

Growing Your Business with VisitWiltshire



Welcome to VisitWiltshire

VisitWiltshire's priority is to grow the county's Visitor Economy, which is currently worth in excess of £1.5billion attracting over 19.6 million visitors and supporting over 28,000 jobs. Our main aims are to raise awareness of Wiltshire and generate additional tourism visits and spend.

We provide services and expertise that supports the performance and growth of VisitWiltshire tourism partners from all sectors of the visitor economy across the whole of Wiltshire and beyond.

These include:

- Online and Off-line marketing
- National consumer campaigns
- Travel Trade engagement activity
- PR
- Business Support including:
 - Partner Business Consultancy Services
 - Industry updates and advice
 - Research and industry insights
 - Training opportunities and networking events

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!

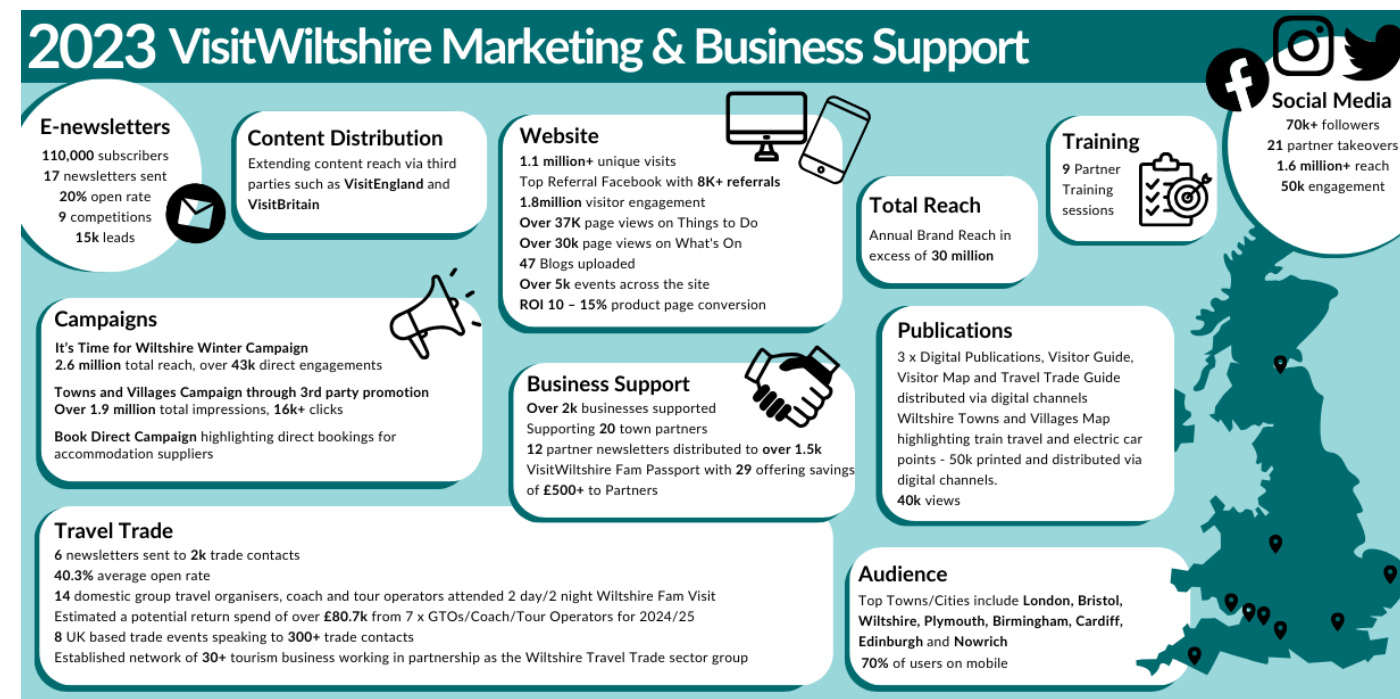
VisitWiltshire provides a partnership package that is designed around you. We've put together a few examples of our activity and information on partnership levels.

If you require any additional information please do not hesitate to get in touch with us. We look forward to working with you.

VisitWiltshire is the official Destination Management and Marketing Organisation for Wiltshire representing 400 partners.

Join VisitWiltshire and be part of our award winning marketing activity.

Extend your reach through our marketing channels.



We work closely with our partners and through our marketing we influence visitors to stay longer, explore further, and spend more.

Our marketing objectives are to:

- To work in collaboration with partners generating additional business, raising business profiles and providing sector specific business support programmes.
- 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).



