



## **Travel Trade Group Activity Update**

**(Feb – May 2017)**

**Thursday 25 May 2017**

### **Group Visits and Travel Trade Guide 2017/2018**

The 2017/2018 Travel Trade Guide has been distributed to contacts via direct mail and all the travel trade fairs throughout the year.

### **Exhibitions & Events**

VisitWiltshire has recently attended / exhibited at the following:

- VisitBritain's Explore GB in Brighton on 2-3 March – 52 one to one appointments for VisitWiltshire – trade group represented.
- ITB, Berlin, Germany 8 – 12 March. VisitWiltshire led the South West England trade group on the VisitBritain stand. The Wiltshire travel trade group were represented and featured in SWE trade directory and map which was distributed.
- Great for Groups South at Kempton Park on 26 April with 10+ stand sharers, 85 bags were distributed and 87 contact email addresses were obtained (62 new contacts have been added to the VisitWiltshire database).

Other considering exhibitions are as follows:

- Group Leisure and Travel Show on 12 October at NEC (£700 + VAT based on 6 partners sharing).
- Great for Groups Kent – Thursday 7 September 2017 – The Kent Event Centre, Maidstone. (Bronze package from £650 plus VAT)

We are always open to attending other exhibitions as VisitWiltshire, assuming there is enough support to make this financially viable.

### **Familiarisation Visits**

We ran a pan Wiltshire familiarisation visit on 18 – 20 March 2017 with 18 travel trade attendees from 13 organisations. This was made up of 12 group travel organisers, 3 tour operators and 3 trade press. On the final day the buyers met with 17 supplier partners at Devizes Town Hall.

11 respondents replied with the familiarisation visit feedback forms – see additional document for details). In summary however, we have calculated that Wiltshire is likely to receive approximately 1,845 returning visitors worth £190,635 to the Wiltshire economy.

The report also shows that Longleat House, Corsham, American Museum in Britain, Salisbury Cathedral, Iford Manor & Peto Garden, The Red Lion Hotel, Discover Wiltshire, Wadworth Brewery, Bowood House & Gardens and Holiday Inn Salisbury – Stonehenge – all received a 10 (top marks) when asked how likely are you to include in your future itineraries.

When asked, did the itinerary live up to your expectations (1 v. bad – 10 v. good)? the average score was 8.3. Eight people listed Iford Manor as their favourite part of the itinerary.

There were suggestions to exclude places to visit who could not offer the full experience or if there was not sufficient time to see them.

In addition to the VisitWiltshire fam visit, we also were invited to present at a Filming and TV familiarisation visit being run by Tourism South East. We met with 15 travel trade organisations on Monday 8 May at the Doubletree Hilton Hotel Swindon and followed up with Wiltshire information to all.

### **Databases, E-Newsletters, Sales**

We are currently integrating a new VisitWiltshire CRM system – called Sugar CRM. We are therefore looking to import/transfer the current VisitWiltshire database (held in excel and on mailchimp) into this new system. This will take some time for us to sort so is currently work in progress!

Meanwhile, we have been communicating with existing trade contacts. E-newsletters such as Wiltshire's Secrets Familiarisation Visit sent on 3 Feb to 3225 subscribers received a 27.3% open rate and 2.7% click through rate. We also have sent our Great West Way online market research survey on 1 March to our domestic tour operator database 668 subscribers and to our International Inbound operator database 514 subscribers. A June enewsletter is currently being drafted.

We will be sending out a survey to ask our database how they would like to receive communication in the future eg. Emails vs post. We will update you when we have feedback on this.

### **Partnerships**

We continue to lead and drive forward the South West DMOs travel trade group to grow trade business as part of the wider South West England offer. Our key international markets for trade are the Netherlands, Germany and USA. We will continue to take advantage of any trade opportunities in these markets.

The next big South West England project that we are leading on is the Showcase South West event 27 – 29 November 2017. One day of one-to-one buyer suppliers meetings on 28 November and a number of SW fam visits for night of 28 and during the day on 29 November.

It has just been confirmed that this will take place in Bristol and we are working with ETOA to promote this event to tour operator buyers as well as other organisations. We are hoping that the buyer and supplier platforms for registration will go live at the beginning of June so further information will be issued shortly.

We continue to support all those on our travel trade group – 5 investors, 11 sponsors, 16 partner businesses (1 x new addition since last meeting - Holiday Inn Salisbury Stonehenge). Please do feel free to get in touch with Flo to discuss your specific requirements or key trade business objectives.

We are in touch with VisitBritain and VisitEngland regularly – see below for their update.

### **PR, Advertising & Editorial**

In addition to the [www.groupeleisure.com](http://www.groupeleisure.com) banner advert from November to January which had 87 clicks, the [www.grouptravelworld.com](http://www.grouptravelworld.com) went live from January and had 21,145 impressions and a 1.21% CTR (26 clicks).

We received some good PR post our recent familiarisation visit (March/April 2017) with Tourism and Travel Magazine (previously Coach Monthly) published a 6 page Wiltshire feature plus front page flash worth over £7,600. Peter from Group Travel Organiser also featured the places he visited on the Wiltshire fam visit.

### **VisitBritain Travel Trade Update**

Destination Britain South East Asia has just taken place in Bangkok, with 32 UK suppliers attending the event. [Destination Britain China](#) and [Destination North America](#) are currently on sale and nearly fully booked (VisitWiltshire have provisionally booked two spaces for Destination North America in September). Explore GB (1 & 2 March 2018) in Newcastle is also now on sale and VisitWiltshire has booked places.

VisitBritain will soon be opening bookings for Destination Britain GCC (Gulf) (January 2017).

The VisitBritain travel trade website is soon going under review.

VisitBritain have recently released the latest report on '[booking a holiday report](#)' – planning, decision-making and booking cycle of international leisure visitors to Britain.

There's a DEF trade research project being undertaken by VisitBritain at the moment and we will issue further details and results from this in a few months, when it is available.

For information on 2017 Inbound Tourism Forecast see [www.visitbritain.org/forecast](http://www.visitbritain.org/forecast) and latest inbound tourism trends report - [www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/inbound\\_tourism\\_trends\\_q3\\_2016.pdf](http://www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/inbound_tourism_trends_q3_2016.pdf)

There have been some staff changes at VisitBritain, Kevin Jones, Head of B2B Trade and Cheryl Bristow, Digital B2B platforms have both recently left.

The London Team now includes:

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### **Great West Way**

The Great West Way Conference took place on Thursday 30 March at Grittleton House, Chippenham. It was attended by 172 tourism professionals and Tracey Crouch MP, Minister for Sport, Tourism and Heritage.

We had great support from our partners and stakeholders who contributed to help us develop the future direction of The Great West Way project.

The Phase 2 business plan has now been submitted to VisitEngland/VisitBritain. We shall keep all partners and stakeholders updated.

For further information about The Great West Way project, reports from Phase 1, conference speaker presentations and a short video of the day for anyone who was unable to attend - <http://www.visitwiltshire.co.uk/partners/news-and-events/the-great-west-way>