

Travel Trade Report January – June 2016

Groups & Travel Trade

- We attended the following trade events with industry partners:
 - **Excursions**, London, (23 Jan 16) 7 stand sharers, 230 bags distributed / 186 valid email contacts with 54% being new GTO contacts;
 - **South West Travel Trade Show**, Bristol, (6 Feb) 4 stand sharers, 75 bags distributed / 43 contacts of which 79% were new GTO and tour operator contacts;
 - **Explore GB**, Liverpool (3 & 4 March 16) One to one meetings delivering the Wiltshire sales presentation to 43 travel trade contacts, 84% of which are new international trade operator contacts;
 - **British Tourism & Travel Show**, Birmingham (16 & 17 March 16), 6 stand sharers, 125 bags distributed / 95 valid email contacts with 47% new GTO & tour operator contacts, 17% new press contacts, 6% new international operators;
 - **Great for Groups South**, Kempton Park Racecourse, (27 April 16) 9 stand sharers, 63 bags distributed / 45 contacts with 78% being new GTO contacts.
 - **Britain & Ireland Marketplace** (BIM – ETOA), Wembley (26 Jan) 32 contacts,
 - **Vakantiebeurs**, Holland (12 – 17 Jan) 112 contacts, Salon De Vacances, Belgium (4 – 8 Feb) 39 contacts
 - **ITB**, Berlin (9 -13 March) 112 contacts
 - **Showcase South West**, Torquay (23 Feb) 52 contacts.
- All SWE contacts have been added to new CRM system. 845 subscribers were sent an enews with SWE travel trade directory. 32.6% Open Rate and 8.1% click through rate.
- We have welcomed 93 international tour operators to Wiltshire, and have met with over 50 UK-based tour operators, so far this year.
- Our 2015 VisitWiltshire fam visits have so far generated **£45k** of known Wiltshire bookings for Wiltshire. This is likely to be more as difficult to track but this figure relates to the ones we know about.
- Forthcoming familiarisation visits include:
 - 30 domestic buyers on a new format VisitWiltshire fam visit in October, including one to one meetings with suppliers and buyers.
 - 30 Spanish and Italian operators on a pan-Wiltshire visit in March 2017.
- The VisitWiltshire website has new 'Book a Wiltshire Tour' and 'Useful Trade Contacts' website pages, to encourage tour operator partners to join and encourage customers to purchase bookable product.
- The VisitWiltshire website www.visitwiltshire.co.uk has been voted by GTO readers as a finalist in the **2016 Group Travel Awards**, category **Best Information Product for Groups Website or Printed**.
- We achieved some good PR coverage in many trade publications promoting our New for 2016 information in the pre-exhibition editorial. Including securing a full page feature on Corsham, Malmesbury and Bradford on Avon in GTO magazine.