

# VisitWiltshire Annual Review 2016-17





TIMELESS PLACES – Exploring the Cotswolds in a Vintage Classic

# VisitWiltshire

## Chairman's Statement

It's time to look back at another successful year where a series of initiatives have added to the positive future for our county's growing visitor economy and for our increased number of tourism industry partners.

It is our 6th year of operation and I am pleased to report that VisitWiltshire goes from strength to strength. We continue to promote our destination, develop our products and services, and strengthen our relationships with our business partners, communities and the media.

2016-17 has been a very good year for VisitWiltshire and Wiltshire's visitor economy. Across the board we have experienced increases in visitor spend in our county, in visitor numbers, in employment in our industry, in partner growth and income, in unique visitors to our website (Travelmole's best UK destination website 2016), and in social media engagement (ranked 5th out of 125 destinations).

We are delighted by the continued involvement of Wiltshire Council, of the Swindon and Wiltshire Local Enterprise Partnership, and of our many industry partners who support VisitWiltshire's partnership and marketing activity. You are our lifeblood and I would like to thank you all, both old and new, for your ongoing support.

Can I take this opportunity too, to highlight one extremely exciting tourism product developed by our partners and our skilful VisitWiltshire team. The product is called the 'Great West Way' and during the year we secured £250,000 from Round 1 of VisitEngland's Discover England Fund to develop, test and brand the concept. It cannot be overestimated how much this project has placed our county at the very heart of one of England's most exciting tourism initiatives, and we expect it to have a hugely significant and positive impact on our visitor economy for many years to come.

We continue to work closely with government and the designated national tourism organisations, helping influence tourism strategy. I have recently been appointed to the Tourism Alliance Board and in 2016 VisitBritain designated us as one of only 12 'lead Destination Management Organisations' in England.

Our core aim remains that of growing our visitor economy by generating additional tourism visits and spend, raising awareness of Wiltshire as a visitor destination, and improving our tourism product. We are of course driven by positive results, but of equal importance to us is our engagement and understanding of our partners' needs. This ability means we can face a competitive marketplace with a single voice that amplifies our key message – 'It's time for Wiltshire'.

Finally, I would like to thank the members of the Board for their constant help and support in guiding the organisation, David Andrews for his leadership as Chief Executive, and all of our talented staff for their hard work in ensuring that Wiltshire maintains its place as one of the UK's most popular destinations.

**Peter Wragg**  
Chairman, VisitWiltshire  
January 2018



# VisitWiltshire

## Board Members



### **Peter Wragg, Chairman**

Peter is Chairman of VisitWiltshire, a Tourism Alliance board member, and a board member of the Swindon and Wiltshire Local Enterprise Partnership. Peter studied Marketing and Business Management at Sheffield Hallam University and his first senior management role was as Managing Director of an independent Volvo distributorship. This started a 30-year career in senior management in the automotive industry, including stints in Sweden, North America and East Africa. He was the owner of Widbrook Grange country house hotel in Bradford on Avon for 13 years (from 2001 to 2014). Peter's business contacts, international outlook and business skills are a great resource for VisitWiltshire.



### **David Andrews, Chief Executive**

David has worked in destination management and marketing for over 20 years with a number of tourist boards including VisitBritain, VisitEngland, Abu Dhabi Tourism Authority and The Mersey Partnership. David's roles at VisitBritain included managing regional offices in South East Asia, USA and The Netherlands; before being posted back to London as General Manager International Operations and Marketing Services. David took up his current position as Chief Executive of VisitWiltshire in August 2011.



### **Philip Alford, Bournemouth University**

Philip is a small business marketing specialist. His particular interest lies in investigating and improving the ways in which technology can support more innovative and entrepreneurial tourism marketing, using analytics to enable more agile and responsive marketing. He currently holds visiting lectureships at ESSEC Business School in France and the Management Centre Innsbruck in Austria. As a board member of VisitWiltshire, he chairs its Online Marketing Group which informs overall online strategy. Philip has been recently appointed joint co-ordinator of the Digital Tourism Network Steering Group formed by the European Commission with a remit to enhance innovation through digitalisation of Europe's SME tourism sector.



### **Robert Newman, Moore Stephens Accountants**

Robert provides taxation advice and accountancy services to owner-managed tourism businesses and greatly enjoys helping his clients to identify and then achieve their goals. Business start ups and exit route planning are specialist areas for Robert; he has a wide-ranging knowledge of many industry sectors, but in particular he specialises in the financial services sector, farming, construction and the tourism industry.



**Bob Montgomery, Longleat**

Bob Montgomery has enjoyed a long and varied career in Entertainment and Attractions management. With over 30 years' experience he has worked for some of the leading entertainment brands, including Paramount Entertainment, The LEGO Group, Canadian National Real Estate and Herschend Family Entertainment. Bob has worked for Longleat Enterprises since the end of 2013 and has overseen record revenue and attendance growth in the first full year of operation in 2014.



**Alistair Sommerlad, Stonehenge and Avebury World Heritage Site**

Alistair has been a resident of Wiltshire for 18 years, living in both Amesbury and Stapleford. He is a history graduate with a passion for archaeology who went on to work in the British Army before taking up a career with the Foreign and Commonwealth Office and is currently Chairman of the Stonehenge and Avebury World Heritage Site Partnership Panel.



**Tina Cumpstey, McArthurGlen Designer Outlet Swindon**

Tina Cumpstey is the centre manager of Swindon's Outlet Village, a job she has done for the last five years. She oversaw work on the major multi-million pound extension to the Outlet Village which will create 350 jobs for the town and the number of shops there will rise to about 120. Tina has been in the retail business for 27 years and before coming to Swindon she worked for McArthurGlen at its Cheshire operation. She is highly regarded as a business operator by all those who know her and during the economic downturn the Outlet Village actually increased its footfall and brought in shoppers which were vital to Swindon.



# VisitWiltshire

## Chief Executive's Overview

Welcome to our Annual Review for the period 2016-17. We hope you find the results shown within these pages not only encouraging but more importantly enabling, demonstrating our positive effect on tourism businesses across the county.

The last year has proven to be one of the most exciting periods for our county, and its growing, quality-driven tourism offer is testament to the strength of our partnerships and our ability to seek out new opportunities. On the back of our 5th record year for tourism in a row, we can confidently say that we have succeeded in placing our unique county firmly in the minds of visitors, from both home and abroad.

Impressively, our local tourism industry contributes £1.5bn to the local economy and supports over 29,000 jobs.

