 May 2020.
- The Group Leisure & Travel Reader Offer fam visit is taking place 2 – 3 April. We currently have 14 group travel organisers confirmed to attend (16 tbc).
- The Excursion familiarisation visit was postponed but will be rescheduled this spring, with priority given to stand sharers.
- We are working with VisitBritain inputting Wiltshire into three Explore GB fam trips for China, Brazil and Germany that will be visiting in May 2020.
- They'll be a Meridian fam trip in September 2020. Provisionally 20 – 21 September although these dates and full details are still tbc.

Taking England to the World / TXGB

We've been supporting VisitBritain's ongoing product development work with suppliers to assist the roll out for TETTW and TXGB. Activity to date includes:

- Advising on trade comms and best approach for securing sign-ups.
- Sending out VB comms as directed.
- Organising and securing attendance at a TETTW event in Swindon plus promoting VE TETTW events in Bristol and Bath.
- Providing a platform of 1:1 pre-scheduled appointments with over 20 targeted hot prospects at Great West Way Marketplace event.
- Promoting in newsletters and to the key Wiltshire Travel Trade group and making introductions where relevant.
- Giving opportunity to present to the Wiltshire Travel Trade Group at 13 February meeting.

There is a Taking England to the World Training day in Bath on Tuesday 18 February 2020, which Flo and others from the Wiltshire trade group will be attending.

Opportunities

As part of our strategy we attend a rolling programme of events and exhibitions throughout the year. Participation can be included as part of your travel trade investment package. However, if you are considering any additional trade exhibitions, please let us know so we can consider attending under a Wiltshire or Great West Way umbrella. This is often a good way of saving money and positioning your business/destination for longer stays in the county and beyond.

Events to consider could include BTTS, Group Leisure & Travel Show, Go Travel Show and South West Group Travel Show.

We will be reviewing our Travel Trade opportunity documents and will re-issue later this year.

England Originals

VisitWiltshire has been working closely with England Originals (Discover England Project), a new Heritage City product which features Salisbury and targets millennials from USA. This now has 3 DMC and 4 tour operator partnerships and 15 new packages are now on sale. Over 150 USA home-based agents have been trained on England Originals.

Great West Way Travel Trade Update

- The Great West Way Travel Trade Directory was printed in November in time for the Travel Trade Marketplace event. Over 130 Wiltshire businesses and towns (35% of total) have been profiled in the new Great West Way Travel Trade directory. For many of these it is the first time they have started to work with the travel trade.
- The directory has been distributed at the many events attended and digitally via newsletters. It will continue to be distributed at events throughout 2020 and via VisitBritain trade websites and newsletters.
- VisitWiltshire ran the Great West Way Travel Trade Marketplace, 21-24 November. 26 Wiltshire Partners each had 20 x 1:1 business appointments. The event was attended by a record 45 International and domestic travel trade buyers who also attended familiarisation visits over the weekend to Wiltshire businesses and destinations.
- Great West Way Discovery Visits – all included Wiltshire – total 34 people/organisations:
 - Journey of Discovery Along the Great West Way (22 – 24 November 2019) – 8 pax
 - Highlights of the Great West Way (22 – 24 November 2019) – 14 pax
 - Travel Through Time along the Great West Way (22 – 24 November 2019) – 12 pax
- We are now working closely with 75 Great West Way Official Tour Operators (OTOs). Work is ongoing for us to influence itineraries and input where possible to their marketing and communication plans.
- We are rolling out a programme of product sales training presentations for buyers. English Heritage and Flo presented to 11 people in the Groups departments at JacTravel on 29 January. Flo presented to 6 key purchasing staff at Miki Travel and H.I.S. Europe on the same day. Flo also presented to 14 staff from Best of Tours on 4 February. There are additional presentations planned for Groupia and Abbey Ireland & UK for later this year. All these new opportunities and invitations have been as a direct result of the Great West Way. Opportunities to attend with Flo are available for travel trade group members.
- Wiltshire is included in almost all the new programmes we have secured as a direct result of the Great West Way. We are currently mapping new programmes against product, but in the meantime you can see examples of these at www.GreatWestWay.co.uk/traveltrade/bookable-product.
- We have just submitted a DEF year 5 BID application for further funding. Within this application there is a significant travel trade focus. We hope to hear by the end of March.
- VisitBritain are financially supporting 5 DMCs to market and promote new tourism product internationally. They're only being funded to promote DEF product but Wiltshire's well

placed to benefit from this as part of the Great West Way and we're already being featured in new programmes in New Zealand, Australia, Italy etc as a result.

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.