

Travel Trade Activity Update **June – mid-November 2025**

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

Wiltshire Travel Trade Group

The Wiltshire Travel Trade Group has approximately 30+ businesses / destinations who are being included in our ongoing programme of activity targeting the trade in 2025/2026. There have been two recent additions to the Wiltshire trade group – one driver guide transport business and one restaurant in Salisbury.

We are currently reviewing the Wiltshire trade group benefits, costs, priorities and opportunities for 2026/2027. We will be in touch in early 2026 with proposed revised plans.

Travel Trade Resource & Website Portal

The [It's Time for Wiltshire Travel Trade Guide](#) launched in April 2025 has had over **4,460** 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 has received **7,127** page views to date and the most popular pages are [Coach Parking](#) and [Fam Visits](#). 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 been nominated for Best Collective Destination in the new Group Travel World awards. We will be attending the awards dinner in London on 27 November.

[Experience the Wonder of Christmas in Wiltshire](#) press release was written and distributed on 1 July 2025. This saw pick up from Discover Britain for Groups Summer edition, as a full-page editorial and Group Leisure & Travel Magazine August edition.

Flo did a radio interview with Sue Davies, BBC Wiltshire on 16 July, about why it's so important for tourism businesses to plan/promote Christmas in the summer - many trade partners were mentioned.

A [Christmas in Wiltshire 2025](#) newsletter was issued on 1 July, to 2,291 subscribers. It received a 36.6% open rate and 2.4% click through rate.

As a trade group sponsor we put together this solus newsletter for Longleat - [Longleat Festival of Light 2025](#) which was distributed on 7 August to 2,267 trade contacts. If you'd like a solus newsletter too, please get in touch.

We worked to secure buyers onto the Wiltshire familiarisation visit and confirm buyers for the day to visit the Wiltshire Showcase event at Stourhead. The following newsletters were put together and distributed.:



- [Register for Wiltshire Fam Visit and Showcase Wiltshire](#) issued on 13 August to 2,246 key trade contacts. It received a 39.7% open rate and 3.5% click through rate.
- [Free Wiltshire Showcase Event at Stourhead](#) issued on 29 September to 2,229 key trade contacts. It received a 37.2% open rate and 4.4% click through rate.

Following editorial supplied to our media partner Group Travel World, the fam visit and Wiltshire Showcase were promoted and consistently featured in GTW July, September and October editions. We are expecting a post event feature in a future edition.

We also supplied images and information to the Group Leisure's Coaching Venues and Excursions Guide's Wiltshire feature that can be seen [here](#). Plus, following press information sent to Group Leisure & Travel Magazine prior to their trade show, we secured some editorial in their September edition, about the Great West Way stand and promoting our competition.

Events, Exhibitions & Fam Visits

Wiltshire Fam Visit & Wiltshire Showcase Event

The Wiltshire fam visit and Wiltshire Showcase event at Stourhead on 12 & 13 October was a huge success. We had 60 people attend (33 buyers and 27 suppliers).



There was overwhelming support from most of our Wiltshire travel trade group and we'd like to thank all the businesses/destinations who supported the fam visit and attended the showcase event at Stourhead.

Feedback from the buyers has been extremely positive, with many planning to include Wiltshire in future itineraries and contracting. All contacts have now had follow up emails including links to the Travel Trade Guide and relevant trade product pages.

Group Leisure & Travel Show

[Group Leisure & Travel Show](#), took place in Milton Keynes on 2 October 2025. This domestic trade show for GTOs, coach and tour operators didn't disappoint. We had a large stand with Wiltshire, Longleat, Stourhead, English Heritage, Old Bell Hotel – Warminster, DoubleTree by Hilton Swindon, Bishopstrow Hotel and Waddesdon Manor stand sharing. We ran a competition to win overnight stays and attraction tickets and managed to obtain over 100 trade contacts, with approx 50% of these being new contacts added to the VisitWiltshire database.

2026 event & exhibition opportunities can be seen below:

[Britain & Ireland Marketplace](#), London, Friday 30 January 2026. This meeting event brings together the networks of ETOA, UKinbound and VisitBritain for a 1:1 B2B workshop connecting buyers with suppliers from across UK & Ireland. There is an opportunity to have your tourism business/destination represented, which includes distribution of your key trade messaging and 'hot leads' data from the event as well as relevant email introductions and post event report. Cost is **£385+ VAT**.