This strong sense of teamwork proved to be particularly effective when we secured a ring-fenced £250,000 for the creation of the Great West Way – a 125-mile route taking in some of the UK and Wiltshire's most iconic sites. Our ambition for the Great West Way is to create one of the world's premier touring routes between London and Bristol, with Wiltshire lying at the very heart of the route. This landmark project offers an innovative and integrated approach that will join up places, attractions, accommodation, events, transport and businesses along and around the route, inviting visitors to explore our extraordinary variety of fantastic tourism assets in depth.

This fantastic achievement does not mean we will 'rest on our laurels', and as leader of an experienced, tenacious and highly-motivated team I am driven by a desire to continually seek new initiatives, campaigns and tangible results for all stakeholders concerned. So look out for other new initiatives coming soon, including a food and drink map and campaign, a Wiltshire towns map, and a new attractions campaign.

As well as reporting on 2016-17 activity and performance, this annual review highlights the benefits of working in partnership with VisitWiltshire to grow tourism locally. Whether you are a start-up or established business, an accommodation provider or visitor attraction, a town or partner organisation, we look forward to working with you to grow your business and Wiltshire's visitor economy in 2017/18 and beyond.

### **David Andrews**

Chief Executive, VisitWiltshire  
January 2018



# VisitWiltshire 2016-17

## Context and Background

**VisitWiltshire is the official Destination Management and Marketing Organisation for Wiltshire representing over 600 partners** and in 2016 was designated one of twelve ‘lead destinations’ by VisitEngland/VisitBritain. VisitWiltshire is a public/private sector partnership organisation. The company is represented on the Swindon and Wiltshire Local Enterprise Partnership by its Chairman, Peter Wragg.

VisitWiltshire’s priority is to grow the county’s Visitor Economy by raising awareness of the destination and generating additional tourism visits and spend.

**Wiltshire’s Visitor Economy currently generates an estimated £1.5 billion and supports over 29,000 jobs** (Economic Impact of Wiltshire’s Visitor Economy 2016, South West Research Company).

This report provides a summary of VisitWiltshire’s destination development and marketing activity and performance from 1 April 2016 to 31 March 2017.



TIMELESS PLEASURES – Kennet & Avon Canal

# The Value of Tourism – Nationally

Nationally, tourism is a hugely important sector. The UK's visitor economy is now worth £127bn a year, employs over three million people, and accounts for nearly 10% of the entire UK workforce. It supports many thousands of businesses nationally, both directly and indirectly, and has an interdependent relationship with sectors including farming, transport, retailing, sport, museums, galleries and the arts.

A successful visitor economy helps to create and support a higher quality of life for local communities, sustains business viability and diversification, helps to shape places that are attractive for investment, and attracts inward investment in its own right.

**Tourism is now the UK's 3rd largest employer and contributes 9% of GDP.**



...since 2011  
Wiltshire's tourism  
**performance has been  
totally transformed.**

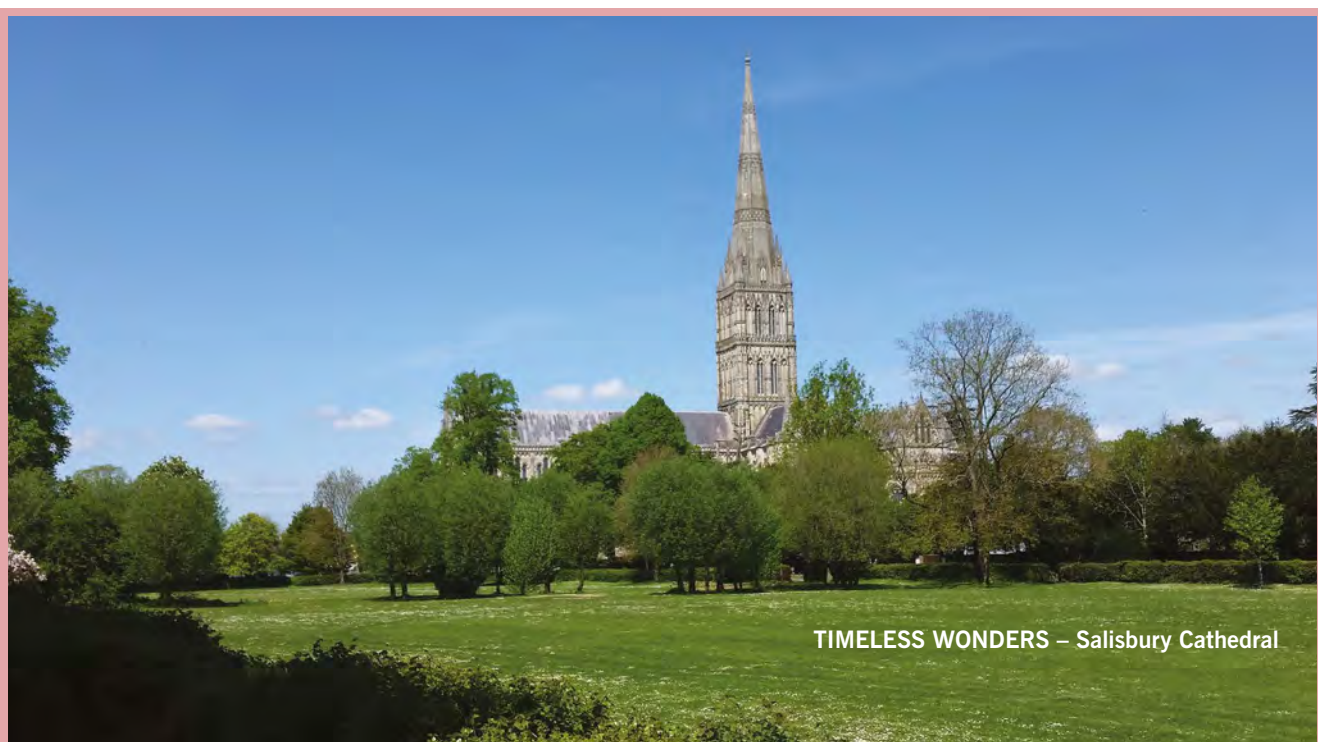


### The Value of Tourism – Locally

VisitWiltshire was established after a period of significant decline for Wiltshire tourism. Between 2004-10 we lost market share to competitor destinations, with our total visitor spend shrinking by 6%. This resulted in us slipping from 13<sup>th</sup> to 30<sup>th</sup> out of the 45 fastest growing English destinations in terms of visitor spend.

