# VisitWiltshire appoints Hope Yard PR

VisitWiltshire, the official Local Visitor Economy Partnership (LVEP) for Wiltshire, has appointed travel specialists, southwest-based Hope Yard PR.

With a brief to generate compelling stories, secure high-value coverage and inspire audiences to visit, stay longer, and spend more, the campaign will form part of a wider programme of activity to strengthen Wiltshire's visitor economy.

Wiltshire joined the national framework of VisitEngland-accredited LVEPs in summer 2025 following a successful bid backed by Wiltshire Council, local towns and over four hundred tourism businesses. Its ambition is to rebuild Wiltshire's visitor economy to exceed its pre-pandemic value of approximately £1.5 billion a year.

Headed by Hope Yard PR co-founder Samantha Kirton, the campaign will focus on shining a light on some of the lesser-known highlights alongside the destination's landmarks; identifying what is new, surprising, timely, distinctive, and genuinely worth travelling for.

"The travel press is increasingly looking beyond the obvious, seeking stories around lesser-visited places, unexpected experiences and destinations that offer something different from the traditional tourism circuit," she explains.

Experiences will play a central role, reflecting the growing appetite for travel built around a particular interest, event, food experience, landscape, or cultural connection. Key hooks will include the county's extensive walking and cycling routes, locally sourced dining, heritage, and numerous film and TV locations as well as new additions for 2027.

Commenting on the appointment, David Andrews, Chief Executive of VisitWiltshire said:

"The appointment of Hope Yard PR is part of a wider marketing programme we've developed in partnership with Wiltshire Council, VisitEngland and the new LVEP Board. Press and PR has a hugely important role to play in that programme and we're delighted to be working with a high-performing PR agency who bring a track record of success in generating positive destination PR. By giving people more reasons to visit different parts of Wiltshire throughout the year, we can attract more

visitors and help bring more spending to local communities and tourism experiences across the county."

For more information see www.visitwiltshire.co.uk

-Ends-

Editors Notes:

**VisitWiltshire** is the official Local Visitor Economy Partnership for Wiltshire, representing four hundred investing Wiltshire destinations and businesses. It is part of the Great West Way and established as a public/private sector partnership organisation. VisitWiltshire's role includes growing the county's Visitor Economy by raising awareness of the destination and generating additional tourism visits and spend.

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