



Travel Trade Group Activity Update

(June – September)

Thursday 5 October 2017

Tactical Activity Travel Trade Plan

We have drafted a new tactical activity travel trade plan which will be finalised post 5 October trade meeting. We've added strategic objectives and key target markets and it also details the programme of activity for Investors, sponsors and partners.

Our aim for 2018 is to maintain the number of supporting businesses ensuring a diverse mix of key trade product. We are also excited to be able to offer more international trade opportunities for our Wiltshire partners due to the GWW and SWE work we are undertaking.

Group Visits and Travel Trade Guide 2017/2018

The 2017/2018 Travel Trade Guide is currently being produced. It will be printed in November and distributed shortly after. This year we have chosen to distribute it via the Tourism South East database. 3,065 contacts in a 2-3 hours drive radius. The targeted contacts include:

- Coach and tour operators
- Church & religious groups
- Independent group organisers
- Military groups
- Retirement associations
- Social clubs
- Women's groups
- Special interest groups including arts and crafts, charity, film and camera clubs, food and drink, gardens and horticultural societies, history and heritage, motoring, railway, aviation and waterways, music, drama and dance, NADFAS groups, National Trust groups, political clubs, ramblers and cycling groups.

Exhibitions & Events

There have been no exhibitions attended under a Wiltshire umbrella during this period.

VisitWiltshire attended Destination Britain North America in Los Angeles, 25 – 28 September 2017, made possible by Great West Way funding. We met with 59 USA and Canadian buyers and media at one to one meetings over two days. All buyers are keen to distribute the Great West Way product to their customers by the delivery date of March 2019. There were 33 buyers who have shown an interest to work with VisitWiltshire on the Great West Way Founders Training Scheme during the development of the project. We met with 6 trade media who are also interested in the project for future features. Check out our latest [Great West Way presentation](#) July 2017.

Forthcoming events:

VIBE (VisitBritain's annual International Business Exchange) on 10 October, is VIBE in London where we will have the chance to meet market specialists from around the world, promoting our products to representatives from the relevant destinations, and network with the VisitBritain team.

Showcase South West 28 November – see below for details

Familiarisation Visits

We have secured the AGTO familiarisation visit on Friday 15 June 2018. It is expected that between 20–40 group organisers will attend. They will be visiting Bradford on Avon and travel trade partners will receive an invitation to attend an informal networking event at Iford Manor and the Peto Garden from approximately 14.30 – 16.00.

Showcase South West Fam visit for a small number of wholesalers, will include a night at Holiday Inn Salisbury Stonehenge, an exclusive champagne breakfast at Stonehenge including a networking opportunity for directors of Wiltshire Museum and Salisbury Museum; a visit to Wadworth Brewery, VIP lunch at Bowood Hotel and exclusive tour of Lacock.

E-Newsletters

A VisitWiltshire trade e-newsletter was issued on 30 June to 3,262 recipients. It received an open rate of 22.5% and click through rate of 2.4%. It can be viewed [here](#).

The Christmas enews to the VisitWiltshire database was issued on 16 August to 3,307 recipients. It received an open rate of 22.5% and a click through rate of 3.6%. It can be viewed [here](#).

PR, Advertising, Editorial & Competitions

We launched a trade Christmas campaign supported by National Trust, Salisbury Christmas Market and Longleat. This included Christmas adverts and supporting editorial appearing in Coach Tours UK and GTO Magazine in August. Travel GBI also ran our Christmas editorial.

We issued a Christmas in Wiltshire e-newsletter with a competition to win a short break. This was distributed via a solus email to Travel GBI database and VisitWiltshire database and received 88 entries. 23% of these obtained via the Travel GBI database and 20% were new contacts. In total we received 62 out of 88 opt ins.

Additional editorial was secured in Coach Tours UK in June - Wiltshire is wonderful for groups and we have had some excellent corporate PR coverage in Travel GBI regarding our Great West Way project.

The autumn/winter advertising plan for the group has started – details can be found [here](#).

VisitBritain

VisitBritain have launched a new travel trade website - <https://trade.visitbritain.com>. Please ensure you are signed up to their supplier directory.

The VisitBritain Trade and Commercial team have gone through a number of changes recently. The B2B Team joined the Commercial Division October 2016 and the re-structure to integrate completed in July 2017.

A [VisitBritain Commercial Division 2017](#) update was presented to suppliers at the recent Destination Britain North America event.

You can contact the VisitBritain trade team on tradesupport@visitbritain.org

Great West Way

We now have our grant offer letter and will be busy pushing forward on this project. We will be developing a travel trade programme for the project and this will have huge benefits for Wiltshire trade partner businesses. We're asking for tour operators/wholesalers to participate in the Great West Way Founders Training Scheme including assisting with the development of a trade toolkit. This will also involve on territory training with fam visits and meetings between buyers/suppliers to help convert sales. The business plan and which was submitted in April and latest updates about the project can be found at www.visitwiltshire.co.uk/greatwestway

Showcase South West

VisitWiltshire continues to Chair and lead the South West England Destination Organisation trade group. We have issued three e-newsletters to the SWE database on behalf of the group and are managing the Showcase South West event taking place 27 – 29 November in Bristol.

We are working closely with DMOs and ETOA promoting the event to buyers and suppliers. The current confirmed attendees are 50 supplier appointment schedules (68 people) and 57 buyers. We are on track for over 60 buyers / 60 suppliers. There is a significant opportunity for Wiltshire businesses and towns to influence key operator and wholesaler programmes and so far we have had support from 12 Wiltshire suppliers businesses who have booked. See www.etoa.org/showcasesouthwest for details.