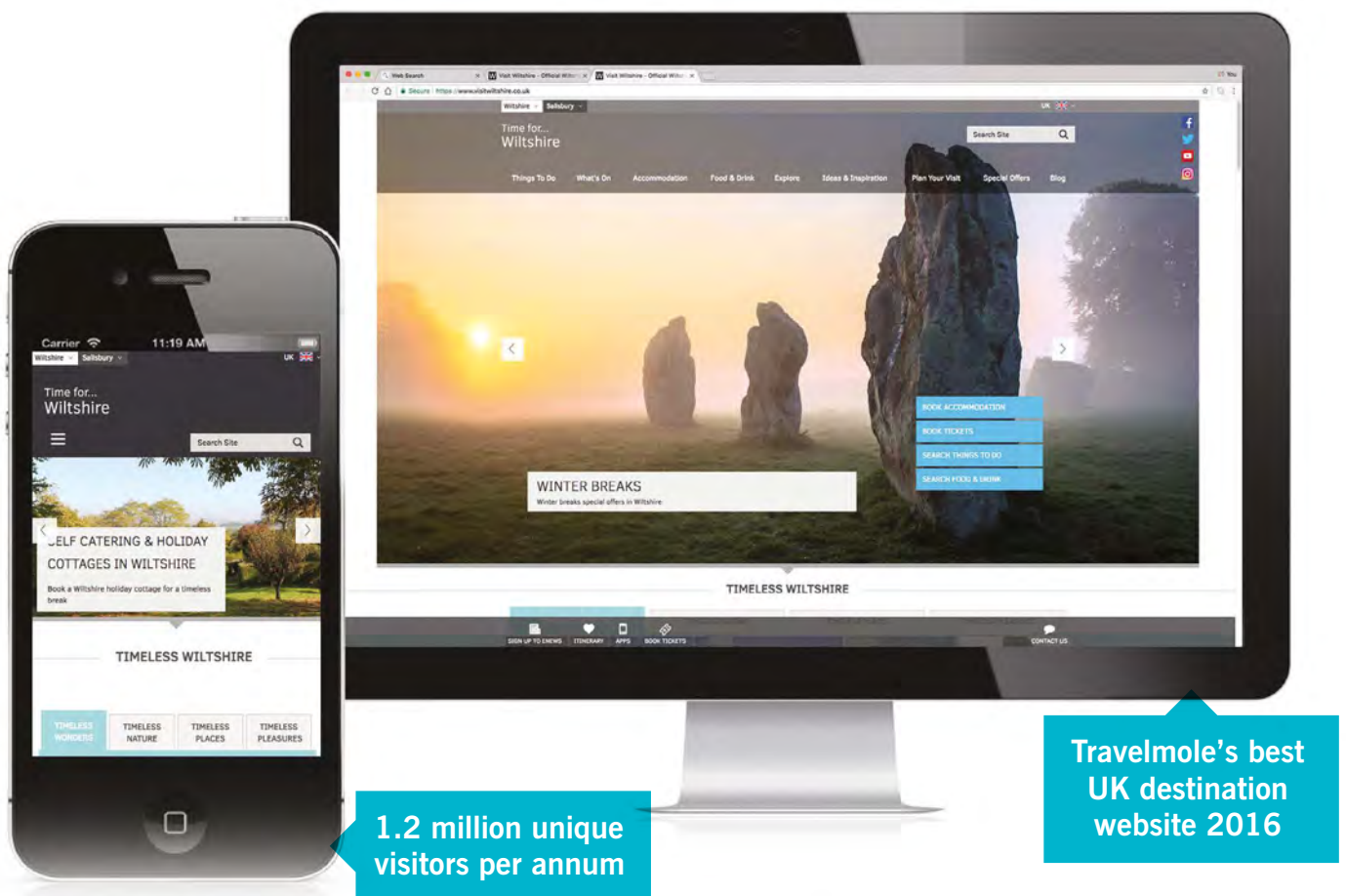
There were a number of reasons for this, including a fragmented approach, lack of product investment, focus on information provision rather than destination management and marketing, and poor long term planning. **However, since 2011 Wiltshire's tourism performance has been totally transformed.**

A key objective of VisitWiltshire and its partners has been to win back market share and grow the visitor economy to match VisitEngland's 4% per annum growth target. **As a result, our total annual tourism business turnover and GVA have increased by 35% since 2011 to £1.53 billion and £860 million respectively.** Tourism now accounts for 9% of all jobs available and we now attract 20 million visitors a year with 2012 to 2016 being record years.

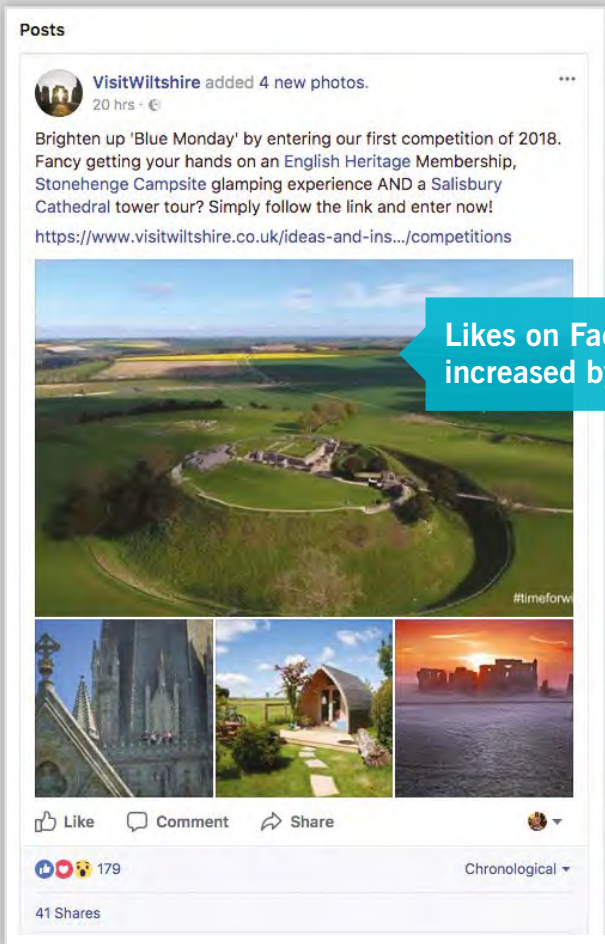


# VisitWiltshire 2016-17

## Marketing Achievements and Outcomes



- **Visitwiltshire.co.uk was named Travelmole's best UK destination website 2016.** Voted for by the public, the website was ranked top for its content, layout, ease of navigation and innovation. A significant achievement for VisitWiltshire, as Travelmole is the first online community for the Travel and Tourism Industry and publishes e-newsletters and videos to over 450,000 tourism industry professionals, registered members and subscribers, as well as 30 million consumers in 132 countries.
- **Visitwiltshire.co.uk attracts 1.2million unique visitors per annum.** Page views grew to over 3.3 million during 2016. The proportion of website traffic via tablet or mobile device also grew to 65%. New content added to the website included over 75 blogs and GoPro footage, which increased visitor engagement. The website was also translated into 5 languages to help international visitors.
- **VisitWiltshire again ranked highly in the English Tourism Social Media Index,** coming 5th out of 125 destinations nationally for social media performance.
- **Likes on Facebook increased by 45%, followers on Twitter rose by 17% and Instagram by 119%.** Total social media followers grew to over 50,000. Other social media activity included organising instameets in conjunction with IgersWiltshire.
- **16 consumer e-newsletters were sent out to our consumer database,** which rose to over 80,000 names, an increase of over 40% in the year.



