



## **Travel Trade Activity Update** **November 2025 – March 2026**

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

### **Wiltshire Travel Trade Group**

We have reviewed our [Travel Trade Tactical Activity Timeline 2026/2027](#), priorities and [2026/2027 Wiltshire Travel Trade Opportunities](#). We continue to work with over 30+ tourism businesses/destinations on the Wiltshire Travel Trade Group working collaboratively with VisitWiltshire to help [Grow your Travel Trade Business](#).

### **It's Time for Wiltshire Travel Trade Guide**

The 2026/2027 It's Time for Wiltshire Travel Trade resource is continuing to be updated and will be launched next month when it'll be distributed to over 2,200 key trade contacts. This publication receives over 7,000 user views online annually, and is an excellent resource for group travel organisers, tour operators and wholesalers. All Wiltshire travel trade group businesses and destinations are featured. New sections this year include revised Highlights and Specialist Tour pages, new Salisbury 800 itinerary and new 'Top Tips – Don't Miss' boxes. Thanks to all our advertisers and those who have submitted content.

### **Wiltshire Trade website**

The trade website portal at [www.visitwiltshire.co.uk/groups](http://www.visitwiltshire.co.uk/groups) has received **14,795** page views to date and the most popular pages are [Coach Parking](#) and [Plan a Group Visit](#). 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.

### **Travel Trade Awards, PR & Comms**

Wiltshire has yet again, been shortlisted as a finalist for the Best UK Destination category in the Group Leisure & Travel Awards 2026.

Flo was invited to take part in a radio interview with Sue Davies, BBC Wiltshire on 17 February 2026 about 'Town-sizing'. This promoted the fabulous Wiltshire towns and villages and what they offer for visitors. Town-sizing supports more sustainable tourism by distributing visitor spending beyond the usual hotspots, helping to reduce overcrowding and environmental pressure in major cities.

Following the Wiltshire Familiarisation visits in October 2025, our media partner Group Travel World ran a series of post event Wiltshire features in November 2025, December 2025 and January 2026 magazine editions. These features can be viewed below:

- [Wiltshire's Finest](#) (Part 1)
- [Wonderful Wiltshire](#) (Part 2)
- [See the Light](#) (part 3)

A [Time for Wiltshire in 2026](#) newsletter was issued on 4 December 2025 to 2,291 subscribers. It received a 35.8% open rate and 2.9% click through rate.

As a trade group sponsor we put together this solus newsletter for Bowood House & Gardens – [Discover More at Bowood House & Gardens in 2026](#) which was distributed on 15 December 2025 to 2,274 trade contacts. If you'd like a solus newsletter too, please get in touch.

## **Events, Exhibitions & Fam Visits**

As a Wiltshire LVEP, we recently supported the VisitBritain hosted fam visits following Britain & Ireland Marketplace 2026. These included:

- **Netherlands Fam Trip to Wiltshire - 30 & 31 January 2026** - 5 x Netherlands tour operators and 2 VisitBritain staff, dined and stayed overnight at The Angel Hotel, Chippenham. They also visited Chippenham Museum and town tour, plus a tour of Corsham and lunch and garden tour at Stourhead. In & Beyond Bath were contracted as a driver guide for the duration of the visit.
- **Brazil Fam Trip to Wiltshire – 3 & 4 February 2026** - 6 x Brazilian tour operators and 1 VisitBritain staff. Heritage & Stone Tours transported and guided the group. They had a Bradford on Avon Town tour with In & Beyond Bath and refreshments at The Bridge Tea Rooms in the morning. The group stopped for lunch at The Three Daggers in Westbury, before visiting Stonehenge and onward to explore Salisbury – including Salisbury Cathedral and Salisbury Museum. They had dinner at the Cosy Club and stayed overnight at The White Hart Hotel.

### **Attended Events & Exhibitions included the following:**

[Britain & Ireland Marketplace](#), London, 30 January 2026. This event brought together the networks of ETOA, UKinbound and VisitBritain. We represented Wiltshire /Great West Way businesses at 35 x 1:1 B2B meetings. There was lots of interest from buyers to develop new itineraries and have the latest news and product information from Wiltshire.

**VisitBritain/VisitEngland's - English Destination Showcase** in Amsterdam took place on Wednesday 11 February 2026. It was open to LVEP destinations with the opportunity to bring a stand partner. We shared our meeting table with GWR and together we promoted sustainable travel in Wiltshire and beyond. The event took place from 12.00 – 19.30 and included networking buffet lunch, VisitBritain/VisitEngland updates, 1:1 meetings and an evening networking reception. 16 meetings took place and 12 of these were new tour operator contacts.

[ITB Berlin](#), Germany, 2- 5 March 2026. The event started on 2 March at the British Embassy with presentations and networking evening reception hosted by VisitBritain/ VisitEngland. Wiltshire was one of 17 LVEP's in England attending with a meeting table (shared with TSE / Visit Hampshire). Prior to the event, we targeted all our German buyer contacts and managed to secure 15 pre-booked meetings. At the event 18 formal meetings took place with 8 new contacts. At least 5 are actively working on new programme development.

### **Forthcoming Exhibitions:**

[British Tourism & Travel Show](#), NEC Birmingham, Thursday 19 March 2026. Domestic trade show for GTOs, coach and tour operators. We have 7 stand sharers including Wiltshire, Longleat, Stourhead, Stonehenge, Bowood, Bishopstrow and Legacy Hotels.

[Group Leisure & Travel Show](#), Milton Keynes, Thursday 8 October 2026. Domestic trade show for GTOs, coach and tour operators. Stand sharing opportunity from **£985 + VAT**. Literature distribution available for **£155 + VAT**.

## **Trade Engagement & Webinars**

After recently confirming Dr Seick as a new Official Tour Operator partner, we've worked with them to secure a new [Wiltshire Gardens programme](#).

Continuing our programme of trade sales webinars, we are working on delivering more webinars in 2026 which will include Wiltshire product information.

## **England's Heritage Cities**

We have secured a further year (2026/2027) to deliver travel trade consultancy support for England's Historic Cities, reinforcing England Originals and Salisbury's visibility with the trade. This programme will include continued trade engagement, development of a new edition of the England Originals travel trade resource, and the potential for additional familiarisation visits.

### **Great West Way Travel Trade Activity**

A recent Great West Way Connections meeting took place on Tuesday 17 February 2026. For an update on Great West Way activity please see the supporting documents below:

- [Great West Way Activity Update Mid-September 2025 - February 2026](#)
- [VisitBritain Germany Market Update](#)
- [Great West Way Connections Meeting Notes - Feb 2026](#)

### **Strategic Activity and Business Support**

If you are looking for strategic travel trade support, please get in touch to arrange a meeting. We can help you 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.**