LVEP Benelux, Amsterdam, Wednesday 11 February 2026. There are opportunities to have additional business/destination representation, at this VisitBritain trade 1:1 meeting event. Cost **£650**, which includes distribution of your key trade messaging and 'hot leads' data from the event as well as relevant email introductions and post event report.

[ITB Berlin](#), Germany, Tuesday 3 - Thursday 5 March 2026. Largest trade fair in the world, to showcase the best of Britain to German and global buyers. There are opportunities to have

additional business/destination representation, on the VisitBritain stand at this event. Cost **£795**, which includes distribution of your key trade messaging and 'hot leads' from the event as well as relevant email introductions and post event report.

British Tourism & Travel Show, NEC Birmingham, Thursday 19 March 2026. Domestic trade show for GTOs, coach and tour operators. Stand sharing opportunity for **£1,100 + VAT** (excluding graphics). Price includes 1m space on the stand, cabinets, plus access to 1 data capture device (to share). Literature distribution for only **£170 + VAT**.

Group Leisure & Travel Show, Milton Keynes, Thursday 8 October 2026. Domestic trade show for GTOs, coach and tour operators. Stand sharing opportunity with **2025 rates being held for 2026, for bookings confirmed before Friday 12 December - only £935 + VAT** (excluding graphics). Costs will increase after this date. Price includes 1m space on the stand, cabinets, plus access to data capture device. Literature distribution may be available, please enquire for details.

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

Trade Engagement & Webinars

After recently confirming Airedale Tours as a new Official Tour Operator partner, we've worked with them to secure a couple of new Wiltshire programmes including [Private Group Tours to Wiltshire](#) and [Wiltshire on the Great West Way](#).

Continuing our programme of trade sales webinars, in July we delivered Wiltshire product information to approx.12 reservations staff from [RIT Vacations](#) - a UK specialist selling in Canada.

England's Heritage Cities

As part of the trade consultancy contract for England's Historic Cities, we have just developed and distributed a new [Travel Trade Guide](#) which includes Salisbury and relevant trade product. This new resource has been designed to inspire and support tour operators, wholesalers, and travel agents in creating engaging multi-city itineraries across England. This latest edition has been expanded by almost 40%, featuring over 40 new trade-ready products and three new themed bookable itineraries – [Quintessential England](#), [Literary, Film & TV](#), and [Faith & Religion](#).

Great West Way Travel Trade Activity

Great West Way Marketplace took place on 23 & 25 September and brought together approximately 100 domestic and international and tourism supplier businesses. The event proved a huge success and we were delighted that almost 60% of supplier attendees were Wiltshire businesses. Feedback from buyers has been really positive. A press release was issued and distributed to media which received good pick up by business titles such as Business Biscuit – who ran this feature on 29 Sept - [Wiltshire & Berkshire Tourism Boosted with Major Event](#).

The new [Great West Way Travel Trade Directory](#) has recently been launched to the trade and industry contacts including in-market Visit Britain reps. It is a one-stop-shop for those seeking to curate market-ready experiences along or within easy reach of the route. This new 7th edition is an excellent resource for assisting the development of new itineraries. It features Great West Way Ambassador destinations, attractions, accommodation and new conveniently located quick refreshment stops; approx. 400+ trade focussed bookable listings, new Sustainable Travel itineraries - [Plug In & Explore for EV vehicles](#) and [Travel by Public Transport](#); plus ideas for bookable experiences, activities, specialist tours and new highlights looking ahead to 2027.

Recent new Official Tour Operator partners working to develop and distribute new Great West Way programmes for 2026 include [Airedale Tours](#), [Belco Travel & Tours](#), [Southern Tour](#), [Able & Fox Tours](#) and [Intrepid Travel](#).

Following the distribution of a Great West Way Christmas newsletter, Helloworld / Viva Holidays have packaged and are selling a new [The Magic of Christmas along England's Great West Way](#) programme for 2025 in Australia/New Zealand.

The next Great West Way Connections meeting will take place virtually on **Tuesday 17 February 2026, at 2pm**. This meeting will include useful updates and opportunities from the travel trade team, and an activity update and agenda will be issued in due course. Register to attend [here](#).

Strategic Activity and Business Support

If you are working on your marketing and sales strategy for 2026, and are looking for strategic 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.