Likes on Facebook increased by 45%

Followers on Twitter rose by 17%...



...and Instagram by an incredible 119%



Social media ranked 5th out of 125 nationally



# VisitWiltshire 2016-17

## Marketing Achievements and Outcomes

- **VisitWiltshire's PR activity now has a reach of 250 million people** and an advertising value equivalent of £2.3m per annum. The company's Press and PR activity included 29 press familiarisation visits and the issuing of 25 consumer/corporate press releases. Over 250 items of coverage were achieved through print, broadcast and online channels.
- **VisitWiltshire launched 3 new advertising campaigns linked with our timeless branding.** These featured a range of media, such as fold out leaflets, digital advertising, Facebook activity, PR, social media, e-newsletters, 2 stunning aerial films, competitions and dedicated campaign web pages, delivering over £1.7million in additional spend.

**Time for WILTSHIRE**  
Visit Salisbury

**3 new advertising campaigns launched, linked to our timeless branding**

Click now...  
#timeforwiltshire  
/2017

**It's time for WILTSHIRE**  
You'll be here in no time

#timeforwiltshire  
visitwiltshire.co.uk/timeforwiltshire

Enter our competitions - great Wiltshire prizes to be won! See back page for details...

**Made of ENGLAND**  
Wiltshire - the England you love in one county

#timeforwiltshire  
visitwiltshire.co.uk/timeforwiltshire

WIN a Wiltshire break  
by booking for  
the summer

**Wiltshire is a beautiful county, blessed with rolling hills, historic towns and villages, and a rich heritage.**

**Top 5 reasons to visit Wiltshire**

1. World heritage sites - Stonehenge and Avebury. Don't forget to visit Wiltshire Museum where you can see gold from the time of the Romans and the Wiltshire Gallery of Archaeology at the Salisbury Museum.
2. Safety Homes & Gardens - There are many quintessentially English stately homes and country gardens such as Longleat and Badminton, both are celebrating the 300th anniversary of Capability Brown this year with special tours and packages for groups. Other historic properties worth a visit include the National Trust's Great Chalfield.
3. Charming Rural Villages - such as Malmesbury, Corsham and Bradford-on-Avon, which are other popular filming locations for period dramas such as Poldark (Corsham) and Wolf Hall (Bradford-on-Avon).

For more information on itineraries, book a Wiltshire tour, coach parking and much more please visit [www.visitwiltshire.co.uk/visit](http://www.visitwiltshire.co.uk/visit)

To register your interest to attend the next VisitWiltshire familiarisation visit on 21 October 2016, please contact Florence Wallace on [groups@visitwiltshire.co.uk](mailto:groups@visitwiltshire.co.uk) Tel: 01223 341309

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October Edition for October  
June August 2016

**Discover BRITAIN'S DELIGHTFUL TOWNS and local neighbourhoods**

**Corsham**  
CORSHAM developed from a Roman village into a prosperous town thanks to the wool trade and the weaving of gabardine. It's a beautiful town with a lovely market, the historic High Street with its 17th and 18th century architecture, and the 12th century St Andrew's Church. It's a beautiful town with a lovely market, the historic High Street with its 17th and 18th century architecture, and the 12th century St Andrew's Church.

**Bradford-on-Avon**  
PERCHED on the edge of the Cotswolds, this lovely quiet town of Bradford-on-Avon is packed with buildings from centuries past, many reflecting its textile heritage. Gazing upriver is possible as the station on the bank and a gentle river can be reached. There's plenty for groups to do - with cars and river boats for walking and cycling to rivers as well as the history of the town, the beautiful quiet town in historic buildings such as the 14th century St James Church, the ancient Town Bridge with the 17th century clock tower and the 17th century 17th century clock tower.

**Malmesbury**  
THE oldest and largest market town in Wiltshire, Malmesbury is a beautiful town with a lovely market, the historic High Street with its 17th and 18th century architecture, and the 12th century St Andrew's Church.

For more information regarding Wiltshire towns, history, scenery, quality concerns, coach parking, group information and much more, visit [www.visitwiltshire.co.uk/towns](http://www.visitwiltshire.co.uk/towns)

For further information please contact Florence Wallace on [groups@visitwiltshire.co.uk](mailto:groups@visitwiltshire.co.uk) Tel: 01223 341309

© COUNTRY TRAVEL ORGANISATION, May 2016

**Capturing Wiltshire's charm**

The south west county of Wiltshire sets the scene for a number of themed group visits including film and horticulture. Visit Baynton

**Golden towns**  
The lovely quiet town of Bradford-on-Avon is packed with buildings from centuries past, many reflecting its textile heritage. Gazing upriver is possible as the station on the bank and a gentle river can be reached. There's plenty for groups to do - with cars and river boats for walking and cycling to rivers as well as the history of the town, the beautiful quiet town in historic buildings such as the 14th century St James Church, the ancient Town Bridge with the 17th century clock tower and the 17th century 17th century clock tower.

**On the trail of Wolf Hall**  
Filming locations give the TV production Wolf Hall, based on Hilary Mantel's award-winning novel, a wonderful authenticity. One of the locations featured in the film is the 14th century St Andrew's Church in Corsham, which was the setting for the film's final battle scene.

