

# **WILTSHIRE TRAVEL TRADE GROUP**

**MAKING THE MOST OF YOUR INVESTMENT  
TACTICAL ACTIVITY & PRIORITIES FOR 2022**

Guide Wiltshire's travel trade strategy and activity to increase visits & spend, increase overnight stays, and to raise the profile of Wiltshire among the travel trade.



### Attractions & Activities

- Bowood House & Gardens
- Longleat
- Salisbury Cathedral
- Marlborough College Summer School
- Studley Grange Garden & Leisure Park
- Iford Manor
- REME Museum
- Cholderton Rare Breeds Farm & Bluestone Vineyard
- Merchant's House
- STEAM Museum of the Great Western Railway
- Wessex Museums
- English Heritage – Stonehenge / Old Sarum

### Transport & Tours

- Salisbury, Stonehenge and Sarum Tours
- Mad Max Tours

### Destinations

- Bradford on Avon
- Corsham
- Marlborough

### Food & Drink

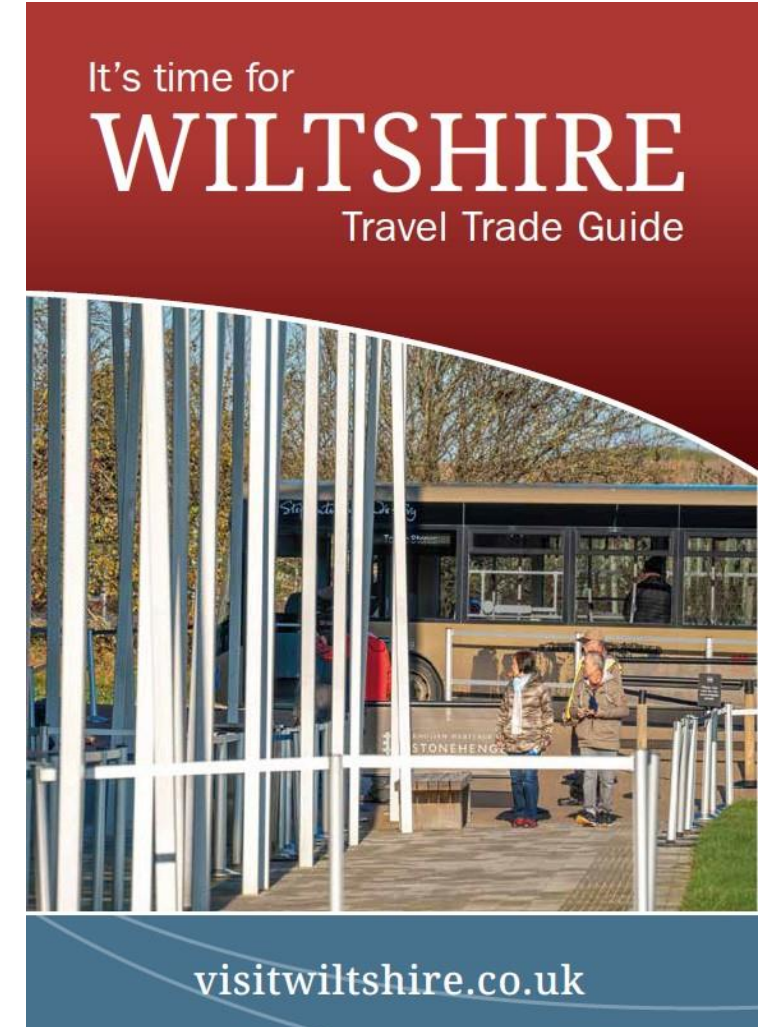
- Tinga Mexican Restaurant
- The Bridge Tea Rooms

### Accommodation

- Bowood Hotel & Spa
- Caboose
- Old Bell Hotel
- Holiday Inn Salisbury Stonehenge
- Stonehenge Campsite and Glamping Pods

# WILTSHIRE TACTICAL ACTIVITY OVERVIEW

- Production and Distribution of Collateral
- Website Development
- Trade Advertising Campaigns
- PR & Editorial
- Familiarisation Visits
- Digital Trade Communication
- Trade Engagement, Marketing & Distribution
- International Activity & Partnerships
- Exhibitions & Events
- Travel Trade Business Support





## Case Study 1

### Travel Trade Be-spoke Business Support & Trade Engagement

- Initial meeting with Salisbury Cathedral to identify how VisitWiltshire can help build business for Salisbury Cathedral's travel trade specialist tour product.
- Identified Target list of USA in-market buyers
- Targeted by VisitWiltshire via meetings, emails etc.
- Call to action was to get virtual meetings with buyers scheduled with Salisbury Cathedral representative to discuss a be-spoke product offer/specialist tour.
- Outcome – 2 meetings were held, generating over £400 worth of business.



## Case Study 2

### Travel Trade Be-spoke Business Support & Distribution

- Meetings with Bowood, Marlborough College Summer School, Tinga/ Caboose identified that VisitWiltshire can use our channels to help distribute relevant trade product information.
- Identified Target list of buyers eg. GTOs, UK DMC's, International Tour Operators etc.
- VisitWiltshire drafted solus newsletters for distribution of up to 2,000 key contacts in 2022.
- Call to action - contact business directly to book / sign up to their newsletter database / download booking form etc.
- Outcome – tbc. Open Rates and click through rates can be evaluated.



**LATEST NEWS**

**BOOK NOW FOR MARLBOROUGH COLLEGE  
SUMMER SCHOOL 2022**

If you're looking for ways to really make the most of your group's time in 2022, Marlborough College Summer School is an excellent place to start.

This much-loved event returns from **10 July to 6 August 2022** and whether you wish to enjoy a favourite pastime or try something new, Summer School has it covered.

Choose from over 500 courses suitable for all ages, abilities and interests during the day and then indulge in their eclectic evening entertainment. In addition to recitals, film nights and 5.15pm lectures on a range of fascinating topics, showcase Gala Performances take place every Tuesday and Friday.

This year's superb line-up includes evenings with Kate Adie and Janet Street-Porter, outdoor theatre from Illyria and music from Only Men Aloud, The ELO Experience, a tribute to Sir Elton John and much, much more.

**NEW FOR 2022**



# MAKE THE MOST OF YOUR TRADE INVESTMENT

## Case Study 3

### Travel Trade Be-spoke Business Support & Product Development

- Meeting with Studley Grange Garden & Leisure Park and VisitWiltshire helped identify a new bundled trade product offer that could be communicated to the trade for 2022.
- The target market of GTO's and Coach operators was identified.
- A bundle of products consisting of:
  - A visit to Studley Grange Butterfly World
  - A horticultural expert talk or presentation to the group
  - A 10% discount voucher for shopping
  - A cream tea offer during the visit
- VisitWiltshire targeted the trade via conversations at events, follow up emails, inclusion in newsletters etc.
- Call to action was to book with Studley Grange
- Outcome – Studley Grange bookings tbc.



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- Maintain support and encourage new product development from key trade focussed businesses/destinations in the county ensuring a compelling Wiltshire trade offer for buyers.
  - Continue a level of one-to-one business support for bespoke trade activity with a view to maximise returns for members of the group.
  - Develop online and offline resources ensuring key trade Wiltshire product information is up-to-date and distributed to key trade contacts.
  - Review and develop trade activity in consultation with the group to ensure we offer a range of domestic and international travel trade opportunities.
  - Continue to position Wiltshire along the Great West Way to maximise its reach and appeal for international markets and support from industry partners such as UKinbound, ETOA and VisitBritain/Visit England.





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