



## **Groups & Travel Trade Meeting**

**Thursday 19 September 2019, 2-4pm  
Venue: The Red Lion, Salisbury**

### **Attendees:**

Florence Wallace, Fiona Errington, Billy Grimes – VisitWiltshire; Jo Atkins – National Trust; Amy Isaac – Jac Travel; Anna Walton – Longleat/Cheddar; Mark Postlethwaite – Mercure White Hart; Marie Thomas – Salisbury Cathedral; Roy Hayward – Bridge Tea Rooms; Christophe Dumeige – Old Bell Hotel; Belinda Richardson – Marlborough Town Council; Jackie Guscott – Studley Grange; Alex Makwana – Salisbury Reds; Cathy Lewis – Wessex Museums Partnership; Jane Thomas – English Heritage; Rachel Wheeler – Marlborough College Summer School.

### **Meeting Notes:**

#### **1. Welcome, introductions and actions from last meeting**

#### **2. How's business**

Most people reported that visitor figures were up when compared to last year. Reasons for this included weather more suitable in main season for 2019 vs too hot summer in 2018. For specific trade visits some reported growth but others are keen to improve booking systems, product offer and leisure group focus to encourage bookings.

#### **3. Travel Trade Contracting and Operations**

Presentation by Amy Isaac, Contracts and Product Manager, JAC Travel, followed by Q & A and discussion regarding FIT bookings and contracting.

Amy's presentation can be seen [here](#).

#### **4. Opportunities for growing your Travel Trade Business**

##### **a. Proposed VisitWiltshire Tactical Travel Trade Activity Plan 2020**

Flo explained this document has been distributed to all on the Travel Trade group and particularly highlighted the following:

- There are a few outstanding elements such as details on print distribution for VisitWiltshire Travel Trade guide. **ACTION - Flo to make recommendations and circulate to the group.**
- Plus, outstanding details about Marketplace 2020 – which is included in all levels of investment in the travel trade group. Details tbc post Marketplace 2019.
- Invoices for Jan – Dec 2020 Travel Trade Group will be sent out this autumn
- Trade Opportunities are still available for exhibitions and events, newsletters etc. Deadlines are approaching. See [VisitWiltshire Opportunities](#) and [Great West Way Opportunities](#) documents.
- Flo has met with all (except one), Travel Trade group businesses this summer
- Delivery of KPIs detailed on this trade plan can only be successfully achieved with the support from the businesses/destinations on the travel trade group. **ACTION: Please**

**ensure you are sending through new for 2020, special offers and trade product info and ongoing news to Flo when available.**

Flo asked whether everyone was happy to sign off as a final version, the DRAFT VisitWiltshire Travel Trade Activity Plan 2020. Any last-minute queries to email Flo before Wednesday 25 September. It was agreed that after this date this draft document will become the final [VisitWiltshire Tactical Travel Trade Activity Plan 2020](#).

#### **b. Great West Way**

Fiona updated the group to inform them that we now have over 240 Great West Way Ambassador businesses/destinations. Flo updated the group about the forthcoming Travel Trade Marketplace event in Windsor 22 September. There has been a huge amount of interest from buyers and suppliers. Current bookings are at 23 buyers and around 30 supplier businesses registered (approx. 38 attendees). However, a number of suppliers have registered but not followed through to the payment stage. A reminder for all is that your place is not confirmed until you have paid. Deadline for bookings is 8 November.

Numbers of Official Tour Operators and subsequent programmes continue to grow – find out more [Official Tour Operators](#) and [Bookable Product](#).

#### **c. VisitBritain update eg. TXGB and Travel Trade Training**

Fiona read out the VisitBritain update – this can be seen [here](#). **ACTION: Please register via [VisitBritain website](#) if you are able to attend any of free workshops taking place in other locations across the country.**

Flo thanked those in the room for booking onto the Travel Training course that was scheduled for 30 September, however, this was recently cancelled due to lack of take up. 40 businesses /destinations were required to book to make this viable to run and it was VisitBritain's decision to cancel it. We are revisiting travel trade training options and will be in touch with details at a later date.

The Travel Trade Activity Update distributed at the meeting, covers the period from June – September 2019. Flo explained that this can read in your own time and distributed with meeting notes and the VisitBritain update. Contact Flo if you have any queries.

### **5. Any Other Business**

Flo explained that this would be a good time to review the [Terms of Reference for VisitWiltshire Travel Trade Group](#) – especially in light of the introduction of the Great West Way. The Terms of Reference document from 2012 was distributed and Flo asked if everyone could take a look at this and review. This will be an agenda item at the next meeting.

Christophe from the Old Bell indicated he may be interested in stand sharing at BTTS.

#### **Proposed Meeting Dates for 2020**

Thursday 13 Feb 2020 – North Wiltshire

Thursday 21 May 2020 – Mid Wiltshire

Tuesday 15 September 2020 – South Wiltshire

We are looking for venues for these meetings, if you are on the trade group and would like to host a meeting for approximately 20 people, plus tea/coffee/biscuits please let Flo know.