

VisitWiltshire Marketing Plan 2023/2024

Strategic Objectives

- Deliver an integrated programme of marketing activity, generating £15m in additional short-term visitor spend and an ROI of at least 43:1
- Raise awareness of the destination through PR, influencer and other activity
- Continue to support the national tourism recovery plan
- Maximise opportunities through the Great West Way, spreading the benefits to Salisbury and across the county.

Marketing Objectives & Approach

- Split marketing activity:
 - 50% brand awareness and 50% tactical activity
 - 70% staying visitor and 30% day visitor
 - 90% online and 10% offline
- Generate £13m in additional short-term visitor spend and an ROI of 43:1
- Support the national tourism recovery plan
- Focus on increasing overnight visits and spend, length of stay and seasonality
- Drive immediacy of visit via festivals & events, arts & culture, food & drink.
- Maximise visitor economic growth via consistent use and adoption of Wiltshire and Great West Way positioning.
- Improve awareness and perception of Salisbury (repositioning)
- To work in collaboration with partners, extending our revenue streams generating income for additional leverage on campaigns

Domestic Target Markets

Mature Mainstreams

- Mature Mainstreams are part of the baby boom generation (born 1946-64), a large and relatively prosperous cohort that is 20% of the UK population and has 80% of the wealth. Baby boomers take 40% of all UK short breaks. Numbers of people in the UK aged 55+ will grow by 10% over the next 10 years.
- This is a key life stage among Britain's largest overseas markets. Mature Mainstream are most likely to be repeat visitors, looking to explore further afield beyond the honeypots, and seeking quintessentially English countryside, small towns and villages plus heritage. Therefore they present an opportunity to grow the number of visitors.

Domestic Target Markets

Experience Seekers

- Experience Seekers are high consumers of leisure trips. They are free to travel year round and are always looking for or planning their next break. They are relatively high spending adults aged 35-54 without children and have the highest spend per trip (by life stage) for domestic holidays. As such, they offer good growth potential.
- We will continue to target our existing Experian types: Hardworking families, Yesterday's captains, Garden suburbia, Innate conservatives

Hardworking families:

- Stay in Wiltshire. With focus on beautiful countryside for walking, highlight the short drive time. This group are interested in driving, good price and service, possibly not history or food). They are mainstream and risk averse, preferring trusted products. Couples. Both short breaks and 7 nights are relevant to them.

Domestic Target Markets

- **Yesterday's captains:** Stay in Wiltshire. They enjoy gardening, nature, cultural events and visiting National Trust places, so focus on **history and heritage mainly**, although countryside still relevant; also **Salisbury**. Quality and service are important to them. They tend to do **short breaks** out of season to mid range hotels in the country. They are conservative, with active minds, older, enjoy eating out and classical music.
- **Innate conservatives:** Stay in Wiltshire. They tend to be older and often widowed. Are well organised, like **pre-planned experiences**, enjoy lots of hobbies, including golf and classical music. Feel they owe themselves a **treat** with their partner. Trusted products and quality of service are important to them. **All 3 brand values relevant, plus the range of things to do.** They have a preference for 4-6 night breaks.

Domestic Target Markets

- **Garden suburbia:** Stay in Wiltshire. As they enjoy family holidays (with older, non-dependent children), gardening, hobbies, eating out, plus music, theatre and cinema, all 3 brand values are relevant. The best abundance of history and beauty, within easy reach of home. Both Salisbury and Stonehenge would be attractive. Quality of service, a quiet life and comfort are important to them. Car dependent.
- Families will remain an important sector, in particular for visitor attractions and for day trips throughout the year. New patterns of visiting include the growing numbers of active boomer grandparents treating families – with or without parents – to leisure trips (there is some cross-over here with the Mature Mainstreams) and “vertical families” where several generations are on trips together. Other trends are increases in families with one child, single-parent families, same-sex parents, step families (often resulting in a family group needing to meet the needs of a very wide age range of children).
- Targeting East and West Midlands; Greater and Central London; and M4 corridor.

International Target Markets

- Target international markets as Wiltshire on the Great West Way, in line with the work carried out in 2017/2018 Great West Way project. Priority markets are **Germany, Netherlands, North America**, travelling both independently and in groups.
- Working with regional and national partners we will continue to leverage opportunities for increasing Wiltshire and Salisbury visits, spend and awareness in key target markets

Brand Positioning

Wiltshire - Welcome to Timeless (International proposition)
Wander through time in Wiltshire. Wonder at England's fascinating history. Enjoy timeless places. No visit to England is complete without experiencing the magic of this ancient county.