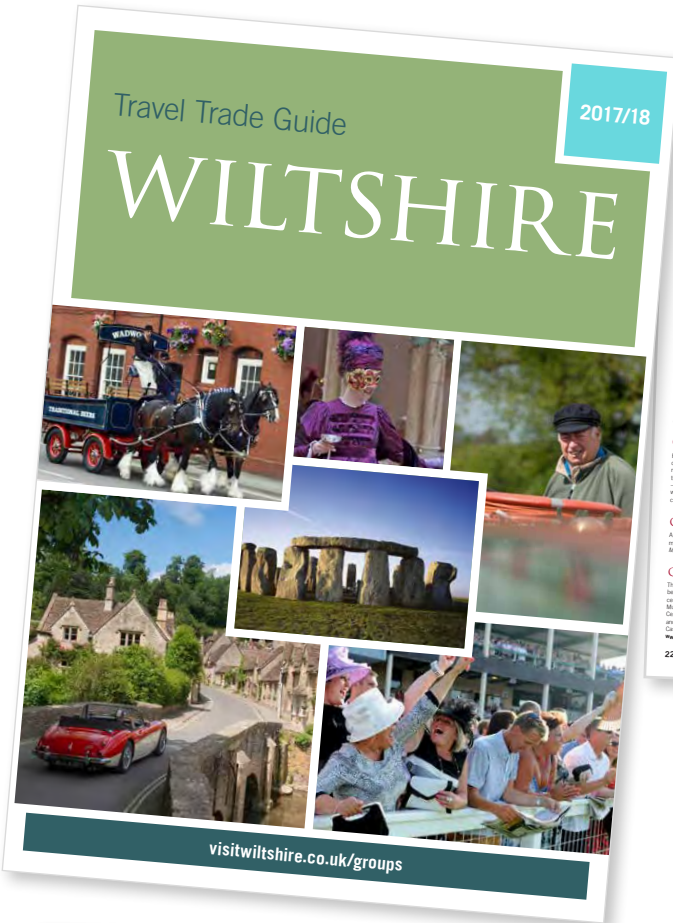
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PR Activity has a reach of 250 million

- **VisitWiltshire continued to manage and lead South West destinations** on a programme of South West England trade activity. Further trade contacts were gained and communicated to, and a number of major international exhibitions and events were attended, eg. Vakantiebeurs, Netherlands and ITB Berlin.
- **3 main publications were produced:** the Time for Wiltshire Visitor Guide, a new-look Time for Wiltshire Visitor Map, and the Group Visits & Travel Trade Guide, with a total distribution of 258,000.



Made of England:  
**TIMELESS**  
Towns and Villages

**F**riendly, relaxed and welcoming

Each of Wiltshire's historic towns and villages has something unique to offer, whether fascinating history and heritage or great architecture. Plenty of courses, an excellent range of accommodations to suit all budgets.

**AMESBURY**

Amesbury has a history dating back to 8,000BC. Imagine what life would have been like over 10,000 years ago. There's a lot to see in this place, from the Stonehenge Visitor Centre, to the Stonehenge National Centre, to the Stonehenge National Centre, to the Stonehenge National Centre.

**BRADFORD ON AVON**

Purchased on the edge of the Cotswolds, the 17th-century gem of Bradford on Avon is a picturesque town with beautiful views over the river. The town is a beautiful town with beautiful views over the river. The town is a beautiful town with beautiful views over the river.

**CALNE**

For a small town, Calne packs a lot of history. It's a story of ancient times and modern times, the mix of old and new, and the history of the town. It's a story of ancient times and modern times, the mix of old and new, and the history of the town.

**CASTLE COMBE**

A quintessentially English hamlet. Arguably the prettiest village in England. Also a film location for several feature films, including 'The Big Game' and 'The Man and the Woman'. It's a beautiful town with beautiful views over the river.

**CHIPPENHAM**

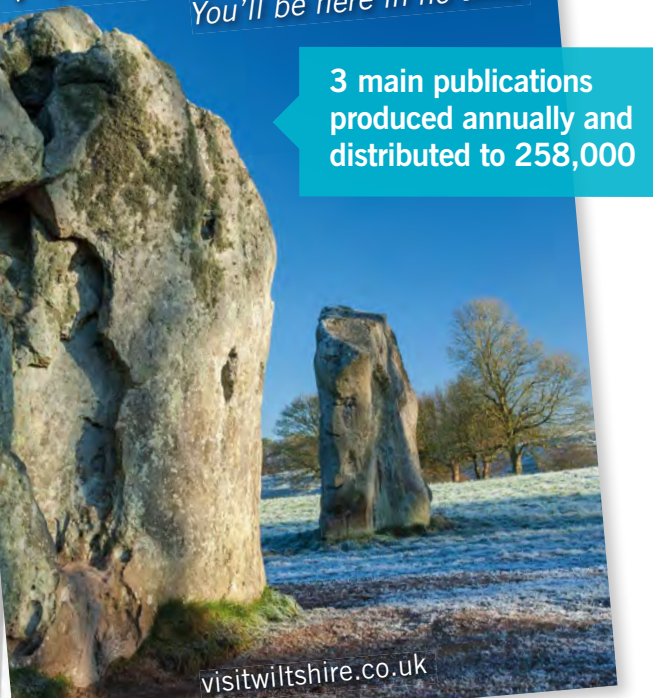
This busy market town has a wealth of historic buildings, the beautiful medieval St. Cross Church, and the medieval 'The Swan' pub. It's a beautiful town with beautiful views over the river.

