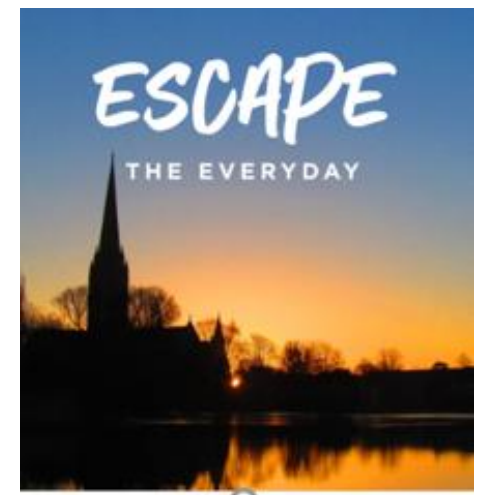


VisitWiltshire Update

Fiona Errington
Marketing Manager

Recovery Planning

1. Planning Window and Timings
2. Immediate window Easing – **May – July** - virtual journeys – social media / plan your visit
3. **July – December** – opening - reassurance / open space
4. 2021 - looking ahead will depend how the next few months go
5. 2020 Survival - 2021 Recovery- 2022 Growth



Escape the Everyday



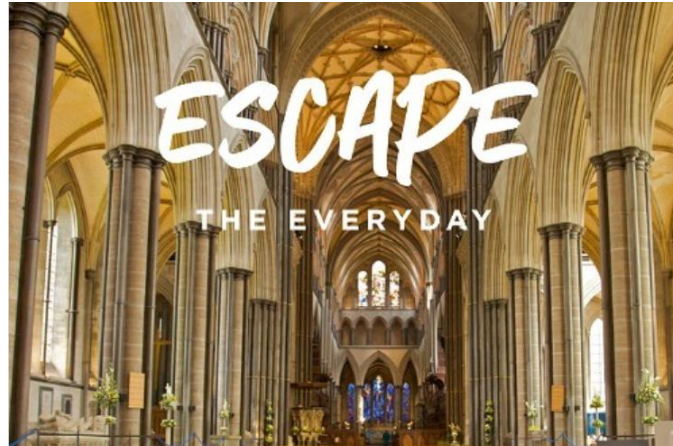
VisitWiltshire
@VisitWiltshire

Escape ...to places you've missed.

Salisbury. Traditional. Original.

Discover the modern medieval city of Salisbury this Autumn bit.ly/3jlia6J

#EscapeTheEveryday #timeforwiltshire #Salisbury

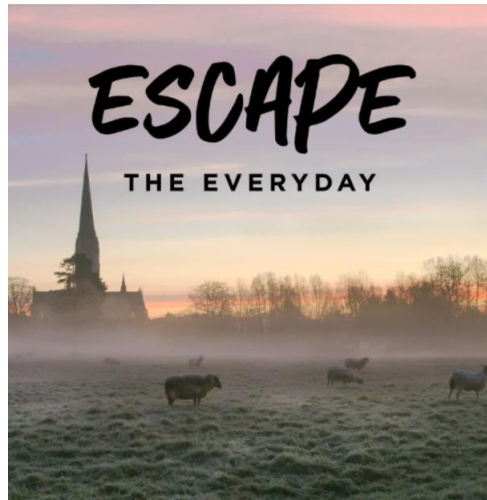


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Escape ...to a modern medieval city

Salisbury. Traditional. Original. <https://bit.ly/3jlia6J>



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Salisbury, Wiltshire



visitwiltshire Escape ...to a modern medieval city

Salisbury. Traditional. Original.

A Cathedral city of ageless beauty and captivating history, Salisbury has been welcoming travellers since 1227.

At the city's heart is Salisbury Cathedral, a beacon that has attracted visitors for centuries. Gathered around the Cathedral is a modern medieval city, full of buildings crafted with the care of another age. Here history is brought to life by modern and original events, culture and activities.



50 likes

1 HOUR AGO

Log in to like or comment.



Consumer Newsletters



- Monthly
- Database of 120k

Salisbury Website

- Traffic has gone from -81% to -10%
- August and September people searching for accommodation, attractions, food and drink
- Top content pages

Visit Salisbury Top Content Pages	Sep-20
	Things to do
	Home
	Top ten places to walk in Salisbury
	Attractions
	Food and drink
	Shopping
	Car parking and car parks
	What's on
	Activities
	Pubs and Inns

Salisbury Website

- Benefits
 - Main channel used to promote to our target audiences, including local, national and international visitors.
 - Benefits from the combined reach of Wiltshire as well as the Salisbury site, (over 1.2 million unique visitors) has good google domain authority
 - Awarded Best UK Tourist Board Website in 2015 and 2019 by Travel Mole (National recognition)

Salisbury Website



- Benefits – Breadth of content
 - In 2019, 520 events were added to the What's on pages of the websites.
 - 79 blogs were written and added to the site, attracting 30% more traffic to the blogs area of the site than 2018.
 - The most popular blogs of 2019 included Wiltshire Residents Week - a Chance to Explore your Local Area, The Best Sunday Roasts in Wiltshire, 7 Must-See Salisbury Villages and 15 Unusual Things to do in Wiltshire.

Salisbury Website 2021 and beyond

- Salisbury BID, the Cathedral and City Council are in the process of developing a new Salisbury website for the **local audience**.
- All our Salisbury partners will continue to benefit from the VisitSalisbury website and wider promotion via our channels to local, national and international audience
- Opportunity to review and adjust our website and digital strategy and content if needed.