Wiltshire - It's Wiltshire Time (Domestic proposition)
Escape to Wiltshire, press pause and let time stand still. Immerse yourself in timeless pleasures. Feel calm soothed and refreshed. If you're tired of the everyday then it's time for Wiltshire. You'll be here in no time.

Salisbury – brand positioning being developed

Great West Way – England Concentrated (see www.GreatWestWay.co.uk/StoryoftheGreatWestWay)



Marketing Activity - Wiltshire

- Manage and deliver an integrated programme of consumer and PR activity.
- Work with VB, VE and other key partners to maximise value for Wiltshire.
- Manage a programme of travel trade activity.
- Develop and deliver online and offline marketing assets including www.visitwiltshire.co.uk, social channels, digital consumer maps and guides.
- Produce and distribute inspirational new content in line with national content (accessibility and sustainability key)
- Work in partnership with Wiltshire towns and businesses on a programme of additional marketing opportunities to maximise economic benefit

Priorities and Channels

Thematic & Seasonal Campaigns

Creating and delivering themed campaigns to include:

- Wiltshire Residents Campaign (if funding allows)
- Wiltshire towns campaign

Digital & Website

Maintaining the destination websites with on going development to keep the style current with rapidly changing internet trends, this will include using user generated content and pushing content out via digital channels. We will continue to review organic optimisation for the site to ensure we reach our KPIs.

Manage and deliver a programme of social media across Wiltshire, and Great West Way, particularly focusing on twitter, facebook and instagram

Channels

Digital Publications & Fulfilment

To include Time for Wiltshire Visitor Guide, Time for Wiltshire Visitor Map, the Group Visits and Travel Trade Guide. These will integrate with all online and digital work, promoting the website, social media. The brochures will continue to be distributed to potential visitors through a clear digital distribution strategy All lead generation will be fulfilled digitally.

Printed Publications

As part of integrated campaign we will produce a new Time for Wiltshire Towns and Villages map (printed) in partnership with Great Western Railway highlighting sustainable travel.

Channels

Press & PR, Influencers & Bloggers

Where possible PR activity will integrate with the overall marketing as well as developing new media channels such as bloggers and vloggers. Our online photo library aimed at press and national/international operators will continue to be developed and enhanced to help promote the county.

Travel Trade and International

Development of our travel trade strategy, our groups and travel trade package, building itineraries and increasing group travel familiarisation visits to Wiltshire, working with VisitEngland and VisitBritain on overseas travel trade. Extend our international activity and amount of Wiltshire product promoted overseas via Great West Way.

Partnerships

Grow and develop partnerships with key national and regional industry and partner organisations, maximising exposure for our Wiltshire, Salisbury and Great West Way brands

Evaluation

All activity will be evaluated as part of normal marketing evaluation

Objectives and Tactical Overview

Core Marketing					
Objectives	Target Audience	Channels/ Activities	Timeline	KPI / Measurement	
<p>To generate additional £13m spend and visits to Wiltshire</p> <ul style="list-style-type: none"> • Reach new audiences • Encourage repeat visits • Drive visitors to website • Build email database • Increase awareness of Wiltshire as a destination 	<p>Mature Mainstream, Experience Seekers, Hardworking Families, Yesterdays' Captains, Garden Suburbia and Innate Conservatives.</p> <p>Geographic Areas East and West Midlands Greater and Central London M4 corridor</p>	<p>Production and Distribution of a Digital Time for Wiltshire Visitor Destination Guide</p>	<p>April 2023</p>	<p>Reads and impressions</p>	
		<p>Produce a Time for Wiltshire map</p>	<p>April 2023</p>	<p>To reach 95,000 average unique visits per month, increase desktop dwell times to over 3 minutes and increase page views to average of 4. On site goal tracking. Mobile and tablet stats.</p>	
		<p>On going development of website , SEO, Search and Display advertising</p>			
		<p>Ongoing development of Visit Salisbury channel site</p>			
		<p>Social media Facebook Twitter YouTube Instagram</p>		<p>On-going</p>	<p>24,000 Twitter 27,000 likes on Facebook 17,000 Instagram</p>
		<p>Database marketing Monthly e-newsletters supporting events and themed activity including competitions</p>		<p>On-going</p>	<p>To focus messaging on events, festivals and arts.</p>
				<p>Monthly</p>	<p>Increase database to 120,000. To achieve open rates of 15%</p>
				<p>PR</p>	<p>On-going</p>

Objectives and Tactical Overview

Winter Campaign Outdoor Campaign (TBC)