22 #timeforwiltshire



2017: It's time for  
**WILTSHIRE**  
You'll be here in no time

**3 main publications produced annually and distributed to 258,000**



# VisitWiltshire 2016-17

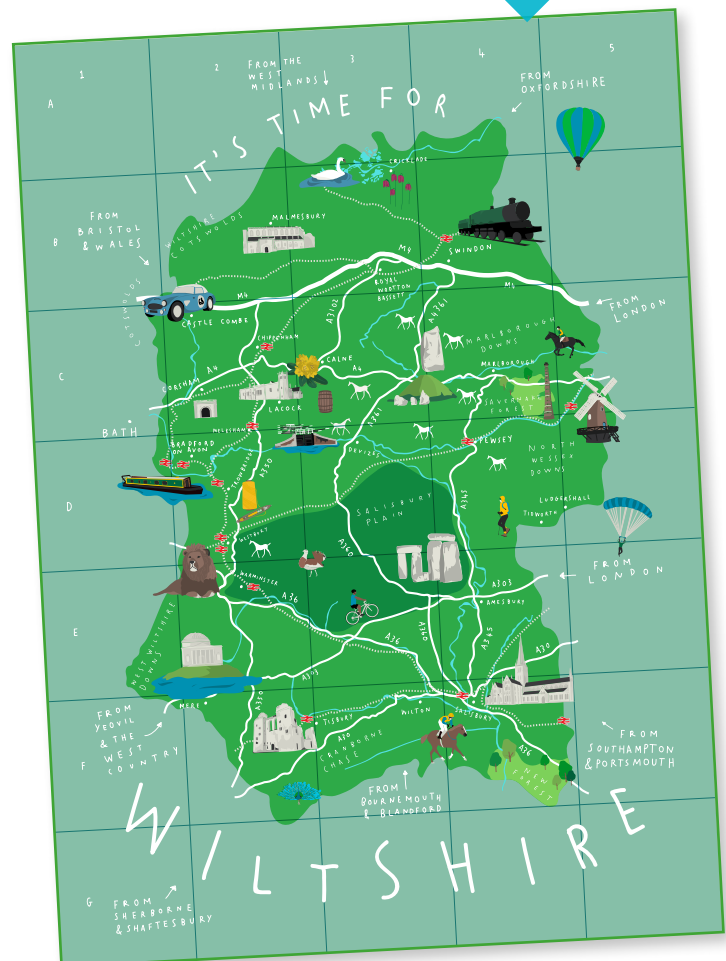
## Marketing Achievements and Outcomes

- **Major UK exhibitions and events were attended and Wiltshire trade visits organised.** Exhibitions included Excursions, Britain & Ireland Marketplace, South West Travel Trade Show, Explore GB, Great for Groups South and World Travel Market. A pan-Wiltshire familiarisation visit for 13 travel trade buyers was organised, with 22 supplier partners attending for one-to-one meetings. This is expected to generate over £250k in additional direct visitor spend in Wiltshire.
- **We continued to grow and develop our Wiltshire travel trade sector group;** the number of Wiltshire businesses buying into additional travel trade activity increased to 6 Investors, 11 Sponsors and 8 Partners. VisitWiltshire was shortlisted in the 2016 Group Travel Awards, category Best Information Product for Groups.



Hosting travel trade familiarisation visits

A new-look Time for Wiltshire illustrated map



Working with national and international travel trade



# VisitWiltshire 2016-17

## Marketing Achievements and Outcomes

- **Engagement with our 20 Town Partners increased in 2016/17.** Notable activity included significant growth in referrals to town pages and content, bi-monthly town press features, an increase in the number of town tourism groups, an uplift in campaign engagement, and new towns now looking at developing together tourism strategies and plans.
- **An increase in the diversity of tourism businesses working in partnership with VisitWiltshire** meant partner numbers grew to over 615. VisitWiltshire secured new partners offering new activity courses, glamping products, escape rooms and local food and drink. The value of income from partners was higher than budgeted and amounted to £588,000. In addition, we provided 1:1 support for 60 new tourism businesses, ranging from advice on planning applications, to training and marketing support.

**VISITWILTSHIRE**  
Melkham

**History of the town**

There are many timeless towns and villages in Wiltshire including the town of Melkham, which evolved as a ford across the River Avon and was once part of a vast royal forest that stretched as far as Chippenham and was a favourite hunting ground of Tudor kings.

In the 19th century, the town was developed as a spa that would rival nearby Bath and you can still see the crescent of six Lodging Houses and the Pump Room at the Spa.

Melkham also appears in the Domesday Book and its prosperity was founded on agriculture and the woollen cloth making industry. Today the population is around 28,000.

There is a beautiful historic quarter in the town centre featuring St Michael and All Angels Church, Canon Square and Church Walk. In the surrounding villages, there is also interesting architecture at Christ Church, Shaw, with its unusual spire; the 12th century Boanere Old Manor, 15th century Woolmore Farm at Bowerhill and Sandridge House which was a WWII base for General Eisenhower. The Fadhorse Bridge connects Whaddon to Broughton Gifford over the River Avon and is a good example of this type of bridge with low parapets to not interfere with the horse's path.

Melkham is a town that has widely appreciated flower displays and runs a local Melkham in Bloom competition with entrants now also taking part in the regional Britain in Bloom South West competition.

**Things to see and do**

There are some beautiful walks in and around Melkham, including the Riverside Walk along the Avon. **The Congre Mead Nature Reserve**, managed by volunteers and supported by the **Wiltshire Wildlife Trust**. It is a fascinating and tranquil space and home to dragonflies, butterflies and the occasional kingfisher. There are lots of Rights of Way information boards in and around the town, which explain the walks and the flora and fauna to look out for, plus a walking map of Melkham is available.

The **Kennet and Avon Canal** near Melkham, offers great bike rides or walks to the famous Green Hill Locks to the east and **Bradford on Avon** and Bath to the west. A picnic area has been developed and maintained by volunteers of **Bowerhill Residents Action Group (BRAG)**, this is part of a circular walk taking in part of the canal, along footpaths. You can also walk past an ancient oak at Bowerhill which is over 700 years old and is believed to be where Cromwell hanged four Royalists following the nearby battle.

Visitors to the area may also like to hire a car from **Vintage Classics**, who are based in the town.

King George V Park, known locally as simply 'The Park' is a large lawn area with a children's playground, a canoe club on the river and a recreation area. It's also where some of the town's bigger events take place.

Melkham also has a library, gym, swimming pool and Tourist Information Centre plus a 9-hole golf course nearby at Whitley.

**VISITWILTSHIRE**  
Westbury

**History and Town Information**

Located on Wiltshire's Western border, nesting below Salisbury Plain lies the small market town of Westbury. This former mill town still retains many of its old buildings including those formally associated with the cloth industry. Westbury has had a market from 1252 and sent representatives to parliament following reforms as a famous 'rotten borough'. There has been a **charter market** since 1461.

Featured in the Domesday Book, Westbury is home to the oldest of Wiltshire's white horses and the town's most famous feature – the **Westbury White Horse**. This is thought to be over 300 years old and its location on the side of a steep hill ensures it can be seen from many miles away.

The population of Westbury and surrounding villages is approximately 18,000.

**Things to See and Do**

A walk to the large Iron Age hill fort at **Bratton Camp** and the **Westbury White Horse** is a highlight of the area and thoroughly recommended. There's trekking, kite flying, hang gliding and paragliding.

**All Saints' Church**, which is open to visitors daily, stands in the centre of the town. It is a Grade I listed building, dating from the second half of the 14th century with some later additions, but standing on the site of an even older Saxon church. It boasts the third heaviest peal of eight bells in the world, five stained glass windows and an Eranus Bible.

Visit **The Laverton Institute** near the beginning of the Bratton Road which hosts a free public exhibition on Victorian Westbury from weekdays 9.30 to 4.30 as well as a famous stained glass window. From here you can follow the **Blue Plaques Trail** that highlights 10 buildings of special interest and takes you through Westbury's medieval heart. There is also a **World War One Trail** in the town. Details of the trails can be obtained online or from the Laverton, Strann and Heritage Centre.

