



Groups & Travel Trade Meeting

Thursday 5 October 2017, 2-4pm

Venue: REME Museum

Attendees:

Florence Wallace & Fiona Errington – VisitWiltshire
Jo Atkins - National Trust
Dave Patton - English Heritage
Debby Edwards – Bowood House & Gardens
Sharon Thomas and Stephanie Szakalo – Corsham
Hannah Paye – Salisbury Cathedral
Ginny Hill – Norman Allen Group Travel
Rachel Wheeler – Marlborough College Summer School
Dan King – Swan Hospitality
Rick Henderson – REME Museum
Martine Ainsworth-Wells – ETOA
Linda Haydon - ETOA

Meeting Notes:

1. Welcome, introductions and actions from last meeting

2. Review of activity / new itineraries or packages / how's business

Norman Allen Travel is noticing staycation business with longer stays have been more popular than shorter visits. Most businesses are reporting 2017 as a good year for groups or on par with last year, except Bowood who are down on 2016 (due to Capability Brown anniversary last year). They have confirmed they will be holding 2017 group prices for 2018.

Salisbury Cathedral hope to be able to open new tours of their works yard for 2018 for small groups, which will add to the portfolio of specialist tours in addition to Graffiti and Library tours.

English Heritage have seen record figures for trade with China market increasing. National Trust reporting a terrible June but good August and noticing new audiences visiting, lower value for money scores and increases in the number of cancellations of bookings.

3. A guide to working with the international travel trade by Linda Haydon, Group Tourism Manager ETOA and Martine Ainsworth-Wells, Head of European Destination Engagement ETOA.

ETOA gave an engaging presentation to the group. The presentation can be viewed [here](#).

4. REME Museum by Rick Henderson

Rick gave an interesting summary of the REME Museum and post the meeting gave a guided tour for many in the group.

5. Wiltshire Trade Marketing Activity Review 2017

VisitWiltshire updated the group with their recent activity including the Christmas and autumn advertising campaign and Flo's recent visit to Destination Britain North America. Further information can be found in the Travel Trade Group Activity Update [here](#).

6. DRAFT Tactical Activity Travel Trade Action Plan 2018

VisitWiltshire summarised the activity plan for 2018. The changes for exhibitions were highlighted to the group with the demise of Great for Groups trade fair, VisitWiltshire and partners will be attending South West Group Travel Show in February in Bristol instead.

The spring familiarisation visit dates of **Sunday 18 March – Tuesday 20 March 2018** were proposed.

ACTION: Please advise Flo before 25 October, if these proposed familiarisation visit dates don't work for your business.

The travel trade group confirmed the Tactical Activity Travel Trade Action Plan 2018 was now finalised. This final document can be viewed [here](#).

ACTION: If travel trade group partners require any changes to their level of investment for 2018 please contact Flo before 25 October 2017 or it will be assumed your existing partnership package will continue for 2018.

7. Showcase South West Update

The event, taking place in Bristol on Tuesday 28 November, is filling up fast. We have had great support from Wiltshire supplier businesses who are interested in promoting to the trade. If you haven't already signed up, please take a look at the attendee list [here](#). There is still time to book so check out www.etoa.org/showcasesouthwest for further details. Its only £125 plus VAT.

8. Great West Way

VisitWiltshire now have the grant offer letter and are busy pushing forward on this project. We'll be developing a travel trade programme which will have huge benefits for this group. The focus will be on putting bookable product in front of buyers and will include fam visits and meetings between buyers and suppliers to help convert sales. Further information about the project and updates as and when they are available will be added to the website page www.visitwiltshire.co.uk/greatwestway

9. Any Other Business

None

Date of next meeting **Thursday 18 January 2018, 2pm – 4pm** at [The Swan at Stoford](#)

Subsequent meeting dates for your diary:

- Thursday 19 April 2018
- Tuesday 10 July 2018