



VisitWiltshire Familiarisation Passport 2016

For 2016 VisitWiltshire will once again be producing its popular Familiarisation (Fam) Passport. The Fam Passport gives fellow VisitWiltshire members and their staff (*please see below) the opportunity to visit attractions and other businesses around the county free of charge, thereby improving their product knowledge – by knowing at first-hand what is available locally, we believe we can all work together to help our visitors make the most of their stay.

For 2016 we are proposing to alter the format of the Fam Passport as follows:

- Rather than a fold-out leaflet, the 2016 Fam Passport will be similar in size to a real passport, with 4 pages
- On the inside two pages the printed Fam Passport will contain the names of the attractions and other businesses taking part
- In order to take advantage of the Fam Passport offers, the printed Passport will have to be presented on arrival
- There will be an option for each attraction/business to be ticked on arrival, so that it cannot be visited again using the same printed Fam Passport (if you are happy to receive multiple visits you have the option not to tick)
- Details of the individual Fam Passport offers will be listed on the VisitWiltshire website in the form of a password-protected, downloadable pdf
- This will give greater flexibility, as offers can be amended during the year if required
- Each attraction/business will also have the option to make multiple offers if they wish
- The pdf will contain website links for each attraction/business so that potential visitors can seek further information / check opening times etc

For 2016 we are aiming to simplify the offers featured on the Fam Passport and would like to encourage all attractions that usually charge an entry fee to make the following offer: Free entry for two adults.

Businesses that do not usually charge an entry fee are welcome to continue to make an alternative offer, as appropriate.

As always, the aim is to have the Fam Passport available to partners in time for Easter. As Easter is early this year, if you would like to take part in the Fam Passport initiative for 2016, please complete the short form and email it back by Friday 26 February to jenny.butler@visitwiltshire.co.uk. A proof for approval will follow.

*As well as the following on reconnaissance visits pre-arranged via VisitWiltshire: bona fide journalists, travel agents and tour operators/group travel organisers