



Travel Trade Activity Update **April – June 2026**

The following report details Wiltshire travel trade activity for this period.

Travel Trade Resource & Website Portal

The [It's Time for Wiltshire Travel Trade Guide](#) launched on 1 April 2026 has already received over 3,000 page visits to date. This is the main resource for group travel organisers and operators to use to help plan their visits and develop Wiltshire itineraries and continues to be distributed to buyers following events and exhibitions and trade engagement follow up.

The trade website portal at www.visitwiltshire.co.uk/groups was updated to align with content from the new 2026 travel trade guide. To ensure we are continuing to promote accurate trade information to buyers, please ensure you have checked your Wiltshire trade product pages and provided any updates for 2026/2027.

PR and Communications

The [New It's Time for Wiltshire Travel Trade Guide](#) newsletter was issued on 1 April to 2,421 subscribers. It received an open rate of 33.4% and a click through rate of 3.7%.

[Christmas in Wiltshire 2026 - Festive Experiences, Seasonal Stays and Magical Winter Events](#) press editorial was written and distributed to trade press and industry contacts on 24 June 2026. This received the following coverage:

- Business Biscuit – [Feeling Hot Think of Winter says VisitWiltshire](#)
- Group Leisure & Travel – [A Very Wiltshire Christmas Festive Experience for Groups](#)

Group Leisure & Travel Magazine plans to include elements of this Christmas editorial in their August magazine. Discover Britain for Groups has also been in touch and hopes to use some of this editorial in print/online soon.

The [Christmas in Wiltshire 2026](#) newsletter was issued to trade contacts on 24 June to 2,389 subscribers. It received an open rate of 36.5% and a click through rate of 2%.

Trade Engagement & Webinars

We've continued our focus on trade engagement and reinforced relationships with the Official Tour Operator network. We've also partnered with VisitBritain for trade activity, webinars, events and distribution of collateral.

As part of our rolling programme of trade sales webinars, VisitBritain France delivered a Wiltshire/Great West Way presentation on 9 June, to 16 French buyers at the British Embassy in Paris on our behalf. VisitBritain Spain also recently delivered a presentation on our behalf in partnership with Expedia TAAP, which was delivered to 284 travel agents.

On 17 June, we partnered with VisitBritain Germany and several Wiltshire suppliers – Witchmark Distillery and Stourhead, to deliver a Great West Way / Wiltshire presentation to over 100 German buyers.

Wiltshire Fam Visits & Showcase Wiltshire

The VisitWiltshire LVEP are working to support several forthcoming VisitBritain familiarisation visits. These include:

- Germany - BITS fam visit to Salisbury/ Cotswolds, 2 pax on 8-15 September.

- Spain – in conjunction with Tour Partner Group, fam visit to Salisbury / Cotswolds, 20 pax, 15 – 22 October.
- Switzerland / Austria – Prima Ferien with VisitBritain Germany, fam visit to Avebury, Salisbury Cathedral and Stonehenge, 12 pax, 18 – 21 September.

In addition to the above VisitWiltshire have put together a draft Wiltshire fam visit and Showcase Wiltshire plan. Proposed dates are Wednesday 14 & Thursday 15 October with the showcase day at Longleat on Thursday 15 October. The 2-day, 1 night fam visit, will focus on Wiltshire Towns, Villages and City. This event will be discussed and agreed with the Wiltshire Travel Trade Group. Please see Wiltshire fam visit proposition document for further details.

Forthcoming Events & Exhibitions

[Group Leisure & Travel Show](#), Milton Keynes, Thursday 8 October 2026. Domestic trade show for GTOs, coach and tour operators. We currently have 9 stand sharers including Stonehenge, Longleat, Stourhead, Bowood, Bishopstrow Hotel, American Museum & Gardens and Holiday Inn Salisbury Stonehenge. We have 1 stand sharing space left @ £985 + VAT (excluding graphics) or literature distribution for £155 + VAT.

We will also be attending [Global European Marketplace \(GEM\)](#), London, Monday 2 Nov 2026, and [Britain & Ireland Marketplace](#), London, Friday 22 Jan 2027. We'll be representing partners at each event, so if you are looking to get your business in front of international trade buyers, we can represent you. These ETOA events are a great way to launch any new products, tours and experiences and build your trade contact. Cost is £400 + VAT, for inclusion in pre-and post-event comms, messaging to buyers in full days of 1:1 meetings, plus a post-event report including hot leads, meeting notes and key trade contacts.

[British Tourism & Travel Show](#), NEC Birmingham, Thursday 11 March 2027. Domestic trade show for GTOs, coach and tour operators. Stand sharing opportunity from £1,100 + VAT (excluding graphics). Price includes 1m space on the stand, cabinets, plus access to data capture device (to share) Literature distribution for only £170 + VAT. (Minimum of 4 stand sharers required to confirm).

Contact [Flo](#) to discuss, register your interest and/or book any of the above.

England's Historic Cities

On 12 May, we partnered with VisitBritain North America to deliver an England's Historic Cities, webinar, which included Salisbury, to over 50 tour operators, travel agents and advisers.

Salisbury was also included in the presentation that was distributed to over 100 buyers as part of the ETOA North America Showcase event we attended in March. Following this event ETOA issued a [North America Handbook 2026](#) to its members, which includes some interesting insights and information that may help businesses who are interested in targeting the North American market.

We are working on a new [England Originals Travel Trade Guide](#) and looking to expand Salisbury product featured within this. If you have any new product which could be included, please get in touch.

Great West Way Travel Trade Activity

Great West Way Marketplace is taking place on 22 & 25 September 2026. The virtual one-to-one meeting day on Tuesday 22 September will enable suppliers to meet with buyers online during pre-set time slots in your day. On Friday 25 September in Bristol, there's an In-person networking day at Brunel's SS Great Britain. The Ambassador rate is from £400, plus £40 for the networking day. The networking day in Bristol is only available when the virtual online day is purchased. All costs are exclusive of VAT and a £20 booking fee will apply to each booking.

The confirmed attendees to date can now be viewed [HERE](#).
[FIND OUT MORE](#) & [REGISTER TO ATTEND](#).

Great West Way are working on a new [Great West Way Travel Trade Directory](#) which will be launched at the Marketplace event. This 8th edition includes new Highlights for 2027, Bookable experiences and a new Literary, Film & TV itinerary.

Great West Way has recently secured a few new Official Tour Operators - [Kerovoar Travel](#) (Brazil), [Stonehenge Deluxe Tours](#) (UK), [Gay Up Travel](#) (USA) and [Wolters Rundreisen](#) (Germany), all of whom are working on new itineraries.

The next Great West Way Connections Meeting will take place virtually on Tuesday 11 August, 2pm. This meeting will include useful updates and opportunities from the travel trade team including information in preparation for Marketplace 2026. [Please Register to attend HERE](#).

Business Support

If you are interested to work with the travel trade and looking for business support such as trade engagement, production and distribution of collateral or interested in trade events, please get in touch to arrange a meeting. We can help enhance your messaging to the domestic and international travel trade and consumer audiences through our websites, solus newsletters, social channels and targeted trade engagement activity. Please contact [Flo](#) to discuss your requirements.

If you have any queries or would like to get involved in the Travel Trade activity for Wiltshire and/or Great West Way please contact [Flo](#) to discuss.