Partner Benefits

VisitWiltshire Website Detailed entry on visitwiltshire.co.uk, our award-winning website which is top in Google listings for many Wiltshire holiday phrases. Seen globally by over 1.2million potential visitors annually, the site has a responsive design for PCs, tablets and mobiles and incorporates our current brand positioning	Silver comprehensive description, up to 6 images, full contact details plus availability updates	Gold comprehensive description, up to 10 images, full contact details plus availability updates
Product will be listed on all relevant content pages and will appear on a “What’s Nearby” listing for other products in your area	✓	✓
Businesses located in Salisbury will also be listed and referenced within the content on channel site VisitSalisbury – essentially receiving two listings for the price of one	✓	✓
Priority ranking for your business from searches on visitwiltshire.co.uk	2nd Priority	1st Priority
Opportunity to embed your own video on entry on visitwiltshire.co.uk	not available	✓
Inclusion of your social media feed on your page at visitwiltshire.co.uk	not available	✓
Option to display your last five TripAdvisor reviews on your entry on visitwiltshire.co.uk	✓	✓
Enquiries direct to your own booking service or online travel agent with no VisitWiltshire commission charges	✓	✓
Listing on visitwiltshire.co.uk’s interactive map	✓	Enhanced
Free listing of your events which can be uploaded at anytime via the easy to complete event form. These will appear on both your product page and ‘What’s On’ pages	✓	Priority
Opportunity to add Special Offers – to feature on both your product page and Special Offers pages	✓	Priority
Opportunity for a discounted partnership or free basic listing for other parts of your business e.g. food and drink listing for a hotel with restaurant	✓	✓
On-line Social Media Inclusion* in relevant social media activity with over 68k followers	Silver ✓	Gold Priority
Opportunity to request social media posts for upcoming events, newsworthy items, special offers, or just general coverage	✓	✓
Inclusion in our blogs*	✓	Priority
Opportunity for a staff/team member to feature in a ‘Spotlight On’ blog to promote your business and highlight favourite things about Wiltshire	✓	✓
Publications Inclusion in the editorial* and photography* within our publications which signposts readers to visitwiltshire.co.uk	Silver ✓	Gold Enhanced
Option to purchase advertising in Time for Wiltshire publications (currently digital only).	✓	✓
Opportunity to get involved in other targeted publications as they develop -e.g. It’s Time for Wiltshire Towns and Villages Map	✓	✓
Consumer Marketing Benefit from our core SEO including content strategy, keyword growth and trends to increase and maintain our rankings	Silver ✓	Gold ✓
Option to offer competition prizes for increased presence - average of 3k entries per competition	✓	Priority
Opportunities to feature in monthly consumer e-newsletter sent to a database of over 120,000 readers with a competition or low cost paid promotion*	✓	Priority
Opportunity to buy into targeted campaigns. These usually include seasonal, city or food & drink campaigns. You can see more details of campaigns in the Marketing Opportunities document.	✓	✓

*where appropriate

Group and Travel Trade Editorial coverage* in the Group Visits and Travel Trade Guide and inclusion of images* of your business	Silver ✓	Gold ✓
Inclusion in Familiarisation Trips and Itineraries*	✓	✓
Opportunity to host Travel Trade journalists and related PR*	✓	Priority
Opportunity to buy into trade engagement services	✓	✓
Press and PR Inclusion in press releases and features* accessing an audience reach of over 208 million	Silver ✓	Gold ✓
Opportunity to host journalists and inclusion in itineraries*	✓	Priority
Opportunity to buy into Press and PR services.	✓	✓
Photo Library Gain access to the VisitWiltshire Flickr photo library and use the images in your promotions. Add your own high-quality images in albums on the account so others can use your images	Silver ✓	Gold ✓
Familiarisation Passport Free or reduced entry for all staff and volunteers to a selection attractions and activities in Wiltshire via our Familiarisation Passport. Perfect to get to know what’s around you	Silver ✓	Gold ✓
Networking Opportunities Regular industry events & meetings, hosted at partner venues or online. These are usually attended by guest speakers from the tourism industry, and gives partners a chance to meet each other, and hear the latest from VisitWiltshire too. These include the Wiltshire Association of Visitor Attractions (WAVA) and Accommodation Group which meets quarterly	Silver ✓	Gold ✓
Training Opportunities Low-cost, expertly led training opportunities on key popular topics including Social Media, Marketing, Customer Service, Tax and Finance and much more.	Silver ✓	Gold ✓
Business Benefits and Support Receive regular Partner Newsletters that provide updates on what VisitWiltshire is currently working on, opportunities and latest industry news and research	Silver ✓	Gold ✓
Access to 1:1 business support. If you need any help or advice on planning, funding or marketing the VisitWiltshire team would be more than happy to help	✓	✓
Help and advice on Brown and White Tourism Signs application	✓	✓
We are regularly in touch with other tourism authorities such as DCMS, Tourism Alliance, Wiltshire Council, SWLEP and VisitBritain and will be more than happy to pass your concerns on if necessary	✓	✓
Access a range of business benefits from our Supplier Partners	✓	✓
Reduced rates for consultancy service for bespoke marketing services	✓	✓

