



Groups & Travel Trade Meeting Thursday 13 January 2022, 2pm

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Attendees:

Florence Wallace, Fiona Errington, David Lane – BGAM – Holiday Inn Salisbury-Stonehenge (Chair); Sean Taggart – Toureasy; Belinda Richardson – Marlborough; Rachel Wheeler - Marlborough College Summer School; Tori Ackling - The Angel Hotel Chippenham; Jo Wood, Salisbury City Council; Katie Ponsford – Bradford on Avon; Sharon Thomas – Corsham; Reo Dyer – Tinga/Caboose; Ruel Newsome – Holiday Inn Salisbury-Stonehenge; Maddy O'Donahue – Mad Max Tours; Marie Thomas – Salisbury Cathedral.

Meeting Notes:

1. Welcome and introductions

A brief welcome was given by David Lane.

2. The Toureasy Journey – the UK's first sustainable coach tour operator by Sean Taggart, CEO, Toureasy and Commercial Director of ETOA

Informal presentation by Sean, which can be viewed from the recording.

3. How's business? eg. top line trade visitor figures, forward bookings and COVID impacts

A large attraction was reporting that they were pleased with 2020 visitor numbers reaching 40% of 2019 figures, even without so much international business. Another summer focussed business was confident that 2022 bookings could exceed 2019. A couple of hotels were reporting 58% and 40% for business on the books so far for 2022.

In relation to specific trade numbers Corsham continues to see coach bookings with 3 confirmed for 2022 to date, including one coming from USA.

Therefore, it's worth noting that business is starting to bounce back but there is still nervousness for bookings in the next 6 – 12 months as much of this is very last minute. Trade activity during this period will be critical to re-inforce 'confidence to book' messaging.

4. VisitWiltshire and Great West Way trade update

Flo and Fiona gave an update detailed in the [Travel Trade Activity update September – December 2021](#). This included responses from the recent self-drive familiarisation visit, events and the digital advertising campaign.

5. Wiltshire Travel Trade Group – Making the Most of your Investment, Tactical activity and priorities for 2022/2023

Flo delivered a presentation that detailed a number of recent case studies in which she has been working with businesses on the travel trade group. Please take a look at the [Travel Trade Business Support and Tactical Activity Priorities for 2022](#) presentation.

Action: If you are a member of the Travel Trade group and would like to discuss how we can help your business/destination, please contact Flo to arrange a convenient time for a meeting.

6. Travel Trade Package proposal 1 April 2022 – 31 March 2023

Fiona presented a proposal to keep the investment costs for 2022/2023 the same as they have been in 2021/2022.

The proposed overview can be seen in the [Wiltshire Travel Trade Group Benefits 2022](#) document.

Action: Please take a look at this document and please respond with any queries for the proposed costings or top line activity by 18 February 2022.

After this time, all current partners, sponsors and investors of the Wiltshire travel trade group will be re-invoiced for the period 1 April 2022 – 31 March 2023.

7. Any Other Business

None

8. Date of Next Meetings

Tuesday 10 May 2022

Thursday 22 September 2022