Visitors can learn more about Westbury's fascinating early industrial heritage and see a collection of historic photos at **Westbury Heritage Centre** in the High Street.

Westbury has a famous Victorian swimming pool which is still open to the public which has been in near continuous use for 130 years.

The 14th century **St Mary's, Old Dilton** can be found a short distance away, down a pretty wooded lane near the **River Biss**, on one of the many walking paths around the town. This delightful little church has an unusual 17th century stone spire, resembling an inverted ice cream cone. It also has its original Georgian box pews and an electricity.

**The Three Daggers Brewery** in the nearby village of Eddington is a unique experience with its own micro-brewery, farm shop, public house with accommodation and restaurant.

**Annual Events & Entertainment**

Westbury's Christmas celebrations begin at the end of November with the **Christmas Tree Festival** in All Saints and its annual light switch on at the beginning of December.

The **Westbury Festival** is now in its 10<sup>th</sup> year and takes place in September/October with a variety of events. Festival highlights the wealth of local talent and also the history, cultural facilities and the beautiful surrounding Wiltshire countryside.

**Increase in engagement with 20 Town Partners**

**VISITWILTSHIRE**  
Wiltshire Towns: Fairs, Festivals & Carnivals

Towns are timeless places to enjoy at leisure. During the summer months many towns have lots to offer with a range of fairs, festivals and carnivals which attract selected a few which are timeless pleasures for visitors and have lots of history, and forthcoming events.

**Salisbury Plain**, watched over by the famous White Horse, discover Westbury, a town. Follow the **Blue Piquette Trail** to see the medieval heart, a Victorian pool and a fine industrial heritage. With a lively mix of shops, pubs and restaurants, and a fine surrounding countryside. [www.visitwiltshire.co.uk/westbury](http://www.visitwiltshire.co.uk/westbury)

**The Village Pump Festival on Friday 22-Sunday 24 July** is a small, friendly festival in a beautiful location nestling under the Westbury White Horse. This year, the headliners are The Proclaimers, Neville Staple Band and Breshach plus Morris dancing, family activities, workshops, bars and food £85 and child £10.

**Eddington Music Festival on Sunday 21-Sunday 28 August** has 80 of the UK's top choral singers and organists playing the most beautiful music ever written including organ recitals, plainchant, new commissions and sacred music across the centuries.

**Marlborough**

The handsome former staging post of Marlborough has evolved into a stylish and cosmopolitan town with its own chic café culture, offering discerning visitors a unique blend of attractions and facilities. Site of a twice-weekly market its High Street is one of the widest in Europe, lined on both sides with characterful old buildings housing an array of high quality shops.

Choose from over 600 courses and an array of eclectic entertainment at **Marlborough College Summer School**. Weekly courses run (Monday-Friday) from **12 July-8 August** and are great for families from junior troopers (age 3+) to adults. There will be a series of Gala concert evenings each week on Tuesdays and Fridays. This year's acts include Michael Palin, Collabro, Natalie Williams as well as Ilyria's open air production of A Midsummer Night's Dream.

The **Merchant's House Annual Summer Lunch** will take place in Marlborough on **Sunday 31 July**. Join the Merchant's House Trust for an afternoon of entertainment and a delicious lunch in the beautiful grounds of Marlborough College. Explore the history of one of Britain's popular pastimes with live performances of Punch and Judy from 12noon.

**Malmesbury**

This vibrant market town has so much to discover! Reported to be England's oldest borough with a stunning 12<sup>th</sup> century Abbey, visitors enjoy Abbey House Gardens, a weekly market at the original Market Cross, browsing unique shops, walks along the River Avon, fabulous cafés, restaurants, pubs and hotels, and music, history, arts and garden events. Discovering Malmesbury is a magical journey. In fact, you may never want to leave. [www.visitwiltshire.co.uk/malmesbury](http://www.visitwiltshire.co.uk/malmesbury)



**Managing a programme of high-profile industry and travel trade events**



# VisitWiltshire 2012-17

## Marketing and Destination Performance

● The following table shows company and destination KPI performance 2012-17:

	2012-13	2013-14	2014-15	2015-16	Target 2016-17	Actual 2016-17
<b>Value to the Economy / Jobs</b>	£1.1billion / 270,917 Jobs (2012)	£1.4 billion / 27,538 Jobs (2012)	£1.5 billion / 28,000 Jobs (2013)	£1.5 billion / 28,062 Jobs (2014)	£1.5 billion / 28,500 Jobs	<b>£1.53 billion / 29,159 Jobs (2015)</b>
<b>GVA</b>	£638 million (2011)	£799 million (2012)	£817 million (2013)	£826 million (2014)	£850 million	<b>£860 million (2015)</b>
<b>Total Number of Partners</b>	478	544	583	651	600	<b>616</b>
<b>Unique Website Visitors</b>	700,000	850,000	937,000	1.15 million	1.2 million	<b>1.2 million</b>
<b>Additional Spend (ROI Generated)</b>	£5.1 million Spend	£9.6 million Spend	£12 million Spend	£16.5 million Spend	£10 million Spend	<b>£17.5 million Spend</b>
<b>PR AVE / Reach</b>	£950,000	£1.6 million / 62 million	£1.6 million / 162 million	£2.3 million / 208 million	£2.2 million / 225 million	<b>£2.3 million / 248 million</b>
<b>Fans and Subscribers / Reach</b>	6,500 / 9,000 Total 15,500	14,000 / 18,000 Total 32,000	23,000 / 43,000 Total 66,000	27,000 / 66,000 Total 93,000	100,000 / 4.2 million	<b>135,000 / 6.1 million</b>

# VisitWiltshire 2016-17

## Discover England Fund (DEF) - Great West Way

The Great West Way is one of a number of successful projects funded by HM Government's £40m Discover England Fund, administered by VisitEngland ([www.discoverenglandfund.org](http://www.discoverenglandfund.org)). VisitWiltshire secured £250,000 ring-fenced grant funding to develop a new 125-mile touring route, joining up many of England's iconic destinations and attractions between London and Bristol, including Windsor, Lacock, Bath, Cotswolds through to Bristol as well as 3 World Heritage Sites, 3 AONBs, major air, rail, canal, river and road routes. Between a quarter and a third of the route is in Wiltshire.

Our ambition is to create one of the world's premier touring routes between London and Bristol. The Great West Way project focuses on creating a world class tourism experience, winning new business and market share for Britain and Wiltshire, growing the visitor economy and transforming the visitor experience along and around the route. It gives a clear and compelling proposition for drawing international visitors out of London.