Objectives	Target Audience	Channels/ Activities	Timeline	KPI / Measurement
<p>To generate additional spend and visits to Wiltshire</p> <ul style="list-style-type: none"> • Reach new audiences • To increase profile of Wiltshire as a short break destination • Encourage repeat visits • Drive visitors to website • Build email database • To build awareness of high quality and wide offering of products 	<p>Mature Mainstream, Experience Seekers, Hardworking Families, Yesterdays' Captains, Garden Suburbia and Innate Conservatives.</p> <p>Geographic Areas Greater and Central London</p>	<p>Partnership work with partners</p> <ul style="list-style-type: none"> • Digital display adverts • VisitEngland website • Social media • E-newsletter • Landing page on visitwiltshire.co.uk • YouTube, social media, website • Themed blog • Competitions • PR campaign 	<p>January 2024</p>	<p>To be confirmed with activity</p> <p>Referrals and click through</p> <p>Open rate of 18% Traffic to webpages 15,000 page views</p> <p>YouTube views xxx</p> <p>ROI of additional spend of £714,000 ROI of 3,000 additional visits</p>

Objectives and Tactical Overview

Day Visitors				
Objectives	Target Audience	Channels/ Activities	Timeline	KPI / Measurement
Increase the number of day visitors to over 18.8 million	Day Visitors	Encourage engagement through social media. Develop themes and topics	Ongoing	Drive data capture by running competitions to build database.
	Locals			
	VFF	Digital Time for Wiltshire map Time for Wiltshire Towns and Villages map Wiltshire Residents week (TBC) Position what's on and events calendar on home page of website	April 2023	To maximise page views of What's on
		Social Media Thematic Blogs and content distribution	Ongoing	

Objectives and Tactical Overview

Travel Trade and Groups				
Objectives	Target Audience	Channels/ Activities	Timeline	KPI / Measurement
<p>To increase volume and value of group visits and travel trade to Wiltshire</p> <p>Raise awareness of Wiltshire as a destination</p> <p>Build a database of group travel organisers</p>	Geographic	Continue to develop the Digital Group Travel Trade Guide	April 2023	Increase our group database by 10%
	Up to 2 – 3 hour drive time	Develop group information and itinerary builder on website	Ongoing	Page views on website
	London	Quarterly e-newsletter	Quarterly	Open rate of 25% and click through rate of over 2.5%
	Surrounding counties	Trade Exhibitions (partnership activity as per travel trade package)		To increase awareness of Wiltshire Follow up and deliver leads accordingly. Aim to increase databases
	Demographic	Excursions January 2023 TBC British & Ireland marketplace February 2023		
	Groups, social clubs and associations, 50 + age bracket	Advertising and editorial in Travel Trade press	Autumn / Winter	Number of requests for information
	Coach and tour operators	Educational and Fam Trips PR generated in trade press Host fam trips Attend national trade events	Year round	1x fam group visitors
		Sales meetings with operators communicate the product offering – delivering leads to partners where possible		
		Work alongside Great West Way / Visit Britain / Visit England with International Strategies		
		To include Germany, France, Benelux, Italy, Ireland, Spain, North America and Australia/ New Zealand and Canada		

Media

Online owned media

- Seasonal themed monthly e-newsletters
- Social media engagement all year round
- YouTube films
- Online competitions
- Content distribution via third parties

Social Media

- Twitter / Facebook - Target specific Wiltshire audiences and relevant partners, run competitions, engage with followers
- Engage with existing and new partners – form solid relationships
- Blogs – engagement work with bloggers
- Look at developing podcasts
- LinkedIn
- Instagram - provide appealing Wiltshire imagery, run Wiltshire Instameets, takeovers and Instagram photo competitions
- YouTube - provide aspirational pan Wiltshire films

Travel Trade

- For full travel trade strategy see travel trade plan of B2B activity, guided by Wiltshire's travel trade group.
- Increase content through development of itineraries, digital content and packages
- Advertising features in key travel trade websites
- Email newsletter to distribute digital Travel Trade brochure to specific target groups
- Develop our online travel trade content, itineraries and bookable product
- Travel trade exhibitions
- Familiarisation Visits
- Overseas marketing and international trade events with VisitBritain and VisitEngland and as Great West Way / Wiltshire (DBNA, ITB Berlin, Great West Way Marketplace)

Evaluation and Measurement

- Generate £13m additional spend and a 43:1 ROI
- Number of unique views of website to website KPI 1.4 million
- Dwell times on website to 3.5 minutes, page views to 4
- Click through rates on display advertising
- Conversion rates on social media
- Audience growth rates on social media
- Engagement on social media
- Call to action on all campaigns
- Brochure distribution analysis
- Volume & Value survey
- Growth of Wiltshire economy and creation of jobs

Creative and Messaging

- Inspire immediacy for visitors to come now and to stay longer
- Aspirational and engaging
- Inspiring images
- Focus on brand positioning with thematic messaging
- Focus on target segments
- Brand values and propositions
- Clear call to action as well as raising awareness