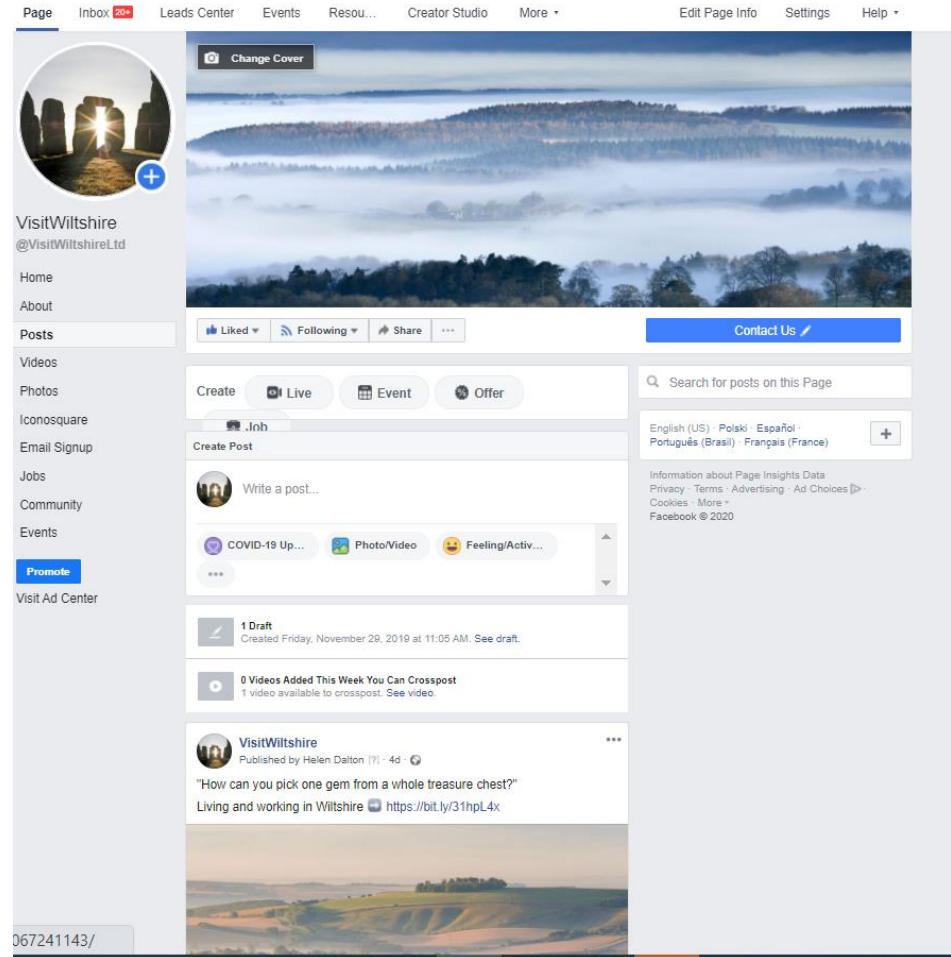
Social Channels



  rivertoskateawayon



38k followers
In excess of
200K reach



Page | Inbox 20+ | Leads Center | Events | Resou... | Creator Studio | More

Edit Page Info | Settings | Help

Change Cover

VisitWiltshire
@VisitWiltshireLtd

Home | About | Posts | Videos | Photos | Iconosquare | Email Signup | Jobs | Community | Events | Promote | Visit Ad Center

Like | Following | Share | Contact Us

Create | Live | Event | Offer

Write a post...

COVID-19 Up... | Photo/Video | Feeling/Activ...

1 Draft
Created Friday, November 29, 2019 at 11:05 AM. See draft.

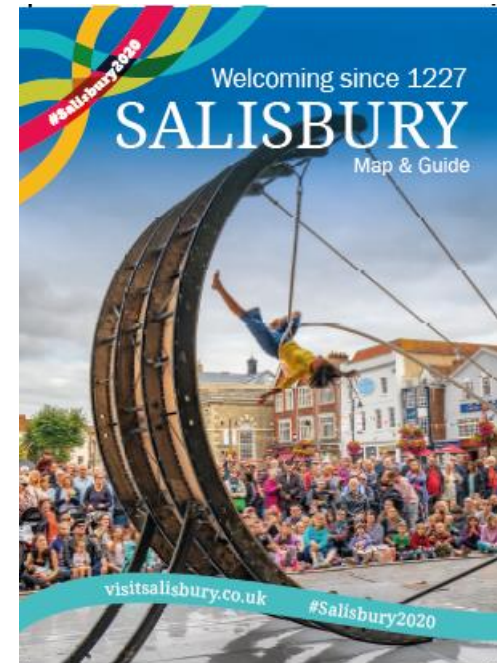
0 Videos Added This Week You Can Crosspost
1 video available to crosspost. See video.

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Published by Helen Dalton [?] · 4d ·

"How can you pick one gem from a whole treasure chest?"
Living and working in Wiltshire <https://bit.ly/31hpL4x>

067241143/

Publications



VisitWiltshire Photo Library

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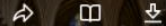
Photos, people, or groups

← Back to albums list Edit in Organizr

Salisbury

[Click here to enter a description for this album](#)

197 photos • 669 views



By: VisitWiltshire



Great West Way[®]

- Secured DEF funding for Great West Way marketing and product development activity – primarily aimed at domestic market
- New digital travel magazine with Salisbury content has just been launched

Partnership and Training

- Any queries with renewals contact Billy
- Working on putting together an autumn / winter training programme– please let us know of any key areas
- Keep up to date with our fortnightly partner newsletter