



Groups & Travel Trade Meeting

Thursday 17 May 2018, 2-4pm

Venue: Corsham Town Hall

Attendees:

Florence Wallace, Fiona Errington - VisitWiltshire, Karen Jones - Wiltshire Museum, Jo Atkins - National Trust, Naomi Christiansen - McArthurGlen Designer Outlet, Sophie Costard and Katie Fairfax-Ross - The Merchant's House, Stephanie Szakalo – Corsham, Rachel Bruce - Rose & Crown, Salisbury, Sian Swift - Three Daggers, Charlotte Grace - Cricklade House Hotel, Jane Thomas – Stonehenge, Philip Dunn and Suzanne Lank – Best Western Angel Hotel Chippenham

Meeting Notes:

1. Welcome, introductions and actions from last meeting

2. How's business

Attendees around the room communicated how their business had been so far this year and looked at forward bookings for the summer. The bad weather over the spring had affected many who had experienced a drop, the exception being indoor attractions such as McArthur Glen actually reported increase in footfall and Wiltshire Museum who reported a good Easter.

The Rose & Crown reported that they had not be overly affected by the Salisbury incident but were introducing more events. It is worth noting a number of businesses communicated a focus on events as a way to give visitors more of a reason to visit.

3. Wiltshire's Trade Marketing Activity Update and 2018 plan

VisitWiltshire updated the group with their recent activity. Further information can be found in the Travel Trade Group Activity Update [here](#).

- a. Exhibitions
 - i. Excursions (27 Jan)
 - ii. BIM (30 Jan)
 - iii. South West Group Travel Show (3 Feb)
 - iv. Others - BTTS (March) / Go Travel Show (April) / Group Leisure
 - v. Showcase South West event
 - vi. International exhibitions opportunities 2018/2019

ACTION: If you would like to exhibit at any specific travel trade exhibitions next year under a Wiltshire umbrella then please get in touch with Flo by the end of June. Flo will make suggestions for the three exhibitions that will be included into trade package and these will be discussed and agreed in the updated travel trade activity document at the next meeting.

ACTION: We will be attending a number of exhibitions/events under a Great West Way umbrella. There will be subsidised opportunities to join us at World Travel Market, London (5-7 November), Showcase event (date and location tbc), Vakantiebeurs, Netherlands (9-13 January) – 1-day trade 4 days consumer) and ITB Berlin (5-10 March). Please let Flo know as soon as possible if you are interested.

- b. Familiarisation Visits

- c. Advertising / PR
 - vii. Feedback on winter Christmas advertising campaign
 - viii. Forthcoming opportunities

ACTION: If you are interested in promoting your Christmas product offer to trade please can you get in touch with Fiona by 8 June.

ACTION: Fiona will make advertising suggestions for autumn and winter period that is included in the travel trade package which will be circulated to the travel trade partners in due course.

Examples of VisitWiltshire adverts issued with these meeting notes.

- d. Database / Enews
- e. Printed publications and distribution
 - ix. Input for 2019 Groups guide

ACTION: We will shortly be looking to design the new 2018/2019 Travel Trade Guide for Wiltshire. Please take a few moments to have a look at 2018: It's time for Wiltshire Travel Trade Guide and advise any amends eg. Missing content / key information changes. Plus editorial vs advertising for trade partners inclusions.

- f. Other

It was explained that all of our activity aims to drive people to the VisitWiltshire website to find out more. There was a request to find out number of page views to the group website pages.

ACTION: Flo to find out the number of website page views from the visitwiltshire group pages.

I can now confirm that from May 2017 – May 2018 – there were 2,984 page views on the group pages on visitwiltshire.co.uk – with the most popular page being coach parking!

4. The Great West Way

- a. Project update
- b. Official Tour Operator Programme / Travel Trade Toolkit
- c. Great West Way Showcase event
- d. Ambassador Network

Fiona updated the group on this project.

A recent Great west Way Newsletter – [The Way Forward](#) – May Update - was sent out on 30 May.

The Brand toolkit is now available online [here](#).

The Ambassador Network portal to join can be found [here](#).

The Travel Trade Directory Form to ensure your business is featured in the Travel Trade Directory can be found [here](#).

Further info available at www.visitwiltshire.co.uk/greatwestway

5. Salisbury Update and Impact on Travel Trade

Fiona updated the group on this. A Salisbury Update can be found [here](#).

6. Any Other Business

None

Date of Next meeting:

Tuesday 18 September, 2pm – 4pm at venue to be confirmed