



Travel Trade Activity Update **March - June 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. Recent additions to the group include [Wiltshire Creative](#), the county's only producing theatre, which is looking to expand its offerings for group visits; and the [Hawk Conservancy Trust](#), located on the Wiltshire border, which aims to revitalise its trade-focused strategy.

We have reviewed our benefits, costs and priorities for this group, which can be seen [here](#) and we've finalised the [Wiltshire Travel Trade Tactical Activity Plan for 2025/2026](#). Please also make sure you are aware of the [2025 Travel Trade Opportunities](#) and get in touch if you would like to discuss or book.

Production and Distribution of Collateral

The [It's Time for Wiltshire Travel Trade Guide](#) has been updated and distributed for 2025/2026. New elements include two new Wiltshire suggested itineraries JA250 and film/tv locations and a new arts and activities section. This is the main resource for group travel organisers and operators to use to help plan their visits and develop Wiltshire itineraries. Since it was launched in April 2025, the website page has had approximately 3,200 visits.

It has been distributed to over 2,300 key trade contacts in a solus newsletter and has been sent to third parties such as VisitBritain, ETOA etc. In addition to trade product pages, it will be linked throughout the year in all buyer communication.

New Wiltshire Travel Trade Website Portal

To support the new trade guide, we've also launched a new travel trade website portal at www.visitwiltshire.co.uk/groups making it more efficient for SEO and helpful for the trade. It is for group travel organisers to plan their visits, and for coach and tour operators to find and contract partners for new itineraries. It includes Wiltshire trade product pages and new content such as suggested itineraries, pre-bookable experiences & specialist tours, coach parking & EV charging. There is also information to help sell Wiltshire, travel trade toolkit, accommodation for groups, attractions for groups, local guides, tours and transport, refreshment stops, familiarisation visits etc.

With the use of AI in Google, it is now more important than ever to have your trade product experiences embedded into www.visitwiltshire.co.uk/groups (scroll down & next). These are free of charge for Wiltshire trade group partners or relevant product. Please review these, ensuring all information is up-to-date, and please get in touch with any amends for 2025/2026.

Travel Trade Communication and PR

We launched the new [It's Time for Wiltshire Travel Trade Guide](#) and new trade website portal on www.visitwiltshire.co.uk/groups as a travel trade campaign, communicating it as a way to increase tourism visits and spend to Wiltshire.

This included a solus enewsletter [New Wiltshire Travel Trade Guide](#) which was distributed to the Wiltshire trade database consisting of group travel organisers, domestic coach and tour operators, wholesalers, trade press and international tour operators. It went to 2,311 subscribers on 29 April 2025 and received 44.1% open rate and a 2.9% click through rate.

We also had pick up from Salisbury Journal and Yahoo News eg. [New Campaign to Boost Tourism in Wiltshire](#) with an approximate reach of over 14 million visits.

As a trade group sponsor we put together this solus newsletter for Bowood - [2025 Group Visits to Bowood House & Gardens](#) which was distributed on 26 March to 2,301 trade contacts. If you'd like a solus newsletter too, please get in touch.

Awards

We're delighted to share that Wiltshire has been shortlisted as a finalist in this year's **Group Leisure & Travel Awards** and is now in the running to be voted as the winner in the Best UK Destination category.

Voting is now closed, but following this news, we put together this [Vote for Wiltshire to Win Best UK Destination](#) newsletter, which was distributed to our Group Travel Organiser segment of 1,538 subscribers on 4 April 2025. It received a 35.8% open rate and 3.6% click through rate.

Congratulations should also go to Amiee Thomas, Longleat shortlisted for The Excellence Awards, Roman Baths in the Best Guided Tour Category and Legacy Hotels in the Best Accommodation for Groups category. All finalists can be seen [here](#) and Fiona and Flo will be attending the awards ceremony in London on Thursday 26 June 2025.

Wiltshire has also been nominated in the new **Group Travel World** awards. Voting is open until 31 October with an awards dinner on 27 November. Find out more and vote [here](#).

Events & Exhibitions

Wiltshire has been represented at the following recent travel trade event:

- VisitWiltshire and partners attended [British Tourism & Travel Show](#), NEC Birmingham, 19 & 20 March 2025. Domestic trade show for GTOs, coach and tour operators. We data captured 90+ tour operators, group travel organisers and trade professionals, of which 65% were new trade contacts.

Forthcoming Exhibition Opportunity:

- [Group Leisure & Travel Show](#), Milton Keynes 2 October 2025. Domestic trade show for GTOs, coach and tour operators. We have confirmed stand sharers including Wiltshire, Longleat, Stourhead, English Heritage, Old Bell Hotel – Warminster, DoubleTree by Hilton Swindon and Bishopstrow Hotel. If you would like to join our stand the cost is £935+VAT (excluding graphics). **Deadline for booking 30 June.** Literature distribution is only £155 + VAT.

Trade Engagement & Webinars

We have been rolling out a programme of trade activity delivering webinars to a number of our UK based DMC contacts and their sales teams, focussing on Wiltshire trade product and destinations and ideas for new itinerary development. So far, we have delivered webinars to over 80+ people from JAC Travel, Angela Shanley Associates, Tour Partner Group and Abbey UK.

In March we delivered a webinar with VisitBritain USA for 90 North American tour operators and travel advisors.

England's Heritage Cities

We continue to work on the trade consultancy contract for England's Historic Cities, which includes Bath and Salisbury. As part of this activity we will be reviewing, updating, adding new itineraries etc to the [England's Heritage Cities Travel Trade Guide](#). If you are a trade-ready product in/bordering these cities and want to be included in this next edition, please get in touch.

Great West Way Travel Trade Activity

Great West Way Travel Trade Directory

We're now updating the [Great West Way Travel Trade Directory](#) and have some editorial and advertising opportunities. This resource receives over 10,000+ views online annually from domestic and international trade and is the main resource being used by 120+ Official Tour Operators. We are holding advertising prices at last year's rates. For Ambassadors, prices are from £365 + VAT for a quarter page. Please see the [advertising spec](#) and get in touch to **book before 20 June 2025 (extended deadline)**.

Content required - We are also keen for editorial for consideration, which could include trade product news, new openings, new specialist tours and bookable experiences, anniversaries and any topical themes for 2026 and beyond. Please get in touch with your news before 20 June 2025.

New Great West Way Programme

We've recently secured another Great West Way programme for the French market from Best of Tours, who have just launched [Voyage au coeur du Great West Way® d'Angleterre](#) in a solus newsletter to their customers. They are also working on a new Great West Way train itinerary.

Next Connections Meeting

The next Great West Way Connections Meeting will take place on **Tuesday 24 June, 2pm – 3pm**. This meeting will include updates from the Great West Way team and details of speakers, an agenda and activity update will be issued in due course. [REGISTER HERE](#)

Travel Trade Business Support

If you are interested in growing your travel trade business, in addition to the Wiltshire Travel Trade group, we can also provide a more bespoke B2B consultancy and business representation service with one-to-one support. 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.