City and Town Partner Benefits

Receive all the benefits of a Gold partnership plus these other tailored benefits

Economic Growth

Derive additional benefit from Wiltshire’s visitor economy, generating £1.5bn p/a and supporting 28,000 jobs (2019)	✓
---	---

Strategic Development

Working in partnership to stimulate and encourage visitor economy growth and development	✓
Working in partnership with Wiltshire’s official DMO, benefitting from their access to DCMS, VisitBritain/VisitEngland, Tourism Alliance and other key tourism agencies and influencers	✓
Access to tourism strategy and marketing delivery advice and support	✓
Ability to influence Wiltshire destination marketing and development activity	✓
Market intelligence and insight	✓
Access to a range of bespoke marketing services, match funding and subsidised marketing opportunities	✓

Online – website

Additional destination editorial, photography and messaging on relevant pages on visitwiltshire.co.uk and associated sites	✓
Distribution of destination content, eg as a destination experience on VisitEngland.com and where appropriate on England Originals and Great West Way	✓
Referrals and enquiries direct to your local town tourism lead	✓
Promotion of local visitor-focused destination collateral via visitwiltshire.co.uk	✓
Free basic listings for town approved Food & Drink establishments, subject to VisitWiltshire conditions	✓

Online – Newsletters and Blogs

Opportunities for inclusion in regular Destination blogs & in consumer newsletters (117k subscribers)	✓
---	---

Wiltshire Publications

Enhanced destination content in our main Digital Wiltshire Visitor Guide	✓
Featured in the VisitWiltshire Towns and Villages Map – widely distributed	✓

Consumer Marketing

Benefit from our core marketing activity including national marketing campaigns, PPC, Online Display	✓
Benefit from our destination content distribution, including VisitBritain overseas and VisitEngland domestic marketing, England’s Historic Cities activity and other 3rd party promotions, eg Stonehenge digital boards	✓
Increased town presence via partnering on destination focused competitions	✓

Accommodation Information Boards

Opportunity to host destination information board	✓
---	---

Groups and Travel Trade

Inclusion in Wiltshire Travel Trade Guide	✓
Opportunity to join the Wiltshire Travel Trade Group giving access to an agreed programme of travel trade activity	✓

Press & PR

Opportunities to have destination press releases sent to regional, national and international media	✓
---	---

Photo Library

Dedicated destination folder in the Wiltshire photo library, accessed by press, travel trade, industry and other partners	✓
---	---

2024 Partner fees

Accommodation Providers

Serviced No. of Bedrooms	Self Catering No. of Units	Camping/Caravan Sites No. of pitches	Silver	Gold
1-3	1-3	1-25	£198	£352
4-6	4-6	26-50	£245	£399
7-10	7-10	51-75	£292	£446
11-20	11-20	76-125	£363	£515
21-35	21+	126-200	£457	£622
36-50		201+	£562	£726
51+			£655	£820

Attractions and Destination Retail Centres,
Sport and Leisure Facilities

Events, Festivals, Activities, Art, Wedding and
Entertainment Venues

No. of visitors per year (3 year rolling average)	Silver	Gold	No. of visitors per year (3 year rolling average)	Silver	Gold
1- 5,000	£198	£386	1- 5,000	£198	£386
5001-10,000	£457	£644	5001-10,000	£457	£644
10,001-25,000	£586	£773	10,001-25,000	£586	£773
25,001-50,000	£691	£878	25,001-50,000	£691	£878
50,001-100,000	£820	£1,007	50,001-100,000	£820	£1,007
100,001-200,000	£1,112	£1,299	100,000+	£1,112	£1,299
200,001-500,000	£1,640	£1,827			
500,000+	£2,342	£2,540			

Transport and Guiding Operators

	Silver	Gold
Taxi Operator	£198	£386
Coach Operator	£198	£386
Transport Operator	£655	£842
Guiding Services	£198	£386

Tourism Industry Suppliers

Supplier Partner	£328
------------------	------

Community Leisure Centres

	Silver	Gold
Large	£446	£633
Small	£198	£386

Food and Drink & Retail

	Silver	Gold
Local Retail Centres	£820	£1,018
Individual Businesses	£198	£386

Town, Village and Parish Partners

	Silver	Gold
Town Partner (Over 6000 population)	n/a	£889
Village/Parish Partner (Less than 6000 population)	n/a	£504

Theses are a selection of our Partner packages and can be tailored to meet your business needs.