VisitWiltshire received £250k Round 1 ring-fenced grant funding for concept testing and initial product development, and brand positioning. Grant conditions meant funding could not be spent on supporting core VisitWiltshire costs. 2016-17 Great West Way activity included the following:

- **A Case Study Analysis** made recommendations for route development, broad approaches to product development, partner engagement, being brand-led, governance and marketing which shaped most of the Round 1 activity. The report highlighted the Great West Way as an '...opportunity to be a 'game-changing' proposition'.
- **An Economic Impact and Environmental Assessment** supported the Case Study Analysis and recognised the economic potential for the Great West Way. The report suggested that a Benefit Cost Ratio of 13:1 is very achievable. The topline Environmental Assessment highlighted the importance of focussing on off-season and multi-modal travel options. The Economic Impact Report recognised the Great West Way as having '...the potential to stimulate additional investment and act as a catalyst for new development'.
- **Proposition and brand positioning development.** Following a programme of industry and partner engagement an 'England Concentrated' idea, value proposition and brand positioning was approved by the Steering Group and launched to industry and stakeholders in March 2017.
- **A brand 'toolkit'** guide for tourism businesses, destinations and stakeholders was produced and distributed. This also highlighted the epitome visitor concept for the Great West Way's 'curious visitor'.
- **An editorial feature and a series of travelogues/visitor journeys** were produced for businesses along the route to illustrate a number of ways the Great West Way can be experienced and enjoyed.
- **A programme of industry and partner engagement culminating** in an inaugural **Great West Way Conference** held in north Wiltshire on 30 March 2017. Speakers included senior representatives from the Wild Atlantic Way and North Coast 500. Attendees included a wide mix of businesses, sectors and wider economic organisations. The Tourism Minister also attended. By the end of March, 400 businesses had registered their interest in the project.



Andrew Stokes, Director, VisitEngland, David Andrews, and Tourism Minister, Tracey Crouch MP



The inaugural Great West Way Conference was held at Grittleton Manor.



The Great West Way Conference, North Wiltshire



## Great West Way Route Map

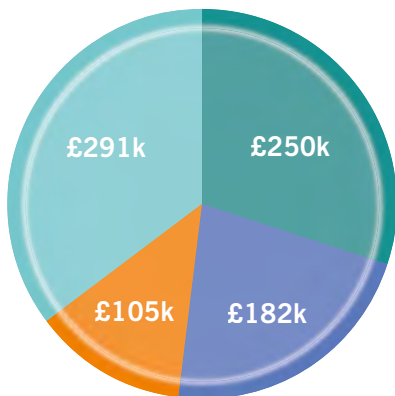


# VisitWiltshire

## Financial Overview 2016-17

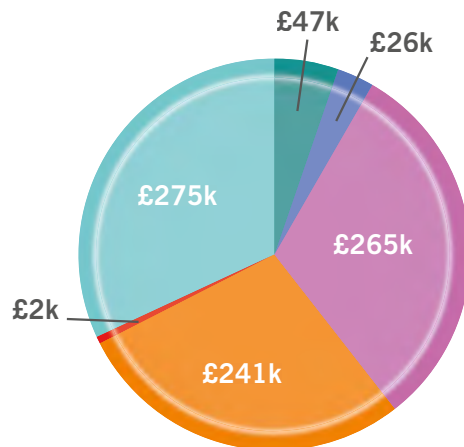
VisitWiltshire's 2016/17 turnover includes £291k of ring-fenced VisitEngland Discover England Fund and associated grant income for Great West Way project activity. VisitWiltshire's ability to access Great West Way grant funding is made possible with the support of Wiltshire Council's core and match funding.

Industry income received from Partner Fees and for marketing campaigns is ring-fenced by them against contracted marketing activity.



### VisitWiltshire Income

- Wiltshire Council
- Tourism Industry Partner Fees
- Marketing Campaigns
- Great West Way DEF and Associated Grant
- **Total income £828k**



### VisitWiltshire Expenditure

- Administration
- Professional Fees
- Salaries
- Marketing
- Research & Evaluation
- Great West Way
- **Total expenditure £856k**

# VisitWiltshire

## Partner Opportunities

If you would like to know more about becoming a partner of VisitWiltshire or are an existing partner and want to make sure you are making the most of the opportunities available, please contact:

Theresa Hopwood, Partnership Manager

**t:** 01249 474600  
**m:** 07435 788363  
**e:** [theresahopwood@visitwiltshire.co.uk](mailto:theresahopwood@visitwiltshire.co.uk)  
**w:** [visitwiltshire.co.uk](http://visitwiltshire.co.uk)

Photography: Mark Cooper, Chris Lock, Charlie Ross, Anna Stowe.



# VisitWiltshire

## Working with VisitWiltshire

It's time to start working with VisitWiltshire. By joining our current partners you will help create a single amplified voice that ensures our destination stands out in a very busy marketplace – **working together we can all benefit from increased visitor numbers!**

**VisitWiltshire provides a partnership package that is designed around you.** Here are a few examples of our activity:

Our website [visitwiltshire.co.uk](http://visitwiltshire.co.uk) offers you **1.2 million** unique visitors per annum. Furthermore, page views grew to over **3.3 million** during 2016 and we were named Travelmole's best UK destination website too!

**PR activity that reaches 250 million people** through print, broadcast and online media channels.

**Be part of our very 'Like-able' social media.** Facebook likes are up by **45%**, Twitter rose **17%** and Instagram by **119%**.

**Monthly consumer e-newsletters** to our growing consumer database.

**National advertising campaigns** with over **£1.7 million additional spend** delivered last year.



TIMELESS PLACES – Stourhead

**Benefit, too, from the Great West Way** initiative's increasing exposure.

As chair of the South West Travel Trade Group **we attend major UK and European exhibitions and shows** representing you, Wiltshire and our region.

**The number of partners seeing value in the VisitWiltshire travel trade package has increased yet again.**

Three publications per annum produced: our **Visitor Guide, Visitor Map and Travel Trade Guide**, with a total distribution of **258,000**.

**We offer marketing innovation.** For example engagement with Town Partners has increased awareness of each town's activities and this in turn has enriched Wiltshire's unique tourism offer. The result has been towns working together, forging new tourism strategies and effective plans.

**1 to 1 support** with advice from planning applications, through to training and marketing support.

Why not join us today and **together we'll make 2018 the best year yet to visit Wiltshire.**





**TIMELESS WONDERS – Cherhill White Horse**