All the fees quoted are subject to VAT, which will be shown on your invoice.

Growing your Travel Trade Business

In addition to becoming a VisitWiltshire partner, there is an option for us to help support your travel trade strategy, activity and trade engagement programme. We operate a Wiltshire Travel Trade group and can also provide a more bespoke B2B consultancy and business representation service.

The group consists of 20+ businesses/destinations who work collectively to develop and implement a Wiltshire travel trade marketing strategy and programme of activity, as agreed by the group. The primary objective is to guide Wiltshire’s travel trade strategy and activity to increase visits & spend, increase overnight stays, and to raise the profile of Wiltshire among the travel trade.

Priorities for 2024/2025 include:

- Maintain support and encourage new product development from key trade focussed businesses destinations in the county ensuring a compelling Wiltshire trade offer for buyers.
- Continue a level of one-to-one business support for bespoke trade activity with a view to maximise returns for members of the group.
- Develop online and offline resources ensuring key trade Wiltshire product information is up-to-date and distributed to key trade contacts.
- Review and develop trade activity in consultation with the group to ensure we offer a range of domestic and international travel trade opportunities.
- Continue to position Wiltshire along the Great West Way to maximise its reach and appeal for international markets and support from industry partners.

If you’re interested in working collaboratively with VisitWiltshire to target the travel trade, consider joining our Wiltshire Travel Trade group. Travel Trade Group rates from 1 April 2024 – 31 March 2025 have been agreed as follows:

- Partner £280 per annum
- Sponsor £845 per annum
- Investor £2,500 per annum

Please note pro-rata or rolling year options are available on request. Find out more and take a look at the travel trade opportunities and tactical activity plan on our [Wiltshire Travel Trade Group](#) page.

A breakdown of activity in relation to the three levels of investment can be seen below:

	Investor £2,500	Sponsor £845	Partner £280
Production & Distribution of Wiltshire Travel Trade Guide	Full page advert	½ page advert	¼ page advert
Digital Trade Communication	Included in min of 3 Wiltshire trade enewsletters	Included in min of 2 Wiltshire trade enewsletters	Included in min of 1 Wiltshire trade enewsletters
Bespoke one-to-one travel trade industry support eg. Solus newsletter, trade sales and facilitation of meetings, trade strategy development, event representation, collateral review, development of packages/itineraries etc.	3 days consultancy support	1 day consultancy support	1 scheduled meeting for support
Familiarisation Visits – featuring in fam visits and attendance at networking opportunities	✓ 1st	✓ 2nd	✓ 3rd
Advertising, PR and targeted travel trade campaign inclusion	✓ 1st	✓ 2nd	✓ 3rd
Trade engagement, marketing and distribution	✓ 1st	✓ 2nd	✓ 3rd
Introductory emails to Official Tour Operators	✓	✓	
Additional travel trade product website page and website inclusions on group pages	✓	✓	✓
International activity and industry partnership support	✓	✓	✓
Opportunity to be represented, stand share and/or have literature distributed at any of the attended programme of annual exhibitions and events	✓	✓	✓
Opportunity to submit video, imagery, content for Wiltshire Travel Trade Guide and digital trade communication	✓	✓	✓
Inclusion in trade related social media posts via LinkedIn, Twitter, Facebook	✓	✓	✓

We welcome partners from any package level to buy-in to additional activity. Find out more on our [Wiltshire Travel Trade Group](#) page.

To join the trade group or find out more contact flowallace@visitwiltshire.co.uk



Travel Trade Engagement, Marketing & Distribution Services

Supplier Industry Support and trade engagement services are available to tourism businesses and destinations.

We have years of experience and an award-winning travel trade team, with excellent trade relationships who can support and deliver B2B leisure trade visitors through your door. So, whether you're looking for additional visitors to attend your events, or to increase footfall to your shopping centre, attraction, accommodation or destination, we can help. We offer:

- Trade Marketing & Sales Strategy Development
- Tactical Activity Plans
- Trade Engagement, Sales and Distribution
- Trade Events & Exhibition representation
- Itinerary Development
- Strategic Destination Partnership Activity
- Content distribution

With trade databases targeting group travel organisers, coach and tour operators, wholesalers, trade press, destination management companies (DMCs) and a whole host of international trade contacts, we are extremely well placed to support all your B2B needs.

Grow trade sales for frequent independent travellers (FIT), coach or mini-bus sized groups or target specialist tours for lunch stops – the choice is yours.

B2B leisure business is an important part of the marketing mix and with a good lead time can help increase occupancy and bookings during quieter days and shoulder season months.

Call us today on 07436 588860 or email flowallace@visitwiltshire.co.uk to arrange a meeting to discuss how we can help grow